

Summer Training
at
GHC DRUGS & PHARMACEUTICALS
(11th May 2021 to 4th July 2021)

A Report
by
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MBA (Pharmaceutical Management)
Batch (2020-22)



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ACKNOWLEDGEMENT

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Now, I would like to thank **Mr. Prashant Bhamare (Head, Marketing and Sales)** and **Mr. Arun Kapoor (CMO and Corp. Communication)** for being such a great mentor and for guiding me throughout the internship. I am grateful for their presence and for helping us out in making the presentations.

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I am very much thankful to my mentor **Mr. Rahul Sharma (Assistant Professor, The IIHMR University)** for constant support and guidance.

Finally, I would like to thank my Team Members – “TEAM EAGLE” for making this internship joyful and enjoyable by supporting each other.

TEJASWINI BATHALA

MBA-PM (2020-22)

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1.INTRODUCTION

The title of this project is “**Innovation and Sustainability in HealthCare Sector**”, and the project mission is to have a smooth transition from academic scholar to business professional. The vision of this project is to provide “**GOOD QUALITY FOR ALL**”

GHC promise to provide G3 Good product, good science, Good Relationships through H3 purpose of happiness, the culture of helpfulness and philosophy of honoring health care heroes.

In this project work of GHC (Good Health Care) Drugs and Pharmaceuticals, the company have a wide range of pharmaceuticals pipelines and I got to work with GOODMINIC-phenylephrine hydrochloride and chlorpheniramine maleate, which is used in the treatment of rapid relief of cough and cold in Pediatric patients.

1.1 Organization Profile

GHC Drugs and Pharmaceuticals is one of the quickest developing Indian drug organization, settled in Mumbai. GHC was set up in year 2020 with a goal to bring inventive and excellent prescriptions. GHC is committed to empowering people to live healthier at every stage of life. With one of our global centers in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectables facilities manufacture high quality medicines for global markets.



1.2 Product Overview

GOODMINIC contains Chlorpheniramine Maleate, an anti-allergic that relieves allergy symptoms like runny nose, watery eyes and sneezing, Phenylephrine HCL, a decongestant that narrows the small blood vessels providing relief from congestion and stuffiness in nose.

Dosage: Dosage of GOODMINIC Syrup is 5 ml 3 to 4 times a day for 2 years and above kids and dosage of GOODMINIC Drops is 1 ml 3 to 4 times a day for below 2 years kids.

GOODMINIC is available with Delicious Orange taste that ensures better patient compliance.

2. About the Project

Project started with Introduction of Therapeutic Categories and then distribution of categories in which I have understand Category of disease and its anatomy and Physiology. Our team revised with few basics of company presentations like project activity timeline and GHC visual aids by our mentor.

Before entering the project, we brushed our basics on body systems, disease conditions, medical conditions pharmacology & microbiology of different products.

This project is all about **making innovative strategies to sustain in the healthcare industry**. Each of us are allotted with different brands of GHC along with products and monographs. We need to prepare a strategy for marketing these brands.

We started reviewing with **multiple articles and journals** related to innovation, sustainability in healthcare sector. Then we studied about the diseases and the patient journey. We the team Eagle made a presentation on **Patient Journey** for all the diseases allocated to us. Based on patient journey we need to prepare brand plan.

Further on, we started to make **Digital Strategies** for the product allotted to us and finally we have done the complete marketing plan or the Annual operating plan for the given product. The product which I selected is GOODMINIC (phenylephrine hydrochloride and chlorpheniramine maleate)

Based on this plan we prepared content for the Product Promotion Strategy and **content for Digital Marketing**. The promotion of product is done on various **social media platforms** like Instagram, Facebook, Twitter, YouTube, Blogs, Email and LinkedIn. Then we have been allotted with some area managers of GHC for the field work. After that, **Field work** with the field force was done to identify market scenario and promote product in-field along with continuation of Digital promotion.

3. OBJECTIVES

- Preparation of Annual Operating Plan (AOP) for selected product GOODMINIC
- Develop Digital Marketing which helps in promoting product on different social media platforms.
- Field work (offline and online)

4. METHODOLOGY

This project was distributed into 4 parts:

1. Patient Journey (Strengthening patient's interaction with the healthcare system through different approaches)
2. Brand Plan
3. Digital Strategies and Content Creation
4. Field Work

4.1 Patient Journey

Patient journey is a term used to describe a patient's interaction with the healthcare system which starts with the patient developing symptoms, seeking information and eventually care from a healthcare provider and continues from there through diagnosis and treatment, to recovery, adjustment to a new way of life.

Patient Journey is generally explained in 5 steps:

Step 1: Awareness and Recognition

Step 2: Presentation and Diagnosis

Step 3: Treatment Selection

Step 4: Brand Selection and Access

Step 5: Switching and Persistency

I made A Patient Journey for product AZIGOOD which is used in Treatment of Bacterial Infections.



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.

4.2 BRAND PLAN

Brand plan or annual operating plan of brand- GOODMINIC consists of the following steps. Such as:

- ❖ Executive Summary
- ❖ Market Overview
- ❖ Situational Analysis – SWOT Analysis
- ❖ Brand Strategy-2021
- ❖ VA / Communication strategy

Here is the brand description mentioned in detail along with the visual aid (VA). I made my brand campaign with catchy line called **“A SYRUP THAT DRIVES AWAY GERMS”** for my brand.

BRAND – Good Descriptor/Payoff line



SKU- Composition	Year of launch
GOODMINIC SYRUP	2021
GOODMINIC DROPS	2021

Brand name :	GOODMINIC
Brand launch date:	AUGUST 2021
Generic name :	Phenylephrine Hydrochloride, Chlorpheniramine Maleate
Formulation:	5mg,2mg /5 ml
Packs:	60 ml syrup, 15 ml drops
Key Indication(s):	In cold and cough
Target Market Segment (s):	Anticold, Antiallergic

4.2.1 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).

4.2.2 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.

HOW TO ATTRACT OR INCREASE TRAFFIC?

- Attract new patients of targeted drug patients by building strong google ranks (SEO reviews, new patient conversations by developing chat boxes.
- Retain more current patients by connecting with social media apps like making WhatsApp groups, building LinkedIn connections and groups, and adding doctors for immediate response which build trust.
- Reactivate past patients by staying connected with them by printing marketing with brand logo.

4.2.3 Situational analysis of market share of Goodminic competitors

When analyzed the top market share of the decongestants competitors in market there are few companies which widely share the market of this pipeline and below is the analysis of market share growth of competitors which is done according to the data of AWACS?

Particular – Brand Group	MAT Nov 2020				YTD Nov 2021			
	Val (Rs Cr)	MS (%)	Val Gr (%)	Vol Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)	Vol Gr (%)
SYRUP	62.8	75.2	30.8	-	47.5	78	-24.3	-30.5
ZUVENTUS - MAXTRA								
GSK – T-MINIC	18.5	92.7	92.7	-	30.9	85.7	67.4	57.6
Glenmark - ASCORIL	9.2	96.3	19.4	-	7.7	96.4	-18.9	-26.4
INDOCO - FEBREX	3.2	98.7	33.3	-	2.7	98.7	-17	-21.5
DROPS								
ZUVENTUS - MAXTRA	32.6	87.1	24.9	-	27.4	87.3	-16.1	-24.9
GSK – T-MINIC	12.5	95	101	-	13.9	93.7	10.7	-4.1
Wallace – FLUCOLD AF	5.6	97.7	24.4	-	3.6	98.3	-36.6	-38.6
IPCA – SOLVIN cold	3.0	98.8	0	-	2.7	98.7	-9.7	-16.7

Key Market Drivers

Health care professionals who are famous pediatricians.

Expanding better healthcare professionals and encouraging digital strategies & influencers.

4.2.4 MARKET SUMMARY AND INSIGHTS

Doctors	Patients
Key Customers: General Physician, Consultant Physician, ENT, Paediatrician Type: Personal Clinic practice, Trade doctors, RMP's, Nursing home, & Small hospitals Profile: Patient outflow of 15-30 in a day approximately (season varies) Needs: To understand the state & suffering of the patient through probing, diagnosis, etc. & giving the required aid & medication to ensure faster & effective relief. e.g.; Symptomatic relief from cold & nasal congestion/fever through anticold & antipyretic medications (anti-histamic & decongestants)	Profile: Patients suffering with common cold & nasal congestion Patients having cold & nasal congestion associated with fever Allergic Rhinitis & Tonsillitis/ Seasonal Cold Needs & Trends: Effective & Sustained relief from cold & nasal congestion in a cost-effective way Patients prefer to consult family physicians. Consults a specialist if it's not cured after a required time.

PATIENT OPPURTUNITY AND TARGET MARKET – BRAND GOODMINIC

Target Market Segment
Anticold & Antipyretic
Target Patients
Patients suffering from Common cold and Nasal congestion associated with Fever
Target Customers with numbers
General Physicians : 6000 Paediatricians : 4000 Consultant Physicians : 600 Others : 400 Total : 11000
Patient Profile
Children – syrup >2 years, drops - <2 years

4.2.1 SWOT ANALYSIS:

Strengths <i>Where are we strong relative to our competitors?</i>	Weaknesses <i>Where are we weak relative to our competitors?</i>
1. Drug that follow the SOP 2. Most trusted	1. Preparation may cause drowsiness & better to avoid activities requiring alertness. 2. Phenylephrine may cause some irritation in infants/children.
Opportunities <i>What changes/emerging trends can we exploit?</i>	Threats <i>What changes/emerging trends could threaten us?</i>
1. Correct reach compared to competitor prescribers. 2. Sales order generation at the retailer & chemist level needs judicious field tap.	1. Fixed-dose combinations of antihistamic & antipyretic formulations. 2. Attractive packaging of competitor products.

COMMUNICATION STRATEGY

Specialties:	Key Message (To be communicated through VAF)	What's Working	What's not Working
Specialty 1: General Physician	1.Safe formulation & to help millions to breathe easy 2.Deletes congestion & ensures relief	Simple & understandable language used in the VA	SO's not able to reiterate the key messages aptly to the doctors , to be monitored
Specialty 2: Paediatrician	3.Helping millions to breathe easy 4.Provides symptomatic relief in common cold associated with fever	Pictorial representation is explanatory & is presentable	To flip between the random pages as & when required
Specialty 3: Consultant Physician		One common communication for all the targeted specialties	Ambiguity in detailing the entire page/(s)
Specialty 4: ENT		Campaigns aligned to the VA theme	To be Implemented at all the field level

GOODMINIC: KEY STRATEGIES.

Brand 2021 Objective			
Core Brand Strategy: To make GOODMINIC the most preferred decongestant in the Indian Market			
State Supporting Brand Strategy 1	State Supporting Brand Strategy 2	State Supporting Brand Strategy 3	
Key Challenge: Negligible share from competitor prescribers Strategy: Expand prescriber base apart from the existing prescribers	Key challenge: Incomplete/Improper communication of VA Strategy: Thorough detailing aids	Key challenge: Retailer schemes lack judicious execution Strategy: Meticulous follow-up & Sales level	
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	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	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	

Strategic Planning:

The strategy I followed for making my brand better reach to audience is **DIGITAL THERAPEUTIC MARKETING**. This generally includes educating customers of my product or of my company products with therapeutic strategies like digital administration leaflets, errors

& precautions needed to be focused while administration, drug interactions, patient compliance through following digital platforms.

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 will 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.

Retargeting

“Retargeting” refers to delivering ads to people who have already visited your website or your clinic. Direct your posts, blogs, or other ads towards that list for great exposure to the people that know you 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, you could “live” in your patients' pockets.

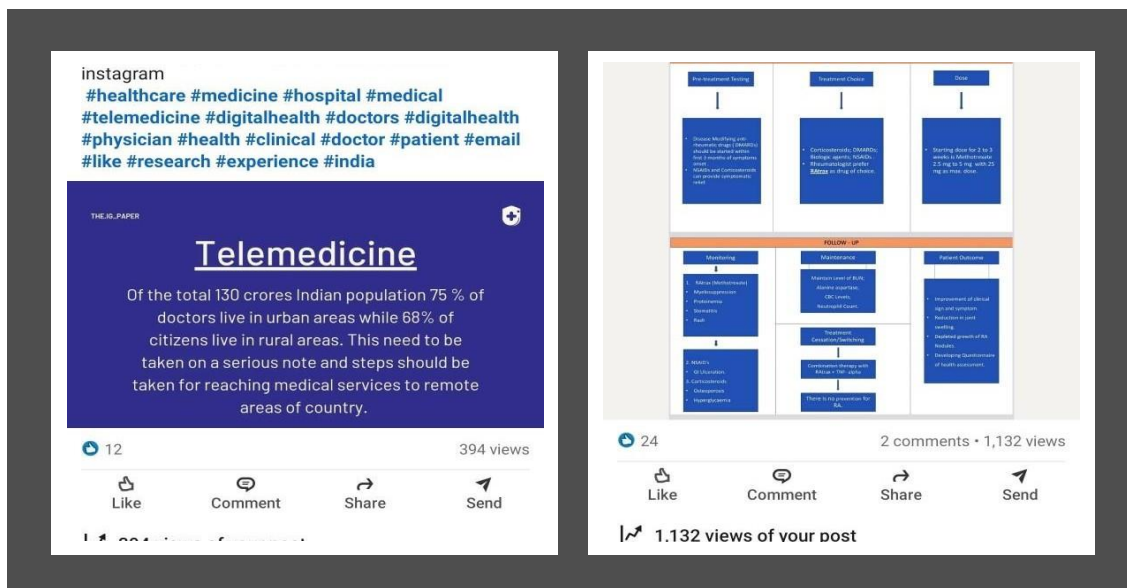
offering video instruction, sharing health blogs, and even requesting online reviews – you will absolutely increase engagement, compliance, and retention.

Search Engine Marketing is also a proven method for reaching new people in your local area. Promoting pharmaceutical products in social media is quite challenging because of advertisement of drugs are limited to cosmetic acts. So, our goal was to target Consumers to make aware about the Disease and its therapy through GHC Drugs and Pharmaceuticals and by this we can make GHC Brand aware to public.

Content Includes:

- 1. AWARENESS VIDEOS**
- 2. INSTAGRAM / LINKEDIN / FACEBOOK POSTS**

Facebook & Instagram is the widely used platform among all age groups where contents like short videos can be done by making awareness through infographics, days celebrations and general awareness of disease through logos of company.



In Instagram we have created a page (the.ig_paper) for public awareness and I have made content for honoring health care heroes and making aware of public with health and social issues.

Below is the picture which I uploaded on doctors' days in my Instagram page.



Sent an email for promotion of my product with Dr Amarnath Reddy (MBBS, MD, PALS) by **EMAIL MARKETING.**

INFOGRAPHICS and VISUAL AID

The visual aid is self-made which contain animations and information for better understanding of customers with dosing, contents and the animations provided can help normal person to understand for what cause the drug is used for.

ABOUT OUR COMPANY

VISION - Good Quality for all

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



A SYRUP THAT DRIVES AWAY GERMS – ADVANCED HEALTHCARE FOR YOUR CHILD IN TODAY'S PANDEMIC WORLD

TASTIER SOLUTION FOR RAPID RELIEF

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

DOSAGE	
SYRUP	DROPS
• >2 years	• >2 years
3-4 times Daily	3-4 times Daily

The image shows the packaging for the product, including a box and a bottle labeled 'ORANGE Syrup' and 'ORANGE Drops'.

FOR WHAT SYMPTOMS IS THIS USED FOR



RUNNING NOSE

WATERY EYES

SNEEZING

COUGH

CAUSES OF COLD AND COUGH

DIRECT CONTACT AND INDIRECT CONTACT WITH CERTAIN TYPE OF COMMON VIRUS BY TOUCHING THE INFECTED AREA OR BY INHALATION FROM THE AIR.

LIFE STYLE MODIFICATIONS

MAKE YOUR CHILD DRINK PLENTY OF FLUIDS TO HELP AVOID DEHYDRATION.

EATING NOURISHING FOOD – SMALL AND NUTRITIOUS MEALS TO KEEP UP THEIR ENERGY LEVELS.

SALINE DROPS – NASAL SPRAY THAT HELP EASE BREATHING.



TASTIER SOLUTION FOR RAPID RELIEF

COMPOSITION SYRUP Each 6 ml contains Phenylephrine Hydrochloride 5 mg Chlorpheniramine Maleate 2 mg		DROPS Each ml contains Phenylephrine Hydrochloride 5 mg Chlorpheniramine Maleate 2 mg	
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DOSAGE SYRUP • >2 years 3-4 times Daily DROPS • <2 years 3-4 times Daily	
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BEFORE TAKING GOODMINIC



CHILD TAKES GOODMINIC



AFTER TAKING GOODMINIC



Outcomes of Digital Promotion of content:

Your post posted on June 30, 2021			×
9 reactions			
2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post	34 people who have the title Salesperson viewed your post	27 people viewed your post from Mumbai Area, India	
VKT Pharma Pvt. Limited 2	Business Owner 34	Hyderabad Area, India 24	
Aculife Healthcare Private Ltd 2	Student 19	Ahmedabad Area, India 22	
IIHMR University 2	Business Development Specialist 16	New Delhi Area, India 12	
Deloitte 2	Marketing Specialist 10	Bengaluru Area, India 10	
Brane Enterprises Pvt Ltd 2	Export Sales Specialist 5	Vadodara Area, India 8	
Stallion Laboratories pvt. ltd 2	Consultant 4	Chandigarh Area, India 7	
Conneqt Business Solutions Limited 1	Business Strategist 4	Indore Area, India 6	
	Founder 3	Chennai Area, India 6	

Your post posted on June 30, 2021			×
10 reactions			
2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post	19 people who have the title Salesperson viewed your post	16 people viewed your post from Mumbai Area, India	
IIHMR University 4	Student 18	Hyderabad Area, India 13	
Brane Enterprises Pvt Ltd 2	Business Owner 16	Ahmedabad Area, India 8	
Stallion Laboratories pvt. ltd 2	Business Development Specialist 8	Vadodara Area, India 7	
Alembic Pharmaceuticals Limited 2	Export Sales Specialist 5	Bengaluru Area, India 6	
Bajaj Healthcare Ltd 1	Marketing Specialist 4	New Delhi Area, India 6	
Limagrain Cereal Seeds, LLC 1	Research Fellow 3	Surat Area, India 4	
JSS University (Jagadguru Sri Shivarathreeshwara University),Mysore 1	Corporate Finance Specialist 3	Indore Area, India 3	
	Business Strategist 2	Chennai Area, India 3	

Your post posted on June 22, 2021



11 reactions

2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post	38 people who have the title Business Owner viewed your post	32 people viewed your post from Mumbai Area, India
IHMR University 3	Salesperson 34	Ahmedabad Area, India 21
SUN PHARMA 3	Student 19	Hyderabad Area, India 21
Micro Labs Limited 3	Business Development Specialist 14	New Delhi Area, India 14
Pharmaceutical Company 2	Executive Director 11	Surat Area, India 7
Cipla 2	Marketing Specialist 11	Bengaluru Area, India 6
Shah TC 2	Export Sales Specialist 5	Vadodara Area, India 5
IPGA Student Forum 2	Business Strategist 5	Chennai Area, India 5
Indian Immunologicals Limited 2		Indore Area, India 4



Your post on July 1, 2021

275

Views

10 Reactions

Your post on July 1, 2021

275

Views

10 Reactions

1 person from GHC Drugs and Pharmaceuticals Private Limited viewed your post	39 people who have the title Student viewed your post
	
More views from:	More views from:
IHMR University 5	Clinical Research Specialist 5
Micro Labs Limited 3	Business Strategist 4
PlasmIT Healthcare IT Vector 2	Healthcare Administrator 3

12:42 PM

VoLTE 96

← Reach



12:42 PM

VoLTE 96

Last 30 Days ▾

Jun 7 - Jul 6


Impressions
 vs May 8 - Jun 6

931
 +1,451%

Profile Activity
 vs May 8 - Jun 6

Profile Visits	66 +6.4%
Website Taps	2 -33.4%
Email Button Taps	0 0%
Call Button Taps	0 0%

12:42 PM

VoLTE 97

← Insights



Last 30 Days ▾

Jun 7 - Jul 6

Insights Overview

 You reached +2,272% more accounts compared to
 May 8 - Jun 6

Accounts Reached	522 +2,272%
Content Interactions	70 -

Your Audience

Total Followers	59 0%
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Content You Shared

← Reach



Last 30 Days ▾

Jun 7 - Jul 6

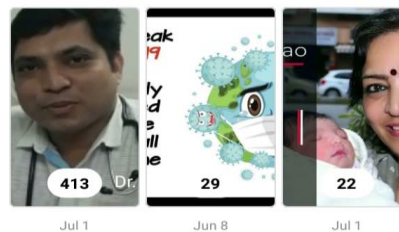
Top Posts

Based on reach



Top IGTV Videos

Based on reach



12:42 PM

VoLTE 96

← Reach

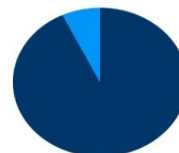


Last 30 Days ▾

Jun 7 - Jul 6

Followers and Non-Followers

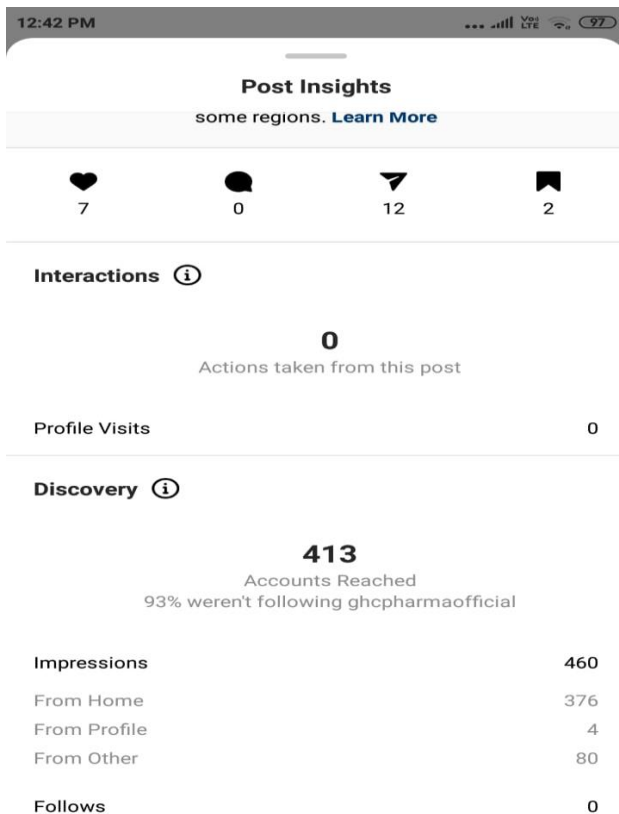
Based on reach


 You reached +2,325% more accounts that weren't following you compared to
 May 8 - Jun 6.

Content Type

Based on reach





4.3 Field Work:

Despite of pandemic times with enthusiasm filled by our team mentor, it was great learning for Digital marketing and promotion in field. 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 30 days 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 are sales of product managed?

How to take feedback from chemist?

S.no	Name of doctor/HCP	Designation	Date of visit	Activity performed
1	Dr. Amarnath Reddy	MD, PALS	June 9 th .	Visited doctor and explained about product through strategies designed and done email about products portfolio
2.	Dr. Mallikarjun	MD	June 14 th -16 th	With the help of Dr. Meenakshi explained about company portfolio and 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. Brahma Reddy	MBBS, 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. VijayaLakshmi	BHMS & MD, DGO	June 23 rd	Approached their 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.

Key Learnings/ Conclusion:

This project aims at learning different digital strategies like how a product can be promoted on social media apps. Develop brand plans with different strategies and execute easy promotion of products to doctors. With the goal of patient centricity and awareness and by various contents such as Videos, Posts, Infographics, Blogs, Facts etc. posted regularly on Facebook, Instagram, YouTube, LinkedIn which generates lead and make GHC as a brand aware.

Field work with managers and learning practically from them like how to detail about product, its management, face to face doctor interaction helped me to learn how to build trust and brand awareness in doctors mind which makes brand succession, growth of company market share and its sustainability in healthcare sector with better innovations.