



“PREFERENCE OF DOSAGE FORM OF VITAMIN D3 AMONG ORTHOPAEDIC AND CONSULTING PHYSICIAN”

SAKSHI SNEHA

MBA PHARMACEUTICAL MANAGEMENT

(2019-2021)

Introduction

- Vitamin D is a fat-dissolvable vitamin that advances the assimilation of calcium, controls bone development.
- Vitamin D is some of the time called the "daylight nutrient" since it is created in your skin considering daylight.
- Your skin produces Vitamin D when it is presented to daylight. In any case, if you invest most of your energy inside or live at a high scope, you should get this nutrient from your eating regimen. Great dietary sources incorporate greasy fish, fish oils, egg yolk, spread, and liver.

VITAMIN D3 (Cholecalciferol):

- Cholecalciferol, otherwise called Vitamin D3 is a kind of Vitamin D which is formed by the skin when subjected to daylight; it is additionally found in certain nourishments and can be taken as a dietary supplement.
- It is utilized to treat Vitamin D inadequacy and related illnesses, including rickets. Vitamin D enhancements may not be viable in individuals with serious kidney sickness.

Objective of the study:

The objective of this study is to know what is the preferred dosage form of Vitamin D3. And then to identify its market strategy to increase its sales and promotional tools.

Sample Design:

Descriptive Study

Sampling:

Non-probability convenience sampling

Sample Size:

Respondents: 200

Sample Population:

Orthopaedic doctors

Consulting Physicians

Sample Area:

Jaipur

Tools used for data collection:

Direct Questionnaire Method

Type of Questionnaire:

Structured

Type of Questions:

Closed and Open-ended

Tools used for data analysis:

MS-EXCEL

Data collection:

Primary- Primary data has been collected by the means of questionnaire.

Secondary- The secondary data has been gathered from the medical journals, literature, and internet.

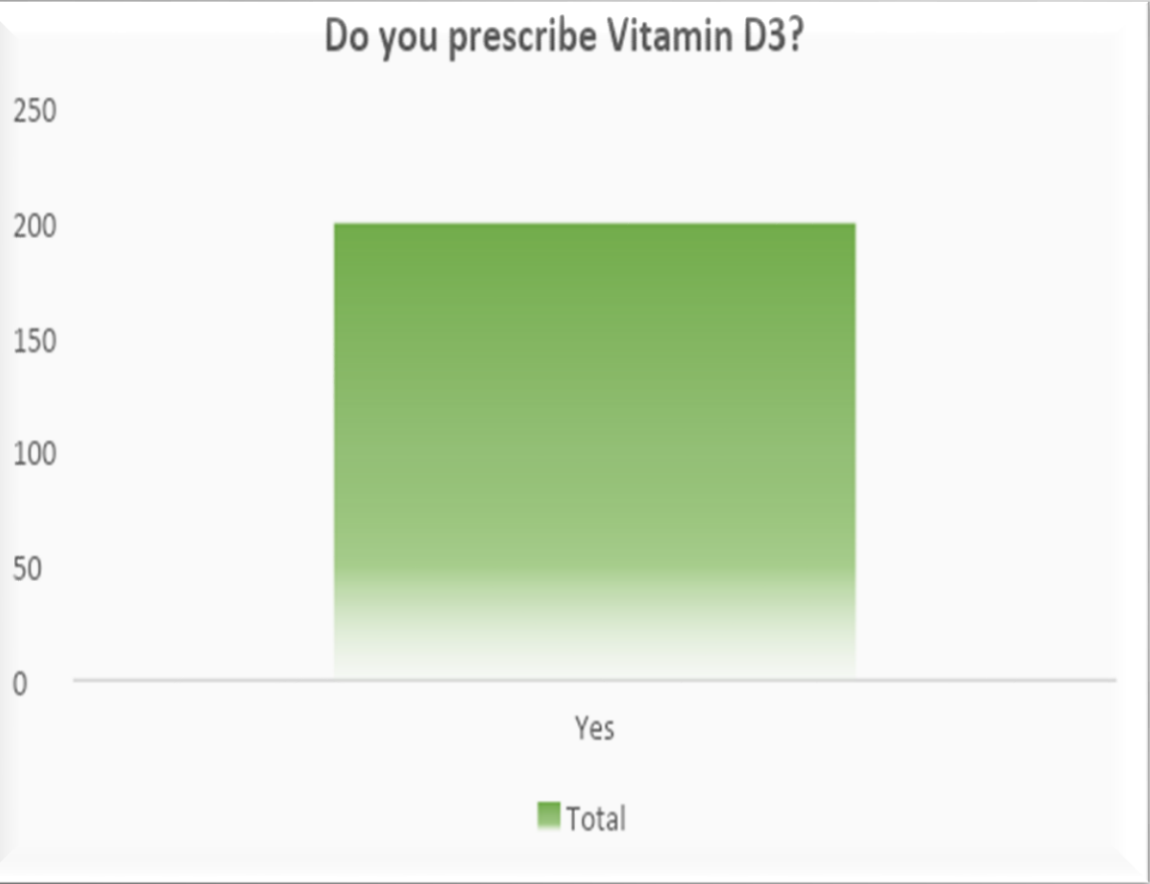
Study duration:

Two Months

Data analysis, Findings, and Interpretation:

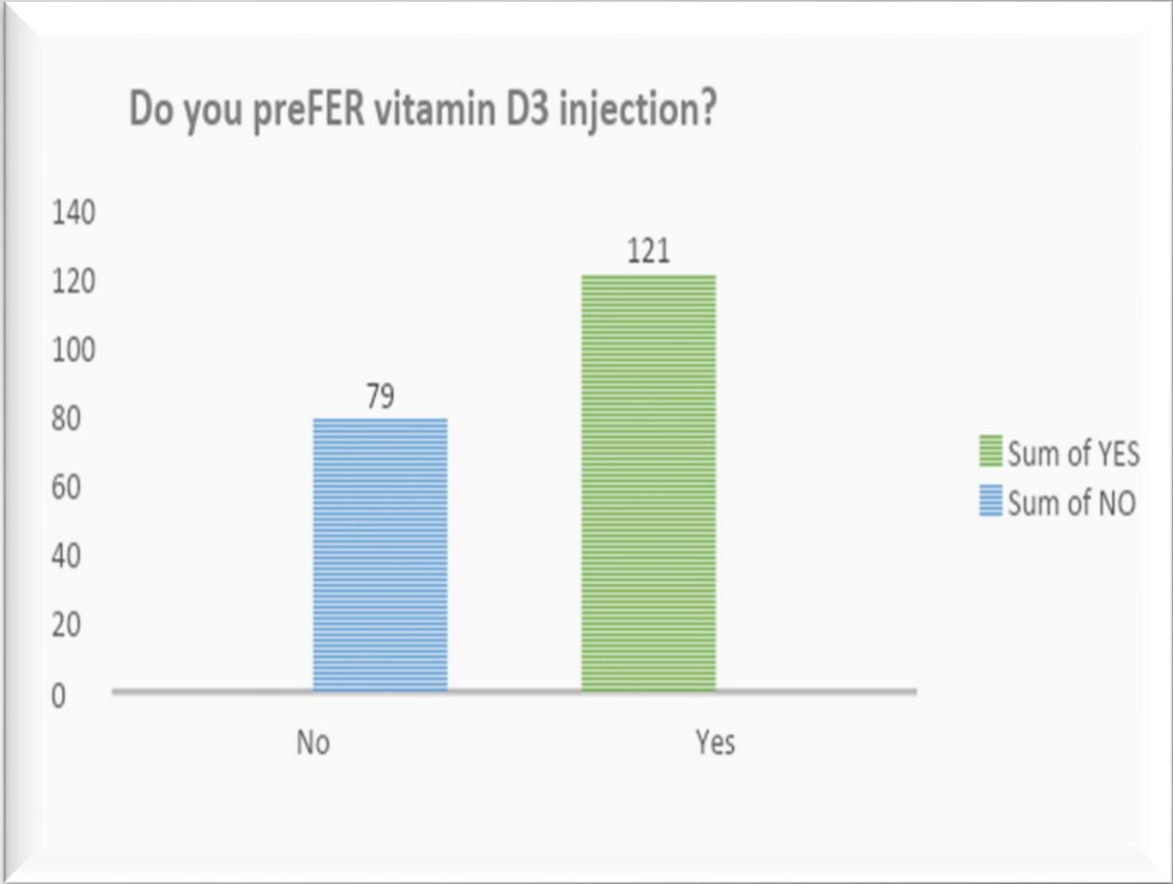
This chapter presents the report of data analysis, Interpretation, and summary of findings. As mentioned in research methodology, the study utilized descriptive statistics. Frequency tables were generated to highlight the collective scores for variables of interest. For pictorial presentation, bar graphs and charts were drawn to enable users to conceptualize the results.

Do you prescribe Vitamin D3?



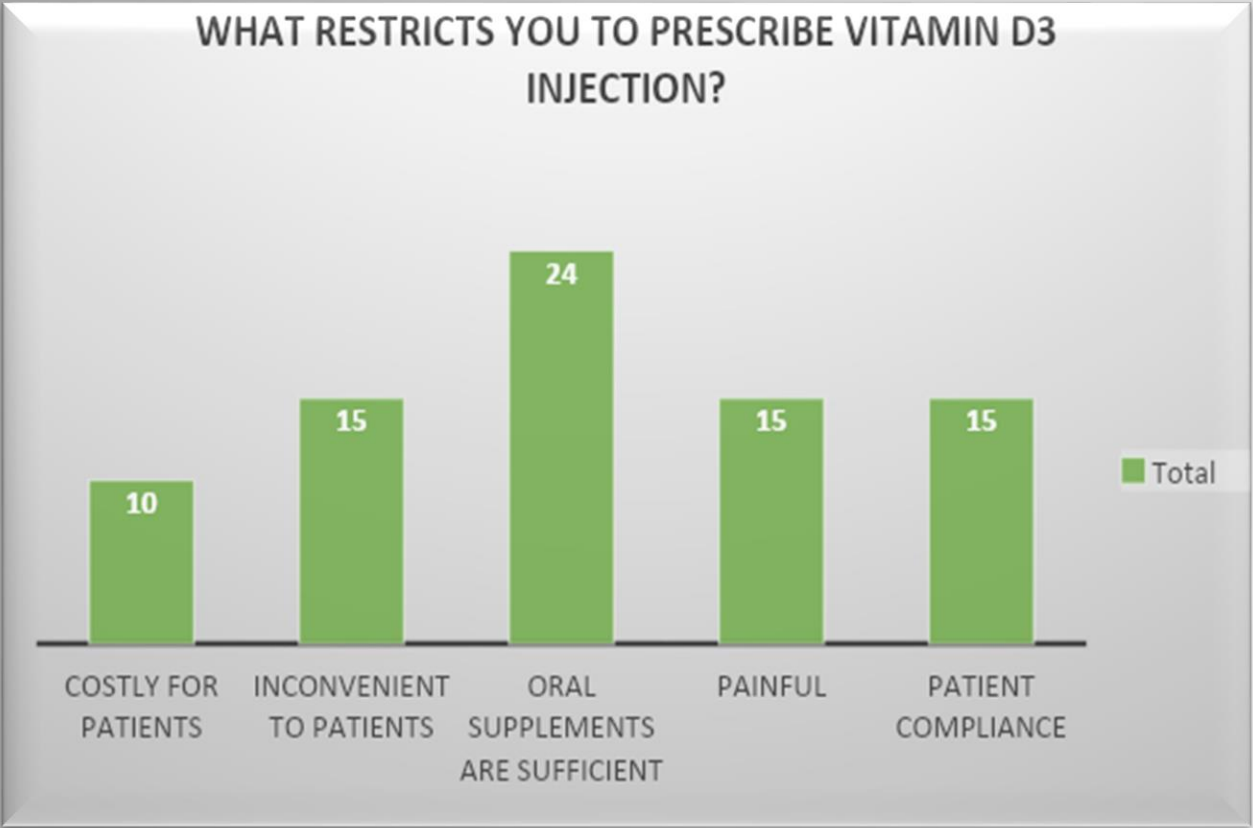
Inference: It was found from the research study that all the doctors including orthopaedic doctors and general physicians prescribe Vitamin D3.

Do you prefer Vitamin D3 Injection?



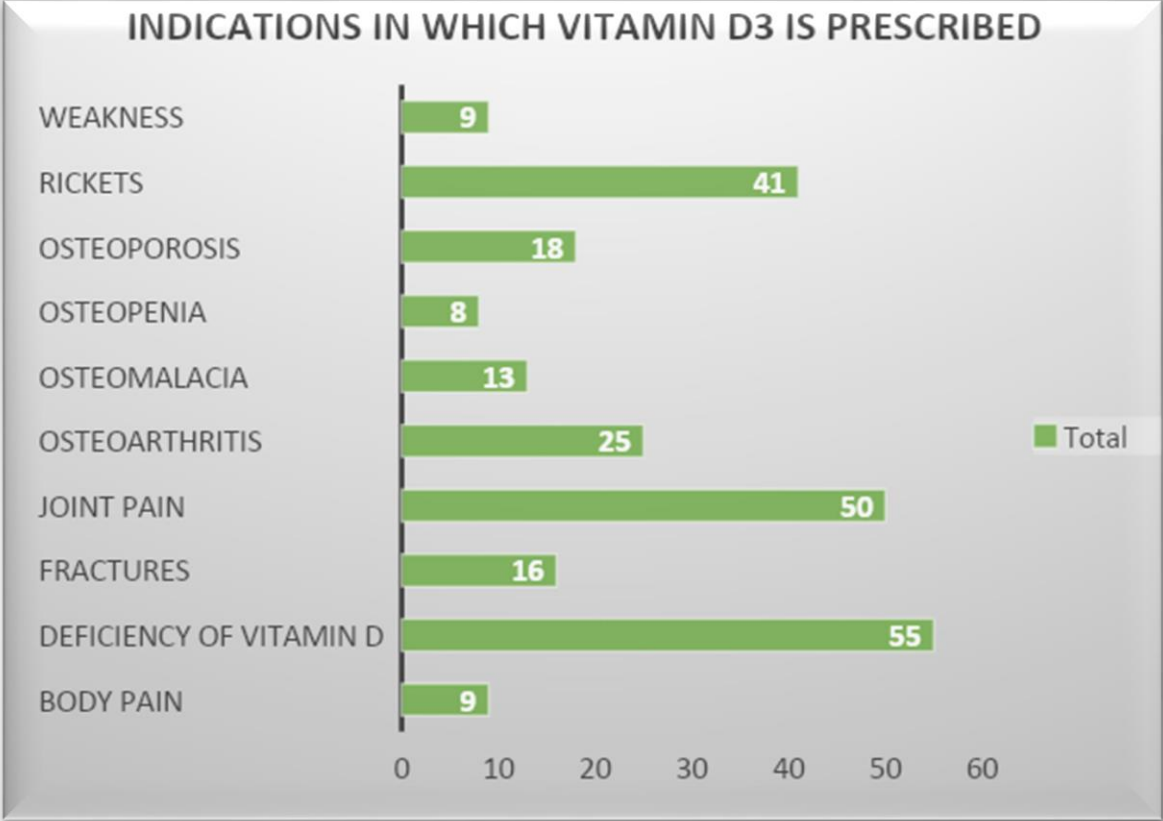
Inference: When the question was asked by the researcher to the orthopaedic doctors and general physicians about whether they prescribe Vitamin D3 injection or not, most of the doctors said they prescribe Vitamin D3 injection as they think it is effective for the patients.

If no, what restricts you to use Vitamin D3?



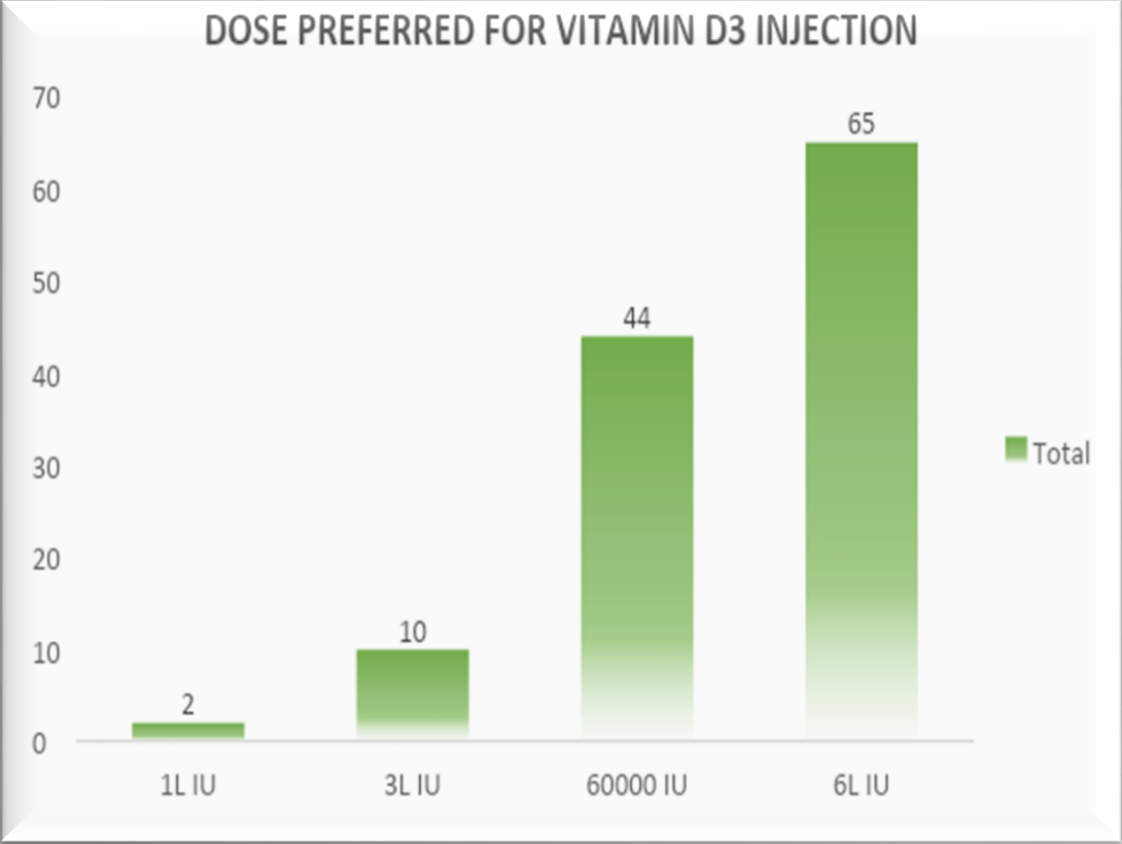
Inference: It is observed that most of the orthopaedic doctors and general physicians consider the oral supplements are good enough and show a good response in Vitamin D deficit patients and also some of the doctors agree with the fact that injections are painful to the patients and are inconvenient for them, and also injections are costly too.

What are the major indications in which you prescribe Vitamin D3 injection?



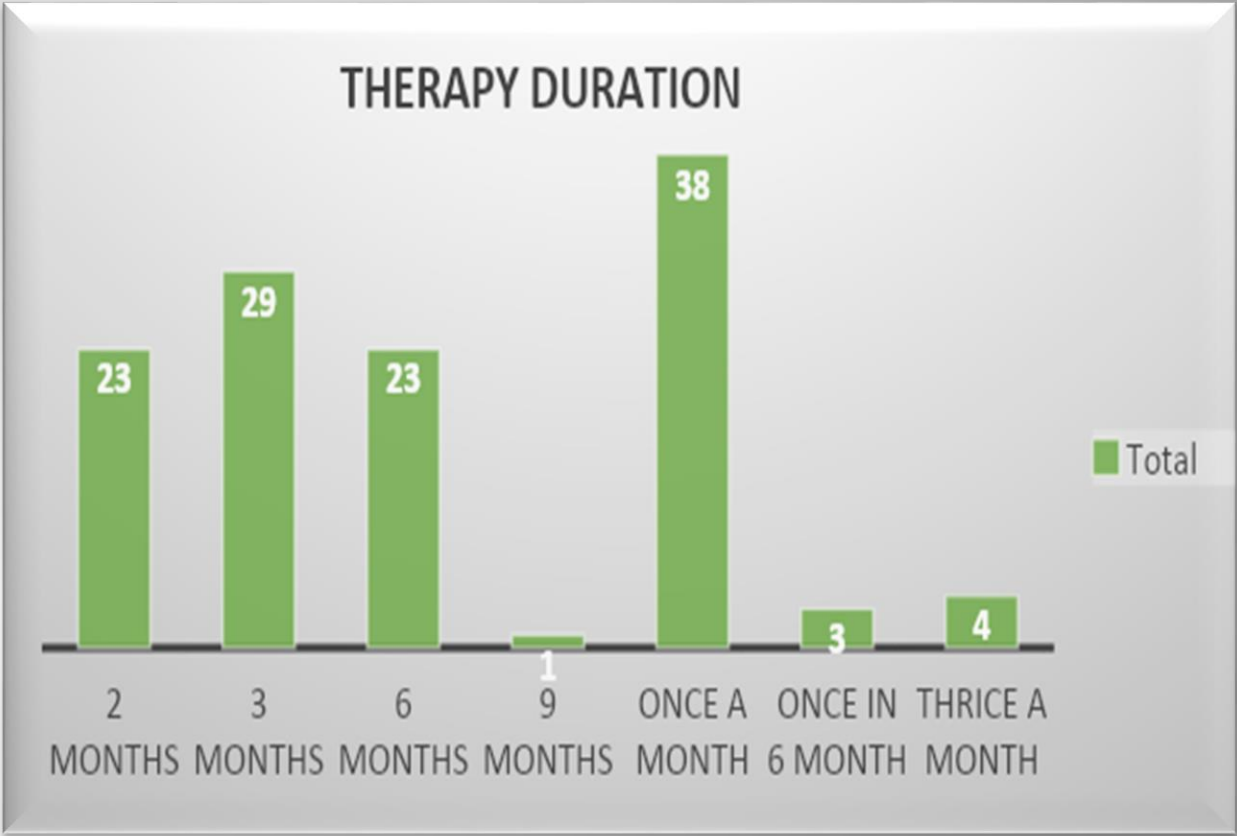
Inference: This question enlightens on all the indications in which Vitamin D3 is prescribed. Out of all the various indications mentioned above, doctors feel three major indications of Vitamin D3 deficiency i.e. Documented severe low Vitamin D3 levels, joint pain and Rickets. Indications of bone disorders such as Osteoarthritis, Osteomalacia, Osteoporosis and Osteopenia was also seen.

What dose you usually prefer for Vitamin D3 Injection?



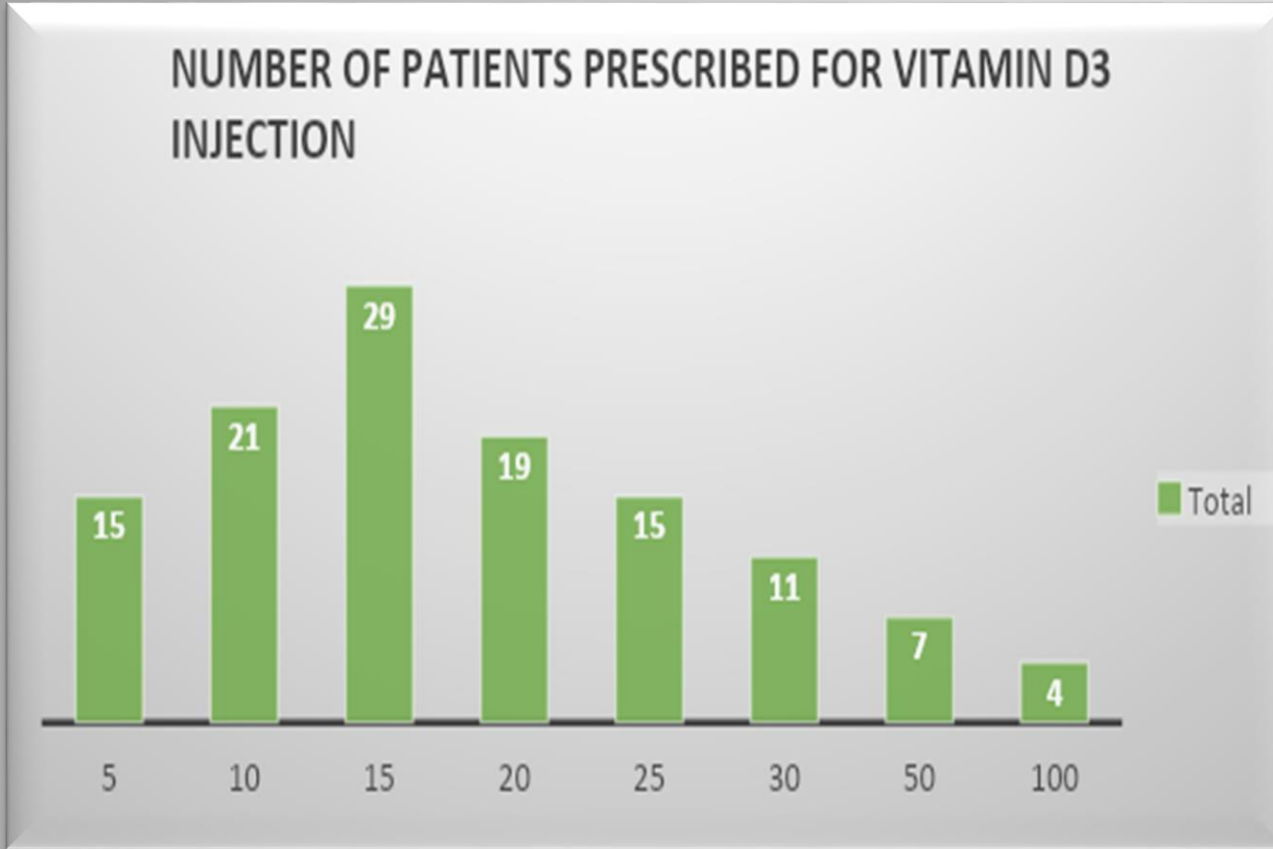
Inference: This bar graph displays the preferred dose used by orthopaedic doctors and general physicians, in which most of the doctors preferred a dose of 6L IU and 60000 IU which will help the patients recover faster.

How long do you prescribe Vitamin D3 Injection?



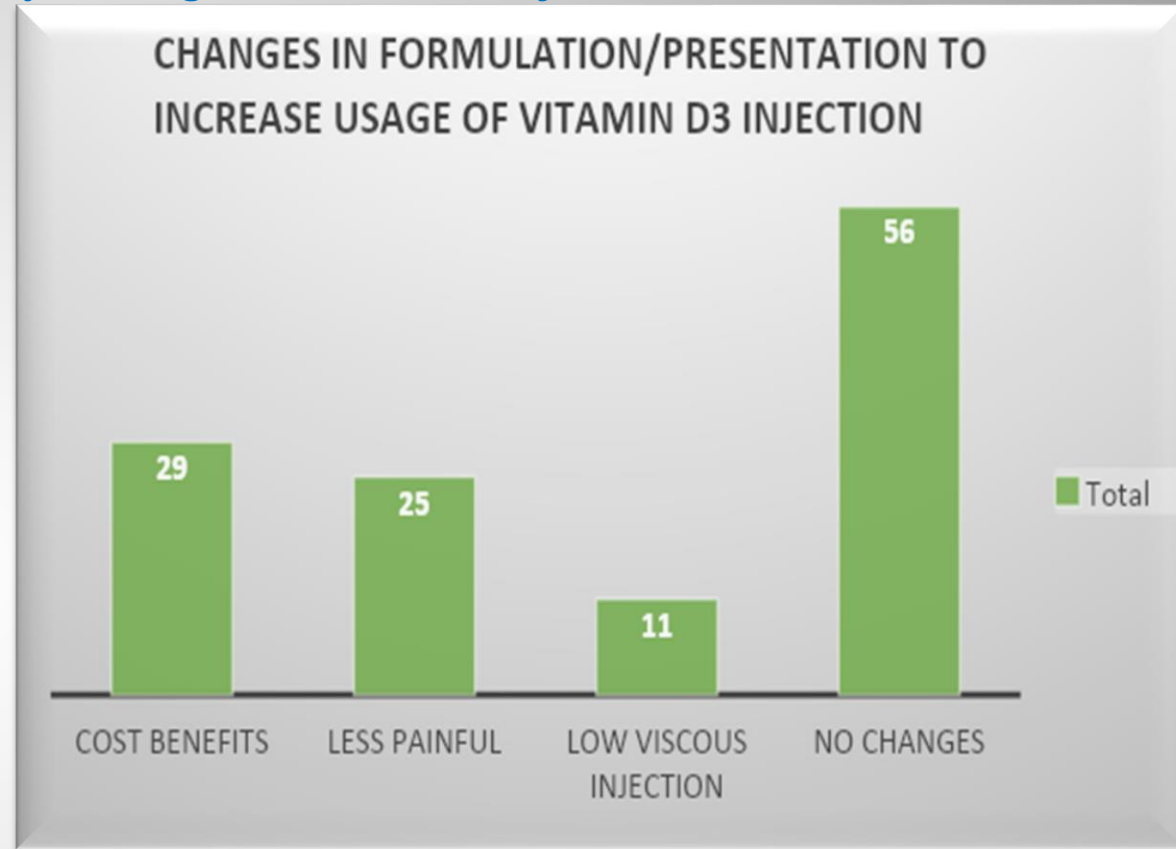
Inference: This question enlightens on the therapy duration of Vitamin D3. It was found according to the orthopaedic doctors and general physicians that Vitamin D3 injection once a month shows better and faster response in patients.

How many patients do you prescribe Vitamin D3 injection in a month?



Inference: It was found that data taken from most of the Orthopaedic doctors and general physicians have a strong prescribing base with 15 doctors per month.

What changes you want in formulation/presentation to increase your usage of Vitamin D3 Injection?



Inference: Most of the orthopaedic doctors and General Physicians did not want any changes although for some doctors' parameters like cost of the injection, low viscous injection and injections should be painless are considered.

Conclusion:

- Number of people with Vitamin D deficiency are rapidly rising.
- Vitamin D deficit is very common in all age groups.
- Vitamin D deficiency needs to be addressed with due consideration and solid act.
- The Vitamin D3 market is growing very rapidly. While prescribing Vitamin D3, many of the doctors consider patient compliance, cost parameters etc for ease of patients.

Limitations of the study:

- Due to personal attitudes, individual values and organizational policies, orthopaedic doctors and general physicians keep most of their undertaking secret.
- The researcher received minimal cooperation from some respondents. The Unavailability of target respondents due to their busy schedule during COVID-19 was a major challenge.

Doctors have also suggested the following:

- Oral supplements are showing good responses in patients.
- Overdose of Vitamin D leads to toxicity.
- Vitamin D injections are painful.

SWOT Analysis:

Strength

- Extensive Reach across India.
- Fastest Growing Brand in the country.
- Strong Brand Image
- Segment wise focus on brand building.
- Association with Patient support groups.
- Dynamic Field force

Weakness

- Lack of Brand loyalty & Retention of mid-level customers
- Encumbered commencement of Digital marketing.
- Less Focus on newly formed HQs

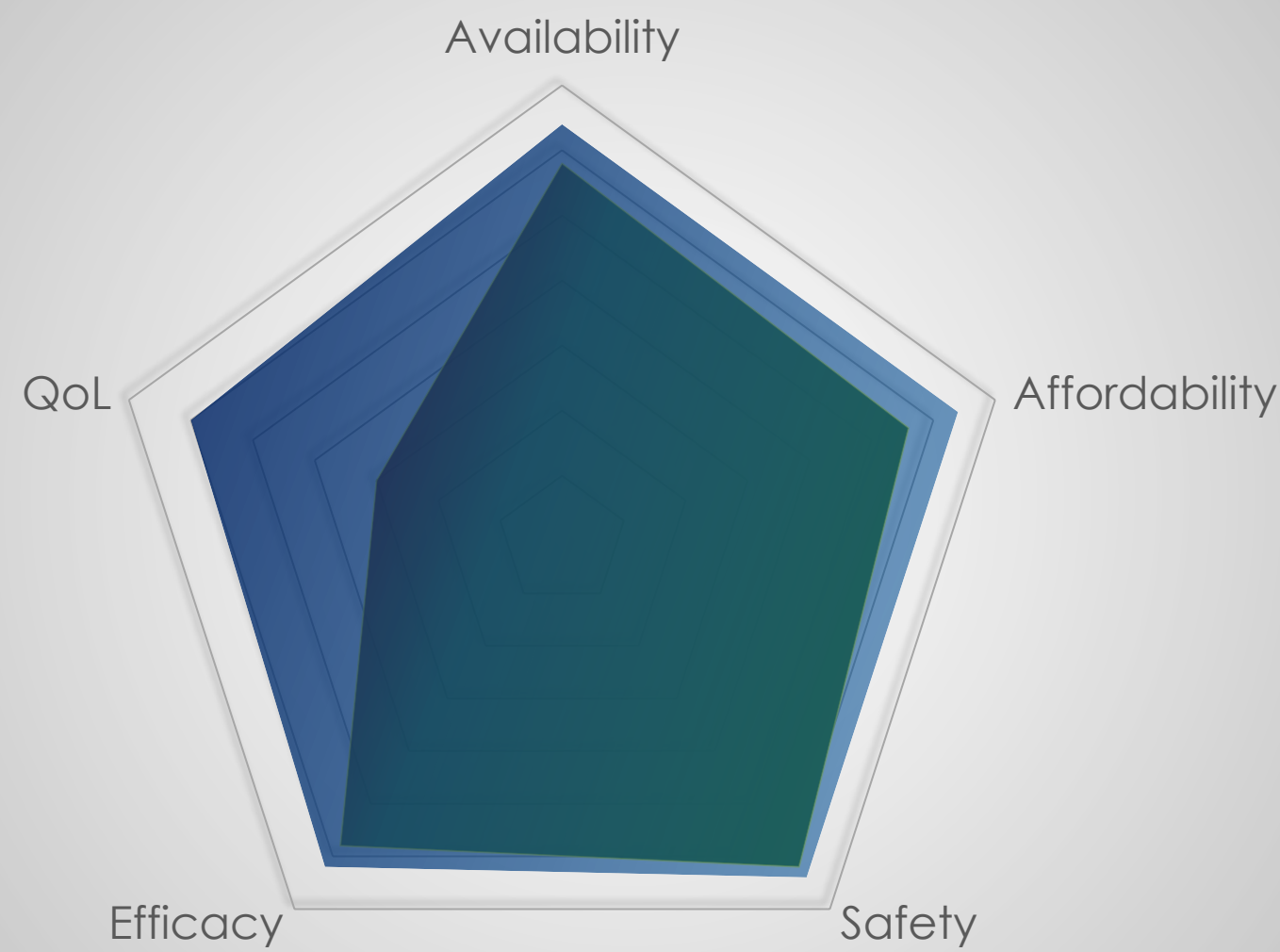
Opportunities

- Leveraging Market reach for Market Penetration.
- Utilization and Optimisation of existing Corporate Hospital entries
- Engagement with Paramedics
- Enhanced medico marketing activities

Threats

- New entrants playing on aggressive pricing.
- Pricing policies and restrictions
- Lack of Brand Awareness

The 5 pillars: DelCure



Marketing Strategy





**Customer
Engagement**

**Customer
Conversion**

**Customer
Retention**

MARKETING STRATEGY

Marketing Strategy:

➤ Customer Based

- ❖ **Focus on MAB with potential and competitor docs**
- ❖ **Need to increase customer base “The Vitamin D3 Leadership Conclave”**
- ❖ **We need to create a buzz by using digital platform**
- ❖ **Patient support program**

➤ Field Force Based

- ❖ **Marketing Incentive Program need to run for motivation as well as we need to increase the customer base**
- ❖ **We need to think about PPE kit distribution as a safety care**
- ❖ **My Buddy Campaign (Performance Recognition)**

Promotions:

- **Marketing Literature- Study Analysis / Research Paper**
- **Digital – Social Media (Facebook, LinkedIn, YouTube)**
- **Patient Fan Page**
- **Web product information/Testimonial**
- **Experience share/ Blog**
- **Promotional Materials**

Marketing Activities:

- **CME/ Symposia/ Day celebration online or offline**
- **Marathon Run**
- **Care Inspires Care (Marketing Campaign associated with newspaper)**
- **Vitamin D3 Magazine or Bulletin (Monthly)**

MARKETING ANALYTICS

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Objective



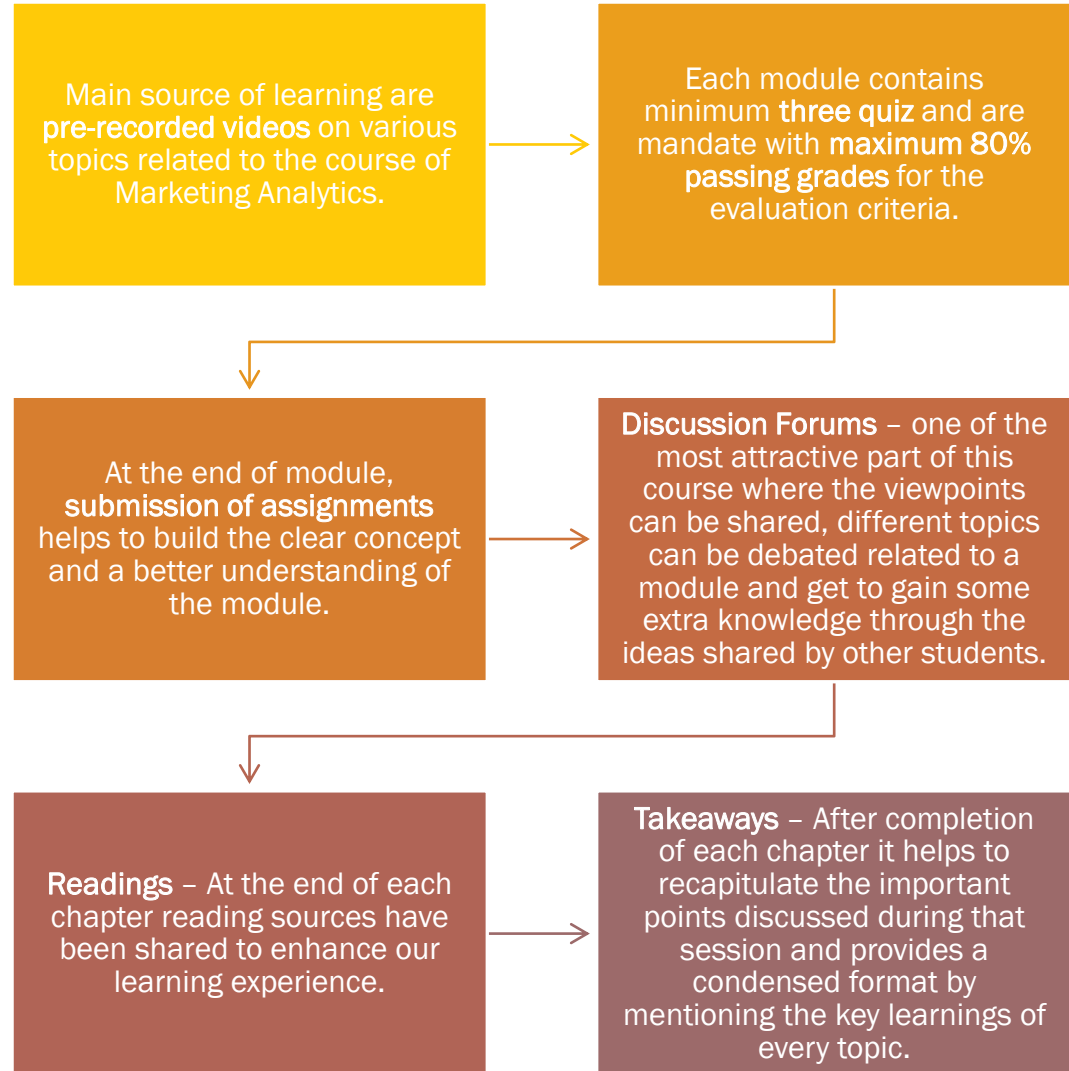
- It will help with the learning to build and define a brand architecture and to measure the impact of marketing efforts on brand value over time.
- It will help in the understanding of marketing planning process.
- To measure customer lifetime value and use that information to evaluate strategic marketing alternative.
- It will help in the understanding of ways companies measure the value provided by brand.
- To design basic experiments so that you can assess your marketing efforts and invest your marketing dollars most effectively.

Course contents

1. **The Marketing Process**: Understanding the customers and their need and want is at the heart of successful marketing strategies. This module will explore to identify and classify customers and the different methods that marketing professionals use to shed light on how they make purchase decisions.
2. **Metrics for Measuring Brand Assets**: This module will give the tools to measure brand and customer assets, understand regression analysis, and design experiments to evaluate and optimize marketing campaigns. This chapter will provide a solid understanding to use marketing analytics to predict outcomes and systematically allocate resources.
3. **Customer Lifetime Value**: This module shows the economic factors behind pricing based on cost and the pros and cons of a cost-based pricing approach. It enhances the practical and research-based models and methods that need to set prices that maximize the profits. This chapter builds the knowledge of basic economics to make better pricing decisions.
4. **Marketing Experiments**: This module will explore to design basic experiments so that it can assess marketing efforts and invest marketing dollars most effectively. It will help to avoid a gap between test results and field implementation and explore web experiments that can be implemented cheaply and quickly.
5. **Regression Basics**: The module will showcase to set up regressions and interpret outputs, explore confounding effects and biases, and distinguish between economic and statistical significance.



Learning Methodology



Key Learnings



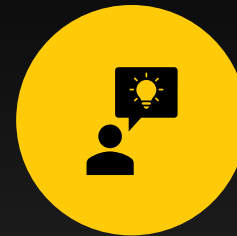
ABLE TO USE ANALYTICS TO
IMPROVE MARKETING
PROCESS.



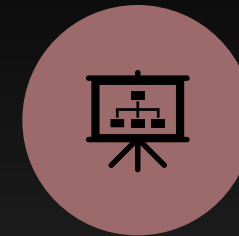
UNDERSTAND, MEASURE AND
TRACK BRAND VALUES.



UNDERSTAND, CALCULATE,
USE CUSTOMER LIFETIME
VALUE TO INFORM BUSINESS
AND MARKETING DECISIONS.



UNDERSTAND, DESIGN,
IMPLEMENT AND ANALYZE
MARKETING EXPERIMENTS.



UNDERSTAND, INTERPRET,
AND APPLY INSIGHTS FROM
REGRESSION ANALYSIS.



The purpose of the Marketing Analytics course is testament to the reality of the skills gap, which the management students must know for higher quality problem solving.

Experimental learning theory and marketing analytics offers their framework in hopes that the experiences and results described were useful to address pedagogical goals in the marketing curriculum. This is success- oriented course that consist of assignments and opportunities to demonstrate understanding of the course material.

The session also enlightens the crucial role of research in understanding customer insights and shaping marketing strategies. Customer insights through a client-bases projects, identification of benefits and challenges of market research. It is an extensive study, conducted to understand the marketing analytics tool and its importance in prediction and potential of this line of business that are available in the session.

**THE JOURNEY
TOWARDS
MAKING HISTORY....**

Thank You