



▶ INDUSTRY NEWS..... 1



▶ INTERNAL BRAND CAMPAIGN HIGHLIGHTS ... 2



▶ PERSPECTIVE: HEALTHCARE ... 2

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Med-ad Update

Meditation and not medication: Treatment of Depression

Among the sundry options available, meditation seems to affect brain positively; depression treatment at least gets a proven scientific backing.

A study from the Journal of the American Medical Association (JAMA) Internal Medicine, released Jan 6, 2014 suggests that diligent meditation may vie antidepressants in comforting symptoms of depression. Reviewing numerous previous studies a clinical trial with active control for placebo effects, mindfulness meditation showed moderate evidence (at 0.3 effect size) of improved anxiety, depression and pain with low evidence of mental health related quality of life and improved stress.

Mindfulness meditation may not be a complete solution or a final resort to treatment but its practice may be at par with medication. Clinicians might want to take a note of such a study incorporating the benefits of meditation for a synergistic approach to depression treatment.

Meditation needs to be taken seriously as opposed to a concept of sitting silently doing nothing. Rather a concentrated active approach to enhance awareness is what should be the focus. Different meditation programs approach it in different ways. Mindfulness is also defined differently by

many, rationally understanding one's internal processes such as thoughts, bodily sensations.

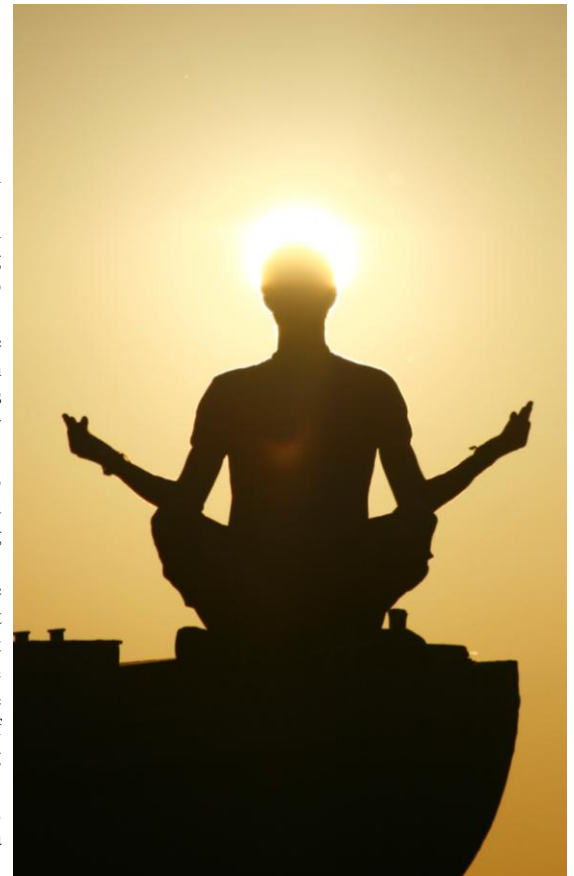
With insufficient evidence of effect on positive mood, attention, sleeping, eating habits and weight; the study does prove to have an impressive action on depression.

With an effect size of 0.3, which is also the effect size of anti-depressant medication generally, treating depression via this mindfulness meditation route is equally impressive.

Also considering, the low treatment success rate of depression this effect size if considered seriously, could mean incorporating meditation in the clinician practice.

Another added surplus benefit to the mindfulness meditation approach is that it carries no baggage of side effects with it unlike any other medication. Also, on a more scientific evidence base, MRI studies prove meditation is associated to reduction of activity in amygdala, brain area governing stress response.

This is a promising concept to look forward to, since meditation seems to be a solution to a plethora of associated issues.

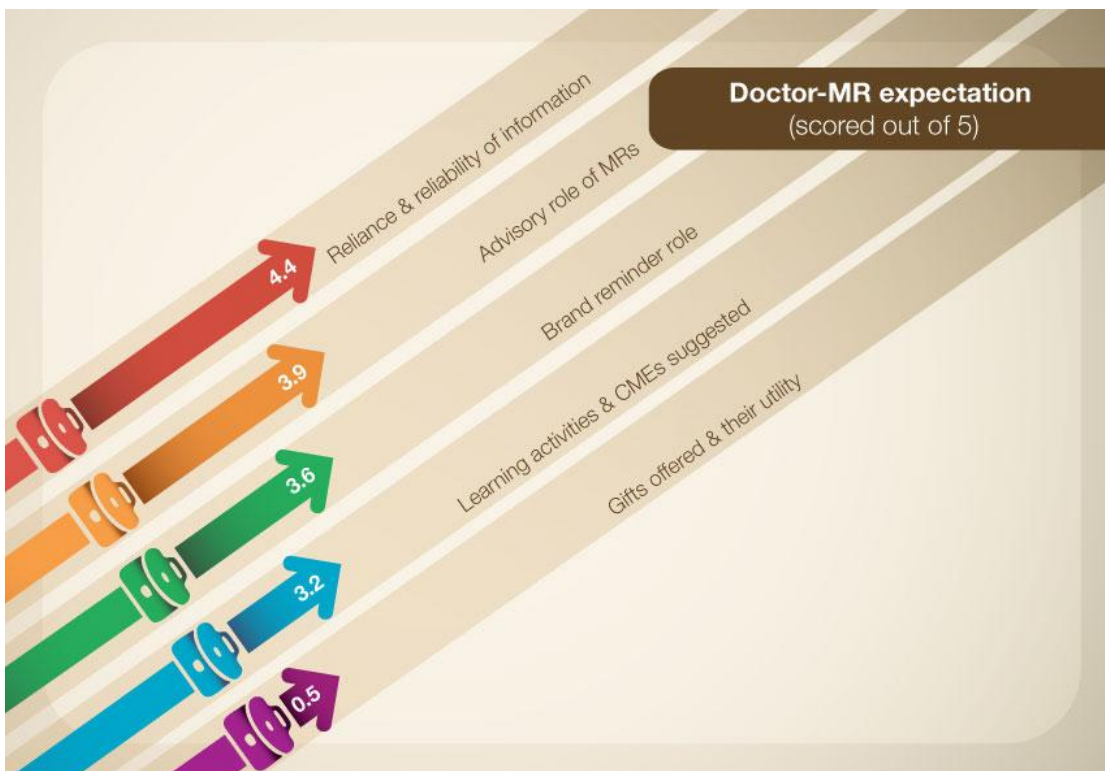


Pharma Selling: A Game of Expectations - Doctors and Medical Sales reps

What's in it for me? The question, that drives most of the decisions, holds true in this Doctor-representative relationship too. When there is a purpose behind everything we do, time invested by a Doctor with the Medical rep has to have some value add or return for him

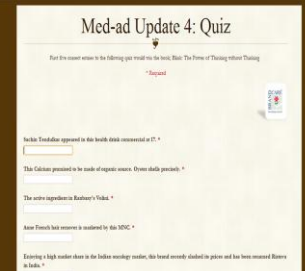
The industry is filled with umpteen sales reps who want to make their mark in this sphere of influencing the Doctors enough to push the sales of their product. But this entire process rather than ideally being a both sided approach has become a single sided push. Each sales representative is supposed to take care of their "territory" in a sense that it is reflective of his/ her own business entity. Representatives with that attitude are the ones that are big achievers of the so called cohort.

An entrepreneurial mindset to ascertain and yourself define; the requirements of an associated Doctor, brings the customer close enough to the rep, the company and the various communications made thereafter. Engagement is not a simple dialogue based or a page of communication based approach, it circumvents numerous aspects that a Doctor expects from a rep. Following is a small representation of how the Doctors perceive MR visits and what they expect:



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MED-AD UPDATE4 QUIZ WINNERS



We congratulate all the Med-ad Update 4 Quiz winners!

Sarvanan Chidambaram
 Prabir Banerjee
 Deepika Sinha
 Saima Arshad
 Suchita Jain

Winners would be awarded with the book; Blink: The Power of Thinking without Thinking

Thanks for participation, keep watching the space:

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