

Market Access

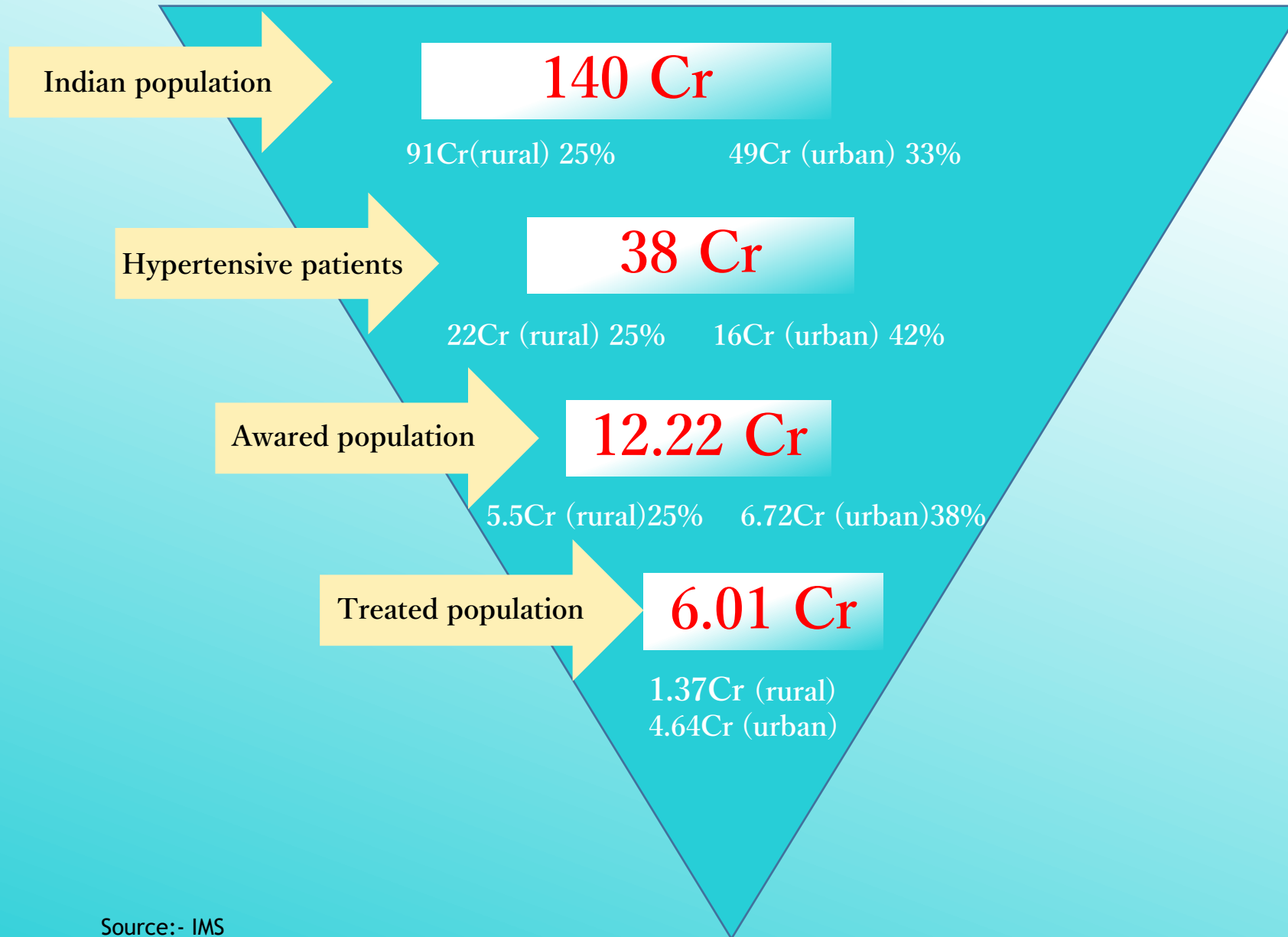
BISOPROLOL FUMARATE

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DISEASE LANDSCAPE

- ❖ **An estimated 1.28 billion adults aged 30–79 years worldwide have hypertension, most (two-thirds) living in low- and middle-income countries**
- ❖ **An estimated 46% of adults with hypertension are unaware that they have the condition.**
- ❖ **Less than half of adults (42%) with hypertension are diagnosed and treated.**
- ❖ **Approximately 1 in 5 adults (21%) with hypertension have it under control.**
- ❖ **Hypertension is a major cause of premature death worldwide.**
- ❖ **One of the global targets for noncommunicable diseases is to reduce the prevalence of hypertension by 33% between 2010 and 2030.**

Patient Funnelling



Market of Bisoprolol

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

Growing at CAGR of 27% .

There are approx 18 brands available.

Leading brand is CONCOR from Merck which is valued at 191 Cr growing with 21%.

Only 5 to 6 Big players in the market.

PRODUCT DESCRIPTION

COMPOSITION Bisoprolol Fumerate 5 mg

- ❖ Bisoprolol is in a class of medications called beta blockers.
- ❖ It works by relaxing blood vessels and slowing heart rate to improve and decrease blood pressure.
- ❖ Bisoprolol is a cardioselective β 1-adrenergic blocking agent used to treat high blood pressure.
- ❖ It is a useful alternative to non-selective β -blocker drugs in the treatment of hypertension such as Carvedilol and Labetalol.

COMPETITORS

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

MARKET OPPORTUNITY

BRANDS	COMPANY	MAT MAR'19	MAT MAR'20	MAT MAR'21	MAT MAR'22	MAT MAR'23	Growth	CAGR 5 year
CONCOR	MERCK SPECIALITIES	80.7	106.0	136.1	159.0	191.6	21%	24%
CORBIS	TORRENT PHARMA	13.0	17.5	23.5	29.4	40.0	36%	32%
BISOHEART	MANKIND	4.9	6.5	9.3	13.7	16.4	20%	35%
BISELECT	INTAS PHARMA	1.8	2.1	2.4	2.9	3.1	7%	15%
ZABESTA	U S V	1.7	1.4	1.2	0.8	0.0	-99%	-78%
BESICOR	AJANTA PHARMA	0.6	0.6	0.6	0.6	1.1	76%	17%
BISVEDA	VIDAKEM LIFESCI.	0.1	0.1	0.1	0.1	0.1	40%	0%
BISOCAR	RUSAN HEALTHCARE	0.1	0.1	0.1	0.0	0.0	110%	-36%
BISOSAFE	ABBOTT	0.1	0.8	0.8	0.8	0.9	11%	91%
BESOLOC	EAST WEST PHARMA	0.0	0.0	0.1	0.2	0.3	67%	77%

MICRO ANALYSIS

P

Regulations and policies around healthcare and drug pricing may impact the availability and affordability of bisoprolol.

Changes in government healthcare policies and funding may affect the demand for bisoprolol.

E

Changes in GDP, inflation, and exchange rates, may affect the affordability and accessibility of bisoprolol.

The availability of health insurance coverage and reimbursement policies may impact the market for Bisoprolol.

S

An aging population and increasing awareness of cardiovascular disease may drive demand for Bisoprolol.

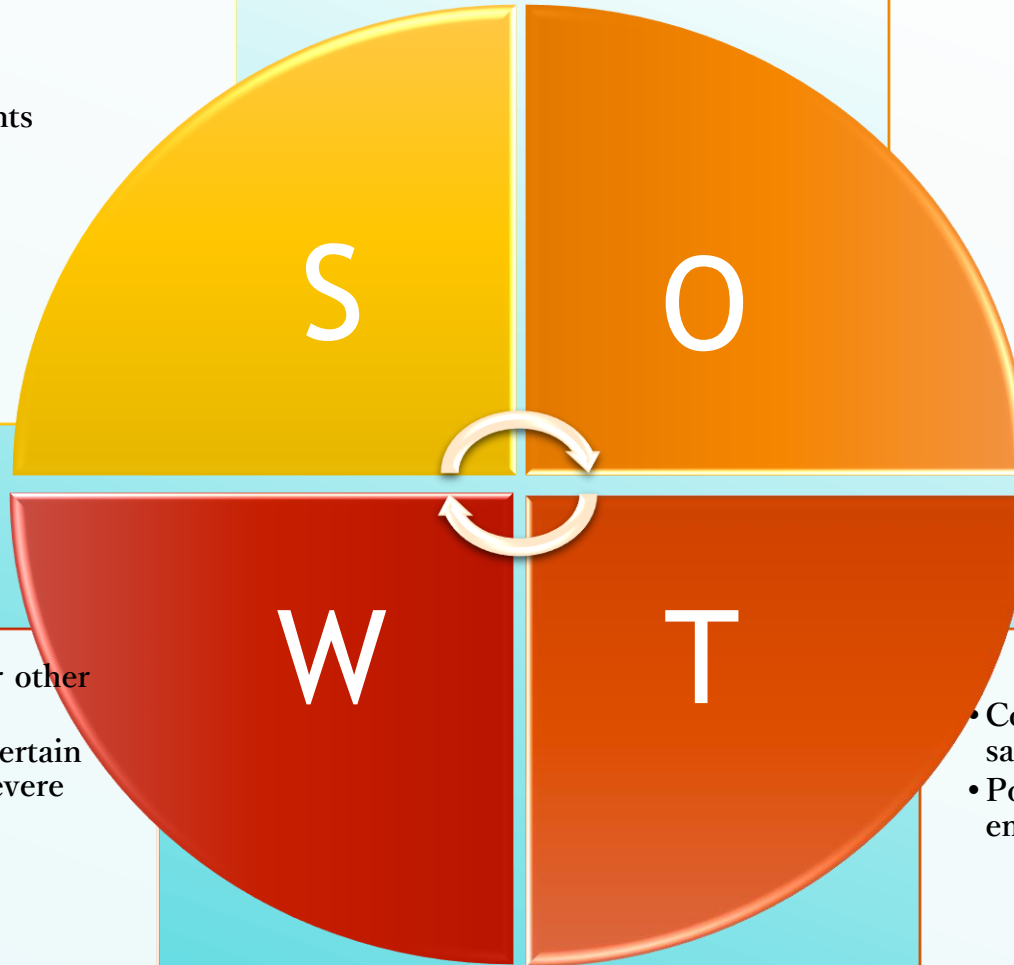
Lifestyle changes including diet and exercise may impact the prevalence of cardiovascular disease and demand for Bisoprolol.

T

Advancements in technology and medical research may lead to the development of new and improved treatments that compete with Bisoprolol.

Technological advancements may also improve the effectiveness and efficiency of bisoprolol, leading to increased demand.

- Effective in reducing high blood pressure and treating other cardiovascular conditions.
- Generally well-tolerated by patients with few significant side effects.



- Increasing awareness of importance of managing high blood pressure may drive increased demand for bisoprolol.
- Growing market for cardiovascular medications due to an aging population.

- May cause fatigue, dizziness, or other side effects in some patients.
- Not suitable for patients with certain conditions such as asthma or severe bradycardia.

- Competitors from other medications in the same class such as metoprolol and carvedilol.
- Potential for new medications or treatments to emerge that could compete with bisoprolol.

SEGMENTATION / TARGETING / POSITIONING

SEGMENTATION

Cardiologist, Diabetologist, Health consultant physician

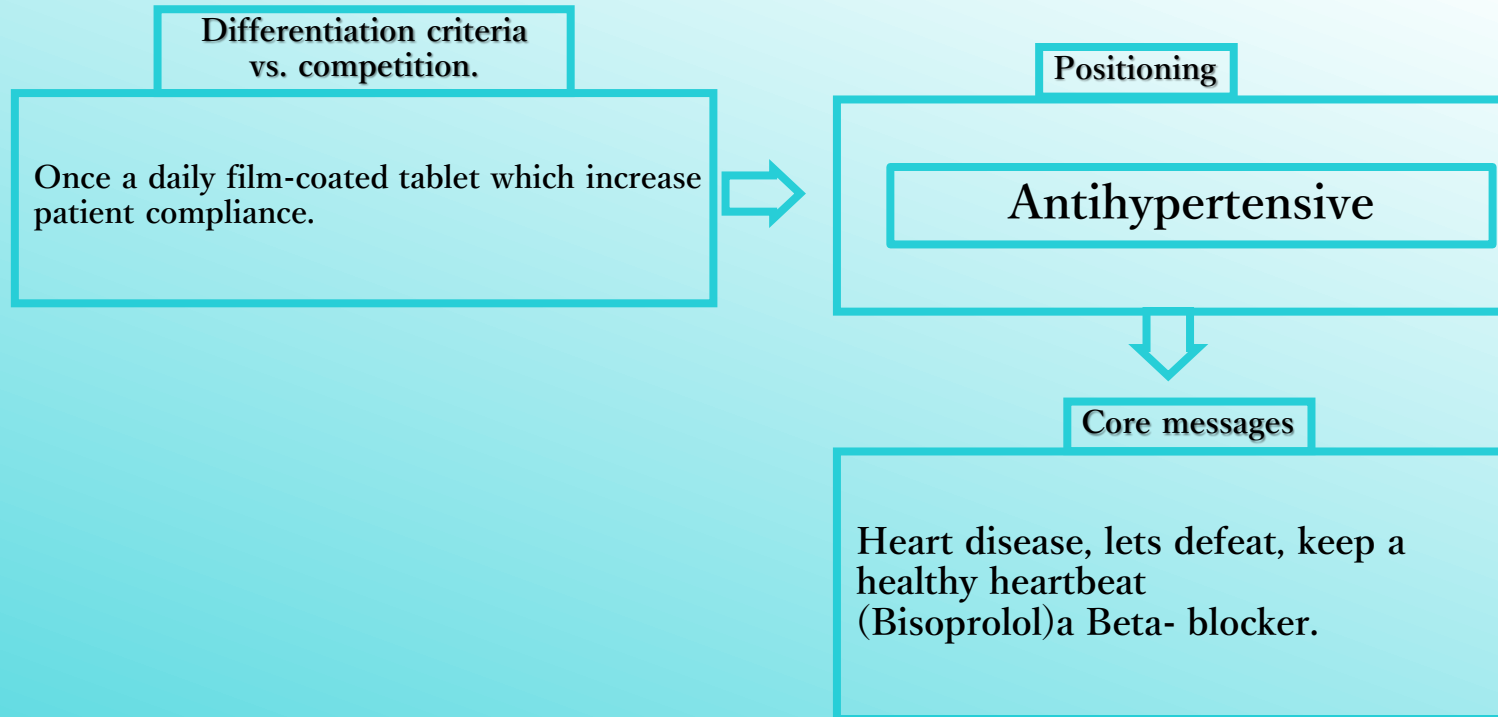
TARGETING

Heart Patient

POSITIONING

A necessary drug for reducing leading cause of mortality

Positioning Communication



Opportunities/Issues, Imperatives & Program

No	Objective	Imperatives	Programs	Highlight the Program linkage to Issues
1	Smaller Prescriber base	Promotion to all 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 updation, increase in daily efforts	Add (non-prescribers)Dr's from MDL	Ensure Daily call average 12 Dr's and 9 chemist
3	Top of the mind recall & Scientific approach	Highlight the USP of Bisprolol	Case archive 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

Expanding prescriber base through targeted approach.

Key Marketing Programs - Details

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.

Details (POA)

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	Doctors from Super 50 Dr's of BE's MDL 1. Doctors from Prime 20 Dr's of BE's MDL 2. Continuous digital engagement throughout year with brand exposure & regular touch points

Key Marketing Programs - Details

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

Details (POA)

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
When	Qtr-1 (Apr/ May/Jun'23)
How	1. All India targeted doctors – 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 .

Key Marketing Programs - Details

Program 3: Special Conversion Drives by Managers

Objectives:

- To create loyal Rxber base through scientific engagement

Details (POA)

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 – Dr's 2. 75 Doctor's /ABM / Month 3. We provide weighing machine or BP machine or Diet chart or Reminder card of medicine.

Key Marketing Programs - Details

Program 4: **Moment that matters (MTM) Campaign**

Objectives:

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

Details (POA)

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

THANK
YOU