

SUMMER TRAINING

AT



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MBA (Pharmaceutical Management)

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CERTIFICATE

This is to certify that MS. IRENE ELIZABATH VARGHESE student of MBA PM 11, Enrollment no. **IIHMR-U/02/2019-20/0184** (academic year 2019-2021) has submitted his **SUMMER TRAINING REPORT** in partial fulfillment for the requirement for the award of **MASTER OF BUSINESS ADMINISTRATION**.

SUPERVISOR

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ASSOCIATE PROFESSOR

**SCHOOL OF
PHARMACEUTICAL
MANAGEMENT**

DATE:

PLACE: JAIPUR

ACKNOWLEDGEMENTS

The project report defines and signifies the sheer mannerism in which numerous interacted tasks are performed by a team composed of committee members. Each member bearing their own importance and providing contribution which is nothing short of being invaluable

The day which marked the beginning of my project report bears a special status to all of us; I begin with the proceedings and support of **DR. SANDEEP NARULA** for his valuable support in the preparation of the project report.

Last but not the least, I wish to remember with the deep sense of gratitude the encouragement provided to me by my Industry mentors Sudip Mukarjee and Somu sir for the valuable guidance and support.

INDEX

- OBJECTIVES
- ABOUT THE PRODUCTS
- STRATEGY AND PLANNING
- CONCLUSION

TOPIC FOR THE PROJECT

“Sales and Marketing strategy for Inj
Peglip, Inj Nuproline, and Cap Lidolen”

OBJECTIVES

- To understand how positioning of the products: Inj Peglip, Inj Nuproline, and Cap Lidolen to several brand leaders
- To determine the disease management of Inj Peglip, Inj Nuproline, and Cap Lidolen with the benefit of products
- To prepare brand remainders Inj. Peglip 20mg & 50mg (Pegylated Liposomal Doxorubicin Injection) Inj. Nuproline (Injection Leuprolide), Cap. Lidolen 5mg, 10mg & 25mg (Capsules Lenalidomide)
- To design strategies where the Patients will get benefits financially when they will be treated with oncology products
- To design strategies where the Customers will get benefits when they will treat with oncology products
- To determine what benefit the sales person will get if the oncology products will sale

EXECUTIVE SUMMARY

- My company mainly focus on mainly focus on therapy areas, including Oncology, Nephrology and Hepatology.
- Currently we launched PEGLIP injection, injection Inj Nuproline and Capsule Lidolen
- PEGLIP Injection works for Ovarian, breast cancers and Kaposi's sarcoma
- PLD (pegylated liposomal doxorubicin) is a complex formulation of doxorubicin based on pharmaceutical nanotechnology with unique pharmacokinetic and pharmacodynamic properties.
- pegylated liposomal doxorubicin (PLD), the first nanomedicine to be approved for cancer therapy with reduced cardiotoxicity and an improved pharmacokinetic profile
- Inj Nuproline is mainly used for the palliative treatment of advanced prostate cancer, particularly when orchiectomy or estrogen therapy (endometriosis)
- Leuprolide acetate is a synthetic non peptide analog of naturally occurring gonadotropin-releasing hormone (GnRH or LH-RH)
- Capsule lidolen is used for the treatment of multiple myeloma and Myelodysplastic syndrome (MDS)
- Lenalidomide was approved by the FDA on 27 December 2005
- Lenalidomide stimulates or regulates the body's immune system to attack and kill cancer cells, reduces the formation of new blood vessels that supply nutrients to the cancer cells, and prevents or stops growth of the cancer.

ABOUT ATISA LIFESCIENCES



Company name – Atisa Life sciences Pvt

Brand Name- Inj Peglip, Inj Nuproline, and Cap Lidolen

Brand Vision- The aim of Atisa Lifesciences is to become a transnational pharmaceutical business by launching a wide range of oncology generic drugs into key markets.

Brand Mission-

Atisa Lifesciences is committed to bring the healthcare professionals to
Innovate the products to improve the health and well-being of individuals.

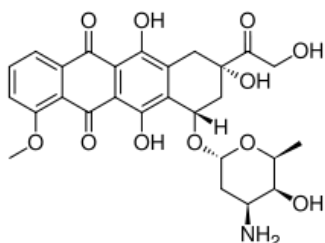
Assumptions

- Atisa Lifesciences Ltd., a top company is planning to launch only oncology products in India
- The company is very strong in the oncology segment.
- They are strong brands.

ABOUT THE PRODUCTS

Drug description: PEGLIP

Pegylated liposomal doxorubicin



Molecular Formula: $C_{27}H_{29}NO_{11}$

Used for: ovarian cancer, breast cancer and AIDS related Kaposi sarcoma

Peglip {Doxorubicin Hydrochloride Liposome} Injection for intravenous infusion is used for breast cancer, ovarian cancer and AIDS related Kaposi's sarcoma.

Available in 20mg and 50mg Vial.

Peglip is a cytotoxic anthracycline antibiotic exerts its antitumor effect via inhibition of topoisomerase II.

Using liposomes as a vehicle for delivering cytostatic agents Liposomes were conceived as drug delivery systems to modify drug pharmacokinetics and distribution, with the goal of reducing the toxicity of chemotherapy.

Liposomes improve the pharmacological properties of some cytostatic agents, allowing for an increased proportion of the drug to be delivered to the tumor tissue while substantially reducing the exposure to normal tissues.

Liposomal doxorubicin — doxorubicin hydrochloride encapsulated in liposomes coated with methoxy polyethylene glycol (PEG) — has shown diminished uptake

by the reticuloendothelial immune system, a longer half-life, and theoretically increases liposomal deposition in tumor tissue

Its approval by the US Food and Drug Administration (FDA), PLD has become a major component in the routine management of cancer, breast cancer and AIDS-related Kaposi's sarcoma.

Why PEG-LIP

Why is this medication prescribed?

- It is one of the most effective drugs in the treatment of Aids Kaposi's sarcoma and ovarian cancer
- Injection of doxorubicin in humans produces high plasma concentrations of doxorubicin that decline quickly due to rapid and extensive distribution into tissues.
- The doxorubicin plasma concentration-time curve in humans is biphasic, with a distribution half-life of 5 to 10 minutes and a terminal phase elimination half-life of 30 hours
- The efficacy of PEG-LD has been evaluated in a variety of different tumor models, including several human xenograft models.[30-36] In every model examined, PEG-LD was more effective than the same dose of free doxorubicin in inhibiting or halting tumor growth
- Upon using it in combination with other anticancer drugs and with the same salt of liposomal daunorubicin (Dauno-Xome) shows promising results and can improve the future management of ovarian cancer and AIDS related Kaposi's sarcoma.

Mechanism of action:

Mechanism of PEG-LD accumulation in tumors: long-term circulating liposomes pass through gaps/defects in newly formed blood vessels and enter the tumor interstitium

. Liposome breakdown within tumors releases doxorubicin molecules that travel deeper into the tumor, bind to nucleic acids, and result in tumor-cell killing. The ability of PEG-LD liposomes to remain intact while in circulation, retaining most of the doxorubicin in encapsulated formulation, is believed to be responsible for the reduced toxicity seen with this agent without sacrificing efficacy

Problems faced by ovarian and breast cancer patients

- Incidence : More common in older women 4.5% incidence in women age below 40 age group
- More advanced in younger women more diagnostic delay
- High frequency of HR negative disease
- Younger women are more likely to have inherited susceptibility
- Prognosis –Inferior outcome in younger patients
- Pre mature ovarian failure ,reduce fertility, increase social stress

How to solve the problems

We can provide some awareness with the help of campaign and advertisement

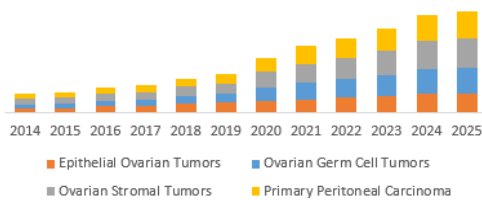
- Also, we could conduct various webinar sessions and workshop

- We could provide them with a proper diet plan and instruction them about the disease effect and importance
- We could guide them in obtaining sufficient knowledge regarding medicines

MARKET VALUE PERSPECTIVE

- The market is experiencing growth due to rising breast & ovarian cancer cases and growing awareness regarding the benefit of liposomal doxorubicin formulation
- The global liposomal doxorubicin market size was valued at USD 814.6 million in 2015 and is projected to grow at a CAGR of 6.2% during the forecast period.

Global Ovarian Cancer Drugs Market by Disease Type, 2014-2025 (in Billion USD)



Attribute	Details
Base Year	2017
Historic Analysis	2014-2016
Forecast	2018 to 2025
Complete Free Customization*	Equivalent to 50 analyst hours

COMPETITORS

- Johnson & Johnson was the first to introduce Liposomal Doxorubicin (Doxil).
- The expiry of the patent in 2009 and 2010

Global market

Johnson & Johnson

Secondary Players



NAMES OF COMBINATION PRODUCTS

Lipidox Injection 50mg (Sun Pharma)

Doxil Injection 20mg (caelyx /J&J)

Nudoxa 2mg (Cadila healthcare)

Oncodox 2mg (Cipla)

Piglit 2mg (Emcure)

Inj. Nuproline

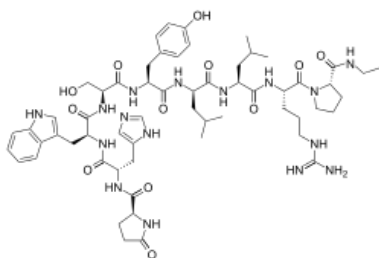
Formula: $C_{59}H_{84}N_{16}O_{12}$

Drug class: GnRH analogue; GnRH agonist; Antigonadotropin

Trade name: Lupron, Eligard, Lucrin, others

Other names: Leuprolide; Leuprolidine; A-43818; Abbott-43818; DC-2-269; TAP-144

Elimination half-life: 3 hours



Drug: Leuprolide acetate

Inj. Nuproline was administered as 2 intramuscular (IM) injections of 7.5mg|22.5mg|30mg|45mg Other Names:

- Lupron depot or Eligard
- leuprorelin
- gonadotropin hormone-releasing hormone (GnRH)
- luteinizing hormone-releasing hormone (LHRH)

Inj. Nuproline (Leuprolide injection) is used to treat the symptoms associated with advanced prostate cancer and endometriosis.

Leuprolide injection is in a class of medications called gonadotropin-releasing hormone (GnRH) agonists.

It works by decreasing the amount of certain hormones in the body. Leuporelin is a gonadotropin-releasing hormone (GnRH) analogue acting as an agonist at pituitary GnRH receptors.

Agonism of GnRH receptors initially results in the stimulation of luteinizing hormone (LH) and follicle-stimulating hormone (FSH) secretion by the anterior pituitary ultimately leading to increased serum estradiol and testosterone levels via the normal physiology of the hypothalamic-pituitary-gonadal axis (HPG axis); however, because propagation of the HPG axis is incumbent upon pulsatile hypothalamic GnRH secretion, pituitary GnRH receptors become desensitized after several weeks of continuous leuporelin therapy. This protracted down regulation of GnRH receptor activity is the targeted objective of

Leuporelin therapy results in decreased LH and FSH secretion, leading to hypogonadism and thus a dramatic reduction in estradiol and testosterone levels

For prostate cancer:

Inj. Nuproline and other LHRH agonists are forms of hormone therapy. For people with prostate cancer, the aim of hormone therapy is to reduce testosterone levels in the body. Male hormones, such as testosterone, encourage the growth of prostate cancer cells. Therefore, lowering testosterone levels in the body can help slow the progression of prostate cancer.

- 7.5 mg — one injection every 4 weeks

- 22.5 mg — one injection every 12 weeks
- 30 mg — one injection every 16 weeks
- 45 mg — one injection every 24 weeks

Dosage and Administration

Inj. Nuproline (leuprolide acetate for depot suspension) 3.75 mg for 1-month and 11.25 mg for 3-month administration are prescription medications used for the management of endometriosis, including pain relief and reduction of endometriotic lesions.

Inj. Nuproline 3.75 mg for 1-month and 11.25 mg for 3-month may be used with daily norethindrone acetate 5 mg as add-back therapy for initial management of the painful symptoms of endometriosis and for management of recurrence of symptoms. Add-back therapy is intended to reduce the thinning of bone and reduce hot flashes associated with **Inj. Nuproline**. Initial treatment course of (whether used alone or with add-back therapy) is limited to 6 months.

For Endometriosis: 3.75 mg IM monthly for up to 6 months or 11.25 mg IM every 3 months for 2 doses (6 months total)

Recommended duration of treatment is 6 months; may treat again for additional 6 months, but with concomitant administration of norethindrone

Why Nuproline:

Why is this medication prescribed?

- By suppressing the hormones that feed endometriosis, Nuproline injections can help reduce your endometriosis pain and reduce the size of endometriosis lesion
- Women undergoing endometriosis treatment with **Inj. Nuproline** 3.75 mg for 6 months, **96% of women had relief from painful periods** after their initial 6 months of therapy. Many also experienced relief from painful intercourse, pelvic tenderness, and pelvic pain.
- Estrogen level decrease after 1-2 weeks of treatment and start to get relief from endometriosis pain
- After completion of a full course of treatment with **Inj. Nuproline** therapy, the hormonal affects you may have experienced should subside.
- The drug usually normal the menstrual cycle soon after the therapy. The amount of time for your menstrual cycle to return is different for each woman. 95% of women resumed their cycle within 3 months after completion of therapy.

Advantages:

- **Inj. Nuproline** is a hormonal therapy which can be used with other combination of drugs for the effective treatment of prostate cancer

- **Inj. Nuproline** is an effective treatment used patients that have high risk of cancer returning after radiation or chemo therapy
- During the first stages of treatment itself the testosterone is controlled and lower down with the medication

Problems faced by prostate cancer patients

- Prostate cancer is the most common malignancy and the second leading cause of cancer death in men
- Risk stratification for men with newly diagnosed prostate cancer is an appropriate first step for all patients. Once risk-stratified, for those with low-risk of death, it is increasingly recognized that overtreatment creates an unnecessary burden for many patients.
- Prostate cancer is a highly heterogeneous disease, often with a long natural history

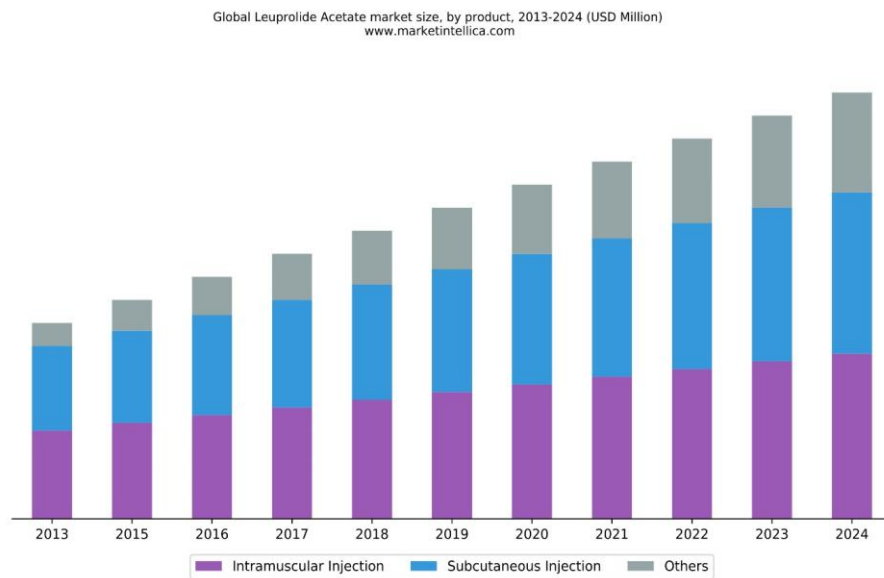
How we can solve the problems faced by prostate cancer patients

- For those with a high-risk of recurrence or failure following primary treatment, adjuvant or salvage therapies are an option, but how and when to best deploy these treatments are controversial.

- We can provide some awareness with the help of campaign and advertisement
- Also, we could conduct various webinar sessions and workshop
- We could provide them with a proper diet plan and instruction them about the disease effect and importance
- We could guide them in obtaining sufficient knowledge regarding medicines

MARKET VALUE PERSPECTIVE

- The global Leuprolide Acetate market is expected to grow at a steady growth during the forecast period 2017-2027.
- The major factor increasing the growth of the market include increasing prevalence of Prostate cancer among individuals especially with aged individuals.
- Endometriosis has been a key market driver for the leuprolide market globally. Increasing use of leuprolide for the purpose of endometriosis between 14 to 44 age groups has fuelled the growth of the market
- Asia pacific expect to be fastest growing market due to raising of funds for research and development activities, and growing government initiatives for the awareness and preventive cancer.



In India anticipated to be a growing and the fastest growing market due to improvement in healthcare domain and increasing prevalence of cancer related diseases. Many major players seeking opportunity and expand their presence in this region influencing the growth of the market.

COMPETITORS

Global Market Leaders

abbvie



- **Secondary players**

Sanofi, Astellas Pharma, BioPharma, Inc, Tolmar

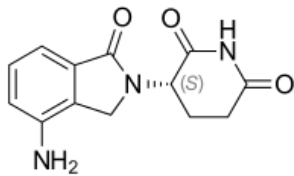
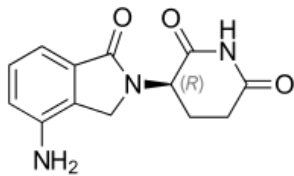
Varian Pharma, Sun Pharmaceutical, Livzon

Cap Lidolen

Formula: $C_{13}H_{13}N_3O_3$

Protein binding: 30%

Elimination half-life: 3 hours



Lenalidomide,

Is a medication used to treat multiple myeloma (MM) and myelodysplastic syndromes (MDS) available in 5mg, 10mg and 25mg?

Lenalidomide has been used to successfully treat both inflammatory disorders and cancers in the past ten years.

Mechanism of action

There are multiple mechanisms of action, and they can be simplified by organizing them as mechanisms of action *in vitro* and *in vivo*.^[26] *In vitro*, lenalidomide has three main activities: direct anti-tumor effect, inhibition of angiogenesis, and immunomodulation. *In vivo*, lenalidomide induces tumor cell apoptosis directly and indirectly by inhibition of bone marrow stromal cell support, by anti-angiogenic and anti-osteoclastogenic effects, and by immunomodulatory activity. Lenalidomide has a broad range of activities that can be exploited to treat many hematologic and solid cancers.

Why Capsule Lidolen

Why is this medication prescribed?

- It is one of the most effective drugs in the treatment of multiple myeloma and Myelodysplastic syndrome (MDS)
- Lenalidomide along with dexamethasone, is a valuable treatment for patients with newly diagnosed or pretreated multiple myeloma.
- Upon using it in combination with other anticancer drugs it shows promising results and can improve the future management of multiple myeloma and Myelodysplastic syndrome (MDS)

MARKET VALUE PERSPECTIVE

global multiple myeloma therapeutics market was valued at USD 7.5 billion in 2015 and is projected to grow at a CAGR of 16.6% over the forecast period

High growth is anticipated on account of the approval attained for the newer drugs in the market.



COMPETITORS

Celgene Corporation accounts for a large company share with its high revenue generating drugs, Revlimid

Global market leader: Revlimid (Celgene)



Secondary players: Janssen Biotech, Inc., Bristol-Myers Squibb Company, Novartis AG, Millennium Pharmaceuticals, Amgen, Inc., Genzyme Corporation, and Juno Therapeutics.

SWOT ANALYSIS

STRENGTH

- Strong growth in emerging market for oncology products
- Opportunity for growth and service to the community
- A health system pharma that emphasize on the care of individual patient
- Revolution of introduction to improve the effectiveness of adjunctive therapies and to improve the quality of life and pain regimen therapy's
- Cost effective drug producers in oncology

WEAKNESSS

- Technological advances have increased the cost of care and further systems
- Failure to come to grips with rationing healthcare

OPPORTUNITY

- Growing population of cancer patients
- The potential in the Indian market for cancer patients is very high
- Increased prevalence in India
- Oncology market growth in a CAGR of 11.9% in the period of 2020-2025
- Unique formulation helps in drug effectiveness compared to existing brands
- Compliance / dose convenient pack for patients

THREATS

- Growing competition in generic market
- Drug pricing control methods in India
- Competition from developing countries is increasing.
- Transport infrastructure and storage facilities for temperature-sensitive drugs are not readily available.
- More number of me-too products will be launched with lesser price

STRATEGY AND PLANNING

Phase 1. Positioning

1 Product differentiation:

Adopt/ implement/ enhance – **Performance and liability**

Product that are good in performance add value to both customer and payers.

Being more customer focused especially in oncology products make doctors

focused on our products because we already exist in market with more prominence to oncology products.

Providing oncologists with data on evolving science, access to financial assistance for patients, and help with reimbursement support and patient support materials

Physicians also are able to access scientific data in real time through other channels and this channels should be more accountable to doctors because finding a way to approach the limited access doctors with digital support

2. Location and services

Adopt and give more emphasizes on local business in your neighborhood so that we can increase the availability of the product and Showcase the high quality service vs. the national brands. Strong sales force should be implemented in regional areas with sales representative with focus on only one product for one type of cancer.

3. Cost

The market leader lipidox of sun oncology sell the product 50mg 25ml for INR 11,797. 20mg 10ml for INR 3893.95

Nudoxa inj of cadila healthcare, Piglit inj of Emcure pharm, oncodox inj of cipla sell same drug in a range of INR 8500 for 2ml. Adding **additional benefits to patients like free checkups and additional discount company cards.**

Direct selling of our products the patients in order to avoid hidden charges, additional tax and commitions. This may help the patients to financially support with our products. Providing hamper systems such as all necessary

medicines for cancer patients including morphine, analgesics in a single box according to the patients necessities'

4. Unique positioning

Brand strength, Market needs and competitor weakness

Positioning the product according to our brand strength can be prioritized. We deal mostly with oncology products that can give a positive impact on the doctors or oncologist. The key to access is for us to think differently about how our positioning can deliver unique, tailored and relevant offerings to oncology providers. In order to maintain long-term access and relevance to oncologists, companies **must develop new, innovative customer engagement models – designed not from the perspective of the pharmaceutical company, but from the perspective of the customer. The trend is toward improving the sales process to optimize customer experience.**

Identify the drivers of **positive customer experience: Instead of designing the field organization based on, 'How many sales reps do I need and how many to target in a month? We should think, 'What is the physician experiencing, and how can I help improve the experience by bringing the most value to the physician and to our products that uses a mix of services and tactics, train the field organization to customize their local engagement approach and integrate digital approaches, inside sales and other channels to enable the field organization to engage with customers based on their unique preferences.'**

The competitor's weakness of Lipidox and Caelyx mainly include the price. The innovator brand of Pegylated liposomal doxorubicin caelyx cost INR 48000 and more. So people with financially backward cannot afford this medicine so that we

provide an **overall positioning in market with high quality reliable and financially feasible medicines.**

5. Positive experience and image

Visual presences: detailing aids or e detailing use of gadgets like iPad, in clinic promotional mix include giving samples, E Marketing will make meeting more valuable.

Relevance value, professional branding : oncologist restricted the visits of media representatives so the average rep can see an oncologist only seven or eight times per year – “Access has continued to decline due to an increased number of oncology reps trying to reach the doctors and an increasing number of doctors joining institutions that severely restrict rep access. **Professional branding can be done with including new technologies – to improve the overall experience.**

Encourage reps to remain at the center of communication and provide a personal touch to these doctor interactions where possible. Sending email regarding the product and scientific data instead of adequate visits and calls

So reps should approach the doctors with 2 or more products that is consumer preferable. **Offering and selling model must dramatically shift to adjust to the constraints and needs of oncologists**

Best e.g. for professional branding and visual experience was given by Pfizer called “Pfizerline” which they made approaching doctors digitally.

Companies like Pfizer are building systematic ways to identify the drivers of positive customer experience, train the field organization to **customize their local engagement approach and integrate digital approaches, inside sales and other channels to enable the field organization to engage with customers based on their unique preferences.”**

6. Giving back /Trust: IN clinical and Out clinical promotional mix which include

Out clinical trials/studies, seminars/symposia/round table discussion sponsorships, film shows, advertisements, public relations, free medical camps, corporate marketing, hospital/ward improvement programs, E-marketing

In-Clinic Promotional Mix includes:

Detailing aid; leave behind material, samples, gift/giveaways, and direct mailers.

7. Showcasing over expertise

Demonstration, Testing and Trials and providing evidences like patient survival rates, prevalence rates

Demonstration and making them convince that what makes us best, what is our strength

Approaching the doctors to meet the evolving and varying need of the oncologist, should focus on the areas of access.

8. Segmentation of market: defining ideal target customer, separating the audience to groups so that how the products improve the customer

Segmenting the market and defining the ideal market to oncologist and separating the cancer types which can make sales representative to approach the doctors ideally. Products with solid tumors that are new to market can be taken into to consideration more than approaching with old and all products.

Physicians should be segmented because most of the oncologist male representatives restricted visits to their clinics so segmenting the physicians according “accessible” (i.e., physicians who met with more than 70 percent of

reps who call on them); 2) “access restricted” (i.e., physicians who met with between 31 and 70 percent of reps who call on them); and 3) “severely access restricted” (i.e., physicians who met with no more than 30 percent of reps who call on them).

Segmenting patients is more important according to Location with 100% of regional value with market,

Income criteria according to their financial feasibility

Gender and age related to what type of cancer and their stages, According to their chemotherapy levels

9. Efficiency of the product:

Core values: Innovation, integrity, accountability

Specialty area business centered on Oncology business as the core business

To have enriched regional value products aligned with regional market

Innovative products and pipeline changing Standard of care

- To provide the highest quality medical information
- To provide a stable supply of top-quality pharmaceutical products
- To be an ethical, trusted, and respectful partner

10. Market expansion and market mapping

Market expansion can be done by using prelaunch activities such as product samples, product lists, product related giveaways medical diagnosing kits etc.

Conducting more effective promotions, providing more information's and data of competitors products, in market monitoring

Fundamental analysis of market includes: Company analysis, industry, economic and future profit analysis

Focus on the competitor's weakness and take advantage:

Competitive opportunity such as : competitor strategy, innovation and R&D ,Competitors market penetration ,competitors profile ,financial revenue and value proposition

Strategy's For Patient, Doctors and Sales Representatives

TO PATIENTS

Strategy: PROVIDING REIMBURSEMENT COMPANY CARD

Tactics: the card should be according to 3 rates: basic

Lower special and higher special according to the financial feasibility

Strategy: COPAYMENT SUPPORT

Tactics: benefit verification obtaining prior authorization for treatment if insurance is denied financial assistance to patients

Strategy: FREE PRODUCT SAMPLES IN CASE OF TABLETS FOR MULTIPLE MYELOMA

Tactics: To remove the gap between receipt of prescription and delivering of medicals

Supports like: Adherence treatment, community support life style and treatment support

Free clinics and checkups

Providing medicine hampers which include (analgesics and ons)

Commented [ie1]: z

TO DOCTORS

Goal /objective: To increase doctors /oncologist business or patient flow by ensuring our products are being sold to patients

Strategy: IMPLEMENT A BUSINESS TIE-UPS WITH DIAGNOSTIC CENTERS

Tactics: Our representatives being a mediators make tie ups to the diagnostic centers

In orders to make patient flow to doctors and diagnostic centers.

Business talks with radiologist to ensure they suggest our doctors

Strategy: TIE UPS WITH NUTRITIONIST

Recommending nutritionist to patients by doctors and wise versa recommending and also providing nutrient supplements ONS free to the economically backward person

STRATEGY: CONDUCTING MEDICAL CAMPS JOINING WIH CANCER COMMUNITY CENTERS

Tactics: joining hands with community's to conduct camps which increase patient flow to doctors

Goal/Objective: Strategy that our products are prescribed by doctor

Strategy: PROVIDING MONEY FOR OUR TARGETED DOCTORS AFTER PRESCRIBING EACH DOSE OF MEDICINES

Tactics: convincing doctors or providing advance payment to doctors

Strategy: ADVANCE PAYMENT TO DOCTORS TO WRITE OUR PRODUCTS

Weekend parties to doctors and family

Holiday trips to abroad

Tactics: convincing doctors by providing all the necessary options to enhance our business

Strategy: INTERNATIONAL OR NATIONAL SEMINARS AND SYMPOSIA

Providing a Roundtable discussion with key opinion leaders (KOL)

Strategy: HOSPITAL WARD OR CLINIC IMPROVEMENT PROGRAMS ON WORLD CANCER DAY OR ANY OTHER SPECIAL DAYS

TO SALES REPRESENTATIVES

Enhanced family benefits:

- Paid parental leave when employees foster children, for aging parents, ill, or disabled relatives.
- Financial assistance for adoption and IVF treatments
- Rewards like health and wellness benefits, including an on-site gym,

Performance Bonus

The key is to connect **monetary rewards to the emotions that keep employees engaged in their work.**

Performance bonuses are a way to do that. By tying the reward to results, performance bonuses give employees a sense of ownership and control.

Flexible Schedule/ flexible working opportunities (work from home)

A flexible schedule – including the ability to work from home – is a necessity for the sale representatives, who need to be able to juggle multiple responsibilities.

Emotionally, **affording employees flexibility in their schedule demonstrates that they are trusted partners and employees of that firm which creates and leads to higher engagement.**

Additional professional advancement program

Ambitious sales people, one of the best things you can do to engage them is to help them advance and up skill their career development skills short term courses

Health insurance

Most of the employees cannot afford the health insurance by thereon so keeping their health insurance affordable **providing by the employer** is the most feasible way to encourage them

CONCLUSION

Sales and Marketing strategy is the plan for reaching, engaging, and converting target prospects into profitable customers. It's the charter that guides marketing and sales in their daily activities, helping them clarify shared objectives and how to achieve them without a strategy, all you're marketing and Sales activities and tactics might be for nothing if there is no strategy planned. The bottom line of any business is to make profits and this can be achieved by using a perfect strategized plan. The marketing strategy gives the marketing department of a company the direction it needs to take to achieve an effective result. It builds on external market place insights and remains aligned with corporate strategy while addressing how marketing builds demand for the products of the company. It requires choices on which channels of the market to invest in and which ones to abandon. Business planning is a systematic approach for achieving the right marketing targets and the right outcomes. Steps such as situation analysis, strategy formulations, action program development, implementation, control, review and evaluation are done perfectly for the planning of the executive market.

Planning objective should always be customer satisfaction if customer is not satisfied with price, quality his priority will not be our brand so in case of marketing an oncology products for the treatment of several types of cancer is always challenging. Here we should consider the facts that how patients financial feasibility towards the medicine and the stage of the patients disease is availed towards the situation analysis. The market potential of the products are depends on the stage, grade of the individual cancer & affordability of patients.

1. MARKET PLANNING

The organization will create brand, advertising, budget and data strategies to Make the numbers and reach the targets during the marketing planning stage. Company will be aware of budget to create success and how you solve customer problems in your products and solutions. Also find out what promotions are being run, which content is required

To attract customers, and which data will be required to help you decide. What will boost the chances of success with the right plans in place?

2. MARKET EXECUTION

The company will enforce the plan in the implementation process, concentrating on product promotion, content creation, campaign implementation, leadership and field promotion. Determine how content will be produced to meet marketing and sales requirements. In order to generate sales leads you have to execute campaigns and manage the process. You must also find out how the sales team can work. Via reporting, the details from the planning stage required for decisionmaking should be evident during implementation. When this is done right, the marketing campaign will start to come alive.

PART 2

INDEX

COURSE DESCRIPTION

OBJECTIVES

COURSE CONTENT:

Module 1: Head and Heart of Everyday Leadership

Module 2: Individual Decision Making

Module 3: Group Decision Making

Module 4: Managing Motivation

KEY LEARNINGS

COURSE DESCRIPTION

Leadership is the most influential and critical element of all businesses. Effective leaders have the necessary tools and skills to inspire and impact their teams allowing firms to run competently and smoothly. This course is about the “head and heart” of everyday leadership covers the negotiation, feedback and coaching, conflict management, and leading change. It also influences us to learn how to use leadership skills to work more effectively with others, how to use leadership skills productively to organize others to work more beneficially together, and to apply the foundations of effective leadership skills to everyday situations faced by leaders. It also Influence us towards accomplishment of effective negotiation, Provide feedback and coaching which is appropriate and influential, Will be able to manage conflict and lead change. And help us to procure skills like individual decision making, group decision making, and managing motivation, communication in small groups and application of leadership in every day to day life. Foundation of everyday leadership is a 15 hours course with a shareable certificate.

OBJECTIVES

- To understand why and how leadership skills are so critical to organizational success
- Know how to use leadership skills to work more effectively with others, and are able to organize teams to work more effectively together
- Will be able to apply the foundations of effective leadership skills to everyday situations faced by leaders.

COURSE CONTENT

It is indisputable that good leadership plays a major role in achieving success in a business venture. All that business venture is today and all that it will be tomorrow is a result of good leadership. A leader, have to influence, motivate, communicate and energize your followers to bring the best from them for betterment of your business entity.

The course comprises of 4 modules which include videos readings and quizzes and assignments each.

1. Module 1: Head and Heart of Everyday Leadership

This module will examine what critical levers an everyday leader has available i.e. the management of information and the management of motivation which keep an open communication and open participation to accomplish a leader's core tasks (making and implementing decisions) and that which helps the other participants in the decision making to get a sense of commitment ,engagement, energized to work more effectively and a want to belong and contribute towards the company's vision and mission and why inclusiveness may be the most important skill in a leader's toolbox because everyone see the world differently and every answers that contribute is unique so that can increase the information to be more creative , more perspective and that makes a better decision

- ✓ Lecture 1-1.1: The Challenge of Everyday Leadership 4m
- ✓ Lecture 1-1.2: The Tasks of Everyday Leadership 6m
- ✓ Lecture 1-1.3: The Levers of Everyday Leadership 10m
- ✓ Lecture 1-1.4: Leading in a Virtual World 12m
- ✓ Module 1 Case Study Activity Debrief Video 13m

Module 2: Individual Decision Making

This module will focus on the management of information (head) side of everyday leadership which focuses on how to make best possible decision by mitigating threats using the advantages and opportunities by getting others involved with the perspective of information's collected . examine decision analysis as a systematic approach for selecting actions to get towards the goal and examine the uncertainty in a decision using decision dilemma and by including subjectivity and estimation of probability to limit the consideration of action options in a decision by neglecting heuristic anchoring and bias to make decisions and also counting weaknesses and limitations of decision analysis.

Lecture 2-1.1: Decision Analysis 8m

Lecture 2-1.2: Subjectivity and Anchoring 8m

Lecture 2-1.3: Fostering Creativity in Decision Making 8m

Module 2 Case Study Activity Debrief Video 5m

Module 3: Group Decision Making

This module will focus on group decision making as a vehicle for helping an everyday leader address some of the limitations of

individual decision making. Group decision making possess critical skills such as high quality decisions. A group of people means there is more informed decisions, information's and more perspective with less biased decisions. A leader should always neutralize process loss from their decisions because it affects the quality of decisions they make. The term process loss means the inability of group to take advantage of additional information.

The sources of process loss can be:

1. Composition problem
2. Participation problem
3. The influence problem.

1. The cause of Composition problem can be how we form a group always follow a diversity in group with different sets of people and try to avoid usual people.

2. Participation problem can be caused by the spectators in the groups who do not actively participates, people talks occasionally,

❖ Souces of participation problem:

- maybe group size
- Hard to get a word in edge wise people learn spectating
- Culture of some companies

❖ How to overcome participation problems

- Break into smaller groups
- Vigilant about spectators

Lecture 3-1.1: The Composition Problem 5m

Lecture 3-1.2: The Participation Problem 8m

Lecture 3-1.3: The Influence Problem 13m

Lecture 3-1.4: Diversity as a Resource 12m

Module 4: Managing Motivation

This module will focus on the managing motivation (heart) side of everyday leadership. .. Meaningful and challenging job accomplished inculcates a sense of achievement among employees. Examine how leaders can best manage motivation, and the importance for individual motivation of a leader's management of interdependence among group members. the executive must make their employees feel they are performing an important work that is necessary for the organization's well-being and success. This motivational aspect drives them to fulfill goals .Motivation is divide into two Extrinsic and Intrinsic motivation. Extrinsic means things reward is exchange of outcomes and intrinsic means reward is the outcome. Encouraging individuals to get involved in planning and important issues resolution procedure not only motivates them, but also teaches the intricacies of these key decision-making factors. Moreover, it will help everyone to get better understanding of their role in the organization. The communication will be unambiguous

and will certainly attract acknowledgement and appreciation from the leader.

1. Lecture 4-1.1: The Law of Effect and Expectancy Theory 8m A
Lecture 4-1.2: Managing Perceptions & Social Dilemmas 9m
2. Lecture 4-1.3: The Promise of Groups Realized 4m

KEY LEARNINGS

Organizational leadership is all about getting people to work together more effectively. We live in a fast moving agile environment where things happen very quickly so the organization should also respond quickly and effectively with a strong need of leadership for optimum effectiveness. Organization leader always rely on persuasion for implementation and deals with human psychology as well as expert tactics. Organization leader emphasis on developing leadership skills and ability. There are transformational and transactional leaders who have the potential to control the group of individual's

An ideal organization leaders are always assigned by two tasks ie make decisions by always taking advantages and opportunity by mitigating threats and implementing those decisions with a set of targets and

involving people to their decision making by the process of inclusiveness.

Inclusiveness is the key leadership skill every manager should have .it is said as the “head and heart” of leadership i.e. “Information and Motivation”. It is all about getting others involved in the process of decision making and implementing those decisions. The term information in leadership has major roles it is all about given and taken policy. Everyone should be given the opportunity to express their individual opinions. A good leader should always follow this because every decisions are unique and different. Motivation is also an important key factor of leadership where individual’s collectively participate in decision making process they itself have a feeling that they become a part of organizations decision making process and they will gradually create a sense of motivation and commitment towards the organization they work. Better ideas with perfect brainstorming and when people equally participate gives diversity in opinions, participation and interest of the individual’s increases, positive understanding, team building democratic decision making, abundant information, greater acceptability and encouragement of people participation.

