

TIME MANAGEMENT FOR INDIAN PHARMA LEADERS



BALANCING FIELD REPS AND LEADERSHIP

Effective time management is crucial for pharma managers overseeing diverse field teams and navigating complex regulatory environments in India's dynamic pharmaceutical landscape. As a manager in India's pharmaceutical industry, here are some ways you can do that:

1. IMPLEMENT THE 60/30/10 RULE

Organizing your time into three clear segments can help you focus on what matters most. Here's how to break it down:



THE SPLIT

60% - Strategic Oversight of Field Reps: Focus on data analysis, setting goals, and tracking sales performance using CRM tools. This is the backbone of your leadership strategy.

"Managers must keep teams informed and synchronized to maintain project momentum." - Kanbo.

<https://bit.ly/40DiR9L>

30% - Direct Doctor Engagement: Build strong relationships with key doctors, focusing on quality interactions over quantity.

10% - Administrative Tasks: Automate administrative tasks to minimize time spent on reporting and approvals, freeing up more time for impactful activities.

"Employing financial management tools that integrate with the project management system can provide real-time budget tracking and forecasting." - Kanbo.

<https://bit.ly/4hkN9U7>



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2. SCHEDULE "INVISIBLE HOURS" FOR FIELD REP COACHING

Set aside biweekly 2-hour slots for unstructured coaching sessions with underperforming reps. Discuss obstacles in a supportive environment to help with issues accessing HCPs, managing time effectively, etc.

"Trust in the team, coupled with well-defined goals and periodic check-ins, enhances productivity without the need for constant supervision." - Kanbo.

<https://bit.ly/4hkN9U7>

3. ADOPT THE 'RULE OF THREE' FOR DOCTOR MEETINGS

Limit yourself to three doctor meetings per day when accompanying reps. This approach allows for in-depth discussions, building stronger relationships and better understanding of doctors' needs, which is essential in the Indian context where doctors may have limited time due to high patient volumes.



4. PRACTICE MICRO-PRIORITIZATION WITH A 15-MINUTE DAILY FIELD REVIEW



Spend 15 minutes each morning reviewing your field team's schedules and CRM updates. Identify the top three priorities for the day, such as resolving access issues or providing targeted support to reps, to maintain focus on high-impact activities.

TIP

Why It Works: Coaching builds a stronger team, while prioritization helps you stay agile in a fast-moving market

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5. AVOID THE 'ALWAYS-ON' TRAP BY PROTECTING EVENING HOURS

Set aside biweekly 2-hour slots for unstructured coaching sessions with underperforming reps. Discuss obstacles in a supportive environment to help with issues accessing HCPs, managing time effectively, etc.

"Protect, at least some, weekend time." - Pharmaphorum. <https://bit.ly/3C3aB9H>

TIP

Pro Insight: Leaders who maintain personal boundaries report improved mental clarity and higher overall productivity.

DOES THIS WORK FOR INDIAN PHARMA MANAGERS?

The Indian pharmaceutical sector presents unique challenges, including high competition, regulatory complexities, and diverse market dynamics. With these strategies, managers can enhance team performance, strengthen doctor relationships, and navigate their jobs more effectively.

"The Indian pharmaceutical industry is a global powerhouse, often hailed as the 'pharmacy of the world.'" - Almonds. <https://bit.ly/3E2qXQr>



IN SUM

Implementing these time management techniques can lead to significant improvements in efficiency and your success in the Indian pharmaceutical landscape.