

# MARKETING

## 1.1 INTRODUCTION

One role of pharmaceutical research companies is to provide information about their medicines to health care professionals. This interaction between pharmaceutical representatives and health care professionals is often referred to as "*marketing and promotion*". Without it, health care professionals would be less likely to have the latest, accurate information available regarding prescription medicines, which play an increasing role in effective health care.

Direct communication between health care professionals and pharmaceutical research companies is a part of the company's mission of developing medicines that patients use to live longer, healthier, and more productive lives. This communication enables pharmaceutical research companies to inform health care professionals about the benefits and risks of their products, provide scientific and educational information about their use, and obtain information and advice about their medicines through consultation with medical experts.