Journal of Medical Marketing
Device, diagnostic and pharmaceutical marketing

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For the first time, we have decided to issue a double edition of the Journal of Medical Marketing. As a result, our paper selection is even broader and more varied than usual.

Our first paper, by Vinita Srivastava and co-authors, explores marketing to pharmacists in India. In many developed and emerging markets, this channel is vital to the promotion of both medicines and some medical devices. This work uncovers a surprisingly traditional set of preferences in Indian pharmacists, with online promotion seemingly less important. This is a useful paper for anyone who uses the pharmacist channel to market, especially in emerging markets.

Our second paper, by Fereshteh Barei and Claude Le Pen, explores the development of the generic pharma sector. Interestingly, it reveals how some generics companies, partly prompted by lower innovation in “big pharma”, are now redirecting their efforts towards their own, low-risk, R&D programmes. It is a fascinating paper, relevant to those who work in generics and those who have to compete against them.

Our third paper, by Meike Wenzel and co-authors, look at how pharma companies are attempting to create value “beyond the pill” with added value services. They find that such developments are mostly in their early stages as firms struggle with legal, cultural and other barriers. This paper will interest those who work in mature markets, either medtech or pharma.

Our fourth paper, by RK Srivastava and Sanjwani Jayant Kumar, is an empirical study of consumer brand awareness. It reveals an interesting vertical market segmentation, with attitudes related to wealth and education. No enough work has been published in this area and this work is a useful contribution.

Our fifth paper, by Manisha Saini and co-authors, looks at regulatory issues around generic drugs. The paper discusses the challenges and the long term benefits of the FDAs developments in this area. It is a useful paper for those interested in the regulatory environment for generics, both in the US and elsewhere.

Our sixth paper, by Tan Ching Siang and co-authors, is a novel examination of price variation in Malaysia. This is often attributed, simplistically to high margins set by pharmacists but this paper reveals a more nuanced picture with costs being added all along the supply chain. This is a very informative paper for those who need to understand pharmaceutical distribution in emerging markets. Our seventh paper, by the same lead author, takes a slightly different perspective on the same topic. Looking at General Practitioners’ perceptions, it finds that medicine affordability may threaten the viability of local health services. The two papers complement each other well.

Our eight paper, by Satyanarayana Rentala and co-authors, examines technological capabilities and export competitiveness. Unsurprisingly, it finds export competitiveness has multiple components but it provides some useful insights into the relative importance of factors such as firm size and choice of technology. This paper will be of interest to anyone concerned with export competitiveness, whatever their sector.

Our ninth paper, by James A Muncy and co-authors, looks at the content of You- Tube pharmaceutical advertising. This is a contentious topic and the authors suggest that, rather than having broadcast advertisements cross-over to YouTube, the medical community may be better served by developing longer, more content base advertisements for the medium of video-on-demand. This is a valuable paper on an emerging, important topic.

Our tenth paper, by Wesley Portegies and Frank Waaga, moves us to medical devices and orthopaedics in particular. The authors look at the impact of customer understanding and market orientation and find, unsurprisingly, that both these factors contribute to competitive advantage. Although non-contentious, this paper should be read in the many product-oriented firms that still exist in medical devices and other markets.

And our final paper, by Juan Meng and co-authors, looks at the relatively little researched topic of cosmeceuticals. Going beyond prior work, it suggests that marketing in this area is influenced by body esteem and then draws out some practical implications of its findings. This is a fascinating paper for any reader.

I hope you enjoy the papers of this double edition.

Professor Brian D Smith
Brian.smith@pragmedic.com
Our selection of recent peer-reviewed research relevant to medical marketers begins this issue with a study of the perception and impact of social media.\(^1\) By asking over 300 marketers, it finds that there is both a positive perception and commercial impact of social media. This certainly provides some evidence of the way medical marketing is changing and the paper will be a useful read for those involved in digital media especially.

Our second selection looks at adaptive selling techniques.\(^2\) Building on earlier work, this research reports evidence that adapting sales messages to customers’ needs has positive results. The detail discussed in this paper will provide useful material for those interested in sales force effectiveness.

Our third paper tackles the topical and contentious topic of pharmaceutical pricing.\(^3\) By analysis of prior research in this area, the authors attempt to unravel the issues of ethics, access and innovation. It is a useful paper for those working in pricing or indeed public relations.

Our fourth paper looks at medical tourism.\(^4\) This phenomenon is growing and in some markets represents a significant market segment, so this paper’s exploration of customer motives and behaviour is very useful.

Our fifth selection is in fact a book chapter.\(^5\) It discusses the factors that venture capitalists consider when investing in medical technology firms. The chapter elucidates the complexity of this area and will be of interest to medtech SMEs and potential investors.

And our final selection is also a book chapter.\(^6\) It examines the role of medical technology in paediatrics and it will be of particular interest to those working in that field but will be of more general interest to all those involved in outcomes research in medtech.

References

Professor Brian D Smith
Brian.smith@pragmedic.com