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## Medical representatives: The struggles

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**Abstract---**The Covid-19 has influenced in the job medical representatives at a large extent. The private employees are the persons those who are participating their contribution in the growth and the development of the nation. It is a highly risk job. Long travelling, convincing tactics, lack of food stress, the target, emotional stability are making them more and more tired. Sometimes they become frustrated about their job. Many of them are switching over to other jobs. They need more training also. So the enterprises or organization should pay the attention to prevent and eliminate such problems of an employee in the lockdown period. This study analyzed the issues faced by the sales representatives while achieving their given target. Controlling anger and maintaining patience is the best characteristics of the medical representatives in the lockdown period.

**Keywords---**sales target, waiting time, stress, unhealthy food, back pain, health issues, controlling anger.

### Introduction

The Covid has been a critical for many. Especially the sales representatives suffering's lot of mental as well as physical issues. They are in a position to manage not only the profession but their family also. Maintaining the proper balance between the above things is always a struggle one for them in order to get the orders. In general the medical companies' orders are not ready to move their advertisement in channels or magazines. They have do appoint direct sales persons for their job. The medical representative job is the heavily problem facing one. Such type of companies not focusing their attention on customers but they

focus on the medical representatives. The medical representatives they are the person's of main personnel appointed in promoting their products. The salary of medical representatives is mainly depends upon their performance. It also increases their health issues. They have to execute their results compulsorily otherwise they will meet so many problems. They need more skills also. Because handling humans are very critical jobs. They are diverse in nature. Once they are not tackled in a good way, it makes the medical representative as hopeless.

### **Statement of the problem**

Getting target engaged into new areas (or) places through sales strategies, even though they had fast moving vehicles... only covid 19 paved its path to massive change of executing them in their field. They are forced to get their target in respective areas. In addition the medical representative are spent their most of the time for waiting. It makes them stress. So it is essential to pay attention about their professional need of the medical representatives which are goes to hurt. For retaining their employees the pharmaceutical companies are executing many strategies. Otherwise they also suffer from the problem of lack of employees.

### **Objectives**

This study focuses to exhibit the problems faced by the medical representatives in the period of covid-19

- To find out the strategies used by the medical representatives.
- To discuss about the area selection
- To analyze the problems faced by him.
- To evaluate the stress level of the medical representatives.
- To measure the growth level.
- To study the contribution of medical companies for their employees.

### **Review of literature**

"M.J. Senthil Kumar and P. Sundara Pandian" (2015), found "An investigation into Burnout of medical representatives, A study with special reference to job demands" that the medical representatives job should be made permanent. The medical company also provides adequate incentive plan to retain the talented work force and minimum incentives to new and those who have not achieved the target and satisfy the pharmacist medical representatives the company must provide job guarantee and the adequate salary.

### **Methodology**

The study is focused on primary as well as secondary data. The primary data were procured from 100 medical representatives from various medical pharmaceuticals companies in Trichy via personal interview methods. The secondary data were collected from some websites those are mentioned in reference. A last the data were analysed using simple percentage.

### Scope of the study

The study research going on the issues focused by the medical representatives during covid 19 and how they overcome their problems.

### Analysis and Discussion

Table 1  
Demographic profile of the respondent

Particulars	Percentage
Age	
20 to 30years	30%
31 to 40years	40%
41 to 50years	20%
Above 50years	10%
Educational Qualifications	
Diploma	20%
Degree	40%
Master Degree	20%
Professional	20%
Marital Status	
Married	40%
Unmarried	60%
Company	
Foreign	40%
Indian	60%
Income	
Below Rs.20000	30%
Rs.20000 to 30000	35%
Rs.30000 to 40000	25%
Above Rs.40000	10%
Growth level	
Improved	50%
Medium	30%
Not Improved	20%
Advantage earned during lockdown	
Petrol allowance	100%
Salt of unsold stock	100%
Free Sanitizer mask	100%
Assistance provided by employee	
Yes	80%
No	20%
Issues faced by the medical representatives during the lockdown period	
Waiting Hour	20%
Indirect enquiry	10%
Competition with others	20%

Economic problem	20%
Health Issues	10%
Controlling anger	20%

### **Primary Data**

From the above tables majority of the respondents are in the age of 31 to 40 years. Most of them are degree holders. Mostly they are unmarried they prefer Indian pharmaceutical companies their income is always based on their sales. And also we clear that 50% of the respondents improved their income. Young and energetic medical representatives won their target easily. The well experienced persons in this field also get success. 30% respondents are in medium level and 20% of the respondents are getting experience with facing health issues. They didn't take any precautions in their job. Most of the pharmaceuticals companies provided their employees the petrol allowance sold of unsold and sanitizers and masks also. Unfortunately in the Covid period some unsold stocks are sold quickly. In the lockdown period, the people, the people did not prefer to go out of the house for illness so that they bought the medicines from medical stores without doctors' prescription so in this time Vicks vaporub, Amirtangan, Ulcer Syrups, Paracetamol tablets, etc... were sold a lot. These are the advantages gained by the medical representatives during the lockdown period.

Most of the representative forced the above problems during Lockdown period and the same has been divided into the above. All the responders have based problem while lockdown period. The problems are long waiting hour, indirect enquiry, competition with others, economic problem, Health issues controlling anger etc. It is clear that waiting time is the main problem of all the respondents. The information regarding the indirect enquiry makes the respondents' problem more and more complicated. Most of the doctor's are not prefer the direct enquiry. For the sake of their health they provided the information through the other person 20% of the respondents facing heavy competition by their competitors with the same hospital 20% of the respondents faced financial problem also 10% of the respondents severely affected by the health issues. Most of them used two wheelers. So long travel would affect their health 20% of the respondents controlling anger may affect their health. It will create the mental pressure to them.

### **Pharmaceutical Companies in survival**

- Albert David pharmaceuticals
- Anglo French drugs and industries Ltd.
- Hel Brede Health care limited

### **Strategies used by the pharmaceutical companies**

- Good housing
- Good logistic practice
- Dedicated team
- Effective customer care support

- New product launches
- Effective quality control
- Competitive pricing
- Packing standards

### **Findings**

- The job didn't require the particular qualification. The medical representatives are coming out with different Qualifications.
- The talented persons are shining in this field. This job requires the tactics of convincing, attracting and so on. In this field, product knowledge speaks less, but representatives talk more. They need more patience while in the waiting hours. In the lockdown, most of the doctors are not prepared to meet the persons. So, the medical representatives suffered due to waiting time. Most of the time was spent while waiting hours. The pharmaceutical company is the only source which assisted them in a better way.

### **Recommendations**

- The pharmaceutical company should assist both the financial as well as the moral support to them.
- The company must give the training (or) practice regarding controlling anger and maintaining patience.
- The information relating to their medicine should be updated as and when needed.
- Pension scheme must be provided by the organization to its employees. Because most of them are having ill health after their work period.
- Incentives and commissions are to be provided because it will boost up them for further proceeding.
- Provident fund may also minimize the financial risk faced by the employees. So the company should maintain PF for their employees.
- Most of the medical representatives are using two-wheelers so they may meet an accident so, the company should provide the insurance schemes also.

### **Conclusion**

These research exhibits many things like the medical representatives are in different Qualifications the job did not need any specific Qualification. Their output depends upon their performance. They face many difficulties and risks in their job. They are facing tough competitors also. In the covid period they suffered a lot. The job needs more patience also, married people are shining and getting success more. The pharmaceutical companies are providing the amenities to the medical representatives as possible continue their survival with confidence. The Job needs the appreciation always survival.

### Scope for further research

The present study has focused the problems faced by the medical representatives during the lockdown period in Tiruchirapalli district. The fore study may conduct on problems faced by insurance agents.

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