

## [MARKETING FOR PHARMACEUTICAL COMPANIES](#)



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### **Pharmaceutical marketing Wikipedia**

Pharmaceutical companies are exploring online marketing as an alternative way to reach physicians. Emerging e-promotional activities include live video detailing, online events, electronic sampling, and physician customer service portals such as PV Updates, MDLinx, Aptus Health (former Physicians Interactive), and Epocrates .

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### **Digital Marketing for Pharmaceutical Companies WebpageFX**

Pharmaceutical companies have unique advertising restrictions that can be difficult to work within both in the audience they can target, and the type of content they can include. So how can your pharmaceutical company make sure that the general public is informed about your new products and

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### **Sales and Marketing Strategies in the Pharmaceutical**

The impact of legislative changes, economic turmoil and an increase in competition from generics and biosimilars is forcing change in the pharmaceutical industry.

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### **A Pharmaceutical Company Decides on a Marketing Strategy**

Problem: Sterling Simulation consulting company was chosen to provide an agent-based pharmaceutical marketing model for a drug manufacturer. This company owned two competing non-generic drugs on the same market.

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### **Pharma Marketer Strategies to Reach Doctors The Balance**

Physician reliance on Internet technology for information and communicating is also forcing pharmaceutical companies to re-tool their marketing strategies. Traditional Marketing Physicians value free drug samples and are willing to meet with sales representatives to get them unless their medical network bans free samples.

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