



Summer Internship Report
Innovation & sustainability in healthcare sector



PATIENT JOURNEY



A 5-year old pediatric patient has been noticed with intense crying saying ear pain with showing symptoms of irritability, sleeplessness, pulling on the ears, inflammation of the middle ear, fever and ear discharge for the past 2 days.

A Pediatric appointment was taken by the child mother. The doctor tested with otoscope and performed tympanometry test and measured air pressure: reflectometry test that checked any fluid content in the ear and hearing test to determine any hearing loss. After these series of tests, the doctor diagnosed the patient with **Acute bacterial Otitis media.**

The doctor prescribed ear drops for pain relief with antibiotic suspension for 5 days daily in the morning with the dosage of 10 mg/ kg. The doctor further insisted self care measures to take sufficient rest and keep up fluid intake to avoid dehydration.

The pediatrician selected the brand **AZIGOOD 100 SUSPENSION**, a broad spectrum macrolide antibiotic which is considered as safe and effective use in children; the brand selection is made because, the product materials are handed out to the doctor by hand and the product website was given higher ranking with regular updates of the customer reviews and feedback genuinely.

The mother of the child noticed instant relief from the ear pain and enjoying the taste; made her very happy of seeing her child smiling again. The affordable cost, easy to buy, instant relief, taste that is likely and interesting to her child with the delicious American Ice cream & Pine apple flavour and showed no side effects are the reasons for persistent use of the suspension and do not switch to other medicine. **AZIGOOD** suspension was used till the symptoms subsided and written a review positively in the website by the child mother.

Executive Summary

Project Focuses on

The Preparation and Implementation of Digital Marketing Strategies for the Product of GHC Drugs and Pharmaceuticals.

Organization Profile

- GHC stands for **GOOD HEALTH CARE** and believing in Honoring Healthcare Heroes.
- Working on Mission on **Good Quality Medicines for all**
- Newly Launched in 2020, Mumbai based pharmaceutical Company
- Chosen Specialty Areas:
 - **Orthopedics, Pediatrics, ENT, Gynecology**
- Currently:
 - **13 Pedia** and **7 Ortho** products launched in 2021
 - **100+ SKUs** in pipeline (Pedia, Ortho, CP/GP, Gyn., ENT, Derma)



Annual operating plan

Brand name : GOODMINIC



EXECUTIVE SUMMARY

- **Insights 2020**
 - GOODMINIC is yet to be launched in the competitive market. So, the market data of its competitors can give much knowledge on key strategies where to be played. There is an 33.6% growth in the molecules of this market in the pharmaceutical industry (IPM).
- **STRATEGY 2021**
 - Key competitive strategy and novel approach for our brand is to work on **digital therapeutic marketing**.
 - Digital Therapeutic marketing is combination of patient education with disease and outcomes alongside prescriber education with articles, journals of disease positive outcomes

Strengths

Where are we strong relative to our competitors?

1. Drug that follow the SOP
2. Most trusted

Weaknesses

Where are we weak relative to our competitors?

1. Preparation may cause drowsiness & better to avoid activities requiring alertness.
2. Phenylephrine may cause some irritation in infants/children.

Opportunities

What changes/emerging trends can we exploit?

1. Correct reach compared to competitor prescribers.
2. Sales order generation at the retailer & chemist level needs judicious field tap.

Threats

What changes/emerging trends could threaten us?

1. Fixed-dose combinations of antihistamic & antipyretic formulations.
2. Attractive packaging of competitor products.

GOODMINIC : Key Strategic initiatives

Brand 2021 Objective

Core Brand Strategy: To make GOODMINIC the most preferred decongestant in the Indian Market

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

Scale: 8 doctors

1. Prescribers + Occasional prescribers – 6
2. Competitor prescribers - 2 (through RCPA)

KPI: 40 Rx/Dr./month

State Supporting Brand Strategy 2

Key challenge: Incomplete/Improper communication of VA
Strategy: Thorough detailing aids

Key Tactics:

1. Detailing practice to be taken by respective ASM's for the team & sending monthly feedback
2. Observation in field

KPI: Clarity on various parameters to be analysed such as Opening, Objection Handling, Eye contact, Apt communication of key message, Closing etc

State Supporting Brand Strategy 3

Key challenge: Retailer schemes lack judicious execution
Strategy: Meticulous follow-up & Sales level

Key Tactics:

Chemist Tie up campaign – to increase stock uptake & secondary sales at the chemist & stockiest level

KPI:

1. Ensuring sales team to reiterate the scheme to the concerned distributors
2. Availability of special scheme offered to all the distributors & any concern regarding the availability to be intimated by for immediate action



In Cold & Cough

GOODMINIC™ SYRUP DROPS

Phenylephrine Hydrochloride 5mg + Chlorpheniramine Maleate 2mg / 5ml Syrup
Phenylephrine Hydrochloride 5mg + Chlorpheniramine Maleate 2mg / ml Oral Drop

Tastier Solution for Rapid Relief

CHLORPHENIRAMINE MALEATE

- Anti allergic that relieves allergy symptoms like runny nose, watery eyes and sneezing

PHENYLEPHRINE HYDROCHLORIDE

- A decongestant that narrows the small blood vessels providing relief from congestion & stuffiness in the nose

COMPOSITION

SYRUP
Each 5 ml contains
Phenylephrine Hydrochloride 5 mg
Chlorpheniramine Maleate 2 mg

DROPS
Each ml contains
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DOSAGE

SYRUP
• >2 years
3-4 Times Daily

DROPS
• <2 years
3-4 Times Daily

“ DIGITAL THERAPEUTIC MAREKTING STRATEGIES.....!! ”





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Blog to gain patients

Because it offers a steady flow of fresh, keyword-rich content, blogging can also help your website's search engine optimization, or SEO, which you'll learn about shortly

Improve your social media accounts

[Social media](#) is a great way to show customers that your website is both active and credible. A strong presence on networks like Facebook and Twitter reflects well on your practice. It shows that people are interested in what you are saying and eager to interact with you.

Write an email newsletter

[Email newsletters](#) are one of the smartest therapist marketing strategies. They allow you to write your own content, sharing news and information



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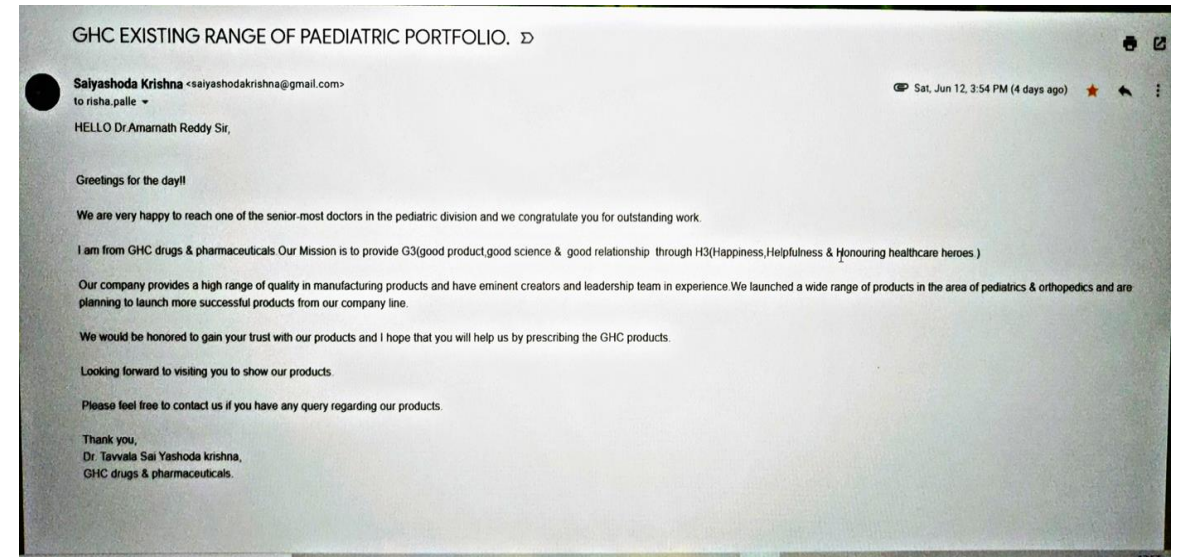
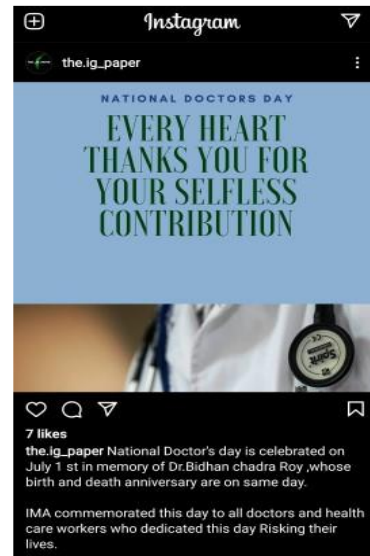


Retargeting

“Retargeting” refers to delivering ads to people who have already visited your website or your clinic. Direct our posts, blogs, or other ads towards that list for great exposure to the people that we know the best.

- **Google Rank (SEO)** reviewing products of company for better reach to audience
- **Mobile Marketing.**
- smartphones are at the center of people’s lives. So, if through the course of care, we could “live” in our patients’ pockets.
- offering video instruction, sharing health blogs and even requesting online reviews – you will absolutely increase engagement, compliance, and retention.
- **Search Engine Marketing** is also a proven method for reaching new people in our local area.

SOCIAL MEDIA MARKETING (LINKEDIN,INSTAGRAM,EMAIL)



FIELD WORK:

- Despite of pandemic times with enthusiasm filled by our team mentor , it was great learning for Digital marketing and promotion onfield. We got a chance to do field work along with Business Executive and Area Business Manager to get knowledge about the Brand Promotion physically. So, here I am showing the report of my 30days visit to the doctors, chemists, retailers in Kurnool city region.
- With the suggestion from zonal manager we focused and detailed on updated LBL products of company pipeline .
- **KEY LEARNINGS.**
- How to detail about product and its market lining with doctor?
- How sales of product is managed?
- How to take feed back from chemist

s.no	Name of doctor/HCP	Designation	Date of visit	Activity performed
1	Dr.Amarnath Reddy	M.D,P.A.L.S	JUNE 9 th .	Visited doctor and explained about product through strategies designed and also done email about products portfolio
2.	Dr. Mallikarjun	M,D	June 14 th - 16 th	With the help of Dr. Meenakshi explained about company portfolio and approached hospital pharmacy and learned about percentage share of different product.
3	Dr.Thirumaleshwar Goud	Pharma retailer &agency holder	June 17 th .	Brand plan execution, mobile marketing
4	Dr. Bramhareddy	M.B.B.S, senior surgeon	June 19 th	Attended camps with company logo and educated patient care takers about pandemic and took feedback of hospital pharmacy product outlines and submitted to zonal manager
5	Dr.Mithra & Dr.vijaya	B.H.M.S &M.D,D.GO	June 23 rd	Approached there hospital through online and executed product and company portfolio digitally.
6	Dr.Balakrishna	GENERAL PHYSICIAN	June 25 th .	Proper detailing about the product Pinpoints that attract Doctors towards the Product
7	Dr.priya	physiotherapist	June 24 th	Explained about calcium and multivitamins products portfolio.
8	Dr .chandramouli	pulmonologist	June 28 th	Visited doctor and explained about product through strategies
9	Dr george	pulmonologist	June 29 th	Explained about company portfolio and visited his hospital pharmacy where I learned about inventory management of different stocks .



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MBA IN PHARMACEUTICAL MANAGEMENT

BATCH 2020-22

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