

A

Dissertation Project on:

“Marketing Strategy for STIFEASE in Osteoarthritis”

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Presented by

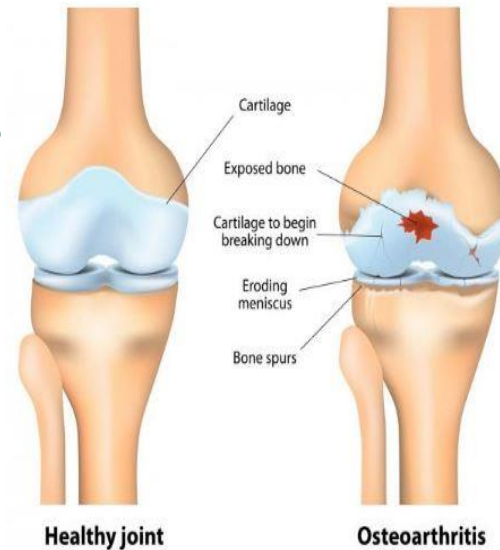
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MBA Pharmaceutical Management 08

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OSTEOARTHRITIS

- ✓ Characterized by break down of articular cartilage,
- ✓ Proliferative changes of surrounding bones
- ✓ This is a progressive disease



EPIDEMIOLOGY

- ❖ OA is the 2nd most common rheumatologic problem & it is the most frequent disease with a prevalence of 22% to 39% in India.
- ❖ Above 55 years of age incidence of OA is very high in India with 25%-30% in women & 15%-20% in men.²
- ❖ By 2025, India may have 60 million OA cases.¹

1. <https://food.ndtv.com/health/india-may-have-60-million-osteoarthritis-cases-by-2025-1231464>

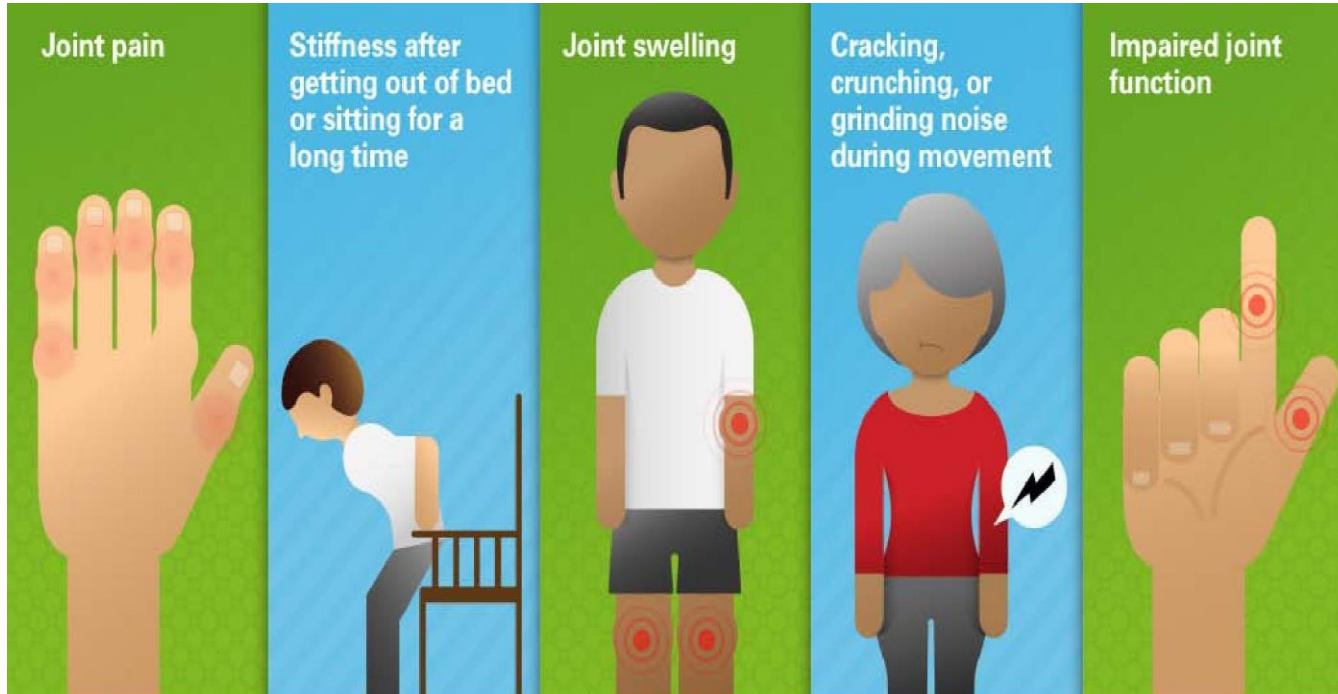
2. https://www.indiaonline.com/article/news-business-wire-finance/incidence-of-osteoarthritis-alarmingly-high-in-india-says-dr-smarajit-patnaik-apollo-hospital-bhubaneswar-114112000388_1.html

Risk Factors for Osteoarthritis

- ❖ Age(>45yrs)
- ❖ Female(more common in post-menopausal women)
- ❖ Obesity
- ❖ Previous knee injury(specially previous trauma & sports injury)
- ❖ Lower extremity mal-alignment
- ❖ Habit of squatting & sitting cross-legged
- ❖ High impact activities
- ❖ Muscle weakness
- ❖ Osteoporosis



Symptoms of Osteoarthritis



TREATMENT OPTIONS

MEDICINES

- NSAID's
- Analgesics
- COX-2 Inhibitors
- Corticosteroids
- Viscosupplements-Hyaluronic acid

SURGICAL TREATMENT

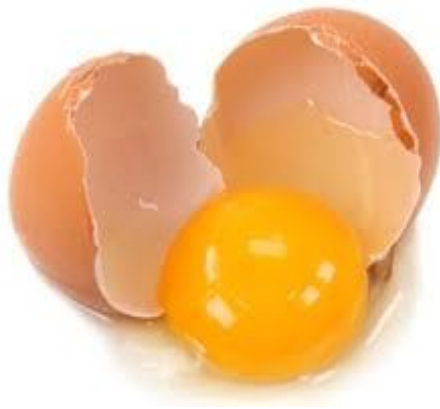
- Knee Replacement
- Hip Replacement

Limitation of Currently used treatments

- ❑ Upper GI adverse events, peptic ulcer disease, renal failure, CHF(NSAID's)
- ❑ GI toxicity (Analgesics)
- ❑ Renal Failure (COX-2 Inhibitors)

- ❑ Infection into the osteoarthritic joints with the intra-articular corticosteroid (Corticosteroids)
- ❑ Localized reaction, transient local swelling, pain & erythema (Hyaluronic acid)
- ❑ Aseptic loosening & osteolysis (Surgical Treatment)

We May be Confused Who Came 1st



But Eggs have some definite Benefits

Introducing
A Novel treatment option

Egg Shell Membrane



Which is better than
conventional treatment

conventional treatment
Which is better than

With Patented Peel Technology

STIFEASE

Natural egg shell membrane 500 mg Capsule

STIFEASE

Natural egg shell membrane 500 mg Capsule

Collagen – Helps normal joint health and it also encourages healing from within

Elastin – A protein that supports proper joint health - easier for the body to heal and repair damaged joints.

Glycosaminoglycan (GAGs) : Glucosamine and Chondroitin—which serve as structural components of connective tissue, interstitial fluids, and skeletal structures

Transforming growth factor – β - that plays a crucial role in tissue repair, cellular differentiation and immune function

Hyaluronic acid – Acts as a lubrication between joints



OBJECTIVE

❖ Qualitative objective:

- a) To establish that Natural Eggshell Membrane is the most economical quality than traditional drugs in the market.
- b) To promote & establish that Natural eggshell Membrane has better results in Osteoarthritis as compared to traditional drugs.
- c) To enhance the penetration of Natural eggshell Membrane in Osteoarthritis.

❖ Quantitative Objective:

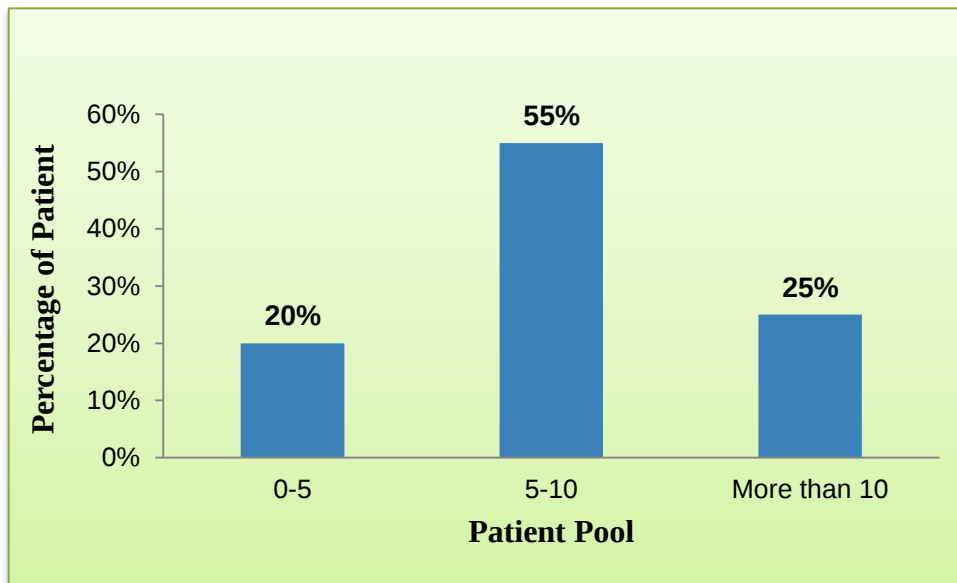
- To make **Stifease** as **1 Crore** brand in this new financial year ie 2018-19.

FORMULATION	UNITS	VALUE
Stifease Capsule	54950 units	1 crore brand

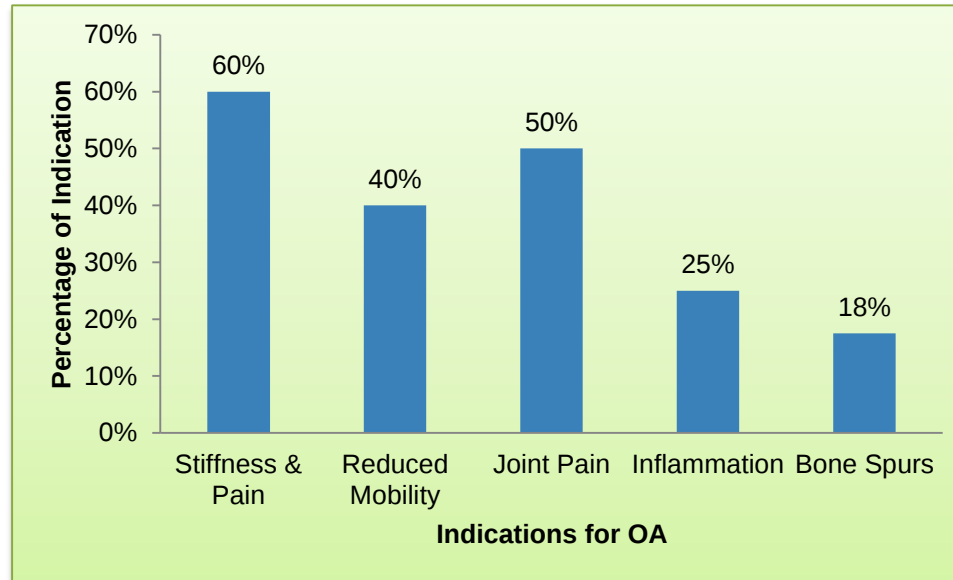
RESEARCH METHODOLOGY

SR.NO.	PARAMETERS	DESCRIPTION
1	Research Type	Qualitative & Quantitative
2	Data Collection	Primary and Secondary
3	Measurement Technique	Structured Questionnaire, literature review & articles
4	Geographical Location	Mumbai & Pune
5	Sample Size	200
6	Target Population	Orthopaedics & Consulting Physician
7	Sampling Technique	Cluster Sampling
8	Analysis Technique	MS-Excel

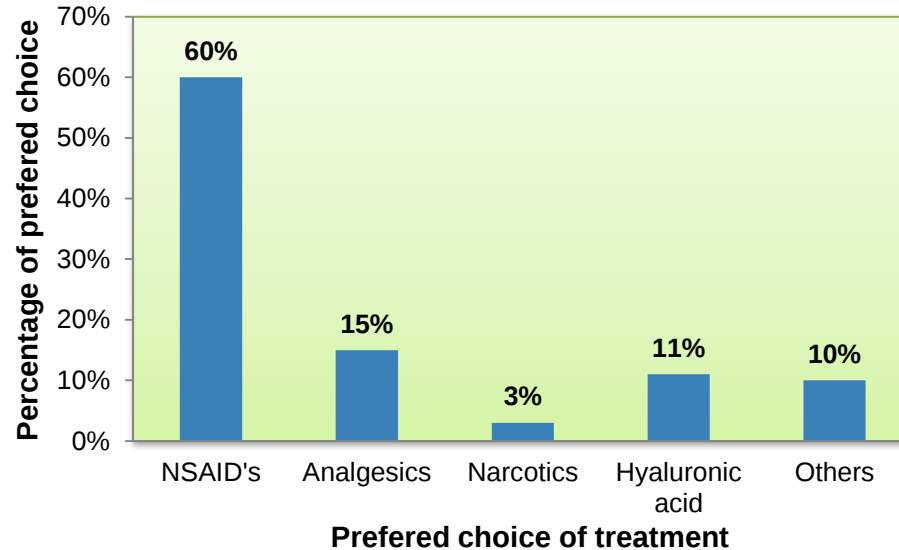
Q1. Doctor, how many osteoarthritic patients are diagnosed in a day?



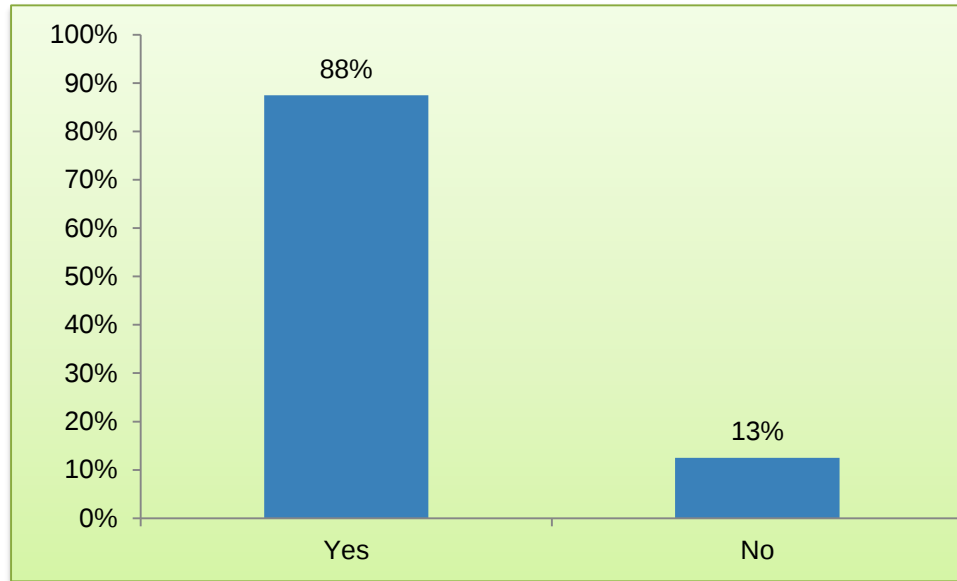
Q2.Doctor, which symptoms do you observe most often in the osteoarthritic patients?(Scale 1-5)
(1-Least seen, 5-Most seen)



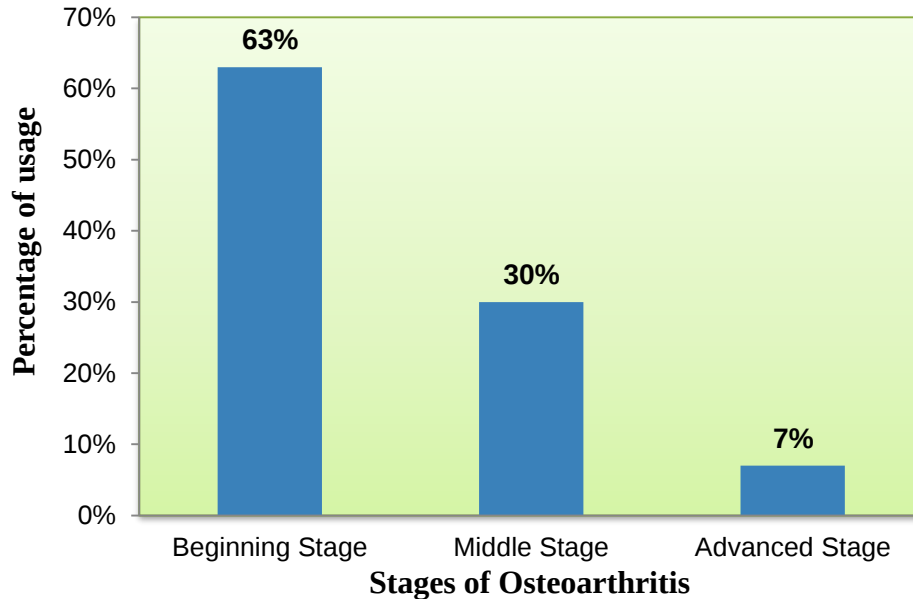
Q3. Doctor, which is your preferred choice for management of osteoarthritis?



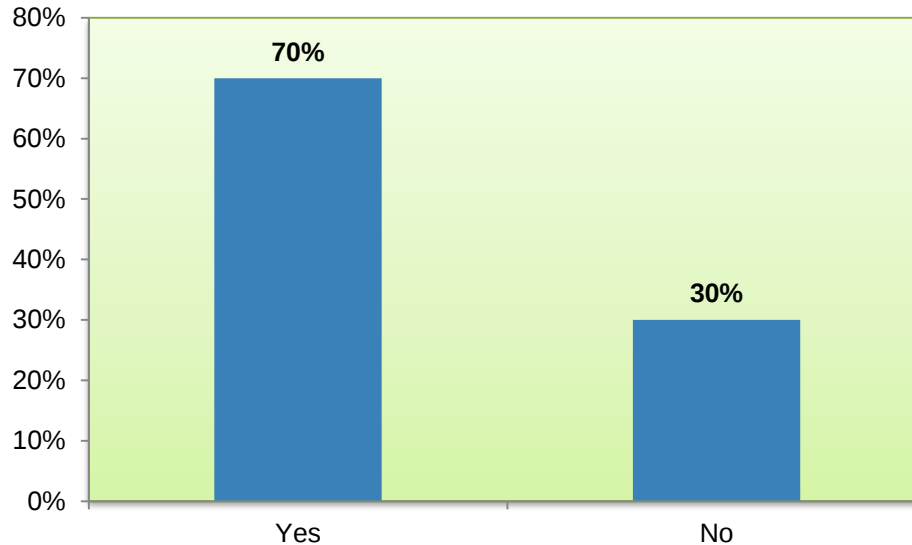
Q4. Doctor, are you aware about Natural Eggshell Membrane?



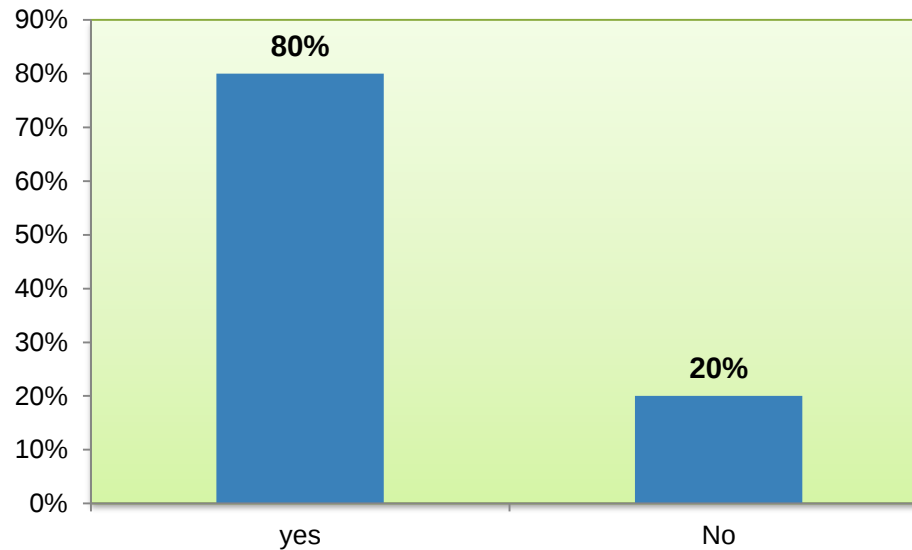
Q5a(1). At which stage of osteoarthritis do you use Natural Eggshell Membrane?



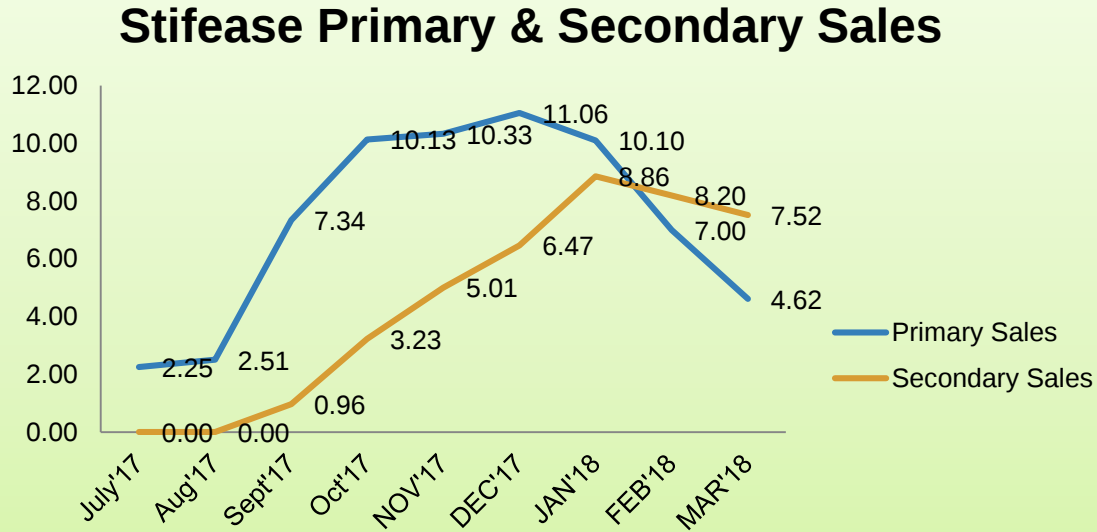
Q5a(2). Would you prefer Natural Eggshell Membrane as compared to traditional NSAID therapy in management of osteoarthritis?



Q5(b). Would you be interested in knowing about the use of Natural Eggshell Membrane in osteoarthritis?

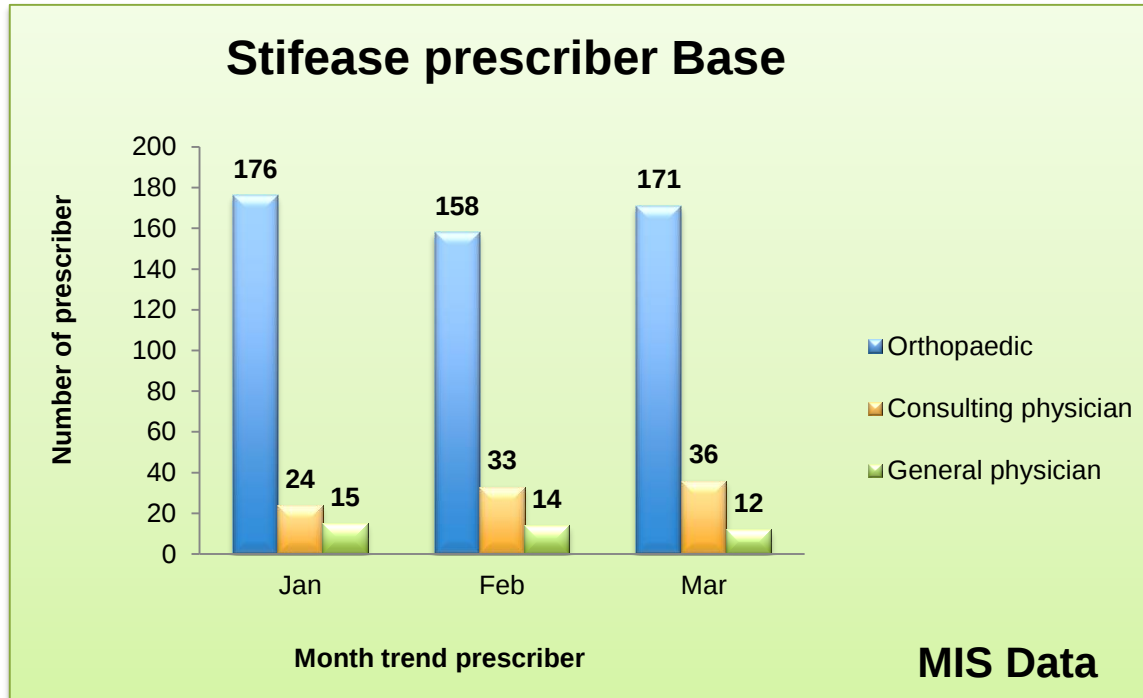


Primary & Secondary Sales



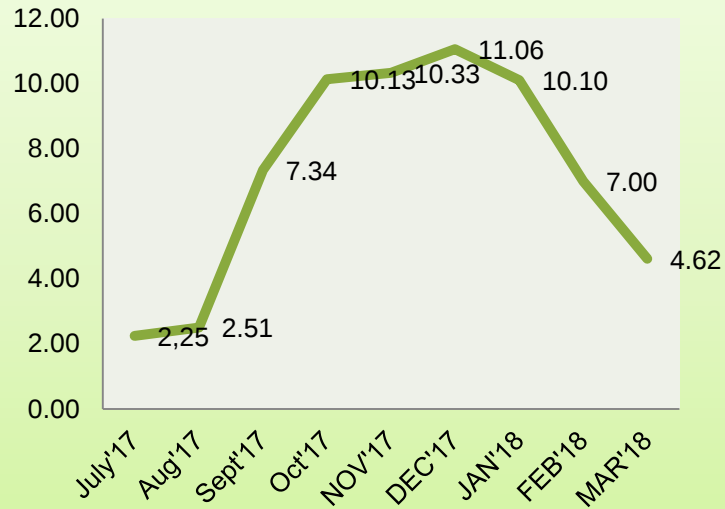
MIS Data

Prescriber Base

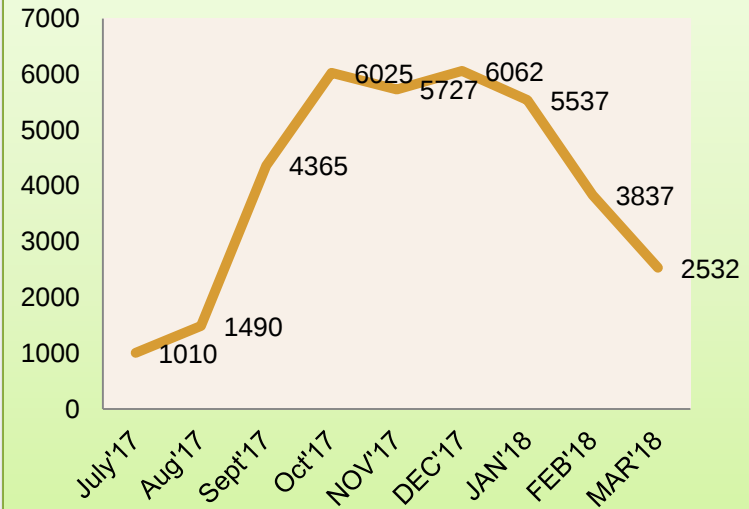


STIFEASE MAT Value & Unit Trend

Value trend of Stifease



Stifease Unit Trend

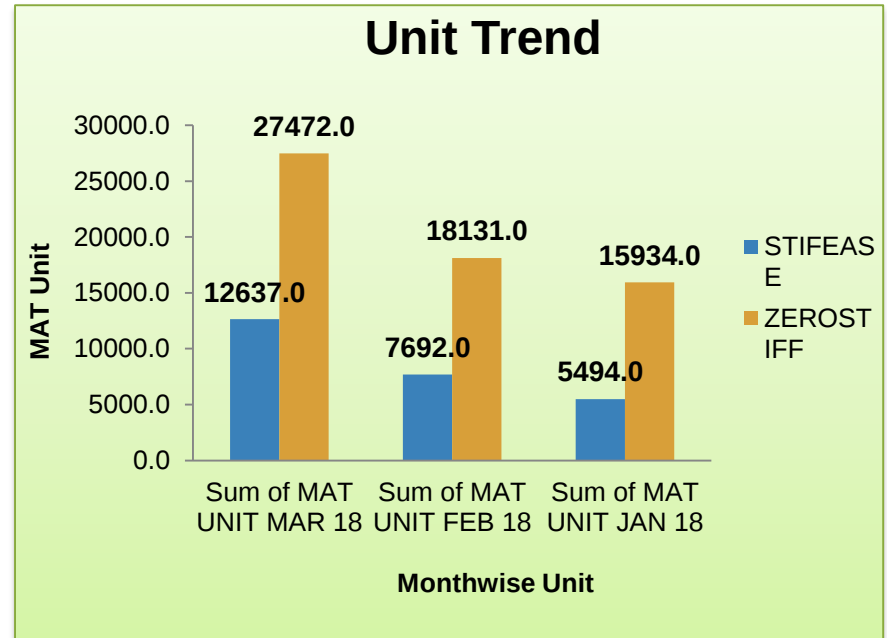
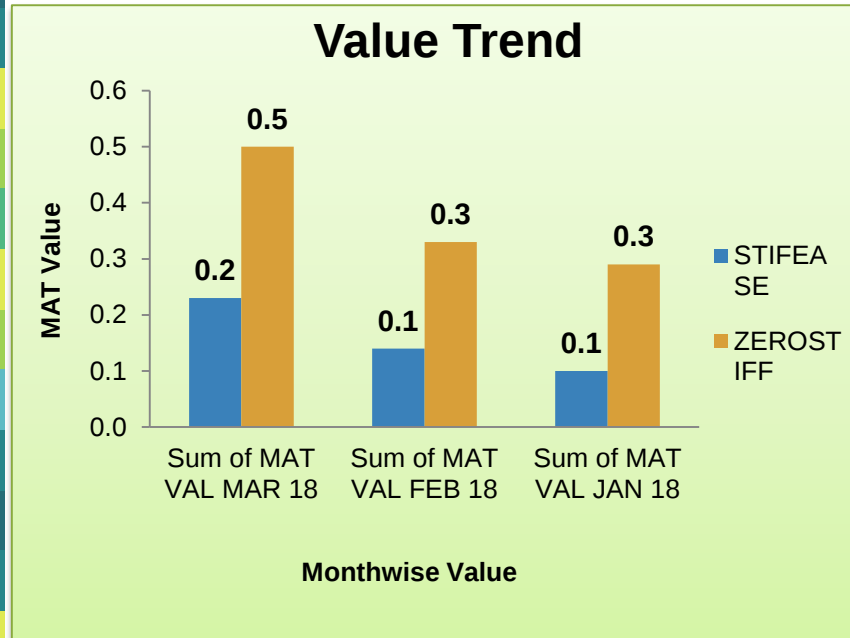


MIS Data

Competitor Analysis

Direct Competitor (NEM)	Indirect Competitor (glucosamine & chondroitin)
• Zerostiff Total	• Rejoint
• ShellOut	• Cartigen Forte
• Fixonem	• Mega Free Flex
	• Free Flex
	• Mega Cartigen

MAT Value & Unit Trend of STIFEASE & ZEROSTIFF TOTAL

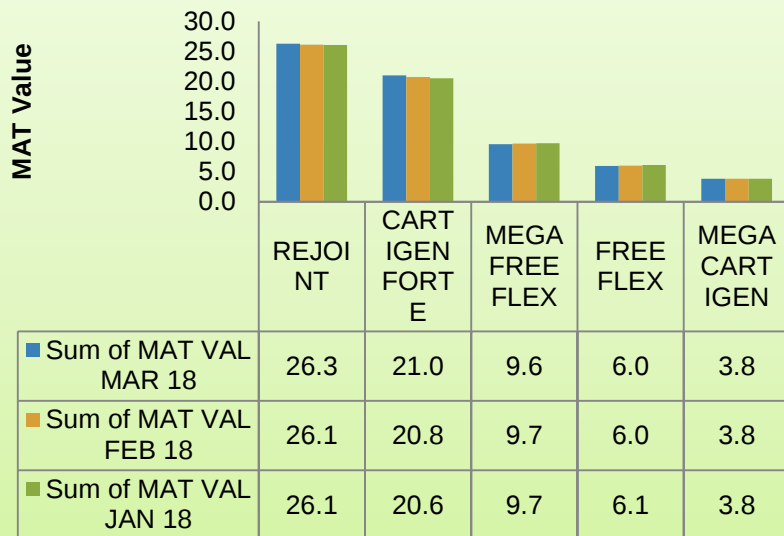


AWACS Data

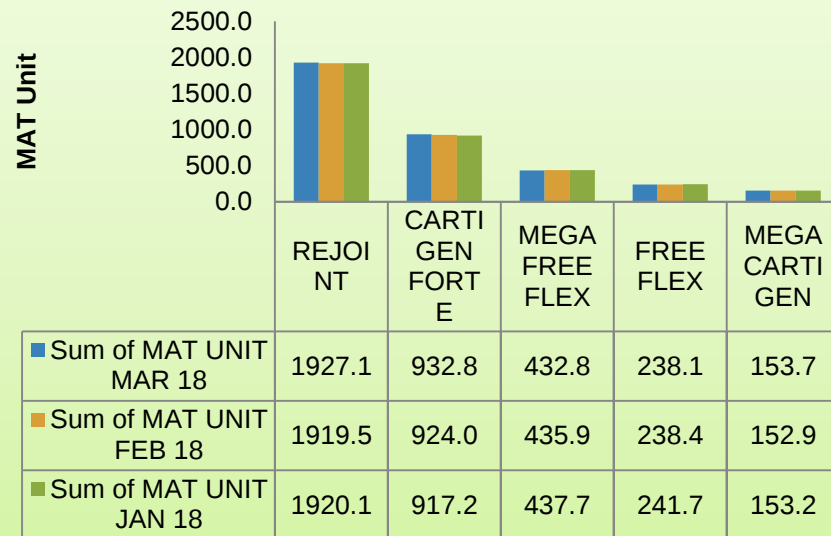
Glucosamine & Chondroitin combinations

MAT Value & Unit Trend

MAT Value trend of Glucosamine & Chondroitin



MAT Unit Trend of Glucosamine & Chondroitin



AWACS Data

Communication Task

- ✓ **TARGET AUDIENCE:** Ortho & Consultant Physicians
- ✓ **DESIRED BEHAVIOR:** Use STIFEASE in the management of OA and associated Osteophytes

Current Behavior	Desired Behavior
Use of NSAIDS in Pain associated with OA	Safe alternative in pain management in OA
Glucosamine & Chondroitin sulphate use in OA	Establishing a belief for well acceptance of NEM
BID or surgery an option for long term	Economic safe for long term use

SWOT ANALYSIS

Strength

- Proximity With Ortho
- Innovative product
- OD convenience

STIFEASE

Natural egg shell membrane 500 mg Capsule

Weakness

- Egg allergy

Area Of Improvement

- Improving the communication of the Field force
- Execution of activity

Opportunity

- Large OA market
- Less players
- 1st Mover advantage

Threat

- More players entering into the market

Customer Centric Communication

When do I want the customer to use my Brand?

In OA & osteophytes

Why should the customer use my Brand?

Because it is a natural approach of treating the OA and also recommended in international markets
Limited options are available in OA Management



Representative's
Perspective

Customer's
Perspective

When do I use your Brand and for which type of patients?

It Can be used in obese patients with Osteophytes and OA patients

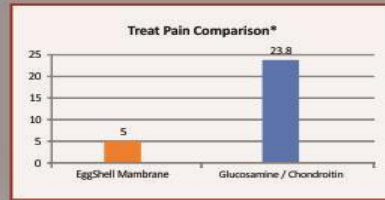
Why should I switch to or use more of your Brand?

Because it is a therapeutic approach to the issue and the use of NSAIDS is not safe in long term in management of OA

ZEROSTIFF TOTAL VISUAL AID



Eggshell
membrane is **5**
Times more effective than
Chondroitin or Glucosamine
ALONE OR IN COMBINATION



50% Reduction in Pain & stiffness
in 2 months with NEM compared to
Glucosamine/ Chondroitin
6 months treatment

1. N Engl J Med 2006; 345(8):795-808 | 2. J Med Food 15 (4) 2012; 360-368
3. Clin Interv Aging. 2009; 4: 235-240. | * Number to treat pain comparison scale 3.5 : 5

Natural egg shell membrane with patented Peeler Technology

Rx **STIFEASE**

Natural egg shell membrane 500 mg Capsule

Removes Stiffness Easily

- Significant effects on IL-6, IL-10 and TNF- α reducing cytokine production²

- Reduces inflammation
- Increases mobility



Reduction in pain
in 7 days³



Reduction in pain
in 30 days³



Improvement in
stiffness in 30 days³

Dosage:
1 Capsule
OD





**Persistent inflammation and
restricted mobility**

5 Times more
faster



[®]**STIFEASE**

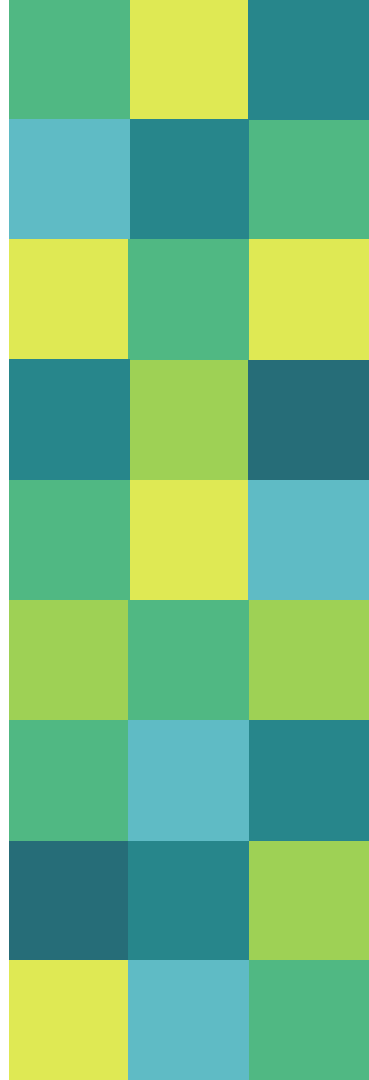
Removes Stiffness Easily

STIFEASE ACTIVITY



Suggestions

- Greetings to Doctor's on special occasions or celebrations with Brand name.
- Monthly meeting the Doctor's with the reference material.
- To distribute pamphlets that shows normal exercise and diets to follow along with the drugs.
- Providing brand schemes to the doctor's
- Digital video of Doctor's who are well known and the video will contain the message regarding the uses of NEM in OA.
- Also adding on new formulation along with the existing one ie. Using Calcium along with NEM as OA one of the main reason is calcium deficiency in so providing calcium as a supplement along with NEM fill calcium deficiency problem.
- Also adding Boswellia or Boswellic acid with NEM.
- Adding new indications to the product like:
 - ✓ Post Plaster Stiffness
 - ✓ Joint pain and stiffness in Chicken Guniya
 - ✓ Rotar Cuff Strain
 - ✓ Frozen Shoulder
- Brand Based activities like providing doctor's customized inputs



Thanks!

Any questions?

