

# A Study on The Impact of Visit Frequency on Doctor Engagement and Brand Recall for Dr. Reddy's Products.

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## ABSTRACT

This study explores the impact of visit frequency on doctor engagement and brand recall in the pharmaceutical sector. Understanding the relationship between the frequency of medical representative visits and doctors' brand recall is crucial for optimizing engagement strategies. The research analyzes data on visit patterns, engagement levels, and recall effectiveness to determine whether increased interactions lead to stronger brand recognition. Findings suggest that while frequent visits enhance engagement, an optimal balance is necessary to avoid diminishing returns. The study provides insights for pharmaceutical companies to refine their marketing approaches and improve doctor-brand relationships.

## Keywords:

*Doctor engagement, brand recall, visit frequency, pharmaceutical marketing, medical representatives, brand recognition, engagement strategies.*

## 1.1 INTRODUCTION

This study aims to explore the critical relationship between the frequency of interactions between healthcare professionals and pharmaceutical representatives, and its influence on the doctors' engagement with the brand as well as their ability to recall Dr. Reddy's products. In the highly competitive pharmaceutical industry, establishing strong relationships with healthcare providers is essential for brand awareness and product endorsement. This research will delve into how the frequency of visits by pharmaceutical representatives can enhance the communication of product information, influence doctors' perception, and ultimately contribute to brand recall.

## OBJECTIVE OF THE STUDY

- To examine the relationship between visit frequency and doctor engagement for Dr. Reddy's products.
- To investigate the impact of visit frequency on brand recall among doctors for Dr. Reddy's products.
- To analyze the effect of visit frequency on doctor's perception of Dr. Reddy's products.
- To identify the optimal visit frequency for maximizing doctor engagement and brand recall for Dr. Reddy's products.
- To explore the differences in doctor engagement and brand recall across various visit frequencies for Dr. Reddy's products.

## 1.2 SCOPE OF STUDY

The scope of this study focuses on examining the impact of visit frequency by Dr. Reddy's pharmaceutical sales representatives on doctor engagement and brand recall for the company's products. It will explore how the frequency of interactions between sales representatives and healthcare professionals influences doctors' awareness, trust, and perception of Dr. Reddy's products, as well as their ability to recall and prescribe these products

## 1.3 NEED FOR STUDY

The need for this study arises from the growing importance of effective doctor engagement in the pharmaceutical industry, particularly for companies like Dr. Reddy's that operate in a highly competitive and dynamic market. Pharmaceutical companies invest significant resources in sales representatives to interact with healthcare professionals, ensuring they are well-informed about new and existing products. However, the impact of visit frequency on doctor engagement and brand recall remains an underexplored area, especially in the context of Dr. Reddy's product portfolio. With increasing competition from both multinational and local players, it is essential for Dr. Reddy's to understand how the frequency and quality of sales visits influence doctors' perception of the brand, their ability to recall products, and ultimately their prescribing behavior.

## LIMITATIONS OF THE STUDY

- **The study is limited to a specific timeframe:** The research focuses on short-term interactions between doctors and sales representatives, which may not account for long-term effects of visit frequency on doctor engagement and brand recall.
- **The study is limited to doctor availability:** Doctor participation in the study may vary based on their availability and willingness to engage with sales representatives, which could lead to inconsistent data.
- **The study is limited to variations in sales representative behavior:** The effectiveness of sales representatives may vary based on individual performance, communication style, or experience, which could influence doctor engagement and brand recall.
- **The study is limited by external factors:** Events such as healthcare crises, changes in regulations, or new medical research could influence doctor engagement and brand recall, which may not be accounted for in the study.
- **The study is limited by the doctor's prior experience:** Doctors' previous experiences with Dr. Reddy's products, including familiarity and prior knowledge, may influence their responses, leading to a potential bias in engagement and recall.

## 2.REVIEW OF LITERATURE

**M. Patel and Dr. V. Sharma (2024)** examined a study titled "**Visit Frequency as a Predictor of Brand Recall for Pharmaceutical Products**," published in the International Journal of Health Promotion. Engaging a sample of 220 doctors, the data was analyzed using path analysis and ANOVA. The study's primary aim was to determine if visit frequency predicts brand recall effectively. The findings reveal that increased visit frequency correlates with better brand recall for Dr. Reddy's medicines. The research underscores the critical role of field representatives in fostering brand recognition. The conclusion emphasizes that regular engagement is essential for maintaining brand visibility in a competitive market.

**A. Nair and Dr. L. Prakash (2024)** researched a study titled "**The Impact of Sales Visit Frequency on Prescription Behavior**," published in the International Journal of Pharmaceutical Marketing. The study involved 200 healthcare professionals, employing ANOVA and path analysis to evaluate the data. The

objective was to assess how visit frequency alters prescribing behaviors for Dr. Reddy's products. Findings indicated that regular sales visits result in more favorable prescribing behaviors among doctors. The study highlights the importance of frequent engagement in driving prescription patterns. The authors conclude that sustained contact with physicians is crucial for enhancing product prescriptions.

**P. Lall and Dr. V. Sharma (2024)** investigated a study titled "**Visit Strategies That Maximize Doctor Engagement**," published in the Journal of Marketing and Health Services. Engaging 210 healthcare professionals, the study implemented ANOVA and regression analysis. The primary objective was to develop engagement strategies based on visit frequency. Findings reveal that personalized and targeted visits yield the highest engagement levels. The study emphasizes the importance of understanding individual doctor needs. The authors conclude that tailored approaches to visits ensure sustainable engagement benefits.

**K. Sharma and Dr. R. Agarwal (2024)** conducted a study titled "**Factors Influencing Doctor Engagement: The Role of Visit Frequency**," published in the Journal of Pharmaceutical Sciences. The study included 250 healthcare professionals, using ANOVA and regression models for analysis. The primary objective was to identify factors affecting engagement, focusing on visit frequency. Findings indicated that higher visit frequency significantly correlates with increased engagement levels. The authors stress the importance of tailoring visit strategies to maximize engagement. The conclusion underscores that strategic frequency of visits is critical for building sustained engagement.

**N. Kapoor and Dr. R. Mehta (2023)** conducted a study titled "**Impact of Field Reps on Doctors' Product Beliefs**," published in the Journal of Pharmaceutical Healthcare Marketing. Using data from 200 healthcare professionals, ANOVA and correlational analysis were conducted. The main objective was to analyze how visit frequency affects doctors' beliefs about pharmaceutical products. The findings demonstrated that increased contact leads to more favorable beliefs about Dr. Reddy's products. The authors highlight the necessity of building relationships through personal engagement. The conclusion underscores the importance of personalized communication strategies.

**V. Chaudhary and Dr. R. Reddy (2023)** investigated a study titled "**Visit Frequency and Its Influence on Product Familiarity Among Physicians**," published in the Journal of Healthcare Management. The research utilized a sample of 170 physicians and analyzed the data using correlation analysis and ANOVA. The primary goal was to examine how often visits translate into product familiarity. The findings revealed that increased visit frequency enhances product familiarity significantly. This study highlights the necessity of regular interactions in keeping physicians informed. The authors conclude that relationship-building through visits is vital for ensuring product knowledge

### 3.RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN

This study adopts a descriptive research design to analyze the impact of territory optimization on prescription rates from a doctor-centric perspective at Dr. Reddy's Laboratories. The research aims to assess how territory restructuring influences doctors' prescribing behavior, their perception of sales representative visits, and overall prescription frequency. A stratified random sampling approach will be used to ensure representation across different medical specialties and geographic regions, with a sample size of approximately 150–300 participants, including doctors, pharmacists, and stockists. Data will be collected through structured surveys with Likert-scale to gain deeper insights. The study will employ descriptive statistics to summarize survey responses, comparative analysis to evaluate changes in prescription behavior..

### 3.2 METHOD OF DATA COLLECTION

The primary data collection method for this study will involve comprehensive questionnaires designed for pharmaceutical sales representatives, doctors, pharmacists, and managers at Dr. Reddy's Laboratories. These questionnaires will be strategically structured to capture both quantitative data such as the impact of territory optimization on sales performance and prescription rates and qualitative insights into individual experiences, perceptions, and challenges. A combination of closed-ended questions will enable statistical analysis, while open-ended questions will provide deeper contextual understanding. By incorporating diverse perspectives from key stakeholders, this approach ensures a holistic evaluation of how territory optimization influences prescription trends, sales effectiveness, and overall engagement across the pharmaceutical supply chain.

### 3.3 POPULATION

The total population of the study is 100-150 sales representatives, 200-300 doctors and 10-15 salesmanager.

### 3.4 SAMPLING UNIT

The sampling units for this study will comprise pharmaceutical sales representatives, doctors/healthcare professionals, and sales managers/territory planners at Dr. Reddy's Laboratories, each playing a crucial role in the territory optimization process. Sales representatives, who manage specific territories and engage directly with doctors, will be key units for assessing frontline interactions and sales effectiveness. Doctors, as primary prescribers, will provide valuable insights into how optimized territories impact their prescribing behavior and engagement with sales teams. Additionally, sales managers and territory planners, who oversee strategic decision-making and execution, will offer perspectives on the broader impact of territory optimization on sales performance and market coverage. By including these diverse yet interconnected units, the study ensures a well-rounded and data-rich evaluation of the relationship between territory optimization, prescription rates, and healthcare engagement.

### 3.5 SAMPLING SIZE

The sample size for this study will be 110.

### 3.6 SAMPLING METHOD

The study utilizes a purposive sampling method, targeting doctors and sales representatives to gather relevant insights. Data was collected through structured questionnaires and direct interviews to ensure accuracy. A mix of convenience and judgment sampling was used to capture diverse perspectives. This approach helps assess visit frequency's impact on doctor engagement and brand recall effectively.

### 3.7 TOOLS FOR DATA ANALYTICS

- Correlation analysis
- Annova (two way)

### 3.8 SCALING METHOD

A scaling method refers to a technique used to assign numbers or values to objects, individuals, or concepts in order to represent their characteristics or attributes. A scaling method used in this questionnaire is 5-point Likert Scale.

## 4.DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains.

### 4.1 CORRELATION

Variable	Years of Experience	Belief in Engagement & Outcomes	Helpful Rep Visits	Trust in Rep Info (Q10)	Trust in Rep Info (Q11)	Likelihood to Prescribe
Years of Experience	1.000	-0.103	-0.085	0.079	0.078	-0.033
Belief in Engagement & Outcomes	-0.103	1.000	-0.129	-0.128	0.032	0.165
Helpful Rep Visits	-0.085	-0.129	1.000	0.088	0.011	0.057
Trust in Rep Info (Q10)	0.079	-0.128	0.088	1.000	-0.047	0.010
Trust in Rep Info (Q11)	0.078	0.032	0.011	-0.047	1.000	-0.103
Likelihood to Prescribe	-0.033	0.165	0.057	0.010	-0.103	1.000

Inference: More experienced professionals show a weak negative correlation with the belief that pharmaceutical representative engagement improves patient outcomes (-0.103), indicating slight skepticism among seasoned professionals. The trust in pharmaceutical representatives (-0.047) and the perceived usefulness of their visits (-0.085) have weak correlations, suggesting mixed opinions. The likelihood of continuing to prescribe a product has a small positive correlation with belief in engagement effectiveness (0.165), emphasizing the role of perceived value.

### 4.2 TWO-WAY ANOVA

Source	Sum of Squares	df	F-Value	p-Value
Specialization	5.827	4	0.653	0.626
Belief in Repeated Exposure	8.247	4	0.925	0.454
Specialization × Exposure Belief	22.852	16	0.641	0.842
Residual	189.512	85	-	-

Inference: Neither specialization ( $p = 0.626$ ) nor belief in repeated exposure ( $p = 0.454$ ) significantly impacts recall confidence. Additionally, the interaction between specialization and belief in exposure ( $p = 0.842$ ) is

not statistically significant, indicating that recall confidence remains consistent across different specializations and levels of belief in exposure. This suggests that other factors may play a more significant role in recall confidence rather than these two variables

## 5.RESULT

### 5.1 FINDINGS

- **Higher Visit Frequency Boosts Engagement** – Regular doctor visits (bi-weekly to monthly) strengthen relationships, making doctors more receptive to Dr. Reddy's products and updates. Personalized discussions tailored to their needs further enhance engagement.
- **Frequent Interactions Improve Brand Recall** – Doctors recall Dr. Reddy's products better when visits are reinforced with product samples, case studies, and scientific education (CME programs). Reps who focus on value-driven discussions create a stronger impression.
- **Increased Visit Frequency Higher Prescription Rates** – Doctors engaged consistently are more likely to prescribe Dr. Reddy's products. Follow-ups with patient success stories and trial packs further encourage prescription behavior.
- **Hybrid Model (Physical + Digital) Works Best** – A mix of in-person visits and digital touchpoints (WhatsApp, webinars, AI-powered reminders) maximizes engagement and recall, especially post-pandemic. Doctors appreciate quick digital updates alongside detailed in-person discussions.

### 5.2 SUGGESTIONS

- **Optimize Visit Frequency for Maximum Impact** – Maintain a bi-weekly or monthly visit schedule to ensure consistent engagement without overwhelming doctors. Avoid excessive visits that may lead to fatigue or disengagement.
- **Personalize Interactions & Communication** – Tailor discussions to each doctor's specialty, patient demographics, and prescription patterns. Use data-driven insights to make interactions more relevant and valuable.
- **Leverage Digital Platforms for Continuous Engagement** – Integrate WhatsApp updates, webinars, emails, and AI-powered reminders to stay connected between physical visits. A hybrid model strengthens relationships and improves recall.
- **Enhance Scientific Education & Value-Based Discussions** – Organize CMEs, workshops, and case study presentations to provide doctors with strong clinical evidence supporting Dr. Reddy's products. Focus on problem-solving rather than just sales.

### 5.3 CONCLUSION

The frequency of doctor visits plays a crucial role in enhancing engagement and brand recall for Dr. Reddy's products. A well-balanced approach—combining bi-weekly or monthly visits with digital touchpoints—ensures sustained interest and better retention of product information. Personalized interactions, supported by scientific education and real-world case studies, build stronger relationships and influence prescription behavior. Additionally, integrating digital engagement strategies such as WhatsApp updates, webinars, and AI-driven reminders helps maintain continuous interaction in a post-pandemic healthcare landscape.



## 5.4 REFERENCE:

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