

TO FIND OUT THE PRODUCT
ATTRIBUTES OF BRANDS
PREFERRED IN MANAGEMENT OF
OSTEOARTHRITIS AMONG
ORTHOPAEDICS AND CONSULTING
DOCTORS

DelCure LifeSciences Limited,
Mumbai

SUBMITTED BY
Deepanshu Bhatnagar

UNDER THE GUIDANCE OF

Dr. Saurabh Banerjee
Associate professor & Dean
SPM, IIHMR University

OBJECTIVES

PRIMARY OBJECTIVE:

The main objective is to find out the product attributes of brands preferred in management of Osteoarthritis among Orthopaedics and consulting doctors.

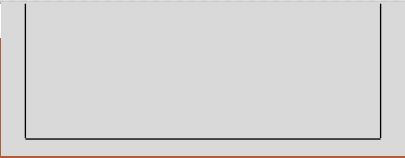
SECONDARY OBJECTIVES:

To understand what are the attributes Doctors consider before prescribing any medicine/brand for arthritis.

To examine and comprehend the idea of statistical surveying

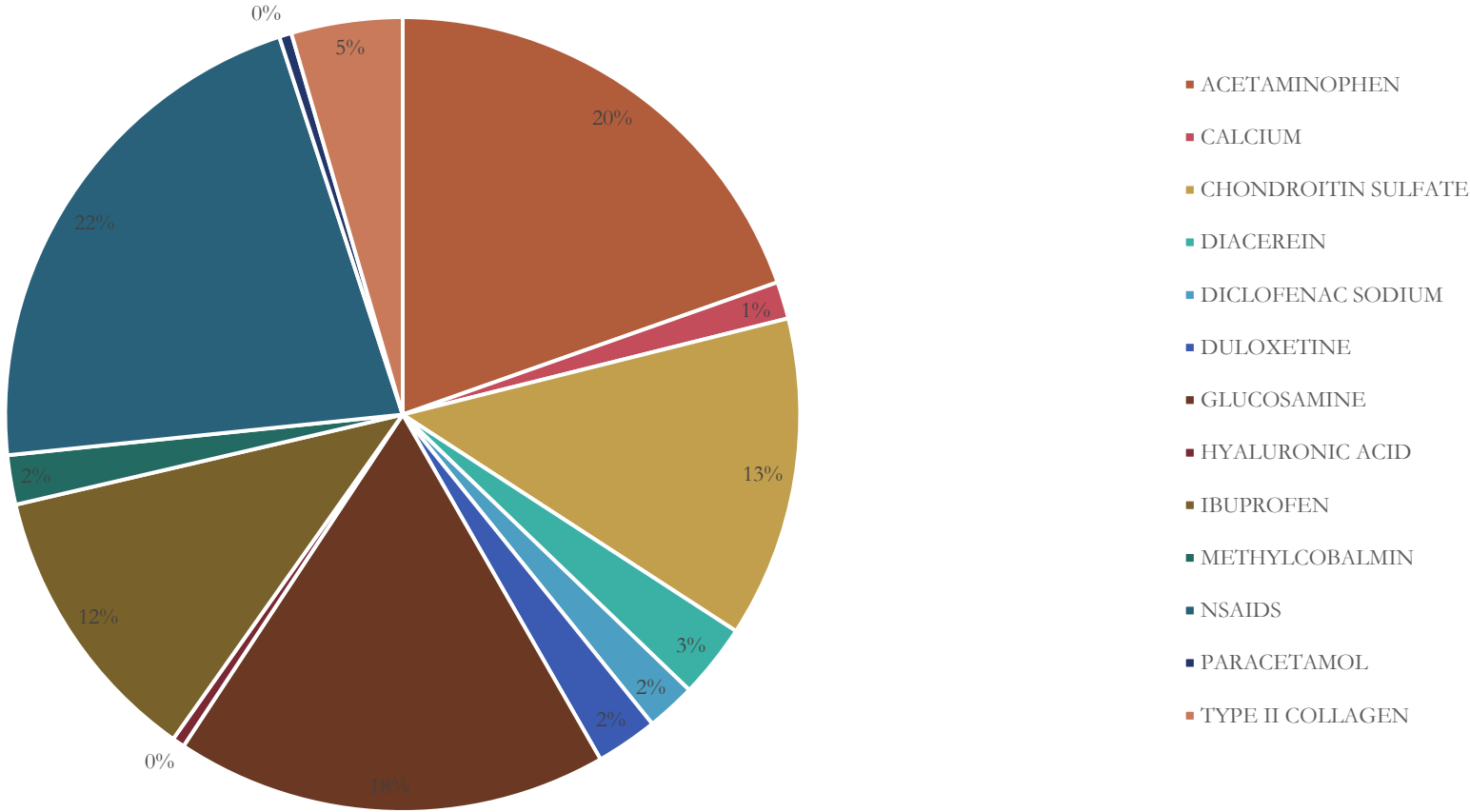
Osteoarthritis

- Osteoarthritis is the most common form of arthritis, affecting millions of people worldwide.
- It occurs when the protective cartilage that cushions the ends of your bones wears down over time.
- osteoarthritis can damage any joint, the disorder most commonly affects joints in your hands, knees, hips and spine.
- OA affects 240million people globally. Worldwide estimates are that 9.6% of men and 18.0% of women aged over 60 years have symptomatic OA 30.

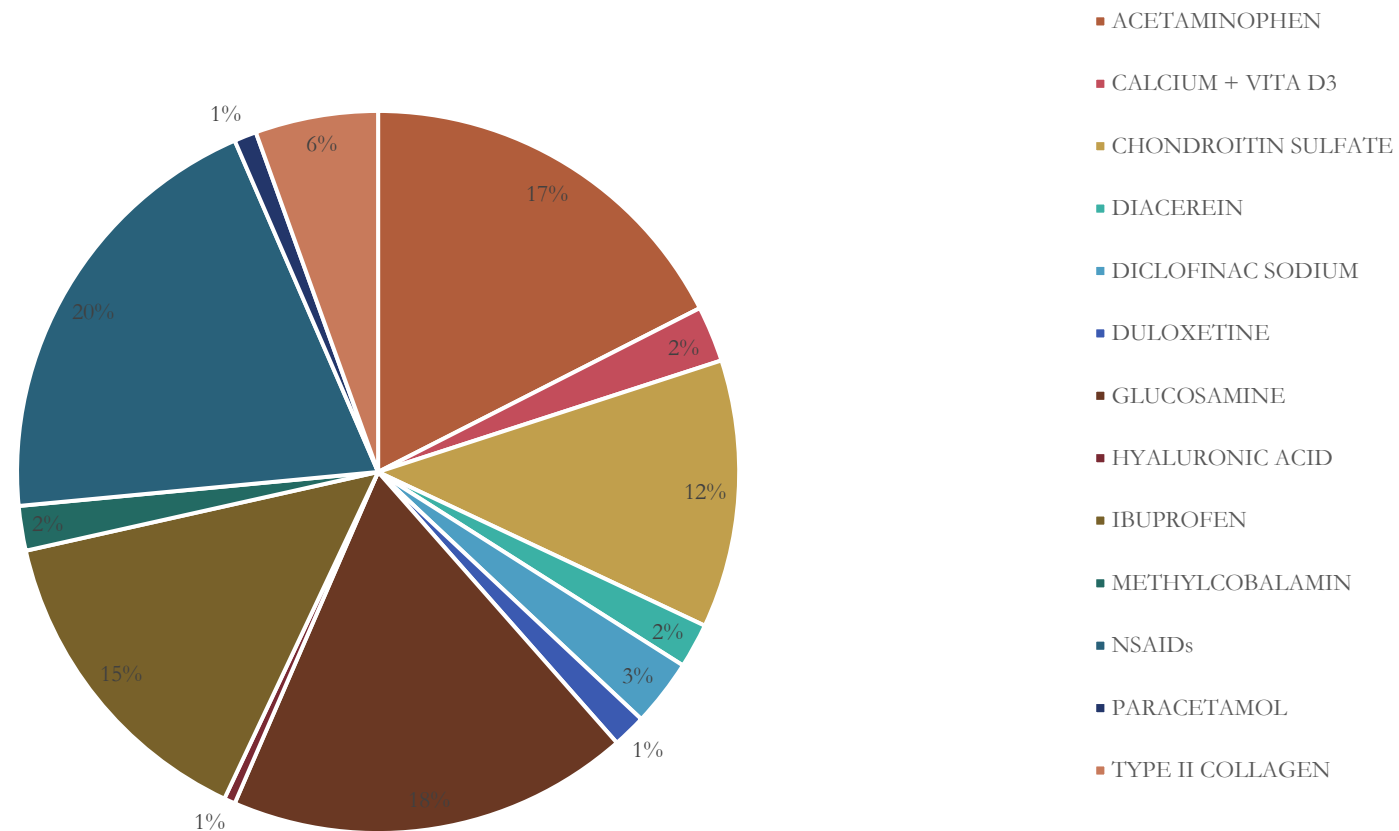


FINDINGS

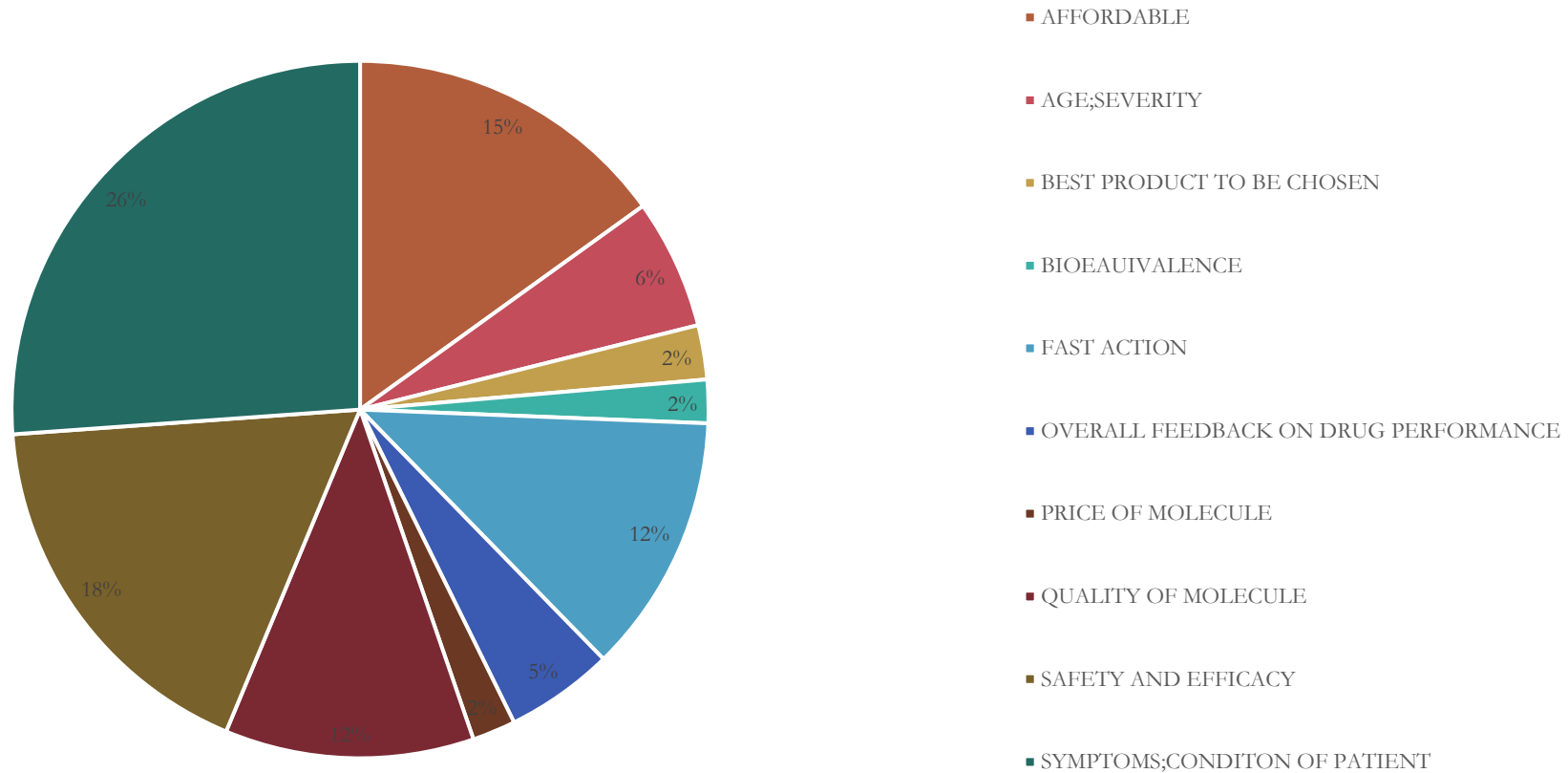
WHICH MOLECULE YOU PRESCRIBE IN OSTEOARTHRITIS?



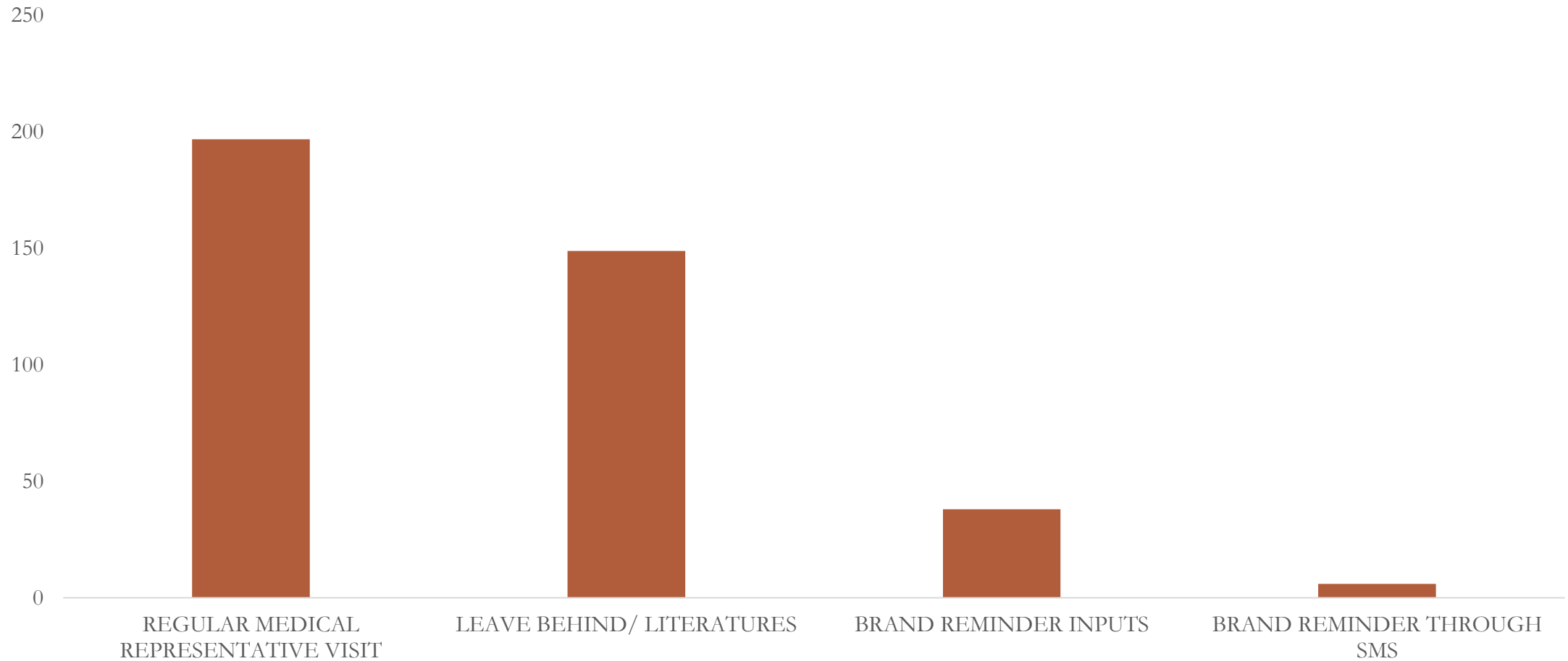
AMONG ALL, WHICH MOLECULE COMES FIRST IN YOUR MIND IN CASE OF OA?



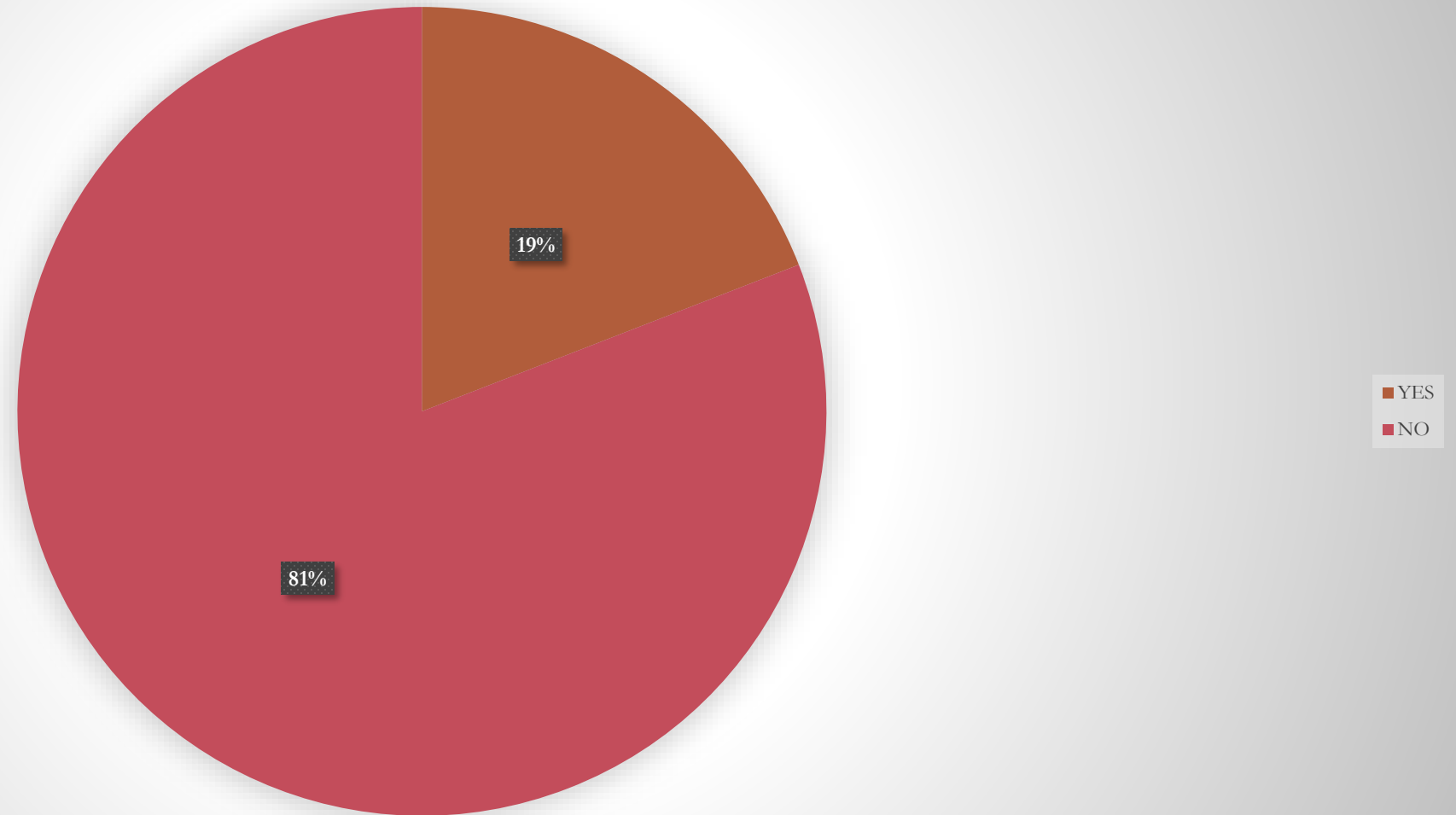
WHAT ARE THE ATTRIBUTES YOU CONSIDER WHILE PRESCRIBING ANY BRAND IN OA?



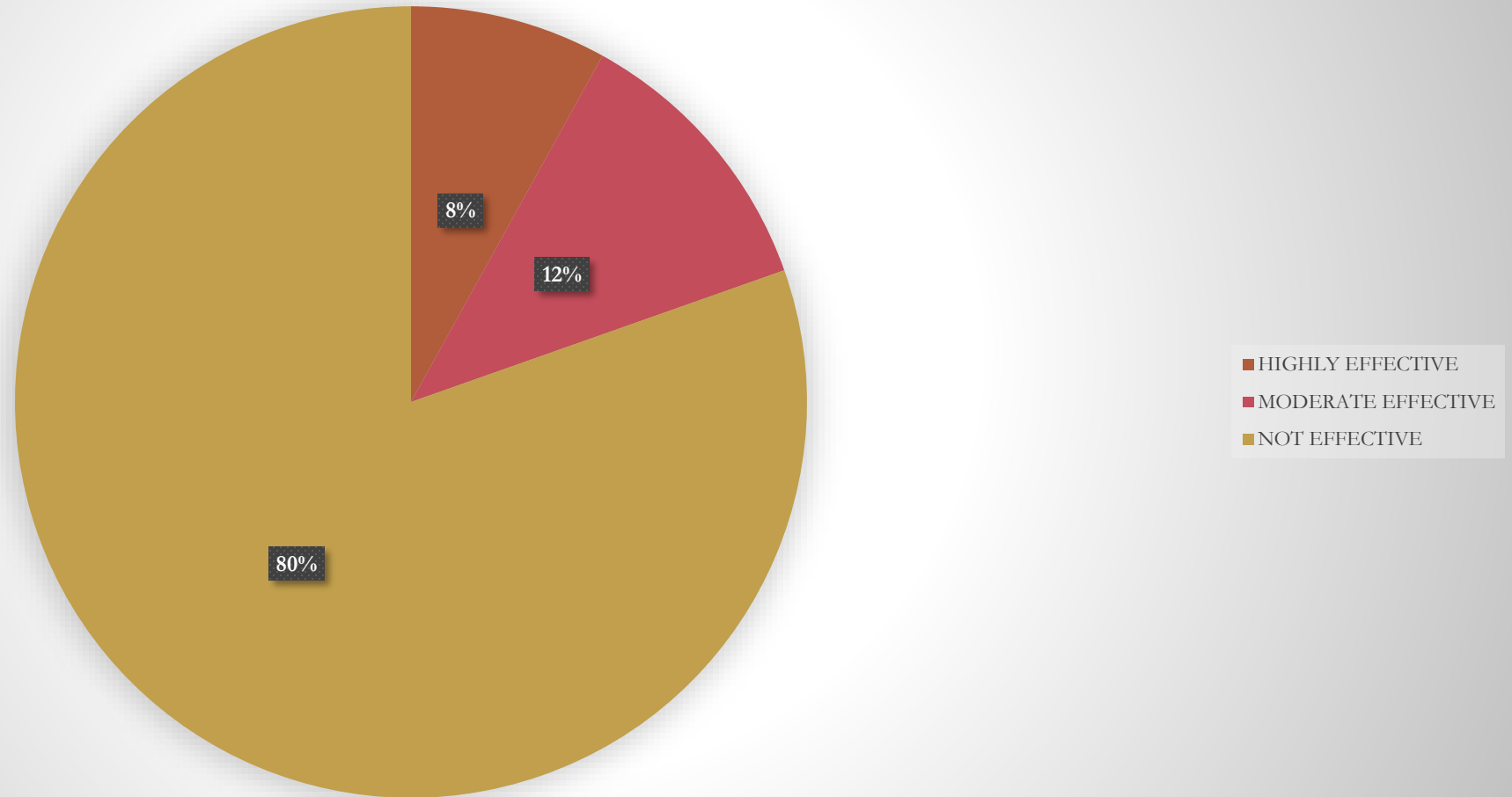
WHAT ARE THE THINGS HELPS YOU TO REMEMBER THE BRAND NAME?



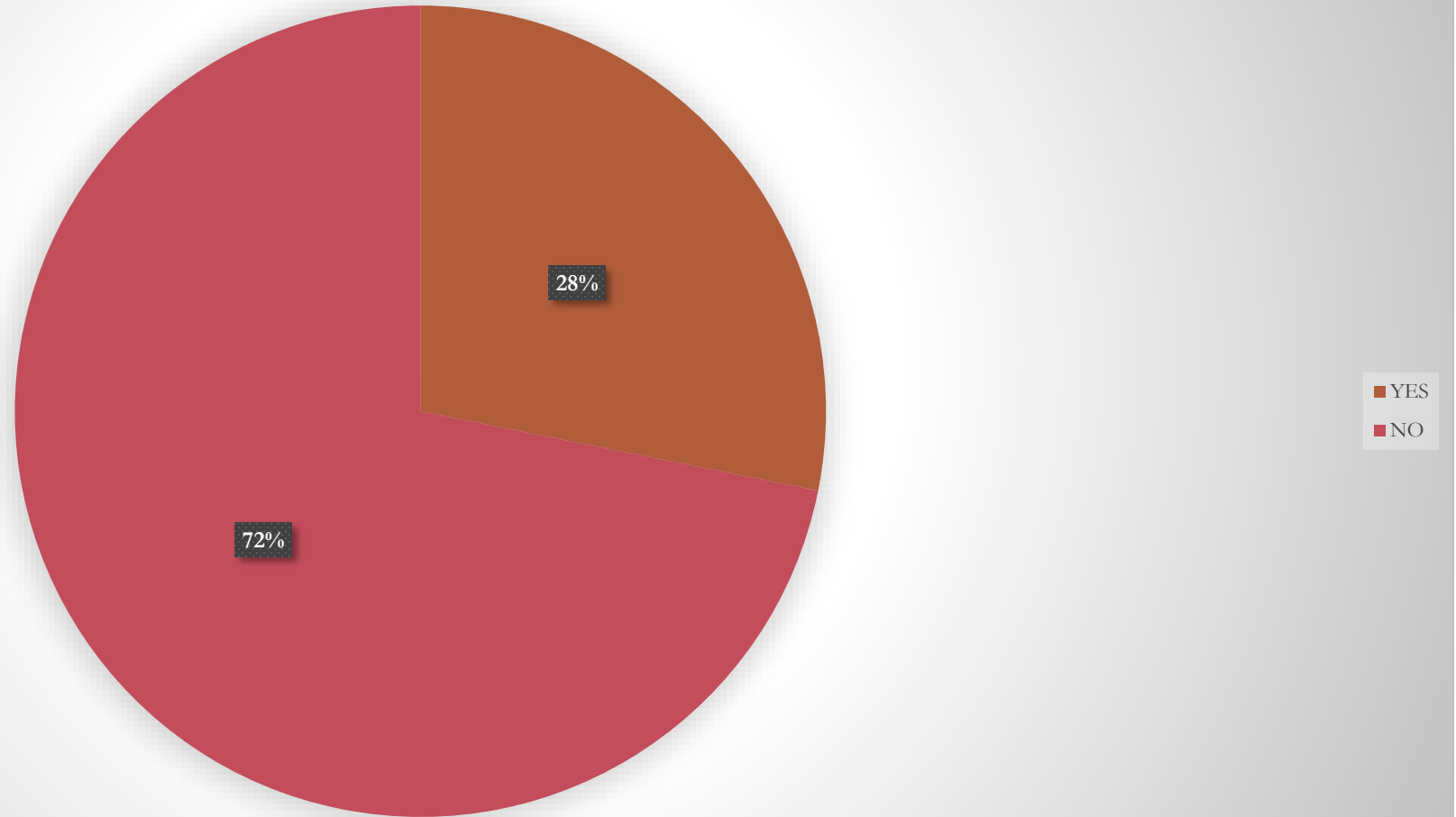
HAVE YOU EVER PRESCRIBED ANY NATURAL EGGSHELL MEMBRANE BRAND IN OA?



IF YES, HOW EFFECTIVE YOU FOUND NATURAL EGGSHELL MEMBRANE IN OA?



WOULD YOU BE INTERESTED IN PARTICIPATING IN PMS (POST MARKETING SURVEILLANCE) STUDY FOR NATURAL EGG SHELL MEMBRANE IN OA?



CONCLUSION

Numbers of people with osteoarthritis are continuously increasing, overall health and prevention of chronic diseases are at the forefront of research. Osteoarthritis could be a muscular disease that worsens over time, usually leading to chronic pain. Joint pain and stiffness will become severe enough to form daily tasks tough.

Depression and sleep disturbances may result from the pain and incapacity of degenerative joint disease. Doctors consider patient compliance, cost parameter etc for ease of patients.

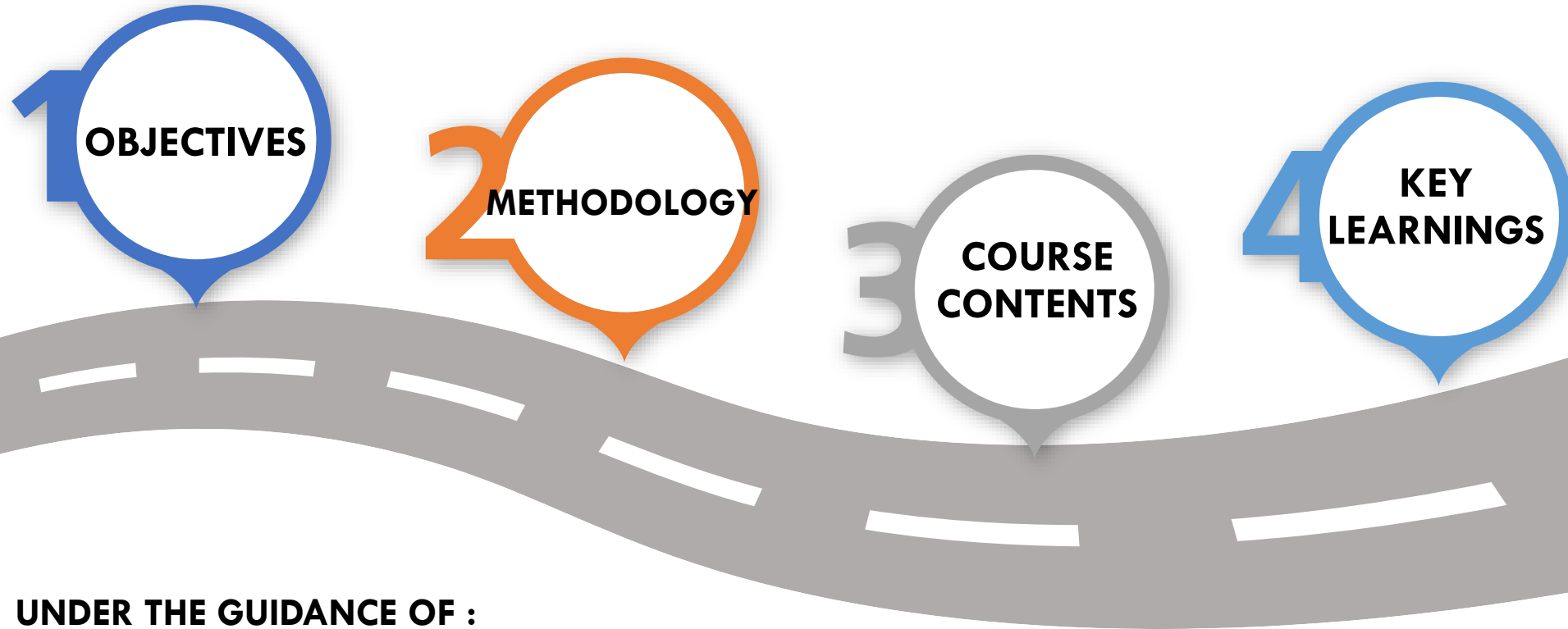
THANK
YOU





PART II

THE COMPLETE SALES SKILLS MASTER CLASS - SALES MARKETING B2B



UNDER THE GUIDANCE OF :
DR. SAURABH KUMAR
BANARJEE
DEAN, SPM

PRESENTED BY-
DEEPANSHU
BHATNAGAR
ROLL NO : 176

OBJECTIVES

- **Building master sales skills**
- **Marketing strategy, B2B sales**
- **Business development by using top social skills.**
- **High levels of effective collaboration and cooperation between sales and marketing are critical for your account-based marketing programmes to succeed.**

METHODOLOGY

- ☐ **Video lectures**
- ☐ **54modules**
- ☐ **Overall Course Assessment**

COURSE CONTENTS

- ☐ **Occupation specific skills**
- ☐ **customer service**
- ☐ **selling, negotiating**
- ☐ **influencing, analysis and decision-making**
- ☐ **management skills.**
- ☐ **Areas of knowledge: the business environment, product knowledge, and financial awareness.**

KEY LEARNINGS

- Sales skills
- B2B Sales
- Marketing Strategy
- Sales Funnel
- How to Sell More Effectively



THANK YOU