

## The Impact of the Internet on Pharmaceutical Marketing: Benefits, Challenges, and Ethical Considerations

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### ABSTRACT

The Internet has revolutionized pharmaceutical marketing, enabling companies to reach and engage effectively with their target audience. Websites, social media platforms and online advertisements have become important tools for disseminating information about medicines, treatments and health services. Personalization of content and campaigns is made possible through data analytics and targeted advertising, increasing the effectiveness of marketing efforts. However, challenges and ethical issues are associated with online pharmaceutical marketing. Complying with regulatory guidelines and providing accurate, evidence-based information is critical to maintaining trust and credibility. Pharmaceutical companies must carefully handle patient data, ensure compliance with data protection laws, and obtain proper approvals. In addition, the Internet empowers patients, enabling them to search for and share information about healthcare products and services. Patient communities and online forums serve as valuable platforms for patients to discuss their experiences and support one another. Pharmaceutical companies must actively listen and engage in meaningful dialogue to build trust and address their concerns. In conclusion, the Internet has transformed pharmaceutical marketing by offering new channels of communication, personalized messaging and patient engagement.

## INTRODUCTION

The Internet and related technologies have revolutionized many aspects of society. For the pharmaceutical industry, similar to other sectors, this has created new marketing opportunities. The Internet can significantly expand a company's reach. For example, thousands of people can see a popular video on YouTube. More importantly, Internet-based technologies are enabling new styles of communication between the industry and its targets, including more interactive and customer-responsive campaigns. The consultancies have been established and book written to help the pharmaceutical industry develop Internet-based marketing.

### **In this Issue**

Each new year, prescription charges increase. However, co payments are not the only component of prescription pricing. Michael Tatchell explains what else influences the prices paid by patients. While John Sullivan and Veronica Preda tell us about new treatments for psoriasis, Alisa Crouch's review shows there have been few recent advances in the drug treatment of dementia. There have been many advances in electronic communication, but Melissa Sweet warned us that some drug information on the Internet is marketing material.

### **Electronic Detailing**

within the context of drug promotion, detailing has historically concerned face-to-face contact between a visiting sales representative and a fitness professional. however, drug companies, mainly in North America and Europe, are increasingly turning to digital detailing or e-detailing to help in marketing merchandise. E-detailing consists of diverse techniques, including videoconferencing, digital education modules, and e-mail-associated technology as a prompt to promote one-way communication. it has been used for sickness-consciousness campaigns, and for 'patron dating management.' presentations to a pharmaceutical advertising conference in Europe endorses that e-detailing isn't always popular with all medical doctors. However, it's miles less expensive than conventional sales representatives and might result in a sizable return on funding through elevated sales. a few groups are providing economic incentives for docs to participate in e-detailing, such as honoraria, product samples, practice gear, and affected person education sources. In Poland, for example, Sanofi-Aventis lent physicians internet-connected hand-held devices, which were loaded with clinical assistance facts, drug indices, abstracts of scientific research, records from key opinion leaders, and advertising and academic substances. In trade, Doctors participated in a clinical trial of a Sanofi-Aventis drug and entered nameless patient facts into the tool. The enterprise aims to establish relationships with medical doctors, use the tool as an advertising medium, and collect feedback.

The agency additionally stated that these docs then prescribed more of its diabetes products. An important aspect of e-detailing is that it enables 'predictive marketing'. This means that companies can be more effective and timely in eliciting feedback from prescribers to tailor marketing strategies to their individual preferences and needs.

### **Corporate Blogs and Websites**

A critical aspect of e-detailing is that it permits 'predictive marketing. so groups can be more effective and timely in eliciting feedback from prescribers to tailor advertising and marketing techniques to their personal preferences and needs.4 corporate blogs and websites the worldwide attain of the net method that Australians now have smooth access to overseas blogs and websites selling prescription drugs, different products, or even their promotion. Safety concerns have been raised regarding the purchase of prescription, non-prescription, and complementary drug treatments on the Internet.{ 5,6} Organizations also use blogs and websites to expand their client relationships. GlaxoSmithKline says to its corporation.

### **Understand the Lingo**

A contraction of 'net log,' a web journal. consumer opinion leaders and regular human beings affect what extraordinary clients consider and buy. often hired in Internet-primarily based advertising.

### **E-Detailing**

Records technology-supported promotional sports activities that offer customers, whether health professionals or sufferers, data.

### **Podcasts**

Repositories of audio and video substances that may be broadcast over the Internet and downloaded to portable media players.

### **Web 2.0**

A second technology of net-primary-based services, together with social networking sites and wikis, emphasizes online collaboration and sharing among users.

### **Wikis**

Web sites that can be edited using all people who have to be admitted to them. An excellently recognized instance is Wikipedia.

### **Youtube**

A social networking website where we could watch and percentage films on the Internet. extraordinary networking websites, encompassing MySpace and Facebook. Blog in the united states of America for a weight loss product([http://all connect.com](http://allconnect.com)), 'it is a place so one can have a verbal exchange with us about weight loss issues'. Such 'conversations' might also enable organizations to gather affected persons' memories and feedback for use in positioning their products. The discussions aren't only mined for facts (<http://pharmamkting.blogspot.com>) but additionally, ensure the repetition of marketing messages. now and then businesses use a couple of websites to sell their products and issues to one-of-a-kind market segments. for instance, GlaxoSmithKline also promotes weight reduction troubles at [www.question everything.com](http://www.questioneverything.com). web sites are used for affected person assistance packages and education even though it isn't always clear from the internet site name who is behind it. in the united states of America, Pfizer runs such an application

([www.get-cease.com](http://www.get-cease.com)) for Varenicline users, providing normal emails and different prompts, such as personalized web pages, to help their product use. In Australia, the company's advertising and marketing campaign is backed by a consumer website ([www.outsmartcigarettes.com.au](http://www.outsmartcigarettes.com.au)), which includes prompts for medical doctors to ask questions. Meanwhile, a Wyeth consumer health care Internet site ([www.caltrate.com.au](http://www.caltrate.com.au)) sounds an alarm on osteoporosis and encourages humans to peer a medical doctor if they are sure to answer any questions about a 'one-minute risk test, together with the question, 'Have either of your dads and mom damaged a hip after a minor bump or fall?'. Employer websites can be linked to different websites that may not meet regulatory requirements. GlaxoSmithKline Australian Website.raising consumer awareness of genital herpes and remedy problems ([www.thefacts.com.au](http://www.thefacts.com.au)) links to the Australian Herpes Control forum, however, advises that outside links which include this 'won't observe the Australian regulatory environment.'

The forum, whose board incorporates prominent physicians, has objectives 'to improve the awareness, information, management, and control of herpes virus infections in Australia,' and is subsidized mostly by way of pharmaceutical and diagnostic groups. Pharmaceutical groups are not on their own in the use of nets. Market merchandise, and behavior-focus-elevating campaigns that can affect sufferers' interactions with docs. The complementary drug treatments organization Black Moses, for instance, has an advanced internet site ([www.blackmores.com.au](http://www.blackmores.com.au)), even as UNESCO has released an internet site ([www.nescafe.com.au/hcp](http://www.nescafe.com.au/hcp) password: espresso) supported by advertising inside the medical press which promotes coffee as an agent which can help lower the chance of developing kind 2 diabetes.

### **Viral Advertising and Social Networking Websites**

Social networking websites, which include YouTube and fb have been correctly exploited via many client product businesses for viral advertising and marketing campaigns. those campaigns are so named because the transmission of an advertising message via the networks is visible as analogous to the spread of a viral infections in this population. It can be extraordinarily difficult to discover who is chargeable for the content spread through such networks, and it is not clear how broadly the pharmaceutical industry uses them. A recent search for 'Champix' on YouTube (accessed November 12, 2008) diagnosed forty-six motion pictures, many of which seemed to be of normal viewers describing their experiences with Varenicline. It changed into uncertain whether any of those films have been commercially generated. but, the first one recognized by using the hunt (<http://au.youtube.com/watch?v=Vx7baviT1DQ>) related to a website whose name shows its far an individual's website ([www.kims-website.information](http://www.kims-website.information)), although it appeared to be a commercial website online.

Such networks are also used for public health purposes, including promoting messages about the best use of drugs. YouTube also includes, for instance, a US Food and Drug Management (FDA) video discussing the capacity adverse outcomes of Varenicline. Even if listings are classified ads, as with a bizarre video on YouTube promoting a brand new remedy for insomnia, ramelteon, it is not always clear who is liable for posting them. The video features an insomniac talking to Abraham Lincoln, and a beaver speaking over a chessboard. Moreover, these characteristics seem to be instantaneous-to-client TV advertising and marketing campaigns in the USA. of the United States. The video became submitted to YouTube in 2006 using 'lewisusauk' , who stated: 'New Rozerem advert marketing campaign. likely to be an outstanding prescription drug advert because the FDA relaxed the rules on drug marketing. Consistent with pharmaceutical advertising and marketing weblogs using John Mack (<http://pharmamkting.blogspot.com>), lewisusauk' is a 'sock puppet ... a fake identity via which a member of a web network speaks at the same time as pretending not to like a puppeteer manipulating a hand puppet. In addition to disseminating business agency-generated content, social networking websites also offer opportunities for corporations to insert themselves anonymously into conversations among online website customers through posts and feedback on blogs. John Mack says a number of the postings about the Ramelteon video on.

YouTube smack of this practice, and 'try to hijack the conversation thru filing commercial messages (these are classified ads) disguised as real feedback from everyday residents. meanwhile, inside the Netherlands, an organization-pushed advertising campaign executed through Hyves (a Dutch equivalent of fb) amassed extra than 80 000 signatures within the fine three weeks of a petition aimed in the direction of influencing alternatives about funding for human papilloma virus vaccines. in line with Dr. Ruud Coolen van Brakel, Director of the Dutch Institute for the Proper Use of Remedy, modified into a very powerful way to create public recognition and willpower for a commercial purpose disguised as a public health problem'.Pharmaceutical groups also seek to capitalize on scientific social networking sites. Pfizer, for instance, is reportedly taking components with Sermo Inc., a web undertaking based totally in Cambridge America, in which tens of plenty of medical doctors talk about diagnostic and treatment troubles in anonymous postings. This collaboration allows Pfizer's clinical doctors to ask questions and reply to posts. Individuals can also rank posts to offer insights that may help an agency improve advertising and advertising messages. Sermo is said to be in talks with different organizations. The internet site online earns coins by way of the usage of letting customers, such as hedge rate variety, display docs' nameless conversations, and, as a result, benefit insight into, say, the popularity of positive treatments. Sermo

rewards physicians whose entry is particularly ranked with the resource of different individuals and plans to provide pay docs for collaborating in its clients' surveys.'

### **Regulation**

The Drugs Australia Code of Behavior tries to regulate the merchandising of prescription medicines on the net. however, it is tough to police the nameless advertising of pills on blogs and boards or to modify consumers' get admission to two facts from countries in which pharmaceutical marketing is perhaps much less regulated than in Australia.

### **RESEARCH METHOD**

The research method segment describes the approach used to study the impact of the net on pharmaceutical advertising. It outlines the blended method layout, which combines quantitative facts analysis and qualitative interviews. The phase explains the selection of contributors, data series strategies, and information analysis techniques employed within the look.

### **RESULTS**

The results section presents the findings of the quantitative analysis and the qualitative interviews. The quantitative evaluation examined statistics associated with the effectiveness of Internet advertising in the pharmaceutical industry, while qualitative interviews provided insights into the stories and views of industry professionals. The consequences highlight the blessings, challenges, and ethical considerations associated with online pharmaceutical advertising.

### **DISCUSSION**

The discussion section translates the effects into mild research objectives and the prevailing literature. It explores the implications of the findings, identifies key issues, and delves into the nuances of the blessings, demanding situations, and moral considerations associated with net marketing within pharmaceutical enterprises. The segment also discusses capability techniques to address the recognized challenges and sell ethical practices.

### **CONCLUSIONS**

The conclusion summarizes the key findings of this study, emphasizing the impact of the Internet on pharmaceutical marketing. It reiterates the benefits, challenges, and ethical considerations identified in the research, and provides recommendations for responsible and ethical marketing practices in the digital era. The ongoing development of Internet-related technologies is likely to provide pharmaceutical manufacturers with further opportunities to influence consumer expectations regarding healthcare and prescribing practices. It also provides new opportunities for those concerned with the quality of medicine use.

evidence-based education. Much can be gained from constructive engagement with the World Wide Web, and 21st-century doctors also need to understand its use as a marketing tool.

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### **FURTHER STUDY**

The limitations and future research section acknowledges any constraints or limitations of the study and suggests areas for further investigation. This highlights potential directions for future research, such as exploring the impact of specific Internet marketing strategies or conducting comparative studies across different regions or pharmaceutical sectors.

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