

Reflective Questions

Emerging Trends in Pharmaceutical Marketing by Sanjay Tripathi

1. Which aspects of your marketing workflows could benefit most from AI-driven automation or predictive analytics? What ethical or regulatory barriers need attention?
2. Does your organization foster a culture of experimentation with new digital models? What governance, budget, or resourcing structures might need to change to enable agile innovation?
3. Are your personalization strategies aligned with global privacy regulations and ethical standards? How could a stronger 'consent-first' approach improve trust?
4. How might pharma companies reposition their messaging from product awareness to aligning with broader value-based healthcare goals, such as patient outcomes and care pathways?
5. Looking ahead 10 years, which trend - precision medicine, value-based healthcare, digital therapeutics, health-tech collaborations, or AI - would you prioritize first, and why?