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## **PERSUASIVE MEDICAL COPY A TOOL FOR CUSTOMER VALUE CREATION IN INDIAN PHARMACEUTICAL SECTOR**

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### **ABSTRACT**

*Writing a medical copy is gaining a significant momentum in pharmaceutical world. The need for medical copy is required as doctors need effective and the right communication from the companies about their products. At the same time patients also requires a copy which can easily educate them about the diseases and the remedial products. This emerging trend has forced us to revisit the print in promotional practices in the form of persuasive medical ad copy. This study is focusing on significance of medical copy in acute and chronic therapy, Role of the opinion of Doctors in creation of medical copy, Use of Medical copy as the basis for prescription decision by doctor, Expectations of doctors from medical copy and key factors for preparing a good medical copy.*

**KEYWORDS:** *Medical Copy, OTC, Copy Writer, Print Promotion Input (PPI).*