

## **“Life of Medical Representative and Their Job Responsibility in India”**

Purti Bhatt

*Employee in department of marketing and sales in Corona Remedies Pvt. Ltd., Ahmadabad 2*  
*Corresponding Author: Purti Bhatt*

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**Abstract:** *This is an attempt to study a life of medical representative and their job responsibility in India. Medical Representative is considered to be the ultimate result of pharma companies due to their persistency in working. Medical Representative meets doctors, chemist and stockiest and they directly influence the prescription of doctors. So from the company side they provide training, product education and marketing skills to their MRs. Many companies provide a hard training of one month to one week depends on the product knowledge requirement and size of the company. The article gives you an overview of how medical representative work and their job responsibilities so new MRs come to know about their job profile as well as it highlights the pharma marketing and their challenges during their working culture.*

**Keywords—** *Medical representative, product knowledge, prescription, doctors prescription, effective detailing, Working environment.*

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Date of Submission: 25-07-2018

Date of acceptance: 12-08-2018

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### **I. Introduction**

Communication is a core to any successful relationship. Medical representatives (MRs) of the pharmaceutical companies can impact the prescribing pattern of doctors and MRs has given a decided doctor list to visit them on regular basis ex. Some may visit doctors on monthly, half monthly or three times in a month as per the need and promotion pattern of the company. Doctors share very strong and unusual relationships with Medical Representatives because of their continuity and drug updating along with different promotional tool. Medical Representative is a catalyst who shares knowledge on most recent trends in medical diagnostic and treatment to the medical practitioners. However, medical representatives are being treated only as sales personals and doctors avoid meeting them, but in reality they are information provider and conveying latest update about the drug to the doctors.

Pharma Marketing is completely relying on the relationship and so job of MRS are changing. A medical representative is an important communication link between Pharma Company and medical professional. MR is the most reliable source of feedback about current market trend, doctor's choice, their selection factor and competitive market strategies. MR acts as a link between company, stockiest and doctors and ensure smooth working network. 1

In this study the respondent, MRs, are the key contacts between the pharmaceutical industry and the medical profession. They have the responsibility of promoting their companies major products directly to hospital doctors. They do this via face to face meetings or medical presentations at various types of meetings. They are responsible for meeting with healthcare professionals to promote product awareness, answer queries regarding use and pharmacodynamic of products, provide advice and help introduce new products. MRs is also known as Medical Representative and Territory Sales Executive or Field officer.

### **II. Job Description Of Medical Representative**

The Medical Sales Representative is a main link between pharma industry and doctors. He/she is responsible for contacting potential customers such as government primary care center, hospitals and pharmacies, identifying their needs, convincing them that the products (medicines or medical devices) of his/her company can best satisfy their needs; closing the sale according to the terms and conditions; and building a doctor relationship for the benefit of their product prescriptions.

Personal meeting to doctors means exposure to brand message with the communication tool like visual aid, literature, laptop, or tablet. How this exposure gets converted into increase in sales and how much it makes impact on the customer's prescription habit will depend on the integrity of MRs during the job and their company's strong strategy.

### **III. Life Of Medical Representative In India**

Globally medical companies use assessments to evaluate candidate's aptitude, personality and basic domain knowledge at the time of hiring. Studies done by Aspiring Minds in a large pharmaceutical company express that achiever MRs scored high in English vocabulary, Logical Ability and personality of Conscientiousness, followed by moderate score on Agreeableness.<sup>2</sup>

But In India there are so many issues and problems faced by Medical Representative in their everyday life. There are mix opinion from pharma companies, doctors and government side. Pharma companies are putting continuously pressure on achieving the target of their products. They are ultimately concerned with the sales and so many MRs has to cope up work pressure where they are always in stress. “Stress is a dynamic condition in which an individual is confronted with an opportunity, constraints or demand related to what he/she may desire and for which the outcome is perceived to be both uncertain and important” called stress and that makes MR feel frustrated, angry, nervous or anxious.

Pressure to work and achieve target on monthly, quarterly, half yearly and yearly basis is major challenge that every Indian medical representative has to fact. Generally Indian Pharma Company's gives target on achievement basis and so they have to continuously deal with the target and always thinking of how to achieve it.

The marketing related job is mostly connected with field work and had to deal with different psychology of customers. Apart of knowing their customers need i.e. doctors they have to do touring on regular basis. Some MR has assigned different territory like district, some assigned multiple district and many cities according to need and specialty product range of the company. In India neither a company provides protection nor government has any rule for the protection of life of MRs and they have to take risk of their life every day during field work.

Meeting MR and timing of Doctors to meet is major challenge of MR life. Some doctors meet selected MRs Like 3 or 5 and so many MR have to wait for one hour to 3 hour during the same call to meet those doctors. There is not fix time when MRs Daily work will start and similarly no fix time when it will finish. And certain doctors also give less priority to MRs Thinking that they are consuming their time and it's worthless to meet them so they avoid meeting MRs.

In India there are more than 20000 registered and non registered pharma companies and over their wages, PF , daily allowances, leave policy, HR policy Bonus, Incentive is not clear. Sometimes companies offered lucrative incentive and when MR earned it they come up with such a closes that MR unable to fulfill so ultimately MR has to leave their incentive. Even certain companies well planned and think for their employee and provide them sound wages and incentives as compare to other industries in India.

### **IV. Personal Attribute**

The individual should have good knowledge of the Pharmaceuticals Industry their product trend and competitor products. He/ she should have excellent sales and negotiation skills and should demonstrate the ability to understand and present technical data about the medicine or medical device. Doctors generally allow MRs to meet one or two or sometimes half a minute and during that time MR has to take maximum advantage of the time and have to present their products to the best. He/she should demonstrate adaptability for coping with frequent changes in products and healthcare system and should be flexible to travel on a frequent basis. He should be well turned out and must have excellent communication skills.

MR should have an objection handling skills because same molecule is coming by many companies and every medical representative of their companies promote their products conveying their product advantage so many times doctors raise some quality issue, or technical knowledge and some practice issues like cost, availability and product packing and many others. MR should handle such queries smartly and that lead doctors to think about to prescribe their products.

### **V. Core Skills Of Medical Representative**

Medical Representative is a main role in conversion of doctor prescription so excellent sales skills are a basic requirement for medical representatives.

Key skills for medical representatives

- ✓ Commercial awareness.
- ✓ Sales skills.
- ✓ Strong interpersonal and communication skills.
- ✓ Organizational skills.
- ✓ Maturity.
- ✓ Confidence.
- ✓ Patience.

## **VI. Job Responsibility of Medical Representative**

Medical representatives are usually given a geographical zone or territory within which they work. Their primary responsibility is to establish and maintain contact with the doctors on regular basis as per guidance given by the company. Some of their duties include:

- ✓ Identify and meet important doctors, hospital doctors and their staff and other medical professionals and facilities like medical store personal
- ✓ Promote and educate about various product offerings
- ✓ Develop and manage given area with the goal of increasing sales
- ✓ Sustain ,develop and create key opinion leader through regular interactions
- ✓ Provide feedback from customers to the company
- ✓ Maintain records and achieve sales targets
- ✓ Meeting to stokist, retailer and do RCPA (Retail chemist prescription analysis) on regular basis
- ✓ Competencies and Skills Required

## **VII. Effective Detailing During Field Work**

Communication is the core heart of the products. Doctors easily remember on the basis of detailing done by MRs. Special training has been provided by the company to sales personal for the updating of the molecule, their references and latest research of the products. Pharmaceutical detailing is the major marketing and promotion tactics utilized by the pharma companies to promote their brands to the doctors and to influence the prescribing habit by creating interest. It's an important tool for creating awareness of product among the doctors. This detailing process directly has financial links which, after all, helps in the culmination of a big business. Most of the pharmaceutical companies' emphasizes on detailing part as it plays a vital and decisive part in marketing. .

As we know that new trends have come up in the market for improving the detailing part like e-detailing, and other online services but these digital tools will be discussed later on. Let's have a look on the traditional detailing pattern to understand the main concept in true spirit. Till now, we all are following the traditional ways of using templates and medical journals which require detail / discussion face to face so as to create the magnetic relations with doctors and force out the products from their territory by improving the sales. Now a day's e journals are also consider as a best tool to upgrade doctors about latest research or trail and publications of the products.

## **VIII. Involvement Of Medical Representative Inside And Outside Clinic**

Every healthcare company employs and trains their MRS to promote and sell drugs, using printed academic literatures, drug samples and promotional gifts. The size of worldwide sales force of different companies ranges from 2,500 to 8,000 <sup>13</sup> and the number has been increasing. In

India, an estimated 80,000 representatives are employed by the industry. Company specifies their area of working on the basis of zone, district or specialty of doctor wise. Besides the salaries, they also receive incentives, Increment in salaries, aboard tour, promotions for achievement of sales targets, which might tilt the balance in favor of aggressive drug promotion. Many company now motivate their employee by providing lucrative incentive like international trip, car, bike and many more things to full fill their companies desired goal so that MRs works with full integrity and achieve their goal by meeting and converting maximum numbers of doctors through their prescription.

The number of calls made by a medical representative each year should not exceed, on an average three visits to each doctor. <sup>14</sup> In India now the daily visit of the doctors should be twelve and one to two visit to each doctor in a month depends on specialty and product range of the company. Drug samples can only be provided to a doctor in response to a signed request and should not exceed four days' treatment for a single patient. <sup>14</sup>

## **IX. Conclusion**

The medical representative should be worked full heartedly to the company. He should be professional , should handle objection and query of doctors smart ,loyal to the company, positive, confident, organised, self starter, energetic, self motivated, goal oriented, ambitious, physical stamina and excellent communication skills, quick learner. These are the basic key point or things which should be present in medical representative and he always ready to develop these few points or skills. A medical rep lives always with happiness and joy. Always give time to family and always love his job. so, overall medical representative job is good and always developed skills and grows present skills. They should take their job as a challenge and have to do it with their best efficiency.

It's a journey of medical representative with lot of joy, knowledge, sharing of feeling, communication and proving them self to do achieve their target to fulfill their needs and achieve dreams inspite of lot of challenges comes in their daily life.

### **Acknowledgement**

The feeling of joy and satisfaction coming with completion of my work which is incomplete without conveying my heartiest gratitude to my guides Dr. Rajesh Rathore my company Corona Remedies Pvt. Ltd and their staff and all medical representative working with me in the field who made this work possible with their constant guidance and encouragement.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Purti Bhatt "“Life of Medical Representative and Their Job Responsibility in India”." *IOSR Journal of Business and Management (IOSR-JBM)* 20.8 (2018): 51-54.