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# IN THIS ISSUE

*Journal of Medical Marketing* (2008) 8, 191–192. doi:10.1057/jmm.2008.15

## MARKET ANALYSIS

- **Marketing Masterclass — Medical science liaisons: A look into the future**

Peter Dumovic and Jane Chin provide invaluable insight into the evolution of sales and marketing capacity to manage the complex range of stakeholders that now dominate the pharmaceutical value chain. They introduce the concept of ‘medical science liaisons’ who interface with thought leaders and key decision makers, a concept that has analogies with the ‘sales engineers’ in many high-technology industries.

- **Emerging Markets — Risks of the Russian pharmaceuticals market**

Andrey Y. Rogachev describes the key features of the current Russian healthcare environment characterised by a growing burden of chronic and lifestyle-related disease and a growing market demand for pharmaceutical products. Current initiatives to promote health are outlined, as is the role of the pharmaceutical industry in the comprehensive development of the Russian healthcare system.

- **Emerging Markets — Pharma marketing in India — Opportunities, challenges and the way forward**

With the introduction of product patents in 2005, India’s pharmaceutical market and local bio-pharmaceutical industry has been transforming rapidly. Vijay Bhangale reviews the main features of the current Indian market, characterised by the chasm in the needs and purchasing power between the growing middle class and the huge number of extremely poor and underserved. The evolution of the Indian pharmaceutical market is of prime interest to the major pharmaceutical companies who are increasingly reliant on the growth potential of the emerging markets.

- **Marketing Strategy — The effects of mergers and acquisitions on the day-to-day work lives of general practitioners**

Oliver Kipp and Petra Leiding conducted a survey of German medical practitioners, investigating their perceptions of pharmaceutical mergers and acquisitions. Sales representatives have a vital role in communicating the implications of pharmaceutical mergers to medical practitioners. This is especially important in the light of current negative perceptions of the pharmaceutical industry.

## PAPERS

### **Aging consumers and drug marketing: senior citizens' views on DTC advertising, the medicare prescription drug programme and pharmaceutical retailing**

Direct-to-consumer advertising of prescription drugs (DTC) is firmly part of the healthcare environment in the USA. Mathew Joseph, Deborah F. Spake and Dana Moffett Godwin examine DTC advertising from the perspective of senior citizens, showing that the elderly are less aware of pharmaceutical advertising, but are similar to adult consumers on their opinions of DTC advertisements.

### **How consumers view dental advertising: an empirical analysis**

Advertising by healthcare professionals remains controversial. H. Ronald Moser reviews advertising by dental practitioners in the USA from constitutional, ethical, business and consumer perspectives. Advertising is becoming an important marketing tool for dental practises in the USA.

### **Application of the experience curve to price trends in medical devices: implications for product development and marketing strategies**

Alan Brown, Brian J. Meenan, Dorian Dixon, Terry P. Young and Michael Brennan describe a two-phase Experience Curve for medical technology that has substantial implications in medical device marketing and general medical technology assessment. Models of this nature have substantial applications for development across the medical device value chain.

### **Network connectedness of pharmaceutical sales rep-physician dyad and physician prescription behaviour: a conceptual model**

Networked healthcare has profound implications for the pharmaceutical industry. Ramendra Singh explores the network connectedness of physicians and sales representatives, and its influence on prescribing.

- **Recruitment Perspectives**

#### **New leadership for a new era**

The ideal profile of the senior pharmaceutical manager has changed over the past few years. Isabelle Cami describes the forces that are reshaping the industry and the challenge to find leaders who are competent and comfortable in environments where the image of the industry is far from pristine, market access has to be earned and a growing range of stakeholders has to be managed.

- **ResearchWatch**

Brian Smith provides a concise overview of recently published research on innovation and new product development, DTC advertising and the diffusion and adoption of innovative medical technology.