

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

Summer Training

At

GHC drugs and pharmaceutical Pvt. Ltd.

From Date (11th may 2021) to (4th July 2021)

A Report

By

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IIHMR-U/02/2020-22/0281

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To Whom Ever It May Concern

This is to certify, that Ms. Vijeta Rashmi D/o Mr. Vijay Prasad, student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 10th May 2021 to 5th July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

As a part of internship she has completed her study on **“Innovation and Sustainability in Healthcare Sector”**.

During the period of her Internship with us she was found punctual, hardworking and inquisitive

We wish her all the best for future endeavours.

For **GHC Drugs & Pharmaceuticals Pvt. Ltd.**



Chief Corporate Affairs & HR

Acknowledgement

It would be insufficient to satisfy and euphorize every work if we did not include the names of individuals who made this possible and whose steady direction and encouragement was a ray of lights and courted endeavour.

At the outset, with profound pleasure and proud privilege, I take this opportunity to express my deep sense of gratitude and indebtedness to my revered teacher and guide, **Mr. Saurabh Kuma, Dean of School of Pharmaceutical management IIHMR University, Jaipur and Dr. Sandeep Narula Sir, Assistant Professors of School of Pharmaceutical management IIHMR University, Jaipur** whose esteemed guidance and innovative techniques resulted in genesis of this study. I am extremely grateful for the infallible determination, untiring patience and emotional strength that has instilled to me which made me to accomplish the problems successfully.

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My acknowledgment would be incomplete if I do not offer my sincere gratitude to my beloved parents and friends for sharing my dreams and for encouragement and moral support throughout my life.

Above all, I thank the almighty for his benevolence.

Thanking
You,
Yours sincerely,
Vijeta Rashmi

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Introduction of Organization

GHC has been established in Mumbai, one of the fastest-growing Indian pharmaceutical organizations. In order to create creative and superior regulations, GHC was established in 2020. Our innovation upheld inventive requirements ensure the well-being and prosperity of people across the country. The excellent quality guidelines of every GHC Med and administration are demonstrated. In every stage of life, GHC has a commitment to enable individuals to live better. We have a significant presence in India at one of our worldwide Centers, Mumbai, where we produce high-quality medicines on world markets using our active pharmaceutical ingredient, oral dosage and injection plants. In all we do, we are devoted to combining environmental, social and ethical values.

Vision

They Promise to provide G3 Good Product, Good Science & Good Relationship through H3 Purpose of Happiness, Culture of Helpfulness & Philosophy of Honoring Healthcare Heroes.

Mission

With our Mission to serve community through Good Quality Medicines for all, we are joining hands with Healthcare Professional...

Goal

TO BE IN TOP 10 RANKING IN IPM BY 2030.

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 main and important source was the internet sources which helped in developing the various stages of the summer training. Company also provided with the literatures to review about the molecule and also the visual aids detailing was also given to us.

Introduction

All bones and joints throughout the body are included in the skeletal system. Each bone consists of numerous cells, protein fibers and minerals, and is a sophisticated living organ. The skeleton functions as a framework to support the soft tissues of the remainder of the body and to protect them.

Function of the Skeletal System

- Support - structure that supports body and cradles its delicate organs
- Protection - for sensitive organs, heart, lungs, brain
- Movement - bones function as levers for muscles
- Mineral storage - calcium & phosphate
- Blood cell production – hematopoiesis

Bones are classified by their shape:

- Long short flat irregular
- The Skeletal System

Parts of the skeletal system

- Bones (skeleton)
- Joints
- Cartilages
- Ligaments (bone to bone)(tendon=bone to muscle)

Divided into two divisions

- Axial skeleton
- Appendicular skeleton – limbs and girdle

VITAMIN D-

Molecule Details-

- Fat-soluble secosteroids (Vitamin D3 (cholecalciferol) and vitamin D2 are important in this category)

Pharmacodynamics –

The two mainly physiologically active vitamin D metabolites are synthesised in two stages. Vitamin D3 cholecalciferol (or D2) first hydroxylated occurs inside the liver to produce 25-hydroxyvitamin D, while in the kidneys second hydroxylated 1, 25-dihydroxyvitamin D 12, 13, 14. Pharmacokinetics

ABSORPTION –

A non-saturable passive diffusion, which depends on micellar solubilizations and on the presence of bile salts, absorbs vitamin D from the small intestines

.TRANSPORTATION –

- All vitamin D ingested are kept as non-esterified by chylomicron surface (lipoprotein particles)
- A part from chylomicron may be transported to the plasma protein by binding protein

DISTRIBUTION

- No liver storage of vitamin D.

- The liver is absorbed by the intestines or manufactured into the skin within a few hours.
- It is transported from the liver in the hydrophobic compartments, somewhat equally throughout the different tissues. Slightly higher amounts are present in fatty tissues such as adipose.

METABOLISM –

Most vitamin D absorbed from either DBP or lipoproteins in the liver is translated into 25-OH-D3 by hydroxylation of side-chain carbon C-25 (calcidiol).

Excretion – Vitamin D metabolic products are expelled into the faeces through the bile and very little is removed by the urine. This is partly related to vitamin D continuous renal recovery

Mechanism of Action

- Function- maintaining appropriate serum calcium level and circulatory phosphorus levels
- The liver has a hydroxylation of vitamin D3 or D2 into 25-hydroxyvitamin D. Then eventually the main active metabolite.
- This final metabolite is linked to endogenous receptors of vitamin d which lead to a wide array of regulatory functions. Calcium balance, parathyroid hormone control, stimulation of renal calcium absorption, improved intestinal absorption of calcium and phosphorus, and enhanced calcium and phosphorous mobility of bone-to-plasma, maintaining balanced bones and plasma levels of both.

Adverse Effects -

- ♣ Elevated blood levels
- ♣ Hypercalcemia
- ♣ Nausea, vomiting
- ♣ Poor appetite
- ♣ Stomach pain
- ♣ Bone Loss
- ♣ Kidney Failure

Contraindications

- ✓ Sarcoidosis
- ✓ High amount of phosphate in the blood
- ✓ High amount of calcium in the blood
- ✓ Excessive amount of vitamin D in the body
- ✓ Arteriosclerosis with occlusion of the arteries
- ✓ Kidney Stone
- ✓ Kidney disease with reduction in kidney function.

Cholecalciferol can be used for the prevention of vitamin D insufficiency as oral dietary supplement or as medicine for the treatment of related conditions, including ricketing. It also is used for hypophosphatemia in families, low blood calcium hypoparathyroidism, and Fanconi syndrome.

Brand plan

"Brand Planning is the way to allocate resources to a business goal aimed to get a brand closer to a desirable vision for the future."

Our brand is a guide to understanding the target of our main business goals and to align the plan with those goals in the development of a strategy marketing plan. Branding does not count only before buying – branding has to continue to build consumer loyalty.

Brand descriptor

Brand name: Goodvita D3

Generic name: Cholecalciferol (Vitamin D3)

Targeting:

Target Customer –

- **Physicians.**
- **Practitioner consultant.**
- **Pediatricians**
- **Orthopedic**

Target Patients-

- **Age: 3 to 14 years for children.**
- **Urban and rural demographic.**
- **Effectiveness – Low revenues.**

Competitors-

- ABBOTT INDIA LTD. - Arachitol nano 60000 IU syrup 5 ml
- KOYE PHARMACEUTICALS PVT. LTD.- COE D3 60000 IU SYRUP 5 ML
- ALKEM LABORATORIES LTD.- UPRISE D3 60000 IU SYRUP 5 ML
- AKUMENTIS HEALTHCARE LTD - D-SHINE SHOT 60000 IU SYRUP 5 ML

Executive summary-

- **Launching of Goodvita Vitamin D Brand**
- **Sustainability:-12%**
- **Target clients, doctors, doctoral practitioners.**
- **Advertising inputs include brand recalls, campaigns, visual aids, samples, posters etc.**
- **Syrups Goodvita D3 - 60,000 IU; quantity - 15 ml.**
- **Advocacy methods such as visual aids, flyers, reminders, etc...**

Positioning-

Effective management by controlling CALCIUM levels and the brain adrenaline, noradrenaline and dopamine production by providing effective management helps

maintain the levels of serotonin which directly helps infants maintain and grow healthier. The treatment of the symptoms and effects of MALNUTRITION AND OTHER VITAMIN D Definition

SWOT ANALYSIS-

Strength

- Higher efficacy
- Low cost higher quantity
- Good taste

Weakness-

- Fatigue, weakness.
- Lack of brand Awareness
- No added minerals

Opportunities-

- New customers
- Increased no. of patients

Threats

- Already existing competition

Brand Strategy 2021-

Physical Marketing-

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

Strategy 2-

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

Key Tactics

Organize camps for awareness - Free diagnostic tests like 25-hydroxy vitamin D blood test etc.

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 advertisement.
- 3] Promoting the product by arranging group seminars for the target audience.

Digital marketing Strategy-

Strategy 1-

We can develop a mobile application for doctors, Patients, Sales Force and Retailers

For Doctors-

- Doctor patient interaction (applicable after subscription by the patient)
- Online prescription option.
- Storage of database of patients taking medication
- Chat with MR
- Feedback option
- Status of drug availability at nearby Pharmacies.
- As soon as a doctors will sign up in the app, there profile will be generated and will be visible to all the other people using the application.

For Patients-

- Reminders for medication
- Healthcare management
- Feedback option on monthly basis.
- Chat with their doctor(applicable after subscription by the patient)
- Educating section - Tips on health management
- Chat option with customer care executives
- Notification for webinars.

For Retailers-

- Chat option with MR
- Give review regarding the drug, no. of prescriptions, patient experience etc.
- Management of stocks (The detail of drug availability will be visible to doctors and using the application)
- Company provide Mail/SMS campaigns promotions

For Sales Force-

- Application can store doctor information(Data will be Extracted from the Contact management software used by sales force)
- Application can store retailer's information along with the sales performance of the drug at the retailer's outlet)
- Chat option with doctors and retailers.
- Central data repository for product literatures and their benefits, price lists zone wise, competitors' product details etc.. This will be available for MRs to exchange

information with customers, to provide them with a better education for good product use, advantages and so on.

- GPS Tracking of Field reps for better accountability.
- Taking review of the doctors regarding the drug, MR's visit, patient experience etc

Strategies for downloading the application-

1) For Doctors-

- We can access doctors with our affiliated physicians or family physicians
- We may ask our MR to ensure that the related Doctors are registered in this application and to request their knowledge of the doctor or to inform them about this application.
- Doctors can be reached by encouraging our social media, TV, radio and other applications.

We may provide free advertisement in our app or we can suggest it to our registered patients and even supply cash bills or cashbacks for diagnostic centres or drugs..

2) For Patients-

- With the aid of our associated doctors, we can contact the patients.
- Patients can be found by marketing application via social networks, TV and radio.
- We may use organised campaigns like blood donation camps or test camps to achieve patents.

For this purpose, we may also give a coupon for diagnostic centres, medications and consultation for limited customers.

Benefits of application-

- In our application we are able to link doctors, patients, retailers and sales forces on one platform, other application don't have this in one platform..
- On social media, TV and radios, this might be announced.

Strategy 2-

We can develop a website which can contain-

- Product information
- Indication and symptoms.
- Information about product segments.
- Dosage
- Safety information
- Chat box
- Promotion of app.

Social Media marketing strategy

Role of social media-

- Awareness of disease through social media campaigns and using a unique hashtag.

- Selecting a KOL like famous Padiatrician and orthopaedic drs. for disease awareness and promotion of app.
- Involving them in videos, advertisements and also, for social media campaign
- Showing interaction based advertisements between doctors and influencers
- Asking them to promote app and market the product in their WhatsApp Facebook or LinkedIn etc. doctors group.
- Asking them to share posts regarding disease on their social media handle like Instagram, Twitter, LinkedIn etc.
- Adding blogs about the medication, and condition on company website
- Social media marketing for doctors is also valuable for sharing advice with more than one patient at a time.

Strategy 1-

For Youtube/ Facebook/ Twitter marketing-

- Vitamin D awareness video with hashtags
- Short videos for advertisement of 40secs which cannot be skippable
- Videos for special occasions like doctor's day, mother's day, vitamin d day etc.

Strategy 2-

1) Conducting webinars-

- Conducting webinars for doctors regarding product, on current scenario etc.
- Conducting webinars for patient regarding disease awareness and on current scenario etc.
- Reasons for Conducting webinars -
 - ✓ To educate
 - ✓ To raise awareness
 - ✓ Webinar information will be shared through e-mail and mobile application.
 - ✓ Live streaming of webinars on social media sites.

2) Conducting Online Campaigns-

- Campaigns for education or awareness patients for healthy livelihoods, nutrition and illness awareness.
- Special initiatives such as the World Health Day, the Vitamin D Day, Mother's Day and raises awareness of the current circumstances can be carried out. We produced sample posters and short videos and GIF animations for this purpose.

Strategy 3-

Email marketing-

- 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

For this we have prepared sample emails with attractive subject lines for exiting doctors and for new doctors. Sample emails like -

- 1) Sending regular articles link in email with short summary of articles to keep Doctors updated and to keep them engage with us.
- 2) Sending webinar invitation in email with sample posters.
- 3) Sending email for new drug launch with visual aid, videos about drug and diseases.
- 4) Sending wishes on Doctor's day, on festive day and on their special day like birthdays, anniversary etc. For this we prepared sample posters.

Strategy 4-

- Publishing articles on Kid's health on digital platforms like, ICLINICQ+, Doc prime, DocPlexus, etc.
- Launching product on e-pharmacy.

Conclusion-

The goal of this study is to understand the digital marketing strategy and various promotional methods for the brand Goodvita D3 . The study started with learning the profound information about Vitamin D, their relevance, and their importance in our day to day life

Based on the condition of the patient due to vitamin D, calcium deficiency and other disease conditions patient's journey was created, the issues suffered by the patient were understood by this.

On the basis of the Brand Plan, Goodvita D3 stands and may be obtained in the near future. Market and Competitor Brands situation and their USP have been understood

The brand plan focused on developing Digital Promotion Strategies on social media to market the brand and GHC medications and pharmaceuticals. For patient focus, awareness, videos, mailings, infographics, blogs etc. routinely published on Facebook, Instagram, YouTube, LinkedIn, leading and making the Brand aware of GHC. The major lesson from this was that if the brand is young, we have to always share related items on social media in order to make it successful.

In addition to ongoing Brand development, the field studies made the market scenario apparent. The field studies enabled physically meet physicians and promote companies to learn about the product details and how doctors can trust the brand and I leaned these things by contacting doctors on call.

In order for brand to prosper, continual work and outstanding promotional methods and full understanding of therapy are thus essential.

