

A Review OF THE Prospects and CHALLENGES in Marketing THE Homoeopathy medicineS

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ABSTRACT --The Term Homoeopathy is derived from the Greek words 'hómoios' means similar and 'pathos' means suffering, the disease. Homoeopathy has a holistic approach to healing, with as its central theme that "like cures like" in Latin it is similia similibus curentur. In India, where Homoeopathy is a National Medical System, the market is growing at 25 percent a year, and more than 100 million people depend solely on this form of therapy for their health care. The unhealthy lifestyle of urban people and daily consumable products which are polluted with dangerous chemical substances, affects their overall health. These exclusive effects of these practices can be spread out more in urban population by conducting workshops, seminars, discussions, actively coordinating research projects, Homoeopathic counseling programs, radio talk shows and Television programs. This review tries to get inside into the various marketing initiatives and helps to understand issues and challenges in marketing of homoeopathy. The findings indicate that implementing new marketing initiatives of Homoeopathy by identifying the major issues and challenges may turn out to be more marketable. Various recommendations are given on the basis of the findings which indicate how different marketing initiatives of Homoeopathy can fight with other Alternative medical systems in Indian urban market. This review has implications for Homoeopathic practitioners in India, academicians, marketing people, researchers and interested people of this medical system.

Key words-- Homoeopathy medicine, Marketing of Homoeopathy medicine, Services marketing, Healthcare industry, etc.

I. INTRODUCTION

Homoeopathy is a system of medicine that was discovered by a German physician, Dr Samuel Hahnemann in 18th century and is based on Law of similia and other natural laws of healing. It is based upon therapeutic principle in which medicine is given to treat the disease that can produce the same disease symptoms when given to a healthy human being. Homoeopathy is not only curative but preventive and promotive also and is based upon rehabilitative aspects of healthcare. Homoeopathy not only cures acute infectious diseases but is greatly helpful in chronic deep rooted and complicated diseases as well¹. India is the country which is exporting the Homoeopathic drug product to the foreign countries like USA, Germany and United Kingdom. About 90-95% of Homoeopathic products are exported to Germany from India. Since 1992-93, Indian Homoeopathic product demand is increasing for USA. India also exports to the developing countries like Russia, Ukraine and Sri Lanka. For Sri Lanka export is increasing since 1992-93⁹.

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II. MARKET POTENTIAL OF INDIAN HOMOEOPATHY MEDICINE

The global Homeopathy market, based on region, is segmented into America, Europe, Asia-Pacific, and the Middle East and Africa. The America is expected to account for the second largest share of the global Homeopathy market during the forecast period owing to the presence of a significant patient population, well-developed technology, high healthcare expenditure, and the presence of the leading players. According to the National Institutes of Health, over 6 million people in the United States use Homeopathy, mainly for self-care of specific health conditions. Of those who use Homeopathy, 1 million are children and over 5 million are adults. The European market for Homeopathy is expected to dominate the market during the forecast period. The vast patient population suffering from cancer and increasing government support for research & development is expected to boost the growth of the market in this region. 100 million European citizens, some 29 per cent of the Europe's population, use Homeopathic medicines in their day-to-day healthcare^{3,4}.

Asia-Pacific is estimated to be the fastest growing market due to the increasing need for better treatment methods, rapidly improving technology, and the presence of a vast patient pool. In addition to this, developing healthcare sector and increasing government support has also fueled the market growth. Moreover, South Korea accounted for a market share of 10.1% in 2017. The global Homeopathy market is expected to register 14.60% Compound Annual Growth Rate (CAGR) and is anticipated to reach USD 31,459.6 Million by 2023⁵. According to WHO report on Global Traditional and Complementary Medicine (2019), in India, four National institutes undertake research for development. These are the Central Council for Research in Ayurveda and Siddha, the Central Council for Research in Unani Medicine, the Central Council for Research in Yoga and Naturopathy, and the Central Council for Research in Homeopathy to raise quality of treatment. In India, there are currently over 400 manufacturers with GMP certification at this time. Homoeopathy needs better scientific backing on the actions of high dilutions, including nano-particle research, biological evaluations, studies on gene expression and DNA sequencing. For further development, increased budget on publicity of the homoeopathy in electronic, print and internet media and endorsement by famous brand ambassadors for homoeopathy are required, but the market lacks funds for this. Allopathic companies traditionally advertise their Over the Counter (OTC) products, which help them mobilize patients. The Indian homoeopathic drug industry has got to play a responsible role in this scenario by ensuring quality in product export, drug control and product development.

III. MARKETING INITIATIVES FOR HOMOEOPATHY MEDICINE IN INDIA

Gene-targeted Homeopathic treatment is bringing about a change in the Homeopathy market. This revolutionary treatment is a new entrant in the sector of personalized medicines and is redefining the future of healing. Hence, healthcare companies are increasing their Research & Development in this novel treatment to capitalize on market growth. Companies in the Homeopathy market are innovating through medicines that are both natural and effective. This explains why the revenue of tablets is projected for exponential growth in the market for homeopathy products, where the market is estimated to reach revenue of US\$ 18.6 billion by the end of 2027⁵. Advantages of gene-targeted treatment are benefitting individuals, since the treatment is based on the patient's genetic make-up. Companies in the market for Homeopathy medicines are gauging value-grab

opportunities, as the gene-targeted treatment is scientific and uniquely planned for individuals of all age groups. The newly circulating COVID-19 (Coronavirus) has created an unprecedented demand for Homeopathy medicines. As suggested by the Ministry of AYUSH, Government of India, an organization that offers alternative medicine systems in the country, has released a health advisory on January 29, 2020, which advocates the use of homeopathic treatment and medicines to improve patient quality of life. India being one of the leading economies of Asia Pacific is contributing toward robust growth as per revenue basis in the homeopathy market. Companies in the Homoeopathy market are increasing their R&D activities to derive basic ingredients of Homeopathic medicines from plants and minerals. As such, the revenue of plant-based sources is predicted for a stellar growth in the market. Thus, manufacturers are increasing their production capabilities to produce mother tincture, dilutions, and ointments, among others. As such, the revenue of tincture is projected to account for the second-highest revenue among all products in the market for Homeopathy.

IV. METHODOLOGY

The review is based on the Secondary data. The secondary data are collected from various published documents available in the form of articles, reports, internet, etc. This research has implications for academicians and researchers who can get a new dimension to think about Homoeopathy and practitioners who include the marketing people, and media planners for developing strategies on marketing initiatives. This review emphasizes on a comparison of Homoeopathy with modern medical systems by various marketing strategies.

V. CHALLENGES IN MARKETING OF HOMOEOPATHIC MEDICINES

Globally, in the U.S. Federal Trade Commission (FTC) announced it will hold efficacy and safety claims for over-the-counter homeopathic drugs to the same standard as those for other products making similar claims. It further stated that companies must have the competent and reliable scientific evidence the FTC requires for health-related claims, including claims that a product can treat specific conditions. In December 2017, the U.S. Food and Drug Administration proposed a new risk-based enforcement approach to Homeopathic products.

Since the existing Homoeopathic Pharmacopoeia Laboratory (HPL) at Ghaziabad is overburdened and in order to ensure the quality of Homeopathic drugs, at least one well equipped drug testing lab in every state or one in every regional zone of the country should be established. Maintenance through testing process in laboratory with costly equipment and manpower is out of reach for the most Homoeopathic product manufacturer which is not well structured in India. It should be thought at first as a small-scale rather than a large scale industry. Most of the Homoeopathic medicine manufacturers cannot afford expensive clinical trials and tests because of their small size. Absence of standard evaluation for raw material supply and testing the finished products are the major issues in this perspective⁶. There is lack of technological advancement in testing. Internal networking between Herbal farmer and traders is very significant, because India has diversified herbs availability all over the region and some herbs may be a rare in the other region. Poor transportation systems, inadequate information network, lack of storage facility, and delayed processing of herbs create problems in producing quality Homoeopathic

medicines. The homoeopathic medicine manufacturers need to proof their safety and efficacy concerns through repeated clinical trials for providing support in marketing approval of the new Homeopathy combinations⁷.

VI. MARKETING STRATEGIES FOLLOWED FOR HOMOEOPATHY MEDICINES

Right methods should be selected for marketing of Homoeopathy which will be most effective as well as cost efficient. Homoeopathy can be spread out by conducting workshops, seminars, discussions and counseling programs, coordinating research projects, radio talk shows, Television programs, telemedicine facility, availability of books and magazine in local languages, website designing and online marketing, and marketing classes in homoeopathic colleges. Central Council for Research in Homoeopathy is an apex research organization under Ministry of AYUSH, Government of India which undertakes, coordinates, develops, disseminates and promotes scientific research in Homoeopathy. Research studies comply with the modern scientific parameters and research is undertaken with the goal that the outcome of research translates into practice and the benefit of the research is extended to the profession and the public.

AYUSH (Ayurveda, Unani, Siddha and Homeopathy) with Quality Council of India (QCI) has move toward quality assurance mark for fight against the complaints about heavy metals present in their medicines. According to Reid, by Homoeopathy the most frequently treated conditions were respiratory, mental/psychological and bruises/injuries. Respondents perceived OTC Homeopathy to be effective for relieving these conditions. There was a trend for respondent's first using OTC Homeopathy 4 or more years previously. Thirteen per cent combined it prescription drugs. The most strongly endorsed reasons for using OTC Homeopathy were that was a natural treatment and was perceived as harmless. The national campaign on "Homoeopathy for Mother and Child Care" was launched by the department of AYUSH, Government of India under National Health Policy in 2007. The campaign was designed to increase the awareness of the potential role of Homeopathy in 'Mother and Child Health Care' and involved sensitization of policy makers and practitioners⁸. One of the main objectives of this campaign is to cater for the needs of the health of the mothers and their children of the downtrodden and poor rural areas. The Ministry of Health and Family Welfare, Government of India has taken a good step by appointing AYUSH physicians on a contract basis at Primary Health Centre / Community Health Centre level to strengthen National Rural Health Mission (NRHM). Homeopathy has been able to control various epidemics like cholera of West Bengal, Japanese encephalitis of Andhra Pradesh where the role of Homeopathy has been appreciable in checking the recurrence of the infection. Many types of epidemic fevers like Chikunguniya, Dengue, and H1N1 fever can also be the Homeopathic prescription. Understanding the role of Homeopathy in epidemics can be very well utilized in the National Epidemic Control Programme. With the help of other systems of Homeopathy medicine has proved to be helpful in controlling and checking many non-communicable diseases, pains of cancer, opportunistic infections of HIV/AIDS, non-healing ulcers of diabetes, and leprosy. Hence, it can be given a place in the tertiary health care of allopathic hospitals. Mainstreaming of the Homeopathic system by utilizing Homeopathic infrastructure, trained manpower in health promotion programmes such as immunization, IEC (Information, Education and

Communication) / BCC (Behavior Change Communication) in Mother and Child Health (MCH), birth control, nutrition, disease control, RNTCP (Revised National T.B Control Programme), and other programmes⁸.

VII. CONCLUSION

This review helps us to understand the present market scenario and demand of Homoeopathy. It shows different marketing initiatives in India. It also suggests how to make people more aware about the benefits and AYUSH by various marketing strategies in India. The review tries to find out the issues and challenges to implement Homoeopathy in Indian urban market. This review also helps the Homoeopathy practitioners to implement of new marketing techniques for Homoeopathy through a new dimension may turn out to be more marketable.

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