

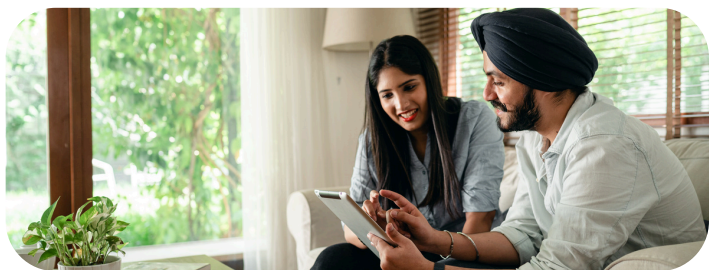
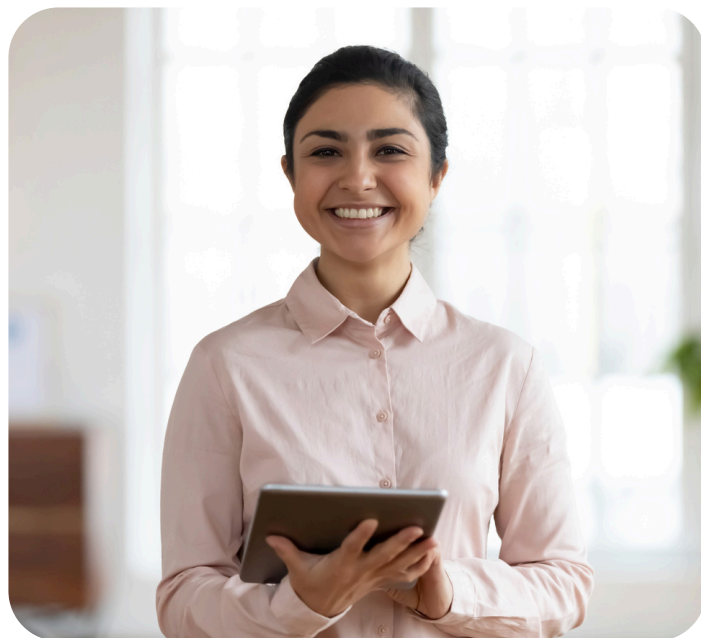
NEWSLETTER

Publication No. 2025 07 025



INSIDE THIS ISSUE: BEYOND THE PRESCRIPTION PAD

*How India's Pharma Field Force Is
Evolving, and What Managers Must Do
Differently in 2025.*



WHY THIS MATTERS

Your reps are still doing the rounds. Doctors are still prescribing. But quietly, everything around those interactions has changed—from how doctors engage, to what regulators watch, to how reps feel in the field.

And if you're leading a team today, you need to see the shift clearly—before it starts showing in your numbers, attrition, or audit reports.

WHAT'S CHANGED ON THE GROUND

1. Doctors want fewer calls, more value

70% of Indian HCPs now prefer less frequent but more scientific discussions. (CMR Pharma Report 2024) They're asking for real-world data, seasonal insights, and safety updates—not just reminders.

→ Manager takeaway: Reps need basic scientific storytelling, not just brand pitching.

INDITECH FOR INDIAN PHARMA MANAGERS

2. Hybrid is the new normal

40% of interactions in metro and tier-1 cities are now partly or fully digital. (IQVIA India, 2023)

Doctors expect WhatsApp follow-ups, voice notes, and visual aids—not just in-clinic visits.

→ Manager takeaway: Are your reps trained to do both?



3. Compliance Is Now the Law

UCPMP became mandatory in India from June 2024.

Reps forwarding product memes, offering free samples casually, or making unverified claims could now trigger legal issues.

→ Manager takeaway: You're now also a compliance coach.

4. Reps are burning out, fast

Entry-level attrition touched 28% in 2023. (Pharma HR Roundtable)

Reps are overwhelmed by apps, pressure, and unclear expectations.

→ Manager takeaway: What support are you really giving them—beyond reminders and reviews?



WHAT PRACTICAL MANAGERS ARE DOING IN 2025

- Weekly 1:1 check-ins instead of just tracking call counts
- Quick compliance refreshers using simple do's/don'ts lists
- Doctor role-plays to help reps explain clinical points
- Recognition for effort, not just Rx — builds loyalty

FINAL NOTE- LEAD SMARTER

In 2025, great pharma managers do more than chase numbers — they coach reps to adapt, stay compliant, and deliver real value to doctors.
It's not about doing more. It's about leading smarter.