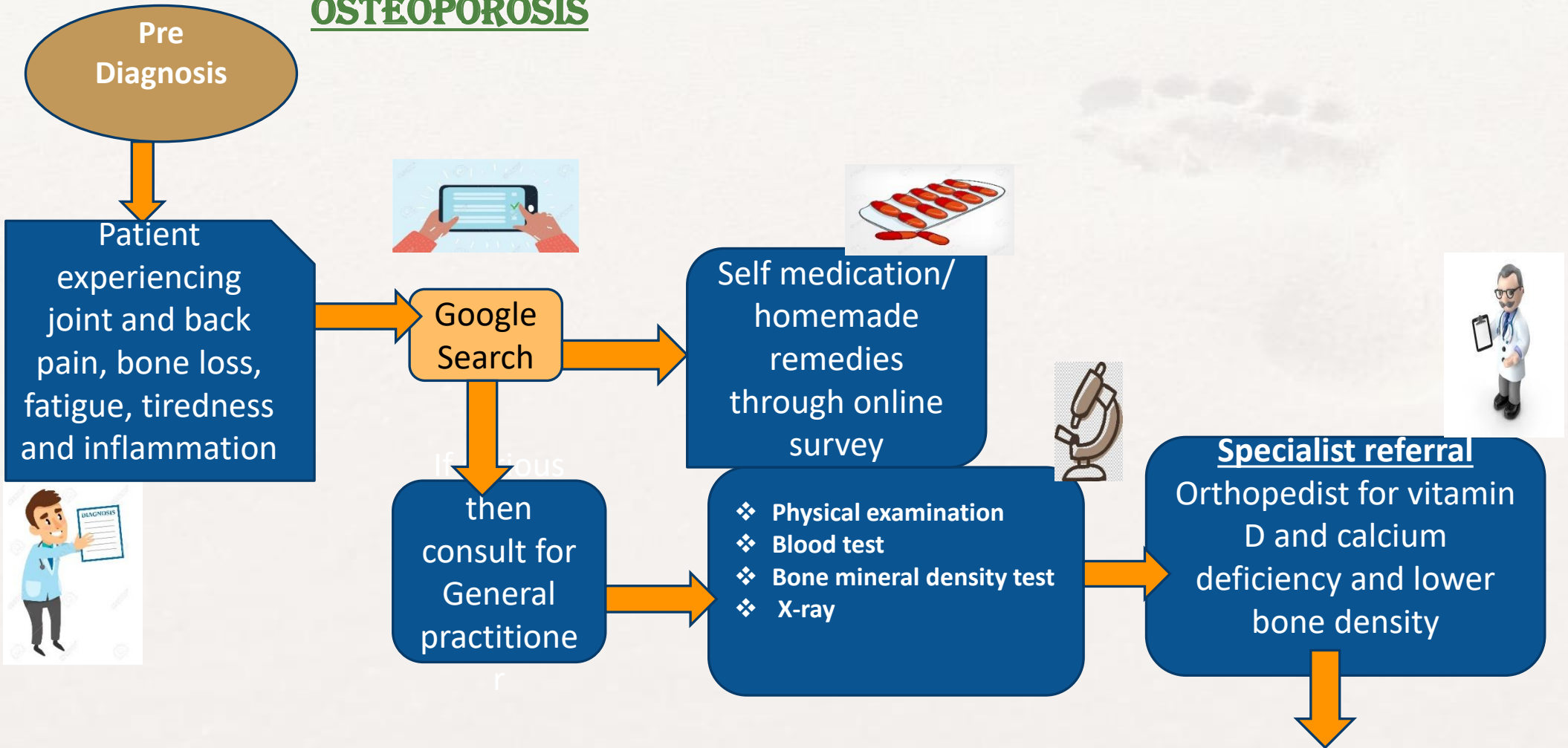


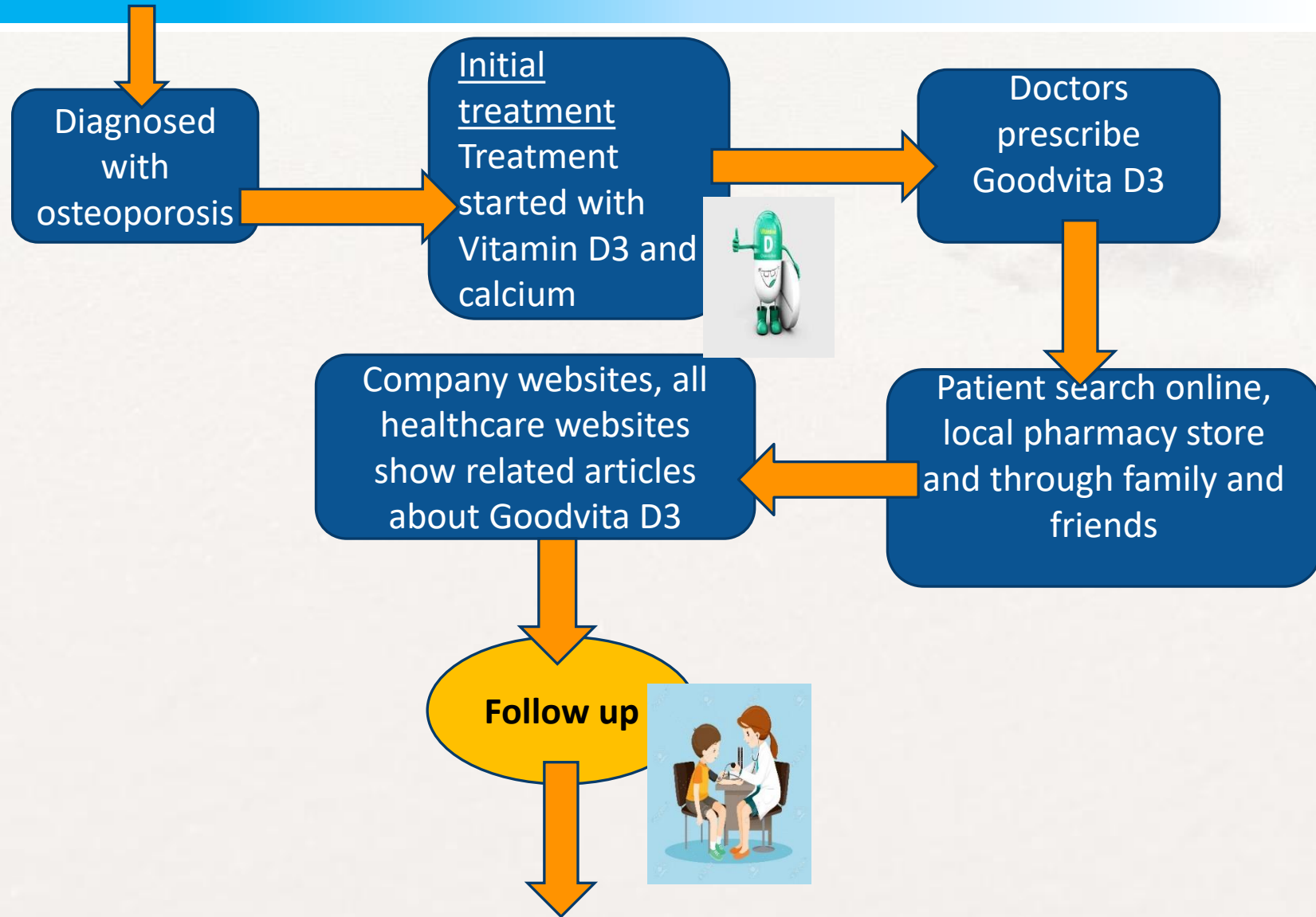
Project on “*PERPARATION AND IMPLEMENTATION OF DIGITAL STRATEGY FOR GOODVITA D3*”

- *Vijeta Rashmi*



PATIENT JOURNEY OF VITAMIN D, CALCIUM DEFICIENCY AND OSTEOPOROSIS





Follow up visit

Periodic bone density,
vitamin D and calcium
testing, unchangeable risk
test and hormonal level
testing

**Osteoporosis
active**

Osteoporosis stabilized

Additional treatment

Switching to different pharmacological
treatments:

- ❖ Doctors will provide oral Bisphosphonates.
- ❖ Raloxifene, a selective estrogen receptor modulator (in female)
- ❖ Teriparatide, recombinant human parathyroid hormone.
- ❖ Hormonal therapy

Monitoring and Follow up

- ❖ Once treatment is stabilized doctor will continue monitoring.
- ❖ It is important to assess response to therapy at least once, after no less than 24 months.
- ❖ More frequent testing.
- ❖ VitaminD3 & calcium will be continued.



Literature Review

Name of Journal	Year, Vol, Issue No..	Research Objectives/Main question	Methodology used	Variables and MODEL used	Major findings/ Conclusion
Improving sustainability in healthcare with better space design quality	Jun-13	The importance of the design and organization of space quality in the overall sustainability of a hospital building and how this aspect is evaluated in BSA tools.	BREEAM healthcare, LEED for healthcare and greenstar healthcare tools, BSA tools,	Independent variable is space design quality, socioculture and functional quality, and environmental performance is used dependant variable hospital building and healthcare	The design and organization of space encompassing always a great social responsibility, this concern is transverse to the three pillars of sustainable development (economic, social and environmental), since it allows the resolution and fit of many solutions environmentally efficient and economically viable.
The impact of innovation for biotech drugs: an Italian analysis of products licensed in Europe between 2004 and 2011	May-13	To assess the level of therapeutic innovation of biotech drugs approved by the European Medicines Agency between 2004 and 2011, to make a comparison with the trend of biotech drugs approved between 1995–2003, as previously reported, and to evaluate their economic impact on the Italian healthcare system	The data source used was the European Public Assessment Report (EPAR) of human medicines available on European Medicines Agency (EMA) website. The scores for therapeutic innovation were assigned according to the algorithm created by Motola et al. Drug expenditure data was obtained from Information Management System–Health Italy database. The list of drugs under analysis was downloaded from European Medicines Agency website and information on approved	An analysis of biotech drugs approved by the European Medicines Agency between 2004–2011, distribution of drug expenditure was performed by using the algorithm proposed by Motola et al.	Our study revealed that 50% of biotech drugs approved between 2004–2011 represented an important or moderate therapeutic innovation. The remaining biotech drugs did not add any extra value in the decision-making process concerning the application of economic strategies in the healthcare field. These considerations suggest decision-makers should optimise application of health technology assessment strategies aimed at evaluating new technologies and sustainable

A success-story in cross-border telemedicine in Europe: The use of intra-operative teleneuromonitoring during aorta surgery	Jan-13	To explore the factors, which have supported the implementation of a cross-border teleneuromonitoring collaboration between hospitals in the Netherlands, Germany and Switzerland.	Semi-structured interviews with key actors were recorded and fully transcribed, and were analyzed using framework analysis	Independent variables are Legal factors, Sustainability factors, Cultural and language factors, Contextual factors are used dependent variable cross border telemedicine services.	Results indicated that an array of factors facilitated collaboration in tele monitoring and assured its success and sustainability: (1) a real need to initiate the collaboration, (2) real benefits for all the parties involved, (3) agreed protocols and procedures from the start to overcome differences in healthcare systems, (4) two driving forces to sustain the collaboration; a quest for improved quality of care and for innovation, and (5) recognition that this is a bottom-up collaboration initiated by health care professionals who trusted each other.
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Objectives

- To Create Brand Plan for the Product GoodVita D3.
- To create Digital Marketing strategies for GHC Drugs and Pharmaceuticals for GoodVita D3 and promote it digitally.

Methodology

Data collection methods: Secondary data from various sources provided by the company. Another important source was the internet. Company also provided with the literatures to review about the molecule and new trends in market and also the visual aids detailing was also given to us.

Now, this project was distributed in 4 parts:

- Patient Journey
- Brand Plan
- Digital Strategies and Content Creation
- Field Work

BRAND – Good Descriptor/Payoff line

SKU-Composition	2020 Sales (in Cr)	% Cont Brand	Year of launch
Goodvita D3 Drops			Apri 2021
Goodvita D3 Syp			April 2021
Goodvita D3 Capsules			April 2021

*** Use this table if the brand has multiple SKUs and you wish to highlight differing contribution**

Brand name :	
Brand launch date:	April 2021
Generic name :	Cholecalciferol (Vitamin D3)
Formulation:	800 IU/15ml drops 60,000 IU/5ml syrup 60000 IU/ 8's capsule
Packs:	15ml oral drops 5 ml syrup 8's capsule
Key Indication(s):	Vitamin D deficiency, calcium deficiency, rickets
Target Market Segment (s):	Pediatric and Orthopedic doctors

Competition landscape

Parameter	GHC Brand	Arachitol nano 60000 IU syrup 5 ml	COE D3 60000 IU SYRUP 5 ML	UPRISE D3 60000 IU SYRUP 5 ML	D-SHINE SHOT 60000 IU SYRUP 5 ML
Positioning	Provide effective management in treating the symptoms and effects of MALNUTRITION AND OTHER VITAMIN D DEFICIENCIES by regulating CALCIUM levels as well as the adrenaline , noradrenaline , and dopamine production in the brain helps to maintain the serotonin level which directly helps the babies to remain and grow healthier.	Provide effective management in treating Osteoporosis, Osteomalacia, and Rickets Helps to treat calcium deficiency Helps to toughen the bones Helps to enhance calcium and phosphorous absorption in the body Facilitates growth and development of the body	Works by increasing the intestinal absorption of calcium and phosphorus and helps in maintaining calcium and phosphorus levels - Used to treat or prevent bone loss (osteoporosis) - Keep calcium levels normal and allow normal bone growth	Building and keeping the bones & teeth strong Reducing Fatigue/stress and muscular pains Boosting immunity and increasing resistance against infection Supplement for patients with diabetic complications and Cardio Vascular Diseases as well.	Maintain levels of the vitamin D3 in your body Maintain healthy bones and teeth Enhance the absorption of Calcium and Phosphorous
Key Specialty	General Practitioners/Pediatricians/Orthopaedist/Consultant Physicians	General Practitioners/Pediatricians/Orthopaedist/Consultant Physicians	General Practitioners/Pediatricians/Orthopaedist/Consultant Physicians	General Practitioners/Pediatricians/Orthopaedist/Consultant Physicians	General Practitioners/Pediatricians/Orthopaedist/Consultant Physicians
Packaging	5ml bottle	5ml bottle	5ml bottle	5ml bottle	5ml bottle
Sales force size	-	-	-	-	-
Strength	- Higher efficacy - Low cost higher quantity - Good taste	The most trusted brand amongst physicians	Marketed well	The most trusted brand	Good packaging

Targeting

Target customer	Target Patients
1. Physicians. 2. Consultant practitioner 3. Pediatricians 4. Orthopedic	1. Age - Children with age 3 to 14 yrs. 2. Demographic – Urban and Rural. 3. Affordability – Middle income.

Communication strategy 2020

Specialties:	Key Message (communicated through VAF)	What's Working
Specialty 1: General Physician	1) Safe formulation and helping people to strengthen bone integrity 2) Helps in multiplying calcium	Pictorial representation is easy to explain. Simple and easy language in VA
Specialty 2: Paediatrician	3) Helps in growth and deletes risk of fracture.	Key message sharing according to the specialist
Specialty 3: Consultant Physician	4) Combats pain and inflammation	Online and Offline Campaigns aligned to the VA theme.
Specialty 4: Orthopeditics	5) Resistant Rickets 6) Adjuvant for osteoporosis, osteomalacia.	

Brand SWOT

Strengths

Where are we strong relative to our competitors?

- **Higher efficacy**
- **Low cost higher quantity and Good taste.**

Weaknesses

Where are we weak relative to our competitors?

- **Lack of brand Awareness**
- **No added minerals**

Opportunities

What changes/emerging trends can we exploit?

- **New customers**
- **Increased no. of patients**

Threats

What changes/emerging trends could threaten us?

- **Already existing competition**

Brand X : Key Strategic initiatives

Brand 2021 Objective

Core Brand Strategy: This should be derived based on Annexure slide which helps develop core brand strategy

State Supporting Brand Strategy 1

Key Challenge: Negligible share from competitor prescribers

Strategy: Expand prescriber base apart from the existing prescribers

Key tactics:

- 1.Special day celebrations- will enhance brand visibility & brand recall in the mind of the customers*
- 2.Samplings- will help to contemplate patient's compliance*

State Supporting Brand Strategy 2

Key challenge – During Covid situation and lockdown crowd managment will be a great challenge.

Key Tactics

Organise camps for awreness -
Free diagnostic tests like 25-hydroxy vitamin D blood test etc

State Supporting Brand Strategy 3

Key challenge- Due to lockdown and covid situation, offline symposium and group seminars are difficult to organise.

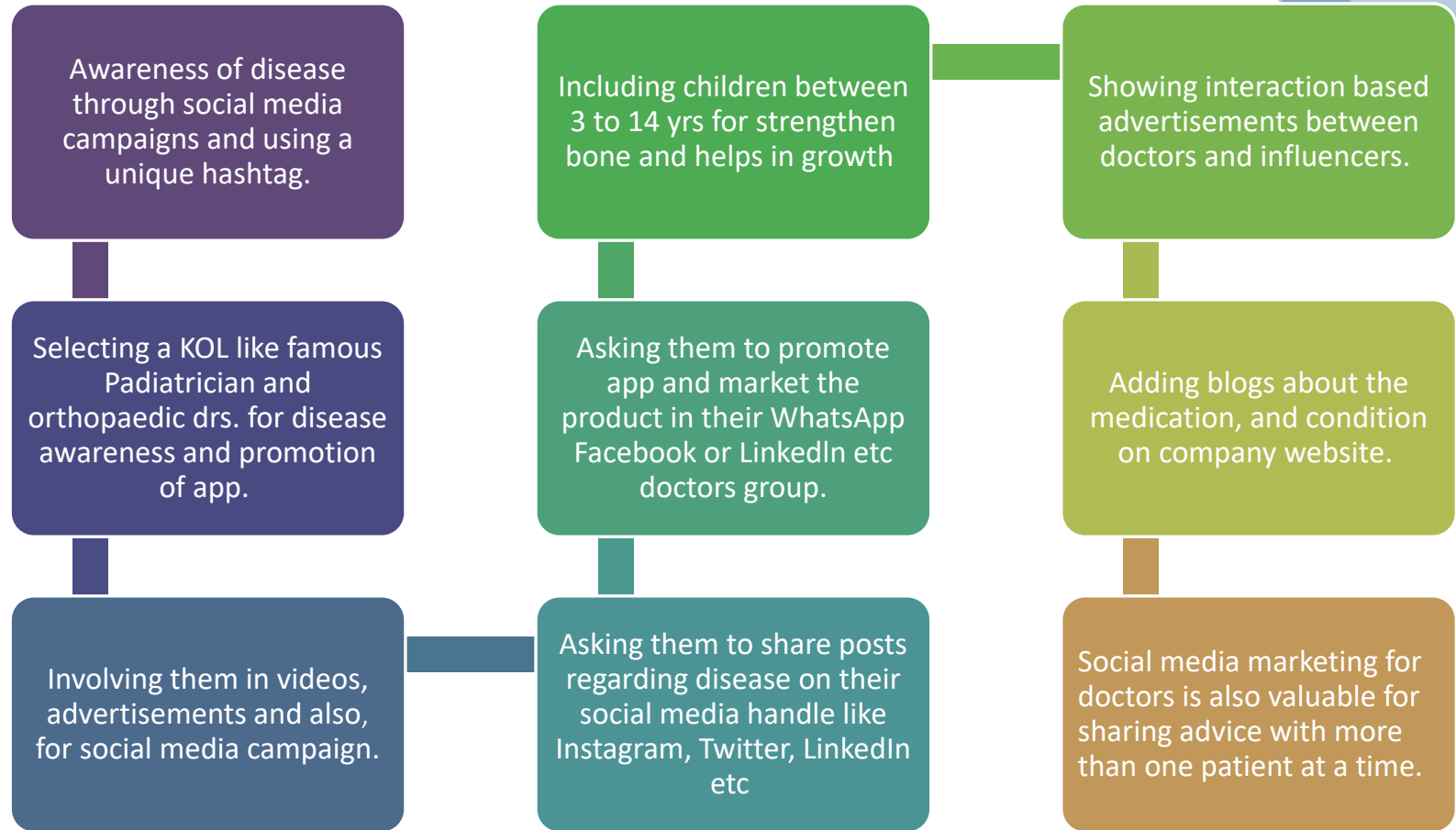
Key Tactics

- 1] To organize symposium for the doctors with the key opinion leader to promote the product
- 2] To create awareness about the product through advertising
- 3] Promoting the product by arranging group seminars for the target audience

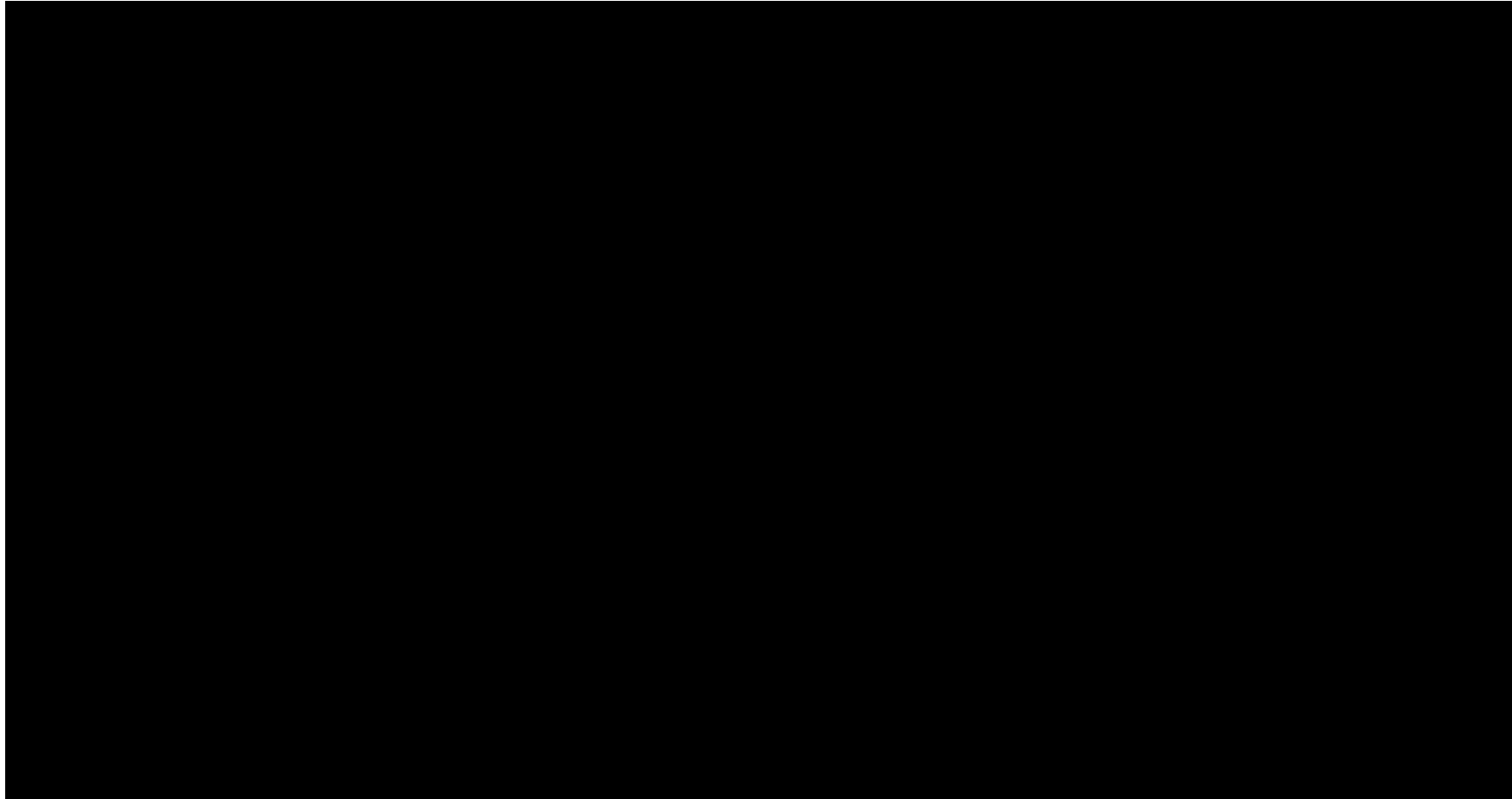
Contacted 5 doctors of my contact in my field work

Doctors	Brand Name mostly prescribed	Company name
Dr. S.C Jha, Sitamarhi, Bihar	Mashyne 60k capsule Visun D3 oral solution	USV
Dr. C. B Prasad, Sitamarhi, bihar	Uprise D3 Gen D3	Alkem Macleod
Dr. C. K. N, Hazipur bihar	Uprise D3	Alkem
Dr. S.K Prasad, Dharbhanga, bihar	D Rise VitanovaD3	USV Zuventus
Dr. Shailendra Kumar, muzaffarpur, bihar	Uprise D3 DV 60K D3 Must 60K Sunbless 60K	Alkem Indechemic Mankind Cadila healthcare

Role of Social Media



YOUTUBE/ FACEBOOK/ TWITTER MARKETING VIDEOS



#Vitamin D awareness #Vitamin D_Immunity_COVID19 #Honoring Healthcare Heroes

Short sample video for advertisement



E-mail market ing

Content marketing through emails to doctors. Content of emails can be-

Information
about brand
and product.

Information
about
indications
and symptoms.

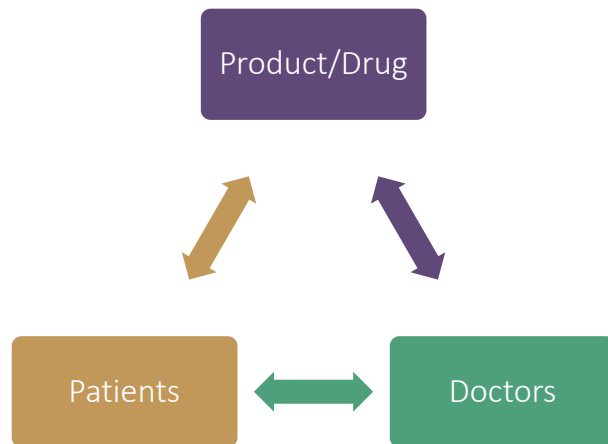
Information
about dosage
and price.

Links of blogs
or articles
related
to product.

Feedback of
doctors
and patients

Details about
the
webinars that
will be
conducted.

Conducting webinars



To raise awareness

To educate

Webinar information will be shared through e-mail and mobile application.

Live streaming of webinars on social media sites.

SAMPLE OF EMAIL FOR INVITING IN WEBNIAR

✍ Free Vitamin & Supplement Webinar from New Chapter ✍

Dear Dr. XYZ

Greetings of the day!!

I want to let you know about a webinar on Sunday 06th June 2021, 11 am on the topic "Vitamin D, Immunity and COVID 19.

We are going to cover insight knowledge on how Vitamin D is useful in increasing immunity and also about how vitamin D is helpful during COVID situation.

GHC Drugs and Pharmaceutical takes the lead to organize this webinar especially for Healthcare heroes. We welcome you for this webinar to share your opinion on the topic.

Date:

Time:

Presenters:

Cost: FREE FREE FREE

Join us by registering yourself,

REGISTER

Thanks and Regards



SAMPLE OF TEMPLATE FOR INVITING IN WEBNIAR

FREE WEBNIAR

VITAMIN D, IMMUNITY AND COVID19

- * Physiological benefits
- * Effect of vitamin D on covid 19

Stay Home Stay safe

DO

- Respect social distancing
- Avoid crowded places
- Stay at home as much as possible
- Wear a mask
- Wash your hands regularly

DON'T

- Panic
- Forget your mask
- Touch your face
- Organise group meetings
- Reuse single use masks

Sp Adobe Spark

GHC drugs and pharmaceuticals has released a new product

Dear Dr. XYZ,

Greetings of the day!!

We are pleased to announce that we have launched a new pediatric product, "CHOLECALCIFEROL 60k IU 5ml syrup" named "~~Good~~VITA D3" and we are very excited by its capabilities.

I am from GHC drugs and pharmaceuticals, we are new in Indian market working with vision to provide G3 product that means Good product, Good science and Good relationship, through H3 which means Happiness, and Culture is Helpfulness and beliefs in honoring healthcare heroes and have one mission that is "Good quality to all".

We have Pre Launched Products in markets especially in pediatrics and orthopedics.

Please review the enclosed visual Aids, videos, literature and other documents for your reference.

These may help you in knowing about company and product in details, you may go to our website for more details.

We are aware about your awesome work in pediatric and we appreciate and congratulate you for this and after knowing about your department I request you that you will help us in prescribing GHC products in future. We will be honored in gaining your trust.

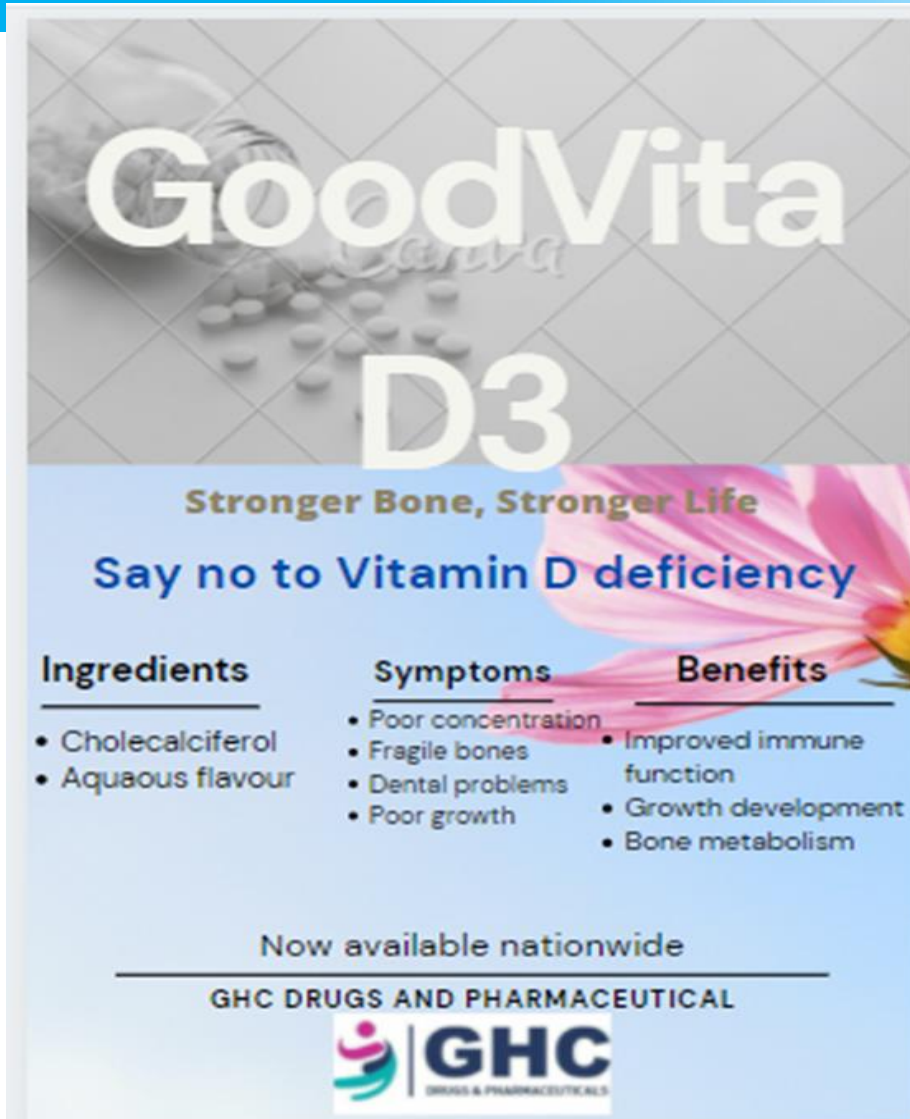
For this we will be highly grateful.

We are looking forward to visit you.

Please feel free to contact us if you have any query regarding this.

Thanks and Regards,





GoodVita

D3

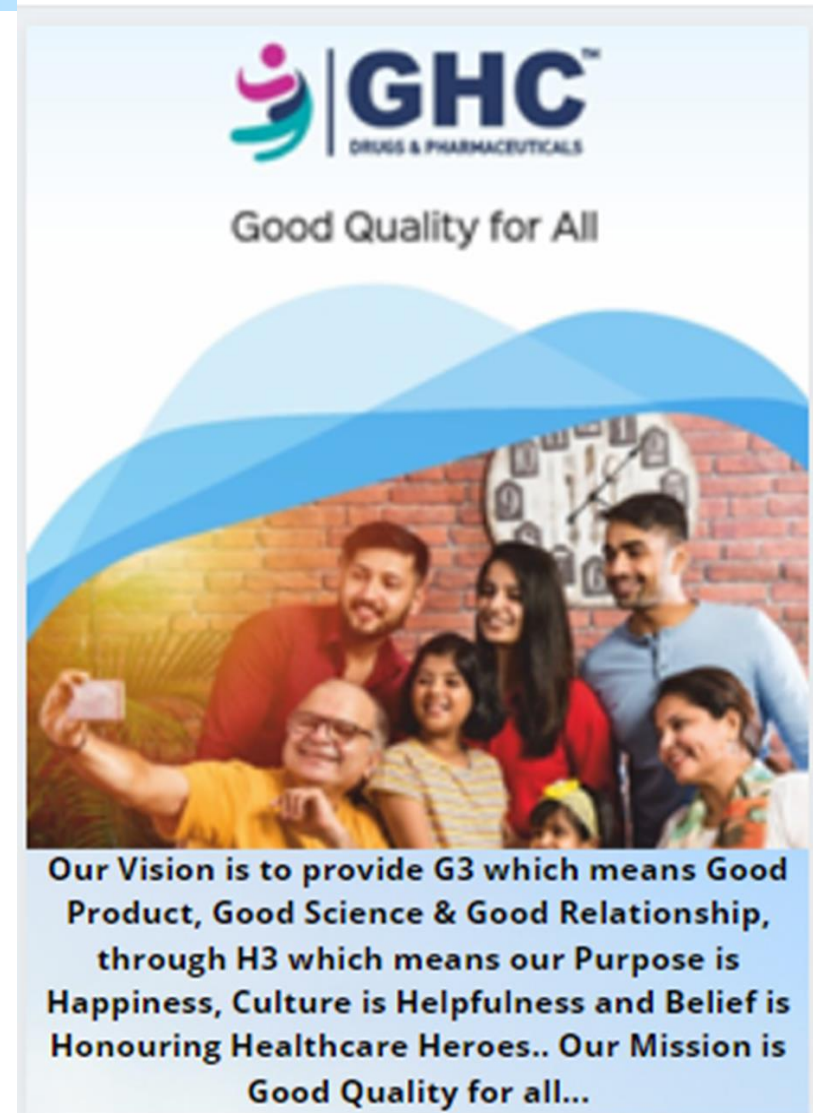
Stronger Bone, Stronger Life

Say no to Vitamin D deficiency

Ingredients	Symptoms	Benefits
• Cholecalciferol • Aquaeous flavour	• Poor concentration • Fragile bones • Dental problems • Poor growth	• Improved immune function • Growth development • Bone metabolism

Now available nationwide

GHC DRUGS AND PHARMACEUTICAL

GHC
DRUGS & PHARMACEUTICALS

Good Quality for All

Our Vision is to provide G3 which means Good Product, Good Science & Good Relationship, through H3 which means our Purpose is Happiness, Culture is Helpfulness and Belief is Honouring Healthcare Heroes.. Our Mission is Good Quality for all...



**In Treatment of Calcium and
Vitamin D deficiency & to support
overall health**

GOODVITA D3 SYRUP

Cholecalciferol Syrup 60K IU 5ml

FEEL GOOD INSIDE OUT

CHOLECALCIFEROL

- Promotes better absorption of calcium
- Ensures effective re-mineralization of bones

USES

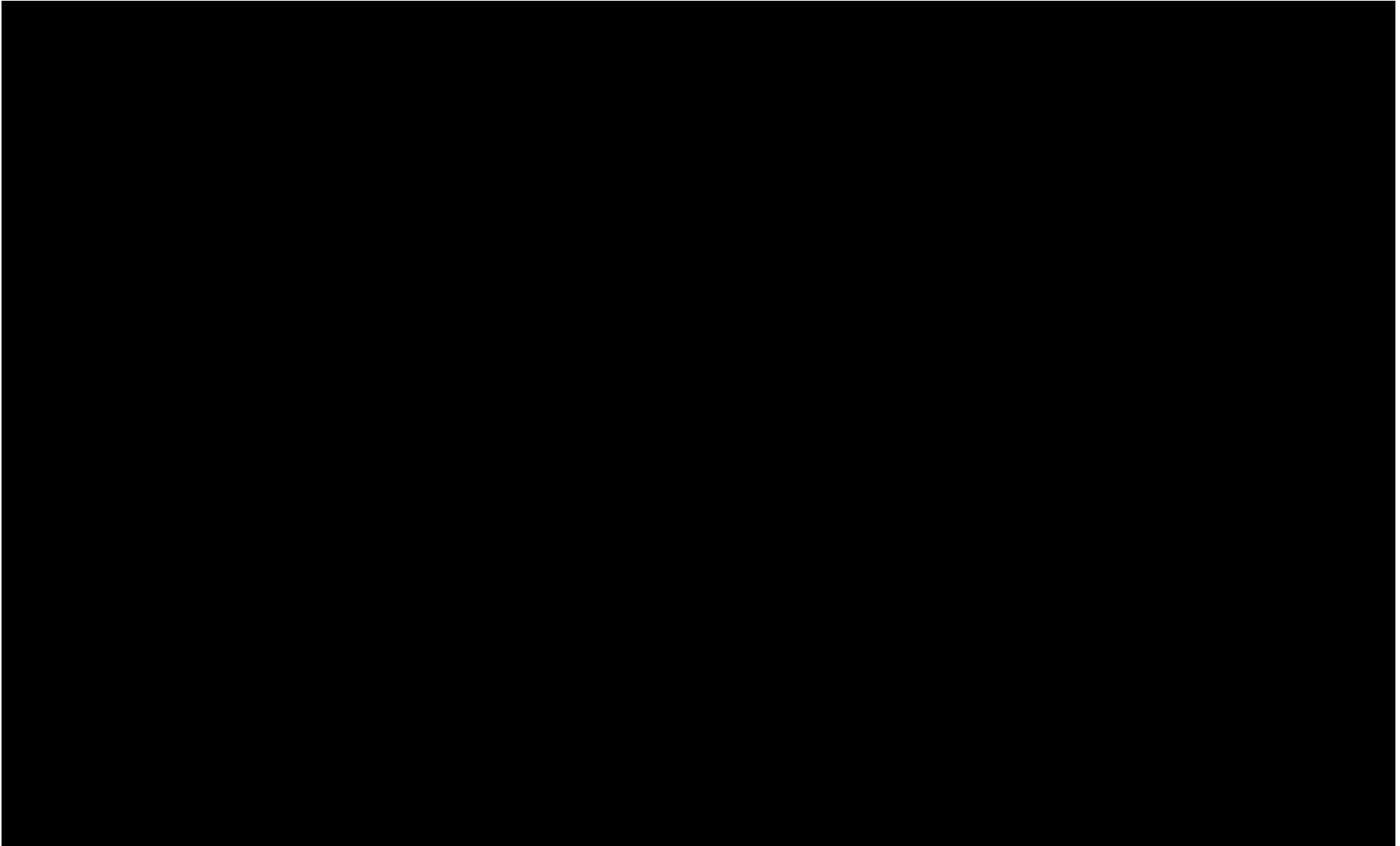
- Strengthening of immune system
- Improve growth development
- Strengthen bone integrity
- Treatment and prevention for rickets

DOSAGE

- As directed by the physician



Video for doctors for promoting our brand







SAMPLE CAMPAIGNS



**VITAMIN D,
IMMUNITY AND
COVID19**

* Physiological benefits
* Effect of vitamin D on covid 19

Stay Home Stay safe

DO

- Respect social distancing
- Avoid crowded places
- Stay at home as much as possible
- Wear a mask
- Wash your hands regularly

DON'T

- Panic
- Forget your mask
- Touch your face
- Organise group meetings
- Reuse single use masks

*Sunday
06 June 21*

GHC Drugs and pharmaceuticals
www.ghcpharma.com
pathak@ghcpharma.com

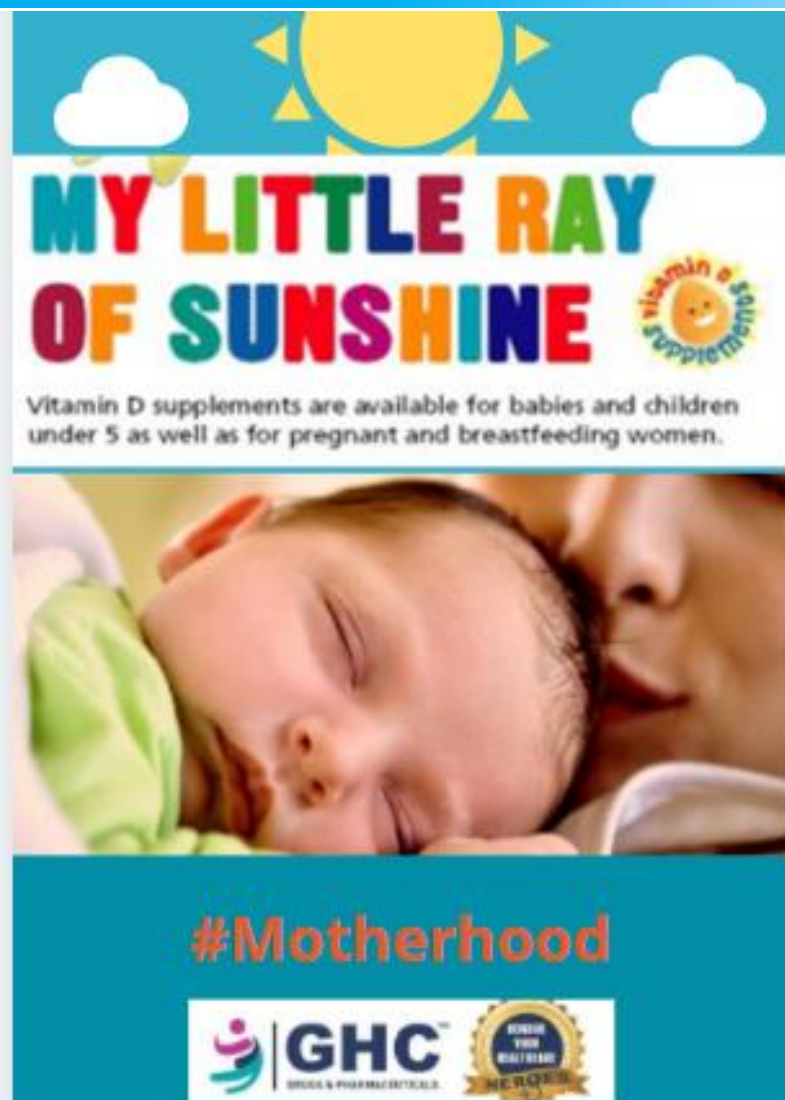
Sp Adobe Spark



**WORLD HEALTH DAY
GET INSURED WITH
NUTRITION**

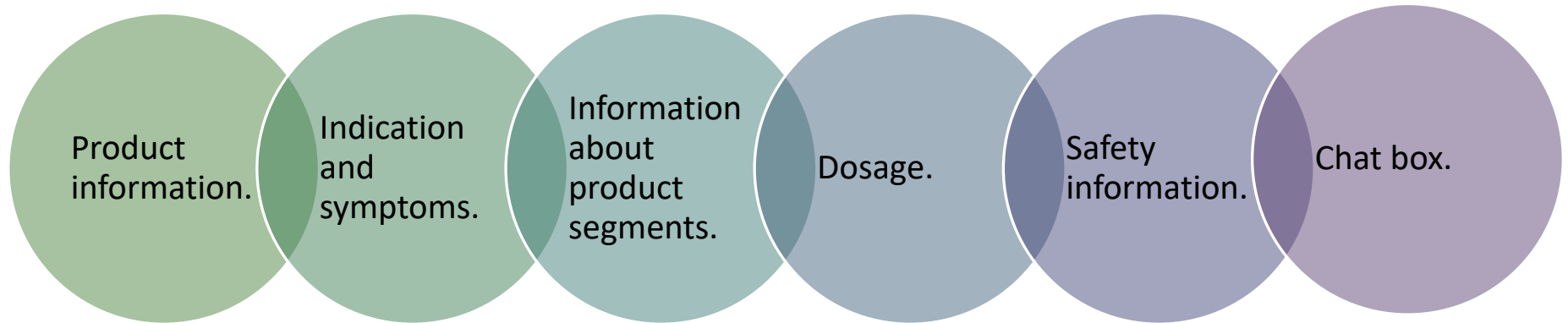
**INVEST
IN YOUR
Health**

GHC
DRUGS & PHARMACEUTICALS





Website Development



Thank You.



Be So Good They Can't Ignore You.
- Steve Martin