

Course Name : BCOBM113 MARKETING & UX

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**TABLE OF CONTENTS**

**Introduction…………………………………………………………………………3**

**Part 1: STP Analysis of Pfizer Pharmaceuticals……………………………..3**

* 1. Segmentation
  + 1.1 Demographic Segmentation……………………………………3
  + 1.2 Psychographic Segmentation………………………………,….4
  + 1.3 Behavioral Segmentation…………………………………….…5
* 2. Targeting
  + 2.1 Medical Staff……………………………………………………..5
  + 2.2 People with chronic illness……………………………………..5
* 3. Positioning
  + 3.1 Invention……………………………………………………….…6
  + 3.2 High Standards and Security……………………………….….6

**Part 2: Recommendations to Improve Customer Experience and Communication……………………………………………………………………7**

* 3.1. Developing Customer Experience (UX)
  + 3.1.1. Current Evaluation
    - 3.1.1.1. Web experience……………………………………..7
    - 3.1.1.2. Client Service………………………………………..7
    - 3.1.1.3. Product Usage……………………………………….7
  + 3.1.2. Recommendations
    - 3.1.2.1. Health Educational Program……………………….8
    - 3.1.2.2. Advanced Digital Technology………………………8
* 3.2. Communicating UX
  + 3.2.1. Current Communication………………………………………8
  + 3.2.2. Recommendations
    - 3.2.2.1. One to One Communication………………………..9
    - 3.2.2.2. Self evident Information……………………………..9
    - 3.2.2.3. Campaigns……………………………………………9

**Conclusion…………………………………………………………………………..9**

**References…………………………………………………………………………..10**

Introduction

Pfizer Inc. is one of the premier and innovative pharmaceutical corporations engaged in discovery, development, manufacturing, marketing, sale and distribution of various medicines and drugs worldwide. It is highly focused in six therapeutic areas including: oncology, anti-infectives, internal medicines, inflammation and immunology & vaccines.

Pfizer Inc. established in 1849, founded by Charles Pfizer Sr. and Charles Erhart.(Forbes, n.d.)

*Part 1*: STP Analysis of Pfizer Pharmaceuticals

1. Segmentation

It is the diversion of Pfizer’s customer base into various segments in order to implement various marketing strategies. According to the basic needs and requirements of each category, products must be suggested, followed by well-structured advertising plans for the promotion of their products.(Gregory, 2015)

1.1 Demographic Segmentation:

* Age Category : Targeting all age groups, if offers a broad range of products. For children,it focuses on vaccines and pediatric medications. For adults, it focuses on oncology and pain management. For the old age group, it focuses on diabetes, arthritis etc. Pfizer demonstrates the health needs and vitamin intake across all age groups should be balanced. To help people from life-threatening illness or global diseases, Pfizer is continuously working with a special focus on researching and developing vaccines for special populations such as maternal/neonatal.(Pfizer Inc., n.d.)
* Gender : Pfizer offers a wide range of products for both women and men accordingly healthcare needs and treatment of disease. It offers treatments for certain cancers and gynaecological issues for women. Also provide various contraceptives to support family. For men, it provides treatment for erectile dysfunction and infertility etc. Throughout all these efforts, Pfizer is moving towards more advanced products to ensure healthcare needs for both women and men.
* Income level : Pfizer provides a diverse range of products catering to various therapeutic needs and treatment. It ensures that patients would have access to both premium and affordable medications. Premium medications or drugs required more research and development efforts eg: Pfizer Covid 19 vaccine.

In the United States,”Pfizer Patient Assistance” Program provides free pfizer medicines to people who are uninsured or unable to afford.

1.2 Psychographic Segmentation:

* Health awareness : Pfizer targets individuals who are conscious about their health and also seeking preventive care through various products and initiatives. It has developed resources to assist people about their health and also risks and benefits of treatments. Pfizer always supports health conscious individuals by providing them platforms that facilitate overall well-being.
* Manner of Living : Pfizer demonstrates the diversity of various segments and also tailor its products according to the lifestyle of various groups such as proactive individuals & urban professionals.It’s main focus is on medicated prescriptions but also explored partnerships with vitamins & supplements.

Recognising the busy schedule of urban individuals, “Pfizer for all” digital platform is launched which consist of telehealth services, medication delivery and healthcare tips.

1.3 Behavioural Segmentation:

* Consumption : It also addresses behavioural segmentation, such as differentiating between regular users of treatment and occasional users requiring acute treatment.It offers a diverse range of medications for long term use, to prevent disease progression and to enhance quality of life.
* Membership level : Pfizer employs various strategies to determine the loyalty status of their customer base, particularly determining between the brand loyal customers and price-sensitive customers who may switch brands. Patients who received any positive outcome from the brand continue to use it. Pfizer’s commitment to quality and patient centric initiatives gains such loyalty.

2. Targeting :

Pfizer generally targets the following, among the identified segments.

2.1 Medical Staff : Pfizer generally collaborates with Health care providers (HCPs) such as physicians, specialists and surgeons to enhance patient care and usage of its products. By engaging with HCPs, it focuses on discovering and developing new medicines and vaccines as well as provides insights and guidance on medical level. It also provides resources to HCPs regarding latest medical advancements.Through these collaborations, Pfizer proves its commitment to work closely and focused with HCPs to improve patient outcomes.

2.2 People with chronic illness : Individuals requiring long term medications and treatment, such as Diabetes, arthritis or cancer treatment. Pfizer is committed to provide patients long term health management with assistance programs and medications. Medications like Accupril and Accuretic are prescribed for managing hypertension and heart related problems. It is continuously working for the development of therapies focusing on Chronic diseases.// Pfizer Patient Assistance Program provides free pfizer medicines to people who are uninsured or unable to afford, ensuring that financial expenses do not hinder necessary treatments.

3. Positioning :

Pfizer addresses itself as the leader in innovative, quality and advanced healthcare solutions. Company fosters its loyalty in delivering breakthroughs that change patients' lives. Pfizer’s purpose statement is as follows:

"We’re in relentless pursuit of breakthroughs that change patients’ lives. We innovate every day to make the world a healthier place."

3.1 Invention : Pfizer aims to bring cutting edge and advanced therapies, committed to large investment in the Research and development department. In 2022, the company has allocated 11.4$ to the R & D department, making 10.31% increase from the previous year. This dedication focuses the company's urge on advancing medical sciences and addressing unmet medical needs. In its portfolio, Pfizer aimed at exploring genetic & functional biomarkers to help clinical research strategies.

3.2 High Standards and Security : Pfizer is maintaining the high standards of product quality and patients safety. Company has implemented various methodologies to ensure the efficacy and safety of its products. Company has established Pfizer Quality Standards (PQS), consisting over 140 standards.These standards are designed to maintain product quality and consistency, reflecting Pfizer's commitment to patient safety and regulatory adherence.Through these comprehensive measures, Pfizer ensures that all its products meet stringent quality and safety standards.

*Part 2*: Recommendations to Improve UX and Communication

2.1 Developing Customer Experience (UX)

* *2.1.1 Current Evaluation :*
* 2.1.1.1 Web experience :Pfizer’s website offers much information, but could be more interactive by providing personalized content.To address this, Pfizer introduced “Pfizer for all” digital platform which consist of telehealth services, medication delivery and healthcare tips. This platform consists of critical services including same day connections with healthcare professionals, vaccine scheduling, home delivery of tests and reports and genuine savings on Pfizer medicines. By integrating all these features, “PfizerForAll” could be more interactive and there is personalized experience for patients or accessing resources by HCPs for latest advanced technologies.

* 2.1.1.2 Client service : While Pfizer provides different ways for customer inquiries and response time can be enhanced to meet customer needs, including a dedicated customer service line operating Monday through Friday from 9:00 a.m. to 7:00 p.m. EST. Additionally, Pfizer has launched “PfizerForAll” which could be more interactive and there is personalized experience for patients or accessing resources by HCPs for latest advanced technologies, aiming to simplify healthcare management. To address each challenge, Pfizer has collaborated with NICE to improve agent experiences through Interactive Voice response (IVR) system. By continually enhancing its customer service and embracing digital solutions, Pfizer aims to align its response times with consumer expectations.
* 2.1.1.3 Product usage : Pfizer is aimed at enhancing its patient education to improve medication intake and potential side effects. Mike Zincone (Senior Director of Patient Advocacy at Pfizer) states that "patient education is important so that patients can make informed decisions in their care and treatment plans." Furthermore, to inform patients about side effects of medication, it provides comprehensive resources like Patient package insert, which symbolises general side effects such as nausea, tiredness, joint pain, fever and nausea. By continuing to increase educational initiatives and digital tools, Pfizer aims to further support patients in managing their health effectively.
* *2.1.2 Recommendations :*
* 2.1.2.1 Health Education Programs : It consists of several educational initiatives about disease management, medication adherence and side effects of medicines.To support HCPs and patients, Pfizer provides resources and tools aimed at encouraging better health conversations, which may improve patient outcomes.

Furthermore, Pfizer offers grants to patient organizations and scientific associations to support independent medical education and patient education programs.

* 2.1.2.2 Advanced Digital Technology : Pfizer has launched “PfizerForAll” which could be more interactive and there is personalized experience for patients or accessing resources by HCPs for latest advanced technologies, aiming to simplify healthcare management.Furthermore, Pfizer's Center for Digital Innovation (CDI) is dedicated to developing transformative digital solutions that drive innovative breakthroughs, aiming to change patients' lives by enhancing health outcomes and patient experiences.

By involving these digital platforms and applications, Pfizer encourages patients with personalized health information, medication reminders, and direct support channels, improving medication adherence and overall health management.

2.2 Communicating UX :

* *2.2.1 Current Evaluation :*

Pfizer has a multi-channel communication strategy including digital media, traditional advertising, and public relations to engage with the customer base. It aligns with Pfizer's core values of courage, excellence, equity, and joy, which guide the company's efforts to deliver breakthroughs that change patients' lives.

To enhance message clarity and ensure alignment with its brand positioning, Pfizer has established the "Pfizer Principles for Clear Health Communication." These principles symbolize the importance of clear, concise, and audience-appropriate messaging to effectively convey health information. By continually improving its communication strategies and adhering to established principles and guidelines, Pfizer aims to maintain consistency and transparency in its messaging.

* *2.2.2 Recommendations :*
* *2.2.2.1* One-to-one communication: Pfizer is using advanced technology to make its messages more personal and effective. They have partnered with Adobe to speed up how they create and share content. By using Adobe's artificial intelligence (AI) tools, Pfizer can quickly produce and manage information across various platforms. By all these efforts, Pfizer aims to provide personalized communications, effective messages and build stronger connections with patients, healthcare professionals, and consumers.
* 2.2.2.2 Self-evident information : Pfizer is dedicated to providing clear and accessible information about its products. To keep the public informed, Pfizer offers detailed information about their products, including benefits, risks, and proper usage, on their official website. They also maintain a commitment to quality and safety through transparent systems, providing clear communications to ensure that patients and healthcare providers have the information they need.
* 2.2.2.2 Campaigns : Pfizer organises various campaigns that conveys Pfizer’s commitment to quality and innovation. It is also conducted to spread awareness among people regarding the usage, Medication adherence, and side effects. For HCPs, resources are provided to study advanced medical technologies.

Conclusion

Pfizer's approach to be at global reach in terms of innovation and advanced technology is achieved. Furthermore, marketing campaigns and advertisements at digital or traditional level are strengthening for the future. Pfizer provides great medications as well as resources to patients or HCPs etc.

References