

MARKET ACCESS AND STRATEGIES OF BISOPROLOL

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of Master of

Business Administration (MBA)

in

Pharmaceutical Management

by

HARSHIT MANAV

Under the Supervision and Guidance of

Dr. Sudhinder Singh Chowhan

Associate professor

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled MARKET ACCESS AND STRATEGIES OF BISOPROLOL is the bonafide record of my original researchwork. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Name of Student

Date

CERTIFICATE

This is to certify that HARSHIT MANAV in partial fulfillment of the requirements for the award of the degree of Pharmaceutical Management from the IIHMR University, Jaipur has successfully completed project during February 20- May 19, 2023.

Place
Date:
Organization

Preceptor/Head of the
Name of the organization

CERTIFICATE

This is to certify that dissertation titled MARKET ACCESS AND STRATEGIES OF BISOPROLOL is a record of the research work undertaken by HARSHIT MANAV in partial fulfillment of the requirements for the award of the degree of Pharmaceutical Management from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide
IIHMR University,
Jaipur Date

School Dean
IIHMR University, Jaipur
Date

ABSTRACT

Bisoprolol, a beta-blocker widely prescribed for cardiovascular conditions like hypertension and heart failure, has gained recognition for its effectiveness. Understanding the market access landscape is crucial for pharmaceutical companies and healthcare stakeholders as the demand for bisoprolol continues to grow.

This abstract provides an overview of the market access considerations and challenges surrounding bisoprolol. It explores key factors that influence the successful introduction and availability of bisoprolol within healthcare systems and these factors include market, market share, market strategies, size.

Bisoprolol is showing an immense growth in the market and growing faster, and the rate of growth is very fast in recent years and the market tends to be visible when it comes to the estimated year 2022 – 2026.

With growing population of the world there will be a growth in the hypertension patient as well and thus there will be several opportunities for the bisoprolol. There is a report about bisoprolol market showing the assessment of the market, that report provide depth knowledge of few factors like competitive landscape, market trends, new opportunities, and other factors as well that play important role in the market.

Pharma industry must consider some important factors such as competition of the brands, brand building, so the one can capture the market easily as there are not many players in the market of bisoprolol. Hardly 5 to 6 big players and 18 overall players in the market of bisoprolol. Health Care professionals should be used to play a crucial role in the market to influence the people, other doctors to increase the market and act as key opinion leaders so that. economical value of bisoprolol increases as compare it with other hypertensive treatment in the market.

ACKNOWLEDGEMENT

I want to thank everyone who has supported my education. I would not have reached this milestone in my academic career without the support and encouragement of my mentor, school, family, and friends.

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I'm also grateful for those who helped me and in increase my knowledge and skills during my project. Furthermore, I want to thank to my family and friends to support for my career their love and support have been my driving force motivating me to work hard.

Please note that it's always important to provide your own unique perspective and experiences in your writing to avoid plagiarism. The revised text above should serve as a starting point for your own original expression."

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INTRODUCTION

A drug called bisoprolol is used to manipulate and deal with high blood pressure and congestive coronary heart failure. the medication belongs to the selective beta-blocker elegance. This activity demonstrates the advantages of bisoprolol as a remedy for high blood pressure and different conditions while appropriate, together with its mechanism and dos and don'ts. The education additionally emphasizes on the mechanism of motion, adverse event profile, and different elements essential for interprofessional crew individuals inside the remedy of sufferers with hypertension & associated situations (e.g., off-label makes use of, dosing, pharmacodynamics, pharmacokinetics, monitoring, relevant interactions).

A cardio selective Beta1-blocker, or B1-blocker, is bisoprolol. Selective few beta blockers are used to treat a whole range of heart disease, including congestive heart attacks, without the unfavorable effect of inhibiting B2 receptors, which might influence numerous physiological systems.

Selective B1 blocker medicinal drugs reduce coronary heart fee and contractions, which has a poor inotropic and chronotropic impact. basic, bisoprolol lessens the need for oxygen in myocardial cells. The juxtaglomerular cells have B1 receptors as nicely. Bisoprolol inhibits the activation of the renin-angiotensin gadget by reducing the release of renin via inhibiting these receptors.

Depending on whether norepinephrine or circulating catecholamines are present, they couple with the G-stimulatory protein receptor (Gs receptor) and get excited. Since cardiac myocytes' activation of B1 receptors has beneficial chronotropic and inotropic effects, the heart will beat faster and contract more forcefully as a result.

Cardio selective medications are given intravenously or orally. Only oral administration of five or ten mg tablets of bisoprolol fumarate once daily is permitted. Due to its poor lipophilicity, bisoprolol does not readily pass the blood-brain barrier. The half-life of bisoprolol fumarate is

lengthy, ranging from nine to twelve hours. Additionally, it has a high bioavailability of eighty percent compared to most beta-blockers, which have a lower bioavailability due to their high first-pass liver metabolism.

Dosage of Bisoprolol Fumarate should be customized. 5 mg once daily is often the initial dose. It is recommended to progressively raise the dose to 10 mg if the initial **five milligram dose** does not have the desired antihypertensive impact.

Patients should be closely observed when taking cardio selective beta-blockers if they have second- or third-degree heart block, notable sinus bradycardia, cardiogenic shock, or complete heart block.

Furthermore, patients who have recently experienced fluid retention shouldn't use beta-blockers without also taking diuretics concurrently.

AIM AND OBJECTIVE

The aim of the Bisoprolol Market Access Project is to observe the availability, affordability, and appropriate use, and make marketing strategies of bisoprolol in different markets.

OBJECTIVES:

- **Market Analysis:** Conduct detailed analysis of the current market situation for Bisoprolol, including regulatory frameworks, pricing structures, reimbursement practices, and distribution channels.
- **Identify barriers:** Identify and assess existing barriers to entry for Bisoprolol, such as pricing, reimbursement, supply chain, distribution, awareness, or health policy.
- **Pricing and affordability:** Evaluate Bisoprolol's pricing structure and develop strategies to ensure affordability, including negotiating with manufacturers, exploring generic alternatives, or advocating for price reductions.
- **Development of educational materials and awareness campaigns** to inform healthcare professionals, patients and the public about the benefits, indications, and appropriate use of bisoprolol.
- **Stakeholder Engagement:** Reach out to key stakeholders, including drug manufacturers, healthcare providers, insurance companies, patient advocacy groups and regulatory agencies for support and collaboration to improve market access for bisoprolol.
- **Monitoring and evaluation:** Implement a monitoring and evaluation framework to track progress toward project goals, allowing for adjustments and refinements based on results.

LITERATURE REVIEW

1. JK McRaven and GM Keating. - Review published: 2002.

We included two randomized controlled trials (RCTs; 3288 patients) and a published meta-analysis of these two RCTs (see Other related publications).

In a published meta-analysis of two studies, bisoprolol reduced all-cause mortality by 29% ($P = 0.00003$); no confidence interval (CI) was given. Results from both individual studies showed a beneficial effect that reached statistical significance in one study.

One study reported fewer cardiovascular deaths (9% vs. 12%) and hospitalizations (33% vs. 39%), and the pooled CVD mortality rate was comparatively less in bisoprolol-treated patients than in placebo-treated patients. A meta-analysis of two studies found no additional strokes in patients treated with bisoprolol, but results from individual studies were inconsistent.

2. Picano, E. (2015). *Stress Echocardiography [Rekurs electronic]*. Springer International Publishing.

According to the findings of this meta-analysis, bisoprolol significantly raised HDL cholesterol while lowering blood pressure, heart rate, and baroreflex sensitivity when compared to other s-BBs. Our results emphasize the heterogeneity of s-BBs and emphasize the advantage of choosing bisoprolol over other s-BBs in the treatment of HT.

3.: Journal of Comparative Effectiveness Research, Volume 11, Number 6 - Published: 22 February 2022

Overall, this study offers substantial evidence that the major antihypertensive classes do not differ in their ability to lower blood pressure, as shown by several RCTs. There is no difference in the study in the risk of T2DM, obesity, or between bisoprolol and other betablocker and cardiac classes, but there is a higher risk of dyslipidemia when it is compared to diuretics alone. These outcomes provide more evidence in favor of using bisoprolol to treat hypertension of a patient.

4. Clin Pharmacol Drug Dev – Published 2017 Jan;6

This study showcases the strong proof that the major betablockers and cardiac classes are same effective at reducing or maintaining high blood pressure, as shown by several RCTs. This study shoes that's there is no difference between bisoprolol and other betablockers classes in the risk of hearth strokes and heart attacks, obesity, or erectile dysfunction, but it has shown a greater

risk of dyslipidemia when compared to diuretics in the study report. These findings add to the growing body of data supporting the use of bisoprolol in the treatment of hypertension.

5. L O Minushkina Article - Published on June 2012

Cardio selective blocker bisoprolol (bisoprolol fumarate) lacks sympathomimetic and membrane stabilizing actions. Heart failure and hypertension (AH) are the two major uses of bisoprolol. This article examines the research on bisoprolol's potential use in the management of hypertension. characteristics of the drug's pharmacokinetics. Information about bisoprolol's efficiency and tolerability in individuals with co-occurring conditions including diabetes, chronic obstructive pulmonary disease, and peripheral atherosclerosis. There is support for the use of antianginal bisoprolol in individuals with hypertension and coronary artery disease due to the drug's strong effectiveness. Possibilities for using bisoprolol to treat hypertension before surgery. Information about pharmacoeconomic characteristics of generic alternatives to bisoprolol.

6.. Bisoprolol and heart failure: new frontiers. Indian Heart By HK Chopra. Published - 2010 Jan-Feb

Beta-blocker medication has regularly been shown to help individuals with heart failure and heart strokes in clinical studies. Due to this Bisoprolol, Carvedilol, and Metoprolol succinate etc. are now approved for the treatment of all patients with heart failure those who don't have major contraindications. In the Heart Failure Bisoprolol Study bisoprolol reduced mortality and sudden death compared to placebo which is (11.8% vs. 17.3%; p and let; 0.0001 and 3.6% vs. 6.3% p and let; 0.002, ;) regardless of age, New York Heart Association functional class, or comorbidities. Recently, CIBIS-III demonstrated comparable effectiveness and safety when HF was initiated with either bisoprolol or enalapril, with bisoprolol enhancing survival. Bisoprolol, carvedilol, and metoprolol are now often used in the treatment of heart strokes and attacks.

7.Ghana Medical journal Published June 2012

In this study it was noticed that the increase burden of heart problems should be expected in Ghana as the population increases and with rapid development of the living. Without there are much detecting tools and lack of control this will take it into higher incidence of heart attacks and strokes and other major side effects for which hypertension is one of the major causes of problem there. Thus, it much be very important to put control on the situation and should take

crucial measures otherwise the health system will be overburdened, and it will impose the greater challenges for the health system.

8. European Heart journal , Volume 42 , Issue supplement 1 - Published on 14th October 2021 In this study of heart bisoprolol is compared with other 13 betablockers like Metoprolol , Propranolol , atenolol carvedilol , Labetalol , smooth etc.were included in the meta studies and the result of the meta-analysis reveals that bisoprolol shows a significant reduction of blood pressure , Heart rate , Baroreflex sensitivity and improved HDL cholesterol level as compare to the other beta blockers. This result highlights the heterogeneity among the beta blockers and showcase the advantage of choosing bisoprolol in comparison to the beta blockers in the management of the heart treatment.

PROBLEM STATEMENT

- Worldwide, an estimated 1.28 billion persons aged 30-79 years have hypertension, with the majority (two-thirds) residing in low- and middle-income nations.
- 46% of the hypertensive patient don't even know that they have the problem of hypertension.
- Only 42% of people with hypertension are aware and get treated.
- One out of five people able to manage the problem of hypertension.
- Hypertension is a leading cause of death.
- One of the worldwide noncommunicable disease objectives is to lower hypertension prevalence by 33% between 2010 and 2030.

Patient funneling

In India, the overall count of hypertension is 29.8% (95% CI: 26.7-33.0). Rural and urban areas showed significant disparities in the prevalence of hypertension [27.6% (23.2-32.0) and 33.8% (29.7-37.8 [4:00 am, 29/05/2023] Richard Rajput In India, hypertension affects about 33% of urban people and 25% of those in rural people. 42% of the Indians living in cities and 25% of those in rural areas are hypertensive. Only 25% of Indians in rural areas and 38% in urban areas are getting treatment for hypertension. One-fifth of urban and one-tenth of rural hypertensive Indians get their blood pressure cured.

METHODOLOGY

Market Analysis: Perform a detailed analysis of the target markets where bisoprolol is currently available or where it is planned to be introduced. This analysis should include factors such as market size, competitive environment, regulatory environment, pricing structures, reimbursement practices and distribution channels.

Identify and knowledge about the barriers: Must conduct the Primary and secondary market research like taking reviews from the customers. conducting interviews and surveys and know the customer word of mouth so that we get to know each problem we might face before making a market entry of bisoprolol and these problems may include competition, any new substitute in the market, pricing, and lack of awareness about the market trends and growth.

Strategy development: Based on the strategy and problem knowledge identification of the problems can reduce our challenge and with that we can make strategies to perform in the market, but these strategies should be unique in their own way and must aim to improve the growth of the product in the market and improve the availability, affordability, and use of the bisoprolol in the market.

Educational Campaigns: The promotional and educational Campaign plays the important role in the marketing of the product after the launch so we should always think something different campaign to educate doctors like in clinic presentation showing videos to the doctors to show the potential.

MARKET OF BISOPROLOL

The market for bisoprolol is growing faster than in prior years, with remarkable growth rates. The market is expected to grow greatly between 2019 to 2026.

The rising frequency of cardiovascular diseases and the growing working population are the primary drivers of market development. In the worldwide bisoprolol market share analysis, the market is thoroughly assessed. The study examines the market's major parts, trends, competition, strategies, and other factors in detail.

As per MAT March 2023, Bisoprolol market is of 272 Cr growing with 24%.

Growing at a rate of CAGR 27%, Which is increasing every year the market of bisoprolol is very low i.e., 272Cr which is very low in comparison with other anti-hypertensive drug like telmisartan which is in thousands of crores.

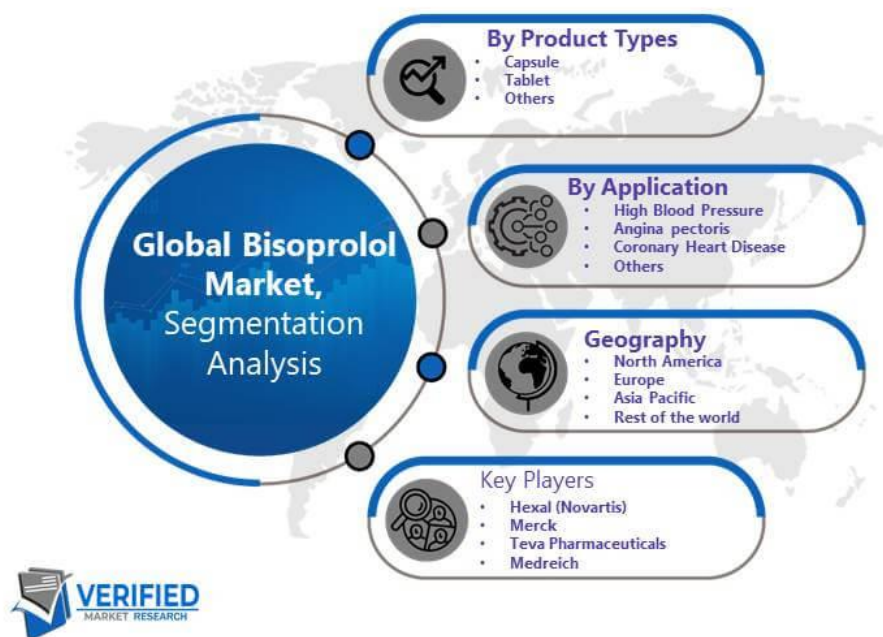
But the best part about the market of bisoprolol is that there are not many players in the market. There are only approx. 5 or 6 big players in the market of bisoprolol and overall competition is about 18 to 20 players.

The main players of market expansion are the rising prevalence of cardiovascular illnesses and the expanding working population. Cardiovascular illnesses can be treated or avoided by taking regular medication doses and by following a predetermined lifestyle. The medications used to treat cardiac issues either improve the heart ability to pump blood or boost heart's oxygen supply. High blood pressure and hypertension are associated, which is driving up demand for bisoprolol in the market. Another medical issue that is contributing to the rise in cardiovascular medication use is hypertension.

A Growing number of working populations and increasing in the number of cardiovascular diseases are the major factors that bolster the market growth. Cardiovascular diseases can be cured or treated through intake of daily dose of medications and following a certain balanced lifestyle. The medications which are used for the treatment of heart problems either increase in the supply of oxygen to the heart or improve the pumping capacity of the heart. Hypertension and high blood pressure are correlated and therefore surging the demand for bisoprolol in the market. Hypertension is another condition which is responsible for the increase in the consumption of the cardiovascular drugs.

GLOBAL BISOPROLOL MARKET: ANALYSIS

The worldwide Bisoprolol Market is divided based on Product Type, Application, and Region and place.



Applications For Bisoprolol:

High Blood Pressure, Angina Pectoris
Cardiovascular Problems

The market of betablockers is divided into High Blood Pressure, Angina, and coronary Heart Disease based on Application. the market with the fastest expected growth throughout the forecast period is coronary heart disease.

Geographical Markets for Bisoprolol

Markets for bisoprolol in North America and Europe

- Europe and Central Asia •

The Worldwide Bisoprolol market is divided into several regions like North America, Europe, Asia Pacific, and the Rest of the World based on geographical analysis. The highest market

share is estimated to be held By North America throughout projection period due to the high prevalence of cardiovascular disorders.

Important Market Players For Bisoprolol

The "Global Bisoprolol Market" analysis document will give readers a helpful perspective which concentrate on the international market, which includes some of the key players like Novartis, Merck and Co., Teva Pharmaceuticals, madrich and several other companies in the market.

Our market study includes a section dedicated to such huge corporations, in which our experts provide an outer focus of each company financial position, as well as product marking and Swot analysis. The competitive section also includes few upgrade plans, market share study, and market positioning analysis of the opponent on a global scale

Brand	Packing	Company	Price in rupees
CONCOR	10's	MERCK SPECIALITIES	96
CORBIS	10*15	TORRENT PHARMA	102
BISOHEART	10's	MANKIND	85
BISELECT	10's	INTAS PHARMA	47
ZABESTA	10's	USV	69

SWOT ANALYSIS

Strength

Effectiveness: Bisoprolol could be a broadly endorsed betablocker known to be successful in treating tall blood weight, angina, and heart disappointment. It does a great work of bringing down blood pressure, reducing the heart's workload and has very less side effects. Best part about bisoprolol is that it is cardiac drug which itself gives him a great boost as there is a huge market of hypertensive patient.

Cardioselectivity: Bisoprolol may be a cardiac betablocker, essentially focusing on beta1 receptors within the heart. This activity has been appeared to limit the effect of beta-2 receptors found within the lungs, in this manner lessening the hazard of bronchospasm in patients with respiratory disease depending on the effect.

Safety: Bisoprolol has been utilized for a long time and its security profile is well set up. It's a trusted medication accessible in an assortment of details and doses, making it simple for patients and healthcare professionals.

Weaknesses:

Side effects: Bisoprolol can have side effects like any other medicine. Fatigue, dizziness, cold extremities, and bradycardia are normal side effect while some people may face severe problems such as shortness of breath or wheezing. Side effects should be carefully monitored.

Contraindications and precautions: People with certain diseases, such as severe heart failure, cardiogenic shock, specific cardiac arrhythmias, or the absence of pheochromocytoma, should be treated with bisoprolol with caution or should not be given. Before prescribing bisoprolol, the patient must be thoroughly evaluated.

The market of bisoprolol is very low if you compare it with any other antihypertensive drug like telmisartan which is in thousands of crores.

Opportunities:

Growing Demand: Increasing prevalence of the symptoms or disease like hypertension and heart strokes is creating increasing demand for effective drugs such as bisoprolol. Bisoprolol

may play an important role in the treatment of heart disease due to an aging population and lifestyle risk factors.

Combined treatment: bisoprolol can be combined with other drugs to improve the treatment. This creates an opportunity to research and develop new combination therapies that improve the treatment of complex cardiovascular diseases.

Every year there is an increase in the market of bisoprolol that is a great sign that the market of bisoprolol have the capability to grow but like other antihypertensive drugs like telmisartan and others.

Threats:

Competitive market: Bisoprolol competes with several beta-blockers and drugs for the same indications. Factors such as cost, patient preferences, and specific medical considerations can influence the choice of treatment drug.

Regulatory changes: Regulatory changes in the pharmaceutical industry can affect the availability, pricing and prescribing of drugs. For Bisoprolol, which presents a potential threat to its market position, market dynamics may be affected by changes in reimbursements or the introduction of generic alternative for the future growth.

PESTLE ANALYSIS

Political factors:

Government regulations: As with other medicines, bisoprolol is subject to government regulations regarding the manufacture, distribution, and safety of the product. Changes in legislation or policy may affect the availability, price, and marketing of bisoprolol.

Health care policies: Availability and affordability of bisoprolol to patients may be affected by public health policies such as insurance, reimbursement rates, or formulary inclusion for example government Jan aushadhi kendra is affecting the market brands of other companies.

Economic factors:

Healthcare costs: The level of healthcare costs in a particular country or region can affect the demand and affordability of medicines like bisoprolol. Fluctuations in the economy or budget constraints may affect the health care budget, which may lead to changes in drug prices or prices.

Competition from generic drugs: The introduction of generic versions may lead to lower prices or increased competition because bisoprolol has been available for a long time. The drug's brand name, known as biprolol, can also affect its market share and profitability.

Change in the budget, taxes and policies can also affect the market of bisoprolol. Putting a sudden taxation on an API might affect the brands and affordability of the bisoprolol market.

Sociocultural factors:

Aging population: A growing aging population leads to a greater prevalence of conditions such as hypertension and heart failure, which are commonly treated with bisoprolol. This gives an opportunity to use bisoprolol because the demand for such drugs is increasing.

Awareness and lifestyle factors. Demand for drugs like bisoprolol is expected to increase awareness of heart disease and lifestyle risk factors. The need and use of bisoprolol can be affected by lifestyle changes, e.g., switching to a healthier diet or exercise program.

Technical factors:

Advances in drug delivery systems. Improving patient compliance and convenience while increasing the market potential of bisoprolol can be achieved through advances in drug delivery systems that include longer release formulations or alternative routes of administration.

Pharmacogenomics: Advances in pharmacogenomics, the study of how a person's genetics influence their response to therapy, can inform personalized medicine. This may lead to a more targeted and effective administration of bisoprolol based on genetic factors. Bisoprolol brand share. So, with increase in technology there might be a possibility that technology finds some other substitute of this but there also might a possibility that technology increases the effectiveness and efficiency of bisoprolol.

COMPETITORS

BRANDS	COMPANY	MAT MAR'19	MAT MAR'20	MAT MAR'21	MAT MAR'22	MAT MAR'23	Growth	CAGR 5 year	Cagr 5 years
CONCOR	MERCK SPECIALITIES	80.7	106.0	136.1	159.0	191.6	21%	24%	22%
CORBIS	TORRENT PHARMA*	13.0	17.5	23.5	29.4	40.0	36%	32%	32%
BISOHEART	MANKIND	4.9	6.5	9.3	13.7	16.4	20%	35%	36%
BISELECT	INTAS PHARMA*	1.8	2.1	2.4	2.9	3.1	7%	15%	13%
ZABESTA	US V	1.7	1.4	1.2	0.8	0.0	-99%	-78%	-86%
BESICOR	AJANTA PHARMA	0.6	0.6	0.6	0.6	1.1	76%	17%	20%
BISVEDA	VIDAKEM LIFESCI.	0.1	0.1	0.1	0.1	0.1	40%	0%	0%
BISOCAR	RUSAN HEALTHCARE	0.1	0.1	0.1	0.0	0.0	110%	-36%	-46%
BISOSAFE	ABBOTT*	0.1	0.8	0.8	0.8	0.9	11%	91%	3%
BESOLOC	EAST WEST PHARMA	0.0	0.0	0.1	0.2	0.3	67%	77%	115%
BISOTAB	JB PHARMA*	0.0	1.4	2.7	5.4	5.9	9%	0%	62%
CONCOVAS	VASU ORGANICS	0.0	0.0	0.0	0.1	0.2	51%	0%	0%
BISOBIS	CORONA REMEDIES	0.0	0.0	0.0	0.1	1.7	1753%	0%	0%
BISOPHARM	ERIS LIFESCIENCES*	0.0	0.0	0.0	0.0	0.3	0%	0%	0%
LONIPRESS	ALNICHE*	0.0	0.0	0.0	0.0	0.0	844%	0%	0%
BISOLONG	MICRO LABS*	0.0	0.0	0.2	0.6	0.6	9%	0%	0%
ACBISO	ACMEDIX PHARMA	0.0	0.0	0.0	0.0	0.0	0%	0%	0%
BISONEXT	LUPIN LIMITED	0.0	0.0	0.8	5.5	9.0	63%	0%	0%
		103.0	136.6	177.9	219.1	271.2	24%	27%	26%

SEGMENTATION, TARGETING, AND POSITIONING OF BISOPROLOL

Segmentation:

Demographic Segmentation: Bisoprolol can be segmented based on demographic factors such as age, gender, and income. For example, it may be prescribed more often to middle-aged and elderly people with hypertension or heart failure.

Psychographic segmentation: Psychographic factors such as lifestyle, attitudes and beliefs can be considered when segmenting Bisoprolol users. People who prefer healthy lifestyles and are aware of their cardiovascular health can be an important segment.

Targeting:

Middle-aged and elderly people with hypertension: Because bisoprolol is effective in treating hypertension, it can be targeted at people in these age groups who are more likely to experience the condition.

Patients diagnosed with heart failure: Bisoprolol is also prescribed in the treatment of heart strokes and heart attacks. Therefore, targeting a person underwent treatment of heart failure may be a strategic approach.

Positioning:

Efficacy and safety: Bisoprolol's established efficacy and safety profile can be emphasized to instill confidence in patients and healthcare providers.

Cardioselectivity: The cardioselectivity of bisoprolol, which reduces the effect on respiratory function, can be considered an advantage in patients with concomitant respiratory diseases.

Reliable: Emphasize the long history of use of bisoprolol and its availability in various dosage forms to make it a reliable and trustworthy medicine for the treatment of cardiovascular disease.

Patient-centered approach: Emphasize patient education and support programs related to bisoprolol to demonstrate commitment to patient well-being and provide added value to patients.

OPPORTUNITIES/ISSUES, IMPERATIVES & PROGRAM

No	Objective	Imperatives	Programs	Highlight the Program linkage. to Issues
1	Smaller Prescriber base	Promotion to all 125 Dr's MDL	Through monthly brand recall scientific as well as in-clinic activities	Aiming to add 1500 new prescription by end of the year
2	To increase reach	Dr list updating, increase in daily efforts	Add (non-prescribers) Dr's from MDL	Ensure Daily call average 12 Dr's and 9 chemists
3	Top of the mind recall & Scientific approach	Highlight the USP of Bisoprolol	Bisoprolol Case Archive	Planning to engage 7500 Customers through scientific communication tool for brand recall
4	Top of the mind recall & Scientific approach	Building scientific acumen of team with the help of rigorous training	• BE - Voice of Heart Training (every Qtr.) • ABM – training for in-clinic productivity	Building scientific image of the brand through various levels of field activities
5	Building loyal customer base	Scientific engagement activities	Debate Show, Conference participation, center for excellence, in-clinic partnership	Creating loyal brand ambassadors for bisoprolol

Promotional Campaign

Program 1: DIGITAL CONNECT

Objectives:

Engagement through continuous digital & scientific activities with mass brand exposure through app

To provide a knowledge based CHATBOT especially Key Drs of MSL and patients.

What	Digital connect engagement of 10,000 customers on two different innovative & useful applications with various touch points (heart to heart)chatbot
Who	All doctors and patients
When	Every quarter
How	1. 3000 Doctors from Super 50 Dr' s of BE' s MDL 2. 1500 Doctors from Prime 20 Dr' s of BE' s MDL 3. Continuous digital engagement throughout year with brand exposure & regular touch points

Program 2: SUPER 50 CAMPAIGN

Objectives:

- To create Mass Exposure of Bisoprolol to all A+ (Super 50 Dr's) of every HQ (3000 Drs exposure) every Quarter
- Prescriber base expansion through series of in-clinic engagement activities

What	Every month 2 touch points by each BE with the help of scientific engagements and in-clinic inputs
Who	All BEs target 50 Drs/ BE in MDL (3000 Drs)
When	Qtr-1 (Apr/ May/Jun'23)
How	1. All India targeted doctors – 3000 customers of A+ category (Super 50 Drs) 2. 50 Doctors /BE/ Qtr. 3. Premium Inputs (every Qtr.) 4. Same Customers will be met by all ABMs every month.

Program 3: Special Conversion Drives by Managers

Objectives:

- To create loyal Rxber base through scientific engagement

What	In-clinic Super utility input
Who	Doctor selection will be done by ABM's/BE'S
When	April'23 – Mar'24
How	1. All India targeted doctors – 3000 Dr's 2. 75 Doctor's /ABM / Month 3. We provide weighing machine or BP machine or Diet chart or Reminder card of medicine.

Program 4: Moment that matters (MTM) Campaign

Objectives:

- Brand conversion through scientific promotion
- Creating customer base through SM & RBM

What	Scientific engagement through video and demo presentation
Who	Doctor selection will be done by RBM's
When	April 2023 – Mar'24
How	1. All India targeted doctors = 500 Doctor's/month 2. 25 Doctors / SM and RBM 3. Demo presentation 4. In clinic video presentation

SUGGESTIONS

Bisoprolol Fumarate market is segmented through different regions, country, state, and other segment. The market of bisoprolol is dominated by few key players like Merck and co, Intas Pharma and these players have adopted several strategies to increase the market that's why Merck brand of bisoprolol that is concor have captured 71% of the total market of bisoprolol in India. To compete against the giant, we must make some exceptional strategies so that we can fight. We should clear out the basics and then focus on the market of bisoprolol like strategies. The market research whether it is primary market research or secondary market research should be strong so that we can find any loophole or find any way to make out brand strong in the market of bisoprolol.

Try to find the opportunities in the market and make the strategies according to that only because only that can make our brand big in the market. Strategies like Segmentation, targeting and positioning, SWOT analysis, Pest analysis, promotional events, and campaign. This part of the brand should be perfect as there should not be any barrier after getting into the market. We should use the weakness of the opponent so that we can so our product better than the opponent.

Always try to make different efforts in the market so that every time it shows different result and provide us the desired result. Customer word of mouth and customer royalty is one of the key factors in brand building one should focus on that as well because that only can make our product into the brand and the market base of the bisoprolol will increase rapidly in the market.

CONCLUSION

Bisoprolol market entry analysis reveals key insights and implications. Bisoprolol, a beta-blocker primarily used to treat hypertension and heart failure, has significant market potential as cardiovascular disease spreads worldwide. Its generic nature ensures affordability and accessibility, making it a viable option for patients and healthcare systems.

So, there are many factors influence entry into the bisoprolol market, including regulatory province's needs, reimbursement practices, and pricing strategies. Understanding and considering these factors is so important for successful market entry of a brand and sustainable development for longer period. Building strong partnerships and collaborations with healthcare providers, payers and stakeholders is critical to ensuring widespread availability and use of bisoprolol. Conducting clinical trials and gathering solid evidence of its efficacy and safety will further improve market access strategy for the brands and support inclusion in treatment recommendations.

Bisoprolol's generic nature offers advantages in terms of affordability, and availability but also creates tough challenges such as competition and differentiation and any other substitute in the market. Developing strategies to differentiate bisoprolol-based products (such as long-acting formulations and combination therapies) can drive market differentiation and maintain competitive advantage.

Furthermore, when bisoprolol is launched in the market, the focus should be not only on availability but also on compliance and patient education and doctor as well Implementing patient education programs and implementing digital health solutions can improve patient engagement and compliance, leading to better health outcomes.

In summary, understanding the regulatory, reimbursement, and pricing environment, fostering strong partnerships, building clinical evidence, product differentiation, and prioritizing patient education and adherence are important factors in optimizing bisoprolol's market access. By considering these factors, stakeholders can maximize the benefits of bisoprolol for patients, healthcare systems and pharmaceutical companies.

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