

**Internship
at
Shimona Healthcare,
Mumbai**

***By*
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The logo for IIHMR University, featuring the letters 'IIHMR' in a large, bold, serif font, with 'UNIVERSITY' in a smaller, sans-serif font to the right. The letters are white and set against a dark red rectangular background.
**The IIHMR University, Jaipur
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Introduction

Shimona Healthcare was formed in 2004 and they manage the creation of print ads, brochures, catalogues, point of purchase display, web site design, company's logo and all graphic material for our clients. They also assist clients in planning and execution of trade shows and special events. Our creative department is geared specifically for design and production. They take pride in maintaining the most current state of the art which translate into great savings for you.

What they do?

DTCPA can be defined as an effort (usually via popular media) made by a pharmaceutical company to promote its prescription products directly to patients. The U.S. and New Zealand are the only countries that allow DTCPA that includes product claims. Most other countries don't allow DTCPA at all; however, Canada does allow ads that mention either the product or the indication, but not both. The pharmaceutical industry and lobby groups have tried unsuccessfully to overturn bans against DTCPA in Canada and other countries or regions, such as in the European Union (EU). Notably, in 2008, 22 of the 27 EU member states voted against proposed legislation that would have allowed even limited "information to patients" to be provided.

They are engaged in creative work and have specialization in powerful creative ideas and turning them into visual expression that build strong, smart, and relevant, stand-out brands. Shimona Healthcare do this with breakthrough creative designs. Designs that defies convention, gets noticed & that our clients & their audiences find memorable & meaningful.

Whether the requirement is a brand identity, user-friendly website or printed communication, they bring together commercial insight, strategy, ideas and beautifully executed design work to help our clients effectively reach and engage with their target audience.

The unique point which makes the company stand out from others is 100% client satisfaction.

Our every effort goes in giving our clients the most appealing and purposeful designing solutions for their valuable products to catch the eye of the target public.

Major areas in which they work

1. Be able to define a digital strategy for your brand or therapeutic area to stay competitive.
2. Know how to select the digital tactics which are best suited to achieve your specific brand plan drivers and leverage points.
3. Decide per tactic how ambitious you want to be and what it takes to implement your preferred tactic in your preferred scope.
4. Know how to tightly integrate digital into your overall marketing, sales and medical education strategy and ensure “fusion” of your online and offline efforts while respecting legal and regulatory guidelines.
5. Learn from well-metricised examples of successful e-tactics for physicians, consumers/caregivers and other new stakeholders like payers, nurses and pharmacists.
6. Know whether you are focussed on the right KPIs and be able to answer ROI related questions concerning your digital tactics.