

A Comprehensive Study of Lead Generation and Physicians Perception towards Acceptance of New Medical Devices in Pune Region

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Abstract

Abstract: Oral health is not separate from general health, but maintaining oral health is definitely difficult. Medical device like Dental Flossers should have the same quality, safety, and efficacy as their counterpart gives the effectiveness of original brand medicines used to cure Dental problems. Dental Flossers also have to provide the same beneficial results but are inexpensive, which are marketed by many pharmaceutical companies to maintain health care system. The point of view of patients and medicine consumers as end users of these medicines is vital to augment the utilization and operation of such medical devices. Researcher's objective was to review consumers' knowledge and analyze the perceptions of the consumer to accept dental flossers. Research Methods used was a widespread literature review was performed in several databases for the period 2010-2019. Results from the literature review has reported, there is still a substantial percentage of consumers/physicians who lack adequate knowledge or have inadequate information about utilization of such dental flossers. Thus, there is a need for educational interferences and activities to instruct physicians about such medical devices. Health care professionals i.e. pharmacists are important link for the promotion of such medical devices and in patients' acceptance. Hence, health care professionals have to play a major role by educating customers i.e. physicians and commending such medical aids to their patients.

Keywords: Flossers, Dental Health, Lead Generation, General Health

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I. Introduction

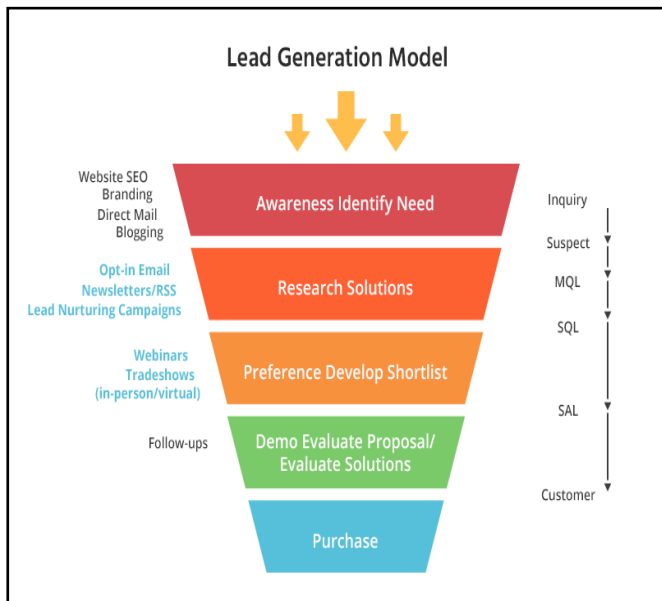
In simple terms, "Leads are defined as prospective consumers who visit your website, get interested in your products or services and voluntarily provide their contact information. The interested customer's data is collected through their contact information,

like an email ID, a phone number, or even a social media handle.

This essential information that represents a potential customer is a lead who expresses interest in the products or service that you are selling and willingly provides their contact information. Member, a stable flow of leads can help your

business prosper. However, the problem with a majority of buyers is that they really never buy from you the first time everywhere.

The company faces consequences and those with poor sales and marketing orientation have a decrease of 5% revenue.



Generating constant leads is essential for businesses looking to thrive in today's competitive and chaotic market. In fact, the success of a business can be measured by how well you are able to generate leads.

Time that they would somewhat use doing follow ups, generating outbound leads and calling opportunities.

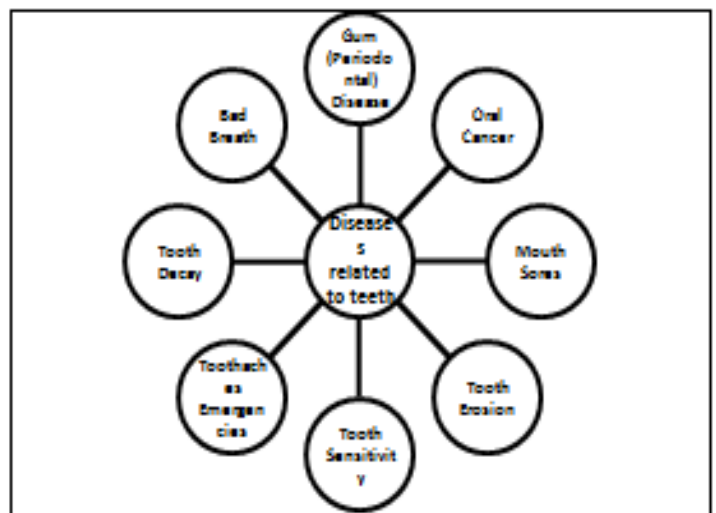
II. Physician's perception towards new products

The reason for individual differences is particularly obvious when focusing on the procedure of awareness which plays a vital role for understanding the perceptual process which is even more important today. The complex and dynamic process is an image of how we see the 'reality' of the world around us and our own way of looking at and understanding our environment and the people within it. When we do not passively receive information, we generally analyze, judge

and place implication on certain information and discard other information. We may also be influenced by our expectations so that we perceive what we expect to 'see' or 'hear'. A situation may be the same, but the interpretation of that situation by two individuals may be vastly different. To the root of Organizational Behavior is perception. Generally, physicians do not accept the new products but if the products are having unique characteristics and innovative products hence they will try the product, if the product gives good results then recommend to patients hence this is the physicians' perceptions towards new products.

The physical limits assert that we are selective in our attention and perception.

- Selection- First step of perception is the decision of what to attend to.
- Organization
- Interpretation- Acquire the information that we have and organize and turn it into something that we can categorize.



Source: Self

Today, we have about 1,80,000 registered dental graduates across India, out of which only about 80,000 are actively practicing dentists. These practicing dentists are primarily in the urban and semi-urban areas, with the rural areas having a dearth of this talent.

Overall, it seems like the new trends are well - accepted by the patients. Reduction in time and increase in the accuracy of procedures and the coming together of the patients' wants and needs, there is more predictability in treatment outcomes across dental units with reduced errors and better control. Further, more digitized information transfer will also make the process of delivering treatment faster across the entire dental ecosystem – including the work done at dental labs. However, patient affordability, especially in a country like India, is a major challenge given that these new technologies will require patients to spend more for better and faster care. Indian dentists need to be trained to adapt to this rapid rise in automation and new technologies. The newer training programs will need to be tweaked to incorporate training around these new technologies in addition to the basic training that dentists need to perform different procedures. Naturally, there is a small learning curve associated with these new technologies. For example, if microscopes are used to do root canals, some training is required so that dentists get used to looking at the microscopes and analyzing the teeth through the microscopes. This learning curve could be steep for a few people as well (Especially the older practitioners who may take a few months to learn some of these techniques) but overall for the younger dentists who are born in this digital age, it can be absorbed and utilized well by them in their practice.

The dental practitioners will need to reenter their patient procedures as well as check the availability of technology to reduce time and get more accuracy. But in India they may face a problem as the final cost of treatment delivery for patients. In India no dental insurance are provided, and if mechanization has to reach the masses and benefit our society, putting dental insurance in place may be dangerous. The government bodies also need to

bring in automation for dental practitioners at hospitals to take the benefit of these technologies to the masses.

III. Literature Review:

The addition of a water flosser to power tooth brushing: Effect on bleeding, gingivitis, and plaque (The Journal of clinical dentistry, July 2012)

The efficacy of interdental brushes on plaque and parameters of periodontal inflammation: A systematic review: International Journal of Dental Hygiene, December 2008.

D.E. Slot-The aim of the study was to assess the effect of the use of interdental brushes (IDB) in patients as an adjunct to tooth brushing compared with tooth brushing alone or other interdental oral hygiene devices on plaque.

IV. Objectives of the Study:

1. To analyze the Physicians perception towards acceptance of new dental products in Pune Region.
2. To evaluate various promotional strategies adopted by Pharmaceutical Companies for generation of leads in Pune region.

V. Constraint of the research: No. of doctors were limited to 75 since they were dentists (BDS/ MDS) who are less in numbers and difficult to meet due to their busy schedules.

Area of project was limited to Pune (Baner, BalewadiBavdhan, Peth area, katraj).

VI. Research Methodology:

Sources of Data Collection:

1. Primary Data: Questionnaire, Interviews to be conducted, Observation and discussion with Physicians

The study would be based on the primary data collected with the help of structured questionnaire by survey method.

Sample Size: India's current population is

2. Secondary Data: Books, Journals, Periodicals, Articles, Reviews, Conference material, Internet.
3. Sampling Method of Sample Selection – Stratified Sampling
4. Sample Size: Survey to be conducted to collect the data 75 physicians and 15 retailers
5. Sample Analysis – Systematic Sampling
6. Statistical Methods – Descriptive Statistics
7. Area chosen for the study: Pune region.

3.	11-15	29
4.	16-20	20

Inference: The average no. of patients treated by the dentists per day are 6-10. The 40% dentists said the 6-10 patients they treated per day. Some dentists treated 11-15 patients per day have 29.34% dentists who have maximum experience treated 11-15 patients per day, because of their years of practice is too much.

Table 2- Sources of information about new products to the dentists.

Sr. No.	Sources of Information	Percentage
1.	Medical representatives of the respective Pharma company	26
2.	Digital Platform	28
3.	Medical Journal and Textbooks	13
4.	Conferences	17
5.	Literature	16

Inference: The new product of any company to know the physician the Medical representative of the respective pharma company and the digital platform this two ways plays very important role and on the basis of that the product known by the physician the other part like literature reading, medical journals and textbooks and conferences less physicians attend.

Table 3- The factors influencing prescription

Sr. No.	Factors Influencing prescription	Highly Influential	Influential	Moderate	Not Influential	Not at all Influential
1.	Price of the Product	68	12	12	8	0
2.	Free Dental checkup Camps	20	60	10	10	0

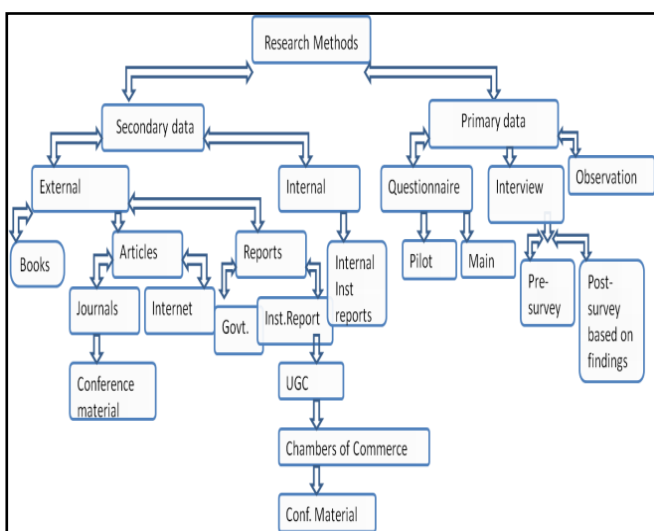


Figure No. 3.: Research methods Source : Self Tools used in the Study

1. Statistical tools used to study the analysis of the data
Descriptive statistics: Mean & Standard deviation method
2. Inferential statistics: Pearson's correlation coefficient is a measure of the correlation between 2 variables (X) independent and (Y) dependent variables, which gives a value between +1 and -1"

VII. Data Analysis:

No of patients treated by you per day:

Table 1- No of patients treated by you per day:

Sr. No.	No. of patients	Percentage
1.	1-5	11
2.	6-10	40

3.	Severity of the Infection	50	25	10	15	0
4.	Brand/ company image	20	25	30	25	0
5.	Frequency of the Visits of MR	15	35	23	27	0
6.	Quality of the Product	10	40	38	12	0
7.	Availability of the product	12	8	68	12	0

The 68% dentists said price of the product is the highly influential factor to affect on the prescription. The 60% dentists said that free dental check-up camps is the influential factor to influence prescription. 50% dentists said severity of the infection is main factor to influence the prescription. The brand image or the company image this factor is not too much influential factor to influence the prescription. The 35% dentists said the frequency of the visits of MR affect on prescription because of the MR said maximum time the brand name of product in front of dentists. The quality and availability of the product is moderately affect to the prescriptions but not affect too much to each other.

Table 4 - Problems encountered by dentists while prescribing the product

Sr. No.	Particulars	1	2	3	4	5	6
1.	Existence of several Pharma Companies in India	2	3	1	1	1	5
2.	Presence of numerous Dental Products	1	2	8	2	1	1
3.	Presence of local Pharma companies In Pune Region	2	1	3	1	1	1
4.	Regular follow ups of MRs creates unnecessary pressure	1	1	1	4	1	1
5.	Unavailability of	7	2	1	1	4	6

	the prescribed product						
6.	Availability of Oracuraflossure only online	1	1	1	1	1	3

Interpretation: Regular Follow up of MRs creates unnecessary pressure and Unavailability of the prescribed product is at 1st rank. While Availability of OracuraFlossure only online this factor is at 2nd rank. Existence of several pharma companies in India and Presence of local pharma companies in Pune region is at 3rd rank and Presence of numerous dental products in the market is at the 4th rank.

Table 5- The problems dentists are facing while accepting the new product.

Sr. No.	Problems	Percentage
1.	Price of the new product as compare to the price of the existing product.	34
2.	Patient Psychology towards acceptance of new product.	14
3.	Patients Economical Background.	19
4.	Less Knowledge/Awareness about the new product.	14
5.	Availability of the product in new by retail shops.	20
6.	Less data available to get feedback of the new product.	5

Interpretation:Price of the new product as compare to the price of the existing product is the main problem facing by the dentists to accept the new product. The next two main reasons to accept the new dental product which are Availability of the product in new by retail shops and another reason is patient psychology towards acceptance of new product.

Table 6- Patients insist on the demonstration of the new product before they use.

Sr. No.	Particular	Percentage
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1.	Strongly Agree	0
2.	Agree	59
3.	Neither Agree Nor Disagree	37
4.	Disagree	11
5.	Strongly Disagree	0

Interpretation: The Patients insist on the demonstration of the new product before they use for this statement 58.66% of dentists agrees upon this statement and 10.66% dentists are not agrees upon this statement but some dentists are neither agree not disagree to this statement.

Table 7- Dentists insists on their patients to buy the same brand prescribed by dentists.

Sr. No.	Particulars	Percentage
1.	Strongly agree	0
2.	Agree	20
3.	Neither agree nor disagree	60
4.	Disagree	20
5.	Strongly Disagree	0

Interpretation: Dentists insists on their patients to buy the same brand prescribed by dentists. The 60% dentists are neither agree nor disagree to this statement and 20% dentists are agree with this statement and 20% dentists are disagree with this statement.

Table 8- On which basis dentists accepting the new product.

Sr. No.	Particular	Percentage
1.	Brand Image	30
2.	Product Quality	29
3.	Schemes given by the company	16
4.	MR image	20
5.	Effectively clear the teeth	3
6.	Not at all painful treatment	2

Interpretation: On the basis of brand image, Product quality and MR image the dentists accepting the new products to each other this are the main points affect to accept the new product in the dental industry. Scheme given by the company and the painful treatment is the another point this are also

affect to the acceptance of new dental product but not as much like brand image product quality and MR image. In that MR image is affect too much because MR is meet dentist again and again.

Table 9- According to you (Dentist) which method is good to remove plug between teeth.

Sr. No.	Methods	Percentage
1.	Water Flossure	35
2.	With the help of Thread	27
3.	Brushing	38

Interpretation: The 35 % dentists said that Water flosser removed the plug from the teeth because of the high pressure of the water flosser, the 27 % dentists said that with the help of thread the more plug removed from the teeth, 38 % dentists said that the brushing is the good method to remove the plug from the teeth and this method is convenient to all (Geriatric, Adults and Pediatric).

VIII. Findings:

Objective 1. To analyze the Physicians perception towards acceptance of new dental products in Pune Region.

Findings of Objective 1

1. Dental students, faculty, and staff of the Dentists were all considered to have a professional appearance as well as behavior.
2. Patients preferred a more quality products for use dental treatment.
3. The dentists before accepting the new dental product they must check their quality of product, brand image, which company launched the product, product image, how the instrument operate along with their specification and how the product is beneficial for the patients and which condition the product is useful to relieve the pain the consumer should be satisfied.

Objective 2. To evaluate various promotional strategies adopted by Pharmaceutical Companies for generation of leads in Pune region.

Findings of Objective 2

1. The company given 10% offer to customer the promo code generated with name of dentists and when dentists recommend to consumer with the application of promo code. The patient get the 10% discount and the 10% commission gives to dentist and at the end of month how much business done by the dentists 10% commission given to the dentist by the company.
2. Pharma companies provide the information booklet to understand well about the product and gives some pamphlets to the dental clinic for patients purpose, along with company gives some of the brochure and highlighter to the dentists to the promotion of the particular products.
3. The price of the product (flosser) is less as compare to the other flossers. Regularly update the company profile along with the company given the 1.5 years to warrantee of machine which other companies cannot given.

IX. Conclusion:

To conclude, the knowledge regarding oral health and disease among medical practitioners was inadequate. Therefore, it is imperative to educate and empower medical practitioners about oral health to change the perception of dentists as the only ones responsible for maintaining good oral health in the population. Because of which recommendation of Dental flossers to the patients is very subjective. The lead generation with the physician is not difficult task but to maintain the generated lead is difficult task continuously you are in contact with the physician to gain their trust and confident about your product.

Even Dentists unlike other physicians before accepting the new product always think about the brand image, product quality and any innovative thing as others product don't have. The promotional strategies adopted by the Pharmaceutical company needs upgradations.

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