

MedicinMan™

~ FIELD FORCE EXCELLENCE ~

PHARMA | MEDICAL DEVICES | DIAGNOSTICS | SURGICALS

Vol. 1 Issue 1

August 2011

Editorial

Fostering Thought-leadership in Healthcare

Every profession needs a forum that will espouse the cause of its members and contribute to their professional growth and person satisfaction: a forum that recognizes, respects and rewards the contribution of the members to foster a culture of achievement and excellence.

The outstanding contribution of pharma field sales professionals to the phenomenal growth of the Indian Pharma industry is yet to be recognized much less rewarded. **MedicinMan** is a long cherished dream come true to recognize and reward the contribution of pharma field sales professionals.

MedicinMan envisages showcasing the achievements of veterans in the industry whose life story should inspire the current and future generation of pharma field sales professionals.

MedicinMan is the *first-of-its-kind* effort to foster a culture of excellence among the of field sales professionals in Pharma, Medical Devices, Diagnostics, Disposables and Surgicals. **MedicinMan** will publish articles from achievers that will inspire, direct and empower customer-facing healthcare field sales professionals to strive for professional excellence.

MedicinMan will also function as a forum where thought leaders from the healthcare industry will seek to analyze and address issues concerning customer-facing healthcare field sales professionals.

So, whether a customer-facing healthcare field sales professional or a thought leader seeking to contribute to the creation of a learning and development ecosystem, **MedicinMan** is your forum.

MedicinMan invites contributions from healthcare sector professionals in the L & D, sales, marketing, HR and other domains including advertising, PR, social media for the forthcoming issues. |

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Featured Thought Leader



K. Hariram, MD, Galderma

Read Mr. Hariram's fascinating rise *From Medical Rep to Managing Director* on [Page 8](#).

About MedicinMan

MedicinMan may be freely shared and distributed in electronic and print form as long as the integrity of the entire issue is strictly maintained.

MedicinMan seeks to foster Field Force Excellence among customer-facing executives in Pharma, Medical Devices, Diagnostics and Surgicals through stimulating contributions from healthcare industry leaders.

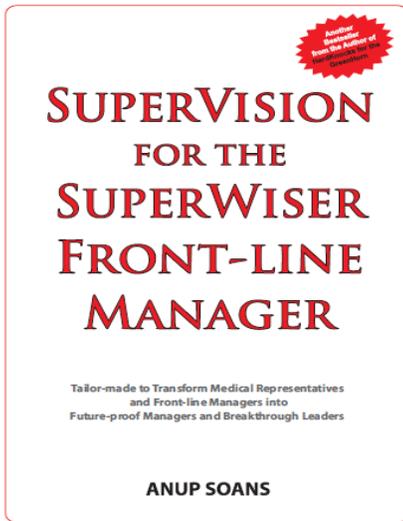
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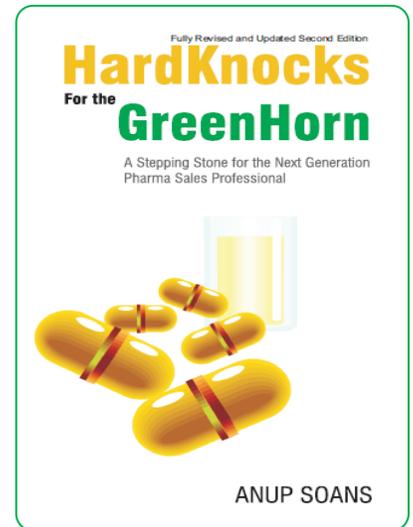
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in your
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“SuperVision for the SuperWiser Manager is a must for front-line managers of every pharma company. It is tailor-made to transform Medical Reps to leadership positions.” - Akshya Mahapatra, Head-Sales and Marketing, Glenmark Pharmaceuticals



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“If you are willing to read HardKnocks for the GreenHorn, it means you are willing to do whatever it takes to build your career.” - K. Hariram, Managing Director, Galderma

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Empowering the Field Force of India’s Top Healthcare Companies:





Women in Healthcare Field Sales — Sandhya Pramanik



I grew up with a dream to become a pilot. Little did I know then that it was the pharma industry which had a place reserved for me.

I joined the industry way back in 1992 as a Medical Representative with FDC Ltd after a short stint as a Sales Representative with Eureka Forbes Ltd, selling water purifiers door to door.

Soon after, I become one of the first women to join Pharma giant Pfizer Ltd., where I enjoyed working and excelled in selling for a span of 3.5 years.

During this period I met my life partner and got married to Debarshi Pramanik, and in Dec 1997 left the industry to do justice to motherhood and played the role of as a full time home maker till 2001.

I re-entered the industry as Territory Business Manager with AstraZeneca Pharma India Ltd in 2002, and soon was promoted as a First Line Sales Manager in 2003.

Being a line manager for five years gave me an enormous chance to expand my learning and understand in-depth the pharma business in various therapy areas like Antibiotics, Oncology, Respiratory care, Cardio Vascular and Maternal Health care. The journey enriched me immensely.

I continued to give my best to the task in hand, and kept getting recognized and awarded for the efforts.

Then somebody suggested, "Why don't you join the Training Department?". Seeing a vacancy, I applied and accepted the responsibility of Zonal Training Manager in 2008. This is when I realized that it was time to share my experience with the new entrants, which can be achieved through training.

What a wonderful chance it was to give away what I had got while receiving that what was in store at the same time.

Seeking wider horizons, I Joined Merck India Ltd as a Regional Training Manager in Cardio Metabolic Care division in June 2010 and am working here till day.

A fact that dawned on me, which endowed me with the courage to venture out, is the realization, that the entire Pharma Industry is One Big Company, dedicated and committed towards giving relief to people in distress and improving their QoL.

Making sick people disease free is a very noble vision indeed. Being a small wave of this tremendous ocean, makes me feel that I have been bestowed with huge responsibility.

A message for all the new entrants to the industry: don't ever think that you are here by chance, because You and me actually are the chosen ones.

Do justice to the job in hand and this industry will give you all that you want: Purpose, Direction, Money, Promotion and a very meaningful life.

This is the only industry where an individual can grow from the basic level of a Representative to the uppermost crust level of a CEO!

Sandhya Pramanik is Regional Training Manager at Merck

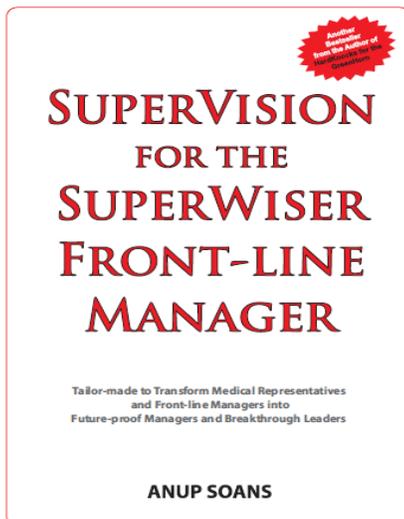


“DO JUSTICE TO THE JOB IN HAND AND THIS INDUSTRY WILL GIVE YOU ALL THAT YOU WANT: PURPOSE, DIRECTION, MONEY, PROMOTION AND A VERY MEANINGFUL LIFE.”

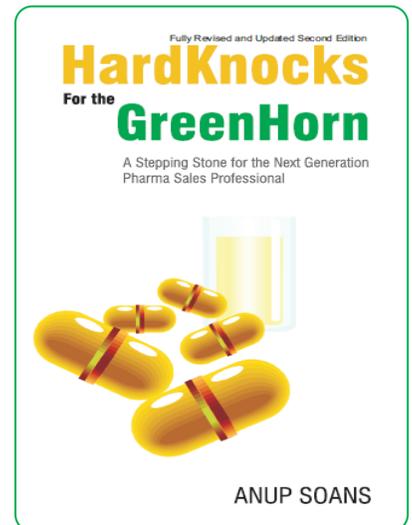
Learning and Development Programs for Front-line Sales Professionals

“SuperVision for the SuperWiser Manager is a unique self-starter kit, useful for any line manager who is starting his journey in his new role”

-Pankaj N. Gursahani, Assoc. Director—Sales Training, AstraZeneca India



Empower your front-lines with
L & D programs based on
**SuperVision for the SuperWiser
Front-line Manager &
HardKnocks for the GreenHorn**
delivered by Anup Soans



“HardKnocks for the GreenHorn provides invaluable tips for Pharmaceutical Sales Representatives. It is definitely a Prescription for Success”

- Agnelo D’silva, Director Sales, UCB India

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Front-line Leadership in Turbulent Times - Salil Kallianpur



Despite conventional wisdom exhorting that change is constant, industry veterans panic upon confronting it. That's because they are unprepared – either entirely or shaken by the sheer velocity with which it arrives.

The pharmaceutical industry – both globally and in India - is passing through its most turbulent times in recent memory. Global challenges such as the patent cliff, declining productivity in R&D, regulatory and pricing pressure and healthcare reforms while ruffling traditional MNC business models, have thrown open productive markets to Indian branded generics players.

In India, developments such as MNC takeovers of leading Indian businesses have caused the government and other stakeholders to be jolted out of inaction and scramble to search for a method in the perceived madness.

Will companies - hitherto considered stable - suddenly get taken over?

Will management decide to lay off people as profits erode?

Changes like these create fear and distrust which often leads to flight of talent and significantly erodes productivity and growth in the industry.

While often fueled by a lack of transparency by management, fear and distrust are also created either by ignorance or an inability to look into the future. And lack of transparency leads to conspiracy theories, rumors and perceptions that are often way off target. This is where strong leadership makes a difference.

When the conversation is about change and uncertainty, strong leaders can inspire the field force to recognize that uncertainty creates opportunity and that change can bring the results they wanted and yearned for.

Field managers interact daily with the field force and this familiarity works best in difficult and uncertain situations. In the face of uncertainty, front line managers must encourage the field force to explore the uncertainty to find opportunity and capitalize.

Managers can work with their teams to create a range of forecasts for: an expectable future, a future they most fear, and a future that would be surprisingly successful.

These forecasts can include great strides in better customer service models, up-gradation of personal skills and competencies and may even venture into areas such as better personal care and healthy lifestyles.

Field managers can work on strengthening the psyche of field colleagues in stressful times. This preparation can help create tough teams that thrive in chaos. A clear competitive advantage in troubled times.

On a radical note, imagine the corporate equity that can be amassed if you have teams that are trained to operate in a stressed system that is worse than we have now and vulnerable to events such as earthquakes, terrorist attacks etc.

Full consideration of the future demands that we are prepared for both high as well as low points that business cycles bring with them.

Keeping images of both success and failure in mind helps us to focus on the key decisions and actions that will make the difference between what we want and what we fear. Helping the field force prepare for demanding times is where the role of managers becomes most relevant. █

Salil Kallianpur is Marketing Manager at Medtronic. He blogs on all things healthcare at salilkallianpur.wordpress.com



“STRONG LEADERS CAN INSPIRE THE FIELD FORCE TO RECOGNIZE THAT UNCERTAINTY CREATES OPPORTUNITY AND THAT CHANGE CAN BRING THE RESULTS THEY WANTED AND YEARNED FOR.”



Field Sales Work as a Coaching Tool

A SuperVision Series Insight



SUPERVISION FOR THE SUPERWISER FRONT-LINE MANAGER

Tailor-made to Transform Medical Representatives
and Front-line Managers into
Future-proof Managers and Breakthrough Leaders

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“AN AMATEUR
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AND ADDRESSING
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THROUGH A WELL
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LEARNING AND
DEVELOPMENT
PLAN.”

Imagine the pleasant surprise of a Medical Rep (MR) when he receives the following note from his Front-line Manager after a field visit –

“...working with you was a wonderful experience as I learnt a lot about the challenges and opportunities in your territory. I believe that in the months ahead, your knowledge of the territory and my experience from working in other territories will give us the insight to address these challenges and turn the opportunities into outcomes that will meet your personal and professional goals.”

The Front-line Manager is a key link in the chain of pharma business. Yet, he rarely has clarity about his role and functions.

Repeated use of words like ‘targets’, and ‘reporting’ add to the strain of an already tenuous **Manager – MR** relationship.

The Front-line Manager simply ‘transfers’ the ‘sales pressure’ from his ‘bosses’ to his ‘subordinates’. The use of archaic words like ‘reporting’ reflects on the lack of learning and development in important areas like emotional intelligence among the pharma field sales managers.

The constant use of these emotionally toxic words creates an environment of pressure and stress that can never produce great MRs, who can deliver great results.



“Boss is again at his Result-oriented Action program to motivate under performing PSRs.”

Only Front-line Managers who can foster a supportive environment with emotionally soothing vocabulary and supportive behavior can create, lead and retain high-performance teams. Given the generic nature of pharma markets, people power is the only differentiator that gives competitive edge to companies.

In most companies, training is merely about product knowledge and speaking skills.

But communication is not merely speaking skills – it is the ability to listen and relate to people and address their needs and aspirations. Whether customers or team members, everyone has an innate need to be recognized and respected.

In today’s context, coaching is the best approach to develop people as it seeks to understand, recognize and respect people before attempting to transform them into performers.

Performance is an outcome of a series of steps taken by the coach to transform an amateur into an achiever. An amateur is raw talent; he must be groomed into an achiever by understanding his

strengths and addressing his needs through a well planned learning and development plan.

Just as children are not expected to progress from infancy to adulthood without the care and support of parents, Medical Reps need the active SUPPORT of their Front-line Managers to become achievers.

Learning and development should focus around the Front-line Managers and his development from an individual performer to a team leader and business manager. (cont...)

Field Sales Work as a Coaching Tool (...Cont)

A SuperVision Series Insight



Too often this transition is not carefully planned and all that the Front-line Manager is asked to do is to focus on 'targets' and 'reporting'; this is what makes his bosses happy, never mind if it makes the MR miserable.

As a result MRs join a 'good' company and leave a 'bad' manager. This eventually become a circle of frustration for both the manager and the MR and they keep going through the grind because there are no better options.

Careful career planning and systematic learning and development of Front-line Managers is the key to great teamwork and outstanding results.

The HR along with senior sales managers must become the drivers of Front-line Manager's development.

The Indian cricket team's debacle under Greg Chappell and subsequent world beating performance under Gary Kirsten is instructive in learning the importance of the Coach, Captain and team members being in alignment.

A team does not begin to perform as soon as it is put together. It goes through a process of Forming, Storming, Norming and finally Performing.

It is the role of the coach to see that the team progresses to the performing stage with minimum hiccups.

Front-line Managers should be empowered to play the role of a performance coach with the support of HR and senior sales managers. Field sales work is the ideal coaching occasion for the Front-line Manager to repeatedly demonstrate through his behavior and actions how the MR must perform his work.



The skills needed for this are the ability to observe without judgment and provide feedback without criticism. Not an easy task, considering that most Front-line Managers rely only on the logic of their left brain. Without the magic of the right brain field sales work becomes a grinding stone instead of the stepping stone it is supposed to be.

If pharma companies want to attract talent, they must begin with a clear focus on the learning and development needs of their Front-line Managers. With emotionally intelligent Front-line Managers, companies will be able to translate the boardroom strategies into action on the field.

The role of a Front-line Manager can never be underestimated. Just like the parent, he must juggle between the multiple tasks that he has to perform and develop the team's capabilities to produce breakthrough performance. For this the Front-line Manager must be empowered to progress from reporting to supporting through coaching skills.

Anup Soans is a Learning and Development facilitator with two books – *HardKnocks for the GreenHorn* and *SuperVision for the SuperWiser Front-line Manager* to his credit. They are first-of-its kind Learning and Development tools crafted to address the needs of Pharma Front-line Sales professionals. He can be contacted at

✉ anupsoans@gmail.com.



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Featured Thought Leader



K. Hariram: Medical Rep to Managing Director

“IN THE BEGINNING, IT WAS AN UPHILL TASK FOR ME TO FOCUS ON MY JOB, BECAUSE IT WAS NOWHERE CLOSE TO MY LINE OF INTEREST OR TO MY PERSONALITY... ONCE I OVERCAME MY CONFLICT, I STARTED FOCUSING ON LEARNING THE NECESSARY SKILLS.”

When I was 20 years old, my father had to take premature retirement. At that time I was about to join a Master's degree. I was torn between wanting to pursue my Masters and having to shoulder family responsibility. It was a tough decision for me to forego my studies.

After trying in three pharma companies, I finally got a job with Searle India (now part of RPG group) in Vijayawada as a Medical Representative. I was sent onto the field after 3 weeks of good training. I was an introvert. In the beginning, it was an uphill task for me to focus on my job, because it was nowhere close to my line of interest or to my personality. But at the same time, I had it at the back of my mind that I had a family to support. Finally I managed to accept reality.

Once I overcame my conflict, I started focusing on learning the necessary skills. I trained myself to be regular, methodical and systematic in doctors' calls and sending reports on time. At this stage, regular reading of books relating to selling and marketing sharpened my abilities in analyzing situations from a correct perspective.

After 4 years as a medical

rep, I was promoted as District

Manager and was posted to Kochi, in-charge of Kerala. As a DM, I started learning the nuances of management skills and human relationships through intuition and instinct and reading of books on managerial skills and interpersonal relationships.

Again after 4 years, I was promoted and transferred to Mumbai as Area Sales Manager. Here I managed to find time to do a PG Diploma in Marketing from a night college. As an Area Sales Manager, I was given the opportunity to train medical reps and DSMs and I was able to teach a lot from personal experience. Now my reading also included books on training and marketing. I had good friends from the industry who were equally industrious and there was mutual professional encouragement and learning.

After completion of 15 years in Searle, in 1988, I changed to Croslands Research Laboratories (now part of Ranbaxy) as a Sales Manager. I learned lot of marketing techniques and tools and got excellent exposure to new training methods.

Between 1993 and 1997, I shifted base to Chennai and joined a new pharma venture, which was a marketing suc-

cess, but a financial failure.

With all humility I should say that it resulted in a setback in my career. Still, my experience in that company taught me a lot which came handy in my later years.

Opportunity came knocking at the right time and I went back to Croslands (Glat division) as Sales Manager of South, proved my credentials again by successfully restructuring the division. Within a year, I got promoted as National Sales Manager for Glat division of Croslands and shifted back to Mumbai. After Croslands was taken over by Ranbaxy in 1997, I became General Manager – sales for the entire Croslands division.

In March 1999, I joined Galderma India, a French MNC, as General Manager- sales. Here I got the opportunity to launch a company. Overnight, I moved from general pharma selling, to niche marketing.

New challenges gave opportunities to learn new things. As luck would have it, the expat country head left after a year and half and I was made the Country Manager in 2000 October and was designated as Managing Director in 2005. ■



“It has always been WALKING THE TALK”

People have often asked me about what led to my career growth even though I was just a graduate.

When I look back at my 39 years of experience in the pharma industry, I believe the answer to this lies in the fact that no matter what, I was always dedicated and committed. I had strong conviction in myself

and was constantly upgrading my knowledge – professional as well as technological. I respected other people’s ideas and was able to give correct opportunities on recognizing the talent in them.

Being in the industry for so long, I have seen it evolving into a highly competitive, consumer driven environment.



At the same time, I never allowed myself to fall victim to this changing scenario, instead took it up as a challenge by steadfastly adhering to core values like ethics, honesty and integrity; people and time management. In this way, I have been able to make the most out of these changes and drive it to uphold the integrity of the company as a whole as

“I had strong conviction in myself and was constantly upgrading my knowledge – professional as well as technological.”

well as inspire my colleagues and collaborators by example. So it has always been WALKING THE TALK.

Addressing the youngsters aspiring to enter this industry, I believe that all of you come here with a well-founded background in the subject and can therefore relate to your on job experiences a lot more easily. Therefore, what will set you apart from your colleagues is belief in your strengths and core values of ethics, honesty and integrity in both personal as well as professional life.

Keep pace with the ever evolving industry by reading, observing and sharing concrete ideas with people around you. It is healthy to give your financials the first priority, but at the same time,

avoid falling prey to the rat race in this industry. Instead, believe in your company’s ideals and develop loyalty towards it.

Lastly, remember to share your successes and challenges with people closest to you in your family, while at the same time being discreet about confidential matters.

Family support is very helpful, especially during tough times. █

Mr. K Hariram is Managing Director at Galderma

My personal mantras are:

1. Take charge
2. Change your limiting beliefs
3. Challenge the status-quo
4. Improve your emotional maturity
5. Perform with no compromise.



“I NEVER ALLOWED MYSELF TO FALL VICTIM TO THE CHANGING SCENARIO... INSTEAD ADHERING TO CORE VALUES LIKE ETHICS, HONESTY AND INTEGRITY; PEOPLE AND TIME MANAGEMENT.”



Prof. Vivek Hattangadi

“THERE IS LOT OF LOOSE TALK ABOUT ‘INSTABILITY’. WELL, IN ANY INDUSTRY, ‘INSTABILITY’ IS THE NORM FOR THOSE WHO DO NOT PERFORM AND REFUSE TO UPGRADE THEIR SKILLS. AS DARWIN SAID “IT IS THE SURVIVAL OF THE FITTEST IN THIS BIG, BAD WORLD.”

Pharma Selling: An Exciting Career Option !

If you look at the profile of the Vice Presidents and General Managers of the top pharmaceutical companies in India, a great majority have started their career at grass root levels – starting as medical representatives. These are the prospects even today for youngsters taking up this profession.

The pharmaceutical industry in India, at least for the next 200 years may not see recession – it’s an evergreen industry. The career growth is unlimited and the prospects are even brighter in the coming years.

The pharmaceutical industry in India, which is today at around Rs.65000 crores is expected to reach Rs. 140000 crores by the year 2015. The field-force is expected to touch around 10 lakhs by then, almost the same size of the Indian army today!

So you can see the anticipated requirements for field managers, brand managers and of course top level managers in this industry! The pharmaceutical industry is the only industry which grew at a phenomenal rate even during the recent period of recession. When IT companies like Infosys and Wipro were downsizing their staff, the top pharmaceutical companies opened new divisions.

It is human nature to think that “the grass on the other side of

the fence is greener” – and somewhere in the middle of the last decade, there was a mass exodus of talent from the pharma industry into banking-insurance industry. These very people are now coming back to the pharma industry. Need we say more?

The pharma industry is very demanding in terms of performance. The ambitious ones can grow in line function or marketing function via the brand management route.



There is lot of loose talk about ‘instability’. Well, in any industry, ‘instability’ is the norm for those who do not perform and refuse to upgrade their skills. As Darwin said “It is the survival of the fittest in this big, bad world”.

I ask such people “What have you done to keep yourself abreast of the changing skills and demands of the job? Have you taken any steps to continuously develop yourself so that you become indispensable to your organization?”

I started my career as a medical representative and have held all designations – 1st line and 2nd line manager, brand manager, head of brand management team, and finally as the head of sales and marketing in two top Indian MNC’s.

In 2004, at the age of 54, I left a cushy job to start my own brand management consultancy firm. I progressed further into academics. I designed the entire curriculum for the MBA Course for sales and brand management for Vidyasagar University, West Bengal. I wrote the entire course material for MBA on the subjects of brand management and sales management for the MBA course. I am a visiting faculty at many business schools for sales and brand management in pharmaceuticals.

This small note is only to reveal to the youngsters how exciting is a career in pharmaceutical selling.

Do not see with your eyes. When you see with your eyes, you see walls, boundaries and limitations. On the other hand, when you see with your open mind, you will see a boundary-less world which will help you in your career growth.

A very important prerequisite – honesty and integrity!

I wish you all the best! █



Self Image: The Key to Call Effectiveness

A **HardKnocks** Series Insight

There are many obstacles to achieving call objectives by Medical Reps (MR) and other customer-facing healthcare field sales professionals. Some obstacles are due to genuine lack of knowledge and skills that add value to the doctor-MR interaction.

However, it is a fact that in most cases the obstacle begins in the mind of the MR even before he steps out to make calls. Indeed, pharma selling is 90% psychology and 10% pharmacology. Companies and marketers who don't get this equation correct, struggle with ROI of training their field force.

The dignity of a profession is determined by the value that society credits it with. On a scale of 1 to 10, the social value of doctors would easily rank above 8 and close to 10. Whereas, the social value of the career of MRs has declined steadily and would rank closer to cipher (zero). This inequality in social status leads to a master – servant relationship.

Salesmen are considered as the drivers of economy but have traditionally never been accorded the status that others like doctors have been. Very few people become doctors by default; they go through the rigors of intensive study, challenging entrance exams, huge capitation fees that add an intrinsic value to their profession.

By contrast the profession of an MR is not a conscious choice; except for a few intrepid and natural 'sales' type individuals who enjoy being on the field meeting people and achieving targets. Even MNCs are unable to attract talent at the MR level because the social value of field sales job has declined steadily.

Swimming against the social current requires self confidence in addition to knowledge and skills. Youngsters today consider a dead-end 'call center' job as a far 'cooler' option than the career growth opportunities that a healthcare customer-facing career offers.

This stigma of lack of social recognition breeds poor self image and zero confidence in one's self and profession. People entering customer-facing field sales should be initiated into to the career with a high dose of positive psychology.

The example of high achievers who have traveled the distance from Medical Rep to senior positions like Mr. Hariram, Managing Director of Galderma, will build their confidence and self esteem. If one has role models and is clear about career goals; then self image and confidence is a natural outcome leading to overcoming call reluctance and facing the doctor with confidence.

That is the objective of MedicinMan – to publish success stories that inspire and motivate youngsters to choose the career of customer-facing field sales profession as a Stepping Stone instead of the Grinding Stone it is portrayed as.



HardKnocks for the GreenHorn is written with the express purpose of building the self image and confidence of customer-facing field sales professionals. █



ANUP SOANS

Medical Reps come from diverse backgrounds of Knowledge, Skills and Attitude. **HardKnocks for the GreenHorn** — is an effective tool to enable Front-line Managers to build a cohesive team

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Social Media in Pharma Marketing



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Sanofi-Aventis.



William Fernandes,
Bluecross Labs



Narayanadas Upadhyula,
Chief Consultant, Brihas



Suresh Rajagopal,
Zydus Cadila



Dr. Shalini Ratan,
Nirvan Life Sciences



Dinesh Chindarkar

The Internet is changing the way business is done in India in a very big way. Nielsen report estimated that 100 million use Internet in India.

The growth rate is also mind-boggling: each day 45,000 users will be added to the Social Media community.

Social Media is a platform where users interact, discuss and share professional and personal concerns.

LinkedIn is an excellent platform for professional matters. It is an excellent networking tool.

Twitter – a microblogging platform is used by around 13 million users in India. People follow Bollywood and cricket stars apart from professional thinkers in their category.

The time spent by Indians on social media was more than what they spent on checking emails and other information.

How are pharmaceutical companies adapting to these developments?

Internationally, many companies have a dedicated digital division working in this space.

GLOBALHealthPR used a program to assess the type and volume of conversations surrounding malaria. Throughout April, Social Media Listening was done to understand the discussions on Malaria.

GLOBALHealthPR assessed the impact and conversation around malaria to offer insight into strategies for using social media and digital tools to benefit pharma and healthcare companies.

One key takeaway was - higher prevalence markets view contraction of malaria similar to the contraction of common cold, whereas in low prevalence markets, the conversation is focused on disease epidemiology and science.

India was next only to Mexico when it came to the number of blogs and 2nd in the number of tweets generated.

Anthony LaFauce, Director of Digital Strategy for GLOBALHealthPR U.S. said, "We believe there is the opportunity to elevate the global conversation across all markets in order to improve health outcomes for malaria."

The outcomes which came after dissecting and analyzing the social media listening conducted in each country, outlined key opportunities for digital communications to improve health outcomes. █



Featuring Top Healthcare Discussion Groups



Amit Shekar
Pharma Trainers Forum



Indian Pharma Connection



Indian Healthcare Industry



Sales Force Effectiveness



WHCC Health Innovations



Career By Choice

For me, beginning my career in a pharma was not by choice as I started before I was 20 years old while still pursuing my graduate studies.

Initially the transition to pharmaceutical sales was tough, from a comfortable routine to toiling on the field in extreme weather, detailing to Doctors for prescriptions in fierce competition, making your product available, travelling to unknown places and meeting unknown business associates.

There was time, I wanted to give up and told my Father, "this is not a field for me and I can't work here". My Father said, "Wherever you will work in future, you will still face difficulties. So why not fight and prove yourself and if you still want to change your profession I won't mind (my father always wanted me to go for civil services, he being one)." Hence I decided to fight, learned the tricks of the trade and here I am after 18 years, working as a Sales Manager

with one of the India's finest company, Biocon.

I still have the urge to learn and do better day after day. There is an intense desire to contribute to others' success, so that they also can cruise ahead and make their career in the pharmaceutical industry, which is highly rewarding.

I owe my success to the wisdom and strength given by my Father Shri R. K. Singh (Retd, Asst Commissioner). ■



Jitendra Singh
Sales Manager
Biocon Diabetology

"The single biggest way to impact an organization is to focus on Leadership Development. There is almost no limit to the potential of an organization that recruits good people, raises them up as Leaders and continually develops them."

- John C Maxwell

~ MedicinMan Invites Contributions ~

MedicinMan seeks to foster Field Force Excellence. **MedicinMan** will chronicle the achievements of people who began their career in pharma and allied field sales like medical devices and grew to positions of eminence. This is to motivate the current crop of MRs and other field sales people as well as to market the pharma industry to attract talent. Contributions, contacts, and success stories are welcome.

This is also an opportunity for you to market yourself as a thought leader in the healthcare industry and enhance your career prospects. **MedicinMan** has very wide circulation in industry and academia. **MedicinMan** is targeted at Pharma and other healthcare related companies as well as Pharmacy and science college.

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MedicinMan



Law of the Instrument



If the only tool you have is a hammer, every problem looks like a nail.

The concept known as the law of the instrument, Maslow's hammer, or a golden hammer is an over-reliance on a familiar tool. Abraham Maslow said, "It is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail."

For most Pharma sales managers operating the business and achieving targets takes the priority since these are activities that have stringent deadlines. In the process self and people development takes a back seat.

Most field sales managers do not realize the importance of continuous learning. As a result their people development skills get worn out; armed with yesterday's skill-set, they are like the carpenter who has only one tool – hammer; every problem looks like a nail and they keep hammering away unmindful of the ineffectiveness of their tools and methods. When faced with increasing challenges of operating the business and delivering higher targets they rely on yesterday's ineffective skills.

Eventually they become de-motivated, ineffective and are responsible for attrition till they quit the organization. Only senior managers who realize the importance of self and people development and take steps to enhance the capabilities of their team members will be able to sustain high performance consistently.

For more... read:
Pharma Front-line Manager - Gift carrying Manager or Gifted Manager?
<http://bit.ly/pPtqG1>



Cadaver Organ Donation - The Gift of Life

Thousands of people die in India for want of an organ which could give them a new lease of life. Our society is traditional and slow to accept cadaver organ transplantation; we want the last rites of loved ones to be performed without any damage to the bodies. What we need to appreciate is that we can help people with organ failure to lead a normal life again.

eMediWrite, in association with **YouTurn Films**, and **Sir Ganga Ram Hospital** is bringing a revolution through a unique and sensitive approach by making Cadaver organ transplant a viable option through a 'docu-drama' 75 minutes film based on real life incidents. The film aims to highlight the need of cadaver organ donation and create awareness among the masses through the effective media of films to propagate a proactive attitude towards cadaveric organ donation.

eMediWrite plans to premiere the film on world organ donation day following which, the film will be open for nationwide social release and distribution. The film shall also be promoted globally through various channels and tie ups for entry into Health Film Festivals. **We are looking to partner** with like minded people and organizations to lend us logistic support and grant funds for the cause. If you are interested in exploring possible association, please contact us without delay; you can partner with us to save lives.



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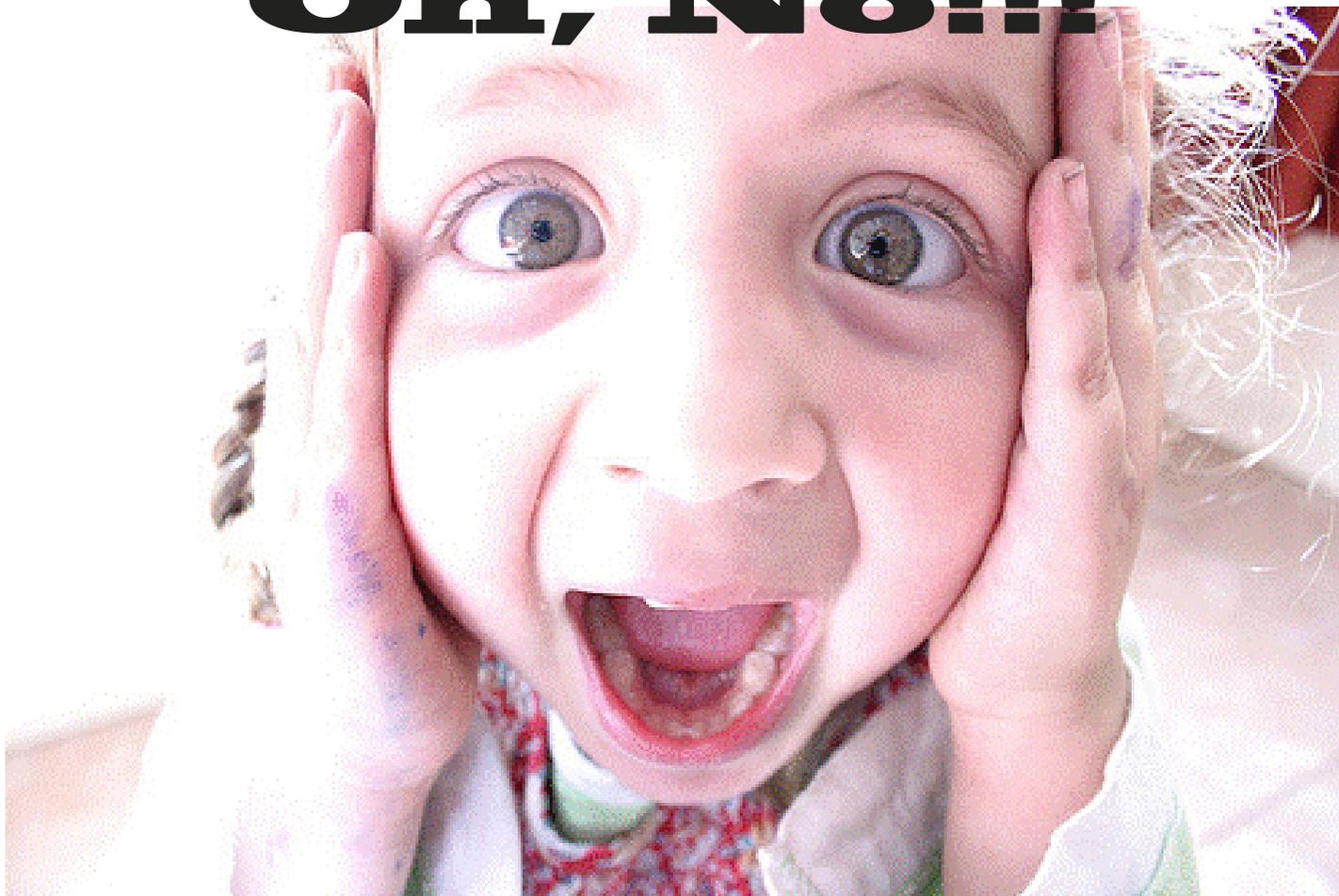
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What India's Changing Demographics means for Healthcare

Much has been said about India's 'demographic dividend' – the growing bulge in ranks of economically productive citizens. By sheer virtue of human capital, many pundits have declared the coming decades to be India's best. But a closer examination of the facts reveals a dismal picture and if the trends are accurate, India will soon be a very sick country.

The most worrisome trend is the growth of non-communicable diseases such as diabetes and mental health diseases.

The 2011 census, mapped mental illness in

the country for the first time. Besides mental retardation, family members were asked questions on anxiety and depression. According to one estimate two out of every five Indians suffer from depression – putting the total count in excess of 200 million individuals.

Another trend is the growing ranks of elderly as India moves further along its demographic transition. The elderly, currently at 6.9% of the population is expected to increase to 11.8% by 2025 leading to a rise in geriatric illnesses.

A changing burden of disease means that old strategies will no longer

work, new infrastructure will have to be put in place along with higher investments in R & D. All this when we are still fighting old demons like malaria, TB and even leprosy.

What must be done?

Clearly we don't suffer from a lack of innovation - from Biotech to low cost health technology.

Increased spending by the government would definitely go a long way. Current spending is just under 2%. But even more important are sustainable business models that adopt a combination of technical

innovation and social adeptness to reach the unreached — such as the Aravind Eye Hospital's cross-subsidy model.

Public Private Partnerships will give the government much needed resources while enhancing the scope and reach of the private sector.

Finally we must adopt a more holistic and inclusive approach to health. Our traditional systems must be revitalized and secondary and tertiary health personnel like nurses and pharmacists should be given a bigger role to play after upgrading their skills. █

Breaking News for Healthcare Marketers !

Code of Marketing Practice for Indian Pharmaceutical Industry (CoMPIPI)

The Dept of Pharmaceuticals (DoP) has brought out an exhaustive 14 page **Code of Marketing Practice for Indian Pharmaceutical Industry** document that lists over 100 guidelines covering areas like code of conduct for Medical

Reps, Promotions, Gifts, Samples, Hospitality, CME etc;

These guidelines are initially for voluntary adherence. After a review period of six months, DoP will examine making CoMPIPI statutory.

Visit anupsoans.blogspot.com to access the complete **Code of Marketing Practice for Indian Pharmaceutical Industry** document.

Your comments on **Code of Marketing**

Practice for Indian Pharmaceutical Industry will be published in the next issue of MedicinMan. █

Email anupsoans@gmail.com



Breaking News on Pharmacy Education !

Is Pharma D the Next Big Milestone in Indian Pharmacy Education?

In the article, **"Opportunities in Pharma Sector"** Dr. Elango, Principal of JSS College of Pharmacy, Ooty writes that Pharma D will take Indian pharmacy education to international levels. The new six

year integrated PG program will include one year internship in hospitals, where students will coordinate with doctors in treating patients. The July 2011 issue of **Careers 360** published by the Outlook

Group is a **must read** for all pharmacy students and professionals. **Careers 360** also ranks the top 25 pharmacy colleges in the July 2011 issue. It features excellent articles on careers in allied medical sciences.

The July 2011 issue of **Careers 360** is a boon for students aspiring to make a career in the healthcare sector. █