

SUMMER TRAINING AT
DelCure LifeSciences Limited, Mumbai
TO FIND OUT THE PRODUCT ATTRIBUTES OF BRANDS
PREFERRED IN MANAGEMENT OF OSTEOARTHRITIS AMONG
ORTHOPAEDICS AND CONSULTING DOCTORS

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MBA PHARMACEUTICAL MANAGEMENT
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I hope I can repose on the experience and knowledge that I even have gained and make a valuable contribution towards the industry in upcoming future.

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EXECUTIVE SUMMARY

The term Arthritis is characterized as 'Aggravation' of at least one joints. A joint is a territory where two distinct bones meet inside the body and ligament is a delicate anyway versatile connective tissue in our joints. It guarantees the joints by immersing the weight and daze made when we shift and place weight on the joint. A diminishing in the customary proportion of the tendon tissue causes a couple of kinds of joint irritation. This sickness could be found in men, ladies and even in youngsters.

One of the type of joint pain is Osteoarthritis. It is the stalest type of joint irritation. That is additionally called "mileage" that happens when our joints are abused. It causes pain, expanding, and decreased mechanism in our joints. This can done in any joint, however for the most part it impact our hips, hands, spine, knees.

Osteoarthritis isolate the connective tissue in our joints. Connective tissue is the lubricious tissue that covers the closures of bones in a joint. It fills in as a sort of "safeguard," assisting with lessening grinding in the joints. At the point when a free ligament and bones rub together; after some time, this scouring can for all time harm the joint.

This investigation to find out the product attributes of brands preferred in management of Osteoarthritis among Orthopaedics and consulting doctors. Organized survey was used for information assortment from respondents (200) which incorporates orthopaedics and consulting doctor from Pan India. Information was investigated and the discoveries furnished with specialist's and doctor's assessment and a far-reaching audit of the market circumstance to be utilized for surrounding and proposing the market system.

The task was done in 3 phases:

First stage was to learn about osteoarthritis and its administration and and prepare a questionnaire by stage two which includes reaching and coming to doctors and physicians in hospitals and clinics and conduct the survey. After the completion of the study last stage followed which incorporates analysing the data and getting conclusion.

ORGANIZATION PROFILE

DelCure LifeSciences Ltd. (DLL) may be a full-scale drug company with an aim to bring differentiated products of high-quality through international collaboration with innovator companies from the USA, Switzerland, and European countries. High quality products are assured from our manufacturing partner of high reputation. DLL is one of the fastest growing pharmaceutical companies in India. The company, founded in 2013 by Mr. Prashant Kumar Pathak, the company has manufacturing collaboration with Akums Drugs & Pharmaceuticals, Internationally recognized, WHO-GMP Certified units in oral solid dosage forms, hormonal preparation oral/ injectables & ointments, liquid orals, ointments and cosmetics, food supplements Nutraceuticals. DLL has a revenue of \$5.3 million and 56 employees. DLL main competitors are Celogen Pharma, Inventia Healthcare and Calyx. As of August 2017, DLL has 35 fans on Facebook and 2.3K followers on Twitter. DLL has 2 divisions which comprises various products and segments: First one is WinSpire- It is launched in June 2013 with 300 members in Paediatrics, ENT, and Chest Specialities. It has products with differentiated technology, “Fast Absol” altogether tablet range and “KuraFast” altogether dispersible tablets, which causes faster onset of action and faster relief.

Second one is DelVoice which is launched in August 2013. It is multispecialty division focus on Orthopaedics, Gastroenterologists and Consulting Physicians. DelVoice is credited in bringing innovative new products which are new to the country and technologically superior. DLL is a private independent company.

VISION:

“To become the most respected, uniquely positioned leading pharmaceutical company in the chosen areas or speciality verticals in India and abroad with distinct value-based characteristics”.

PURPOSE, CULTURE AND VALUE AT DelCure LifeSciences:

At DelCure LifeSciences, we strongly believe in promoting the purpose of Happiness and creating the culture of Helpfulness for DLL family members and the society, with the learning from mother nature, promoting sustainability and augmenting life with growth. We firmly believe in value of Truthfulness.

THE VISIONARY:

The organization was imagined by Pharma Veteran Mr. Prashant Kumar Pathak. A motivating and visionary pioneer has around 3 many years of rich involvement with Pharmaceutical Industry in Sales and Marketing, International Business, and Supply Chain Management and Operations. Mr. Pathak filled in as Chief Executive-Global Formulations and RPG LifeSciences and Senior Director-Sales and Marketing with Dr. Reddy's Laboratories.

He has balanced understanding of running business arms in Central and Latin American Countries and Africa. During his expert transporter he has overseen enormous number of permitting assignments and carried new items to India and has been instrumental in working together with organizations of notoriety in the nation and USA.

He has been a guide and tutor to numerous fruitful industry pioneers and in this manner, has made a profoundly capable top Management Team in DelCure LifeSciences.

PRESENCE:

Domestic: Products are sold through 2 specialized divisions and have over 25 brands.

- **SPAFAST GEL-** Better absorption. Faster relief
- **DELPOFLEX-A-** The advance choice
- **FACTUS SR-** Controls Uric Acid safely
- **LIDOGAB-** Topical solution for pain free life
- **GYM-** Healthy Tendon Active life
- **BUSONEX-** Next move in joint care
- **STIFEASE-** Remove stiffness easily
- **TOLNIM-** Relieves muscle spasm..... ensure pain relief
- **DELPOCAL-** Nature's perfect calcium

- **SPAFAST D INJECTION**- Technologically breakthrough in single injection. Differentiated products
- **FACTUS SR**- Available with UHVM Technology in sustained release formula
- **LIDOGAB**- Available in a Lipophilic base
- **GYM**- Only combination with Rose hip extract
- **DELPOFLEX A**- Advanced NSAID+ Advanced enzyme
- **UPCOUNT**- First time with the combination of Carica papaya, Tinospora cordifolia, goat milk powder and Vitamin E
- **TOLNIM**- Only brand with Tolperisone and Nimesulide
- **DELPOCAL**- Calcium with multimineral complex
- **SPAFAST D INJECTION**- Combination with Diclofenac and Thiocolchicoside
- **SPAFAST GEL**- Available with exederm technology
- In Paediatric segment, taste of the formulation plays vital role. In DLL, all the suspension products come with good taste, which ensures 100% Patient Compliance. **DelpoCure** (Cefpodaxime Proxetil), a Cephalosporin antibiotic, indicated for treating respiratory infections in children and adults, available in all dosage forms like tablets, dispersible tablets, suspension (50,100 & 200 mg).
- **DelpoClav** (Amoxicillin+ Clavulanic acid) has been launched in Paediatric as well as adult dosage forms (228.5, 457, 625 mg) in tablet, DT, and suspension.
- **WeCure** (Levofloxacin) a very popular Quinolone antibiotic is launched in 250,500 and 750 mg tablet dosage form and also in combination with Ornidazole to treat infected Diarrhoea.
- **INDOWEL** (Ondasetron) has been launched, which is an antiemetic in solution form, for the treatment of nausea & vomiting in children.
- The overall response from the doctors has been very good and they have appreciated the quality of the product. Many doctors have even reported that DLL's product give quick results to the patients, confirming high quality standard of the products. The division plans to introduce comprehensive paediatric, ENT, and chest range.
- In management of Diarrhoea: **WELTONE Z DROPS**: India's first ready to use zinc drops.
- Pain relief in Acute Otitis Media with intact Tympanic membrane: **LIDOZONE EAR DROPS**: First time in India, World's number one formula
- For reducing the procedural pain and pain during vaccination: **StayHappy Twist Tip Ampoule**: First time in India for superior Analgesic effect

- Treatment and prevention of Vitamin D deficiency: **D-LIQ DROPS:** India's 1st Micellized Vitamin D3 Supplement
- In viral Hepatitis: **UDCAMENT SUSPENSION:** India's 1st in suspension form. UDCA treatment made easy
- In management of Chronic Asthma: **Delpomont Suspension:** The 1st and only plain Montelukast suspension in India

International: Company already has four international collaborations mentioned below:

- **Pharmabase, Switzerland**
- **Helixor, Germany**
- **Cymbiotics, USA**
- **Amarillo Biosciences, USA**

Vitamin D3 from Pharmabase and Helixor products are shortly will get added to the product portfolio of the company.

INTRODUCTION

Joint pain is partner degree irritation of the joints. It will affect one joint or various joints. Their territory unit over a hundred contrasting sorts of fiery illness, with totally various causes and treatment techniques. two of the chief normal assortments territory unit degenerative joint sickness osteoarthritis (OA) and rheumatoid joint inflammation (RA).

Indications: Pain; Joint firmness; Swelling (clinical)

Joint inflammation is one in all the premier winning ceaseless medical problems inside the us, impactful almost 43 million people.' however it's ordinarily thought of as an unwellness that prevalently influences the senior, it's the sum I purpose for insufficiency piercing those beyond fifteen years old. Actually, over portion of those disappeared with fiery infection territory unit underneath the age of 65 , and about 300,000 of these influenced zone unit adolescents.' consistently incendiary sickness is chargeable for 43 million patient visits and almost 1 million hospitalizations, and it's second exclusively to cardiopathy as far as its outcome on days lost from work.

While the term fiery illness could bring back psyche a simple condition portrayed by difficult joints and issue movement bound undertakings, it truly incorporates over a 100 totally various maladies. of those totally various types of fiery malady, degenerative joint sickness osteoarthritis (OA) and rheumatoid joint pain (RA) region unit the principal normal.

Osteoarthritis is the most normal sort of fiery illness, powerful a few people all over the Globe. It happens once the ensuring cartilage that pads the closures of your bones came out in after some time. In fact, that joint inflammation will injury any joint, the turmoil most regularly impact joints in your grasp, knees, hips, spine.

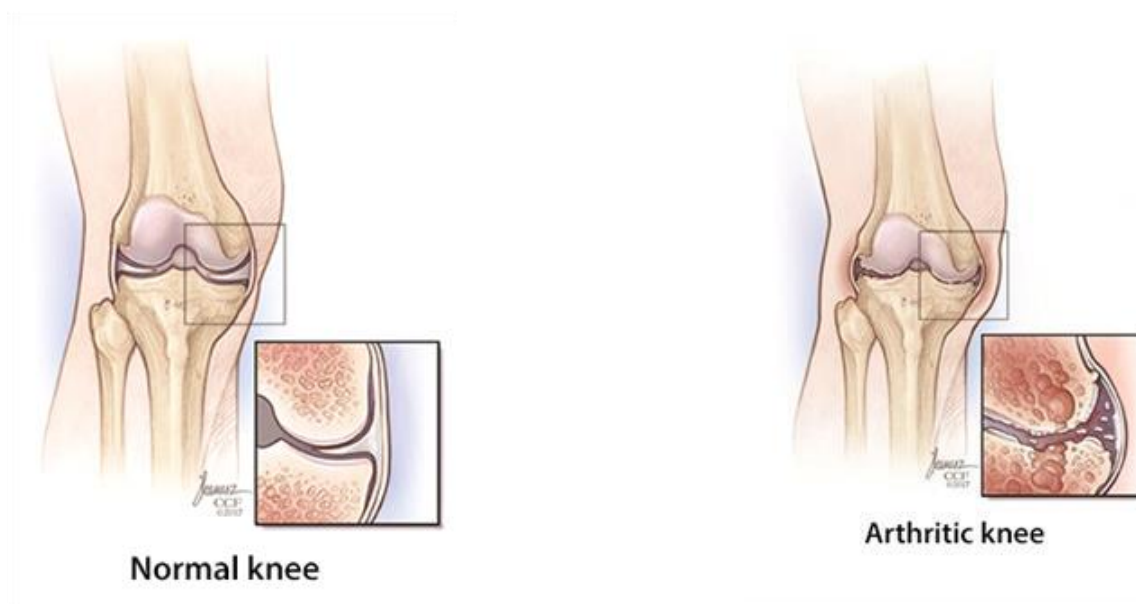
Osteoarthritis indications will ordinarily be overseen, however the injury to joints cannot be turned around. Remaining dynamic, keeping up a solid mass and a couple of remedies may slow change of the illness & encourage improve torment and joint perform.

Osteoarthritis, furthermore, alluded to as interminable joint ailment (DJD), is that the most average sort of incendiary ailment. degenerative joint inflammation is extra conceivable to create as people age. The progressions in degenerative joint inflammation commonly happen gradually over a couple of years, although their zone unit intermittent exemptions. Irritation and injury to the joint reason hard changes, decay of ligaments and tendons and a breakdown of cartilage, prompting torment, growing, and disfigurement of the joint.

There are II fundamental styles of osteoarthritis:

Primary: generally common, summed up, fundamentally influences the fingers, thumbs, spine, hips, knees, and thusly the huge toes.

Secondary: occurs with a prior joint variation from the norm, along with injury or injury, as tedious or sports-related; incendiary ailment, as rheumatoid , psoriatic, or gout; irresistible joint inflammation; hereditary joint issues, similar to Ehlers-Danlos (likewise alluded to as hypermobility or "twofold jointed; innate joint issues; or metabolic joint issues.



Symptoms: Osteoarthritis manifestations for the most part develop bit by bit and compound after some time. Signs and symptoms of Osteoarthritis include:

- Pain: Influenced joints may sting all through & when enlargement.
- Stiffness: Joint firmness can be generally observable after arousing or while being inert.
- Tenderness: Joint can feel sensitive once anyone put some lightweight strain to or near it.
- Loss of adaptability: you would potentially not be prepared to swing our joint along its full change of motion.
- Grating sensation: You would possibly feel a crushing sensation once you use the joint, and you would potentially listen pop & noise.
- Bone prods: These further bits of bone, that need relentless irregularities, will type around the impact joint.
- Swelling: This can be achieved by sensitive tissue disturbance all over the joint.

Causes: OA is brought about by joint damage. This mischief will amass after some time, that is the reason age is one in everything about most reasons for the joint damage bringing about Osteoarthritis. The more established you're, the extra mileage you have had on your joints. Different reasons for joint damage grasp past injury, for example,

- Torn ligament
- Dislocated joints
- Ligament wounds

They moreover grasp joint mutation, heftiness, and helpless stance. sure hazard factors, similar to case history and sexual orientation, increment your danger of Osteoarthritis. determine the status of the first basic reasons for OA.

Ligament: Ligament might be a powerful, rubbery substance that is adaptable and gentler than bone. Its responsibility is to shield the finishes of bones among a joint and grant them to move basically against each other. At the point when cartilage separates, these bone surfaces become cavitied and harsh. this could cause torment among the joint, and disturbance in close tissues. broken cartilage cannot fix itself. this can be because of cartilage does not contain any veins. At the point when cartilage erodes completely, the curio cradle that it gives vanishes, permitting bone-on-bone contact. this could cause exceptional torment and elective indications identified with OA. This is what else you wish to comprehend concerning cartilage, joints, and degenerative joint ailment.

Physiopathology:

While osteoarthritis might be a ceaseless joint ailment that will cause net cartilage deficit and morphological mischief to various joint flesh, extra fragile natural science changes happen inside the soonest periods of osteoarthritis development. The fluid substance of strong tendon is finely balanced by compressive force driving fluid out and hydrostatic and osmotic weight attracting fluid. Connective tissue strands apply the compressive force, while the Gibbs–Donnan result and tendon proteoglycans produce osmotic weight that will in general pull in fluid. In any case, all through beginning of osteoarthritis, the connective tissue system turns into extra disaster and there's an abatement in proteoglycan content under tendon. The collapse of tendon strands prompts a web increase in fluid content. This development occurs because of while there's partner generally speaking loss of proteoglycans (and subsequently a lessened dispersion pull), it is exceeded by lost tendon while not the making sure about effects of the

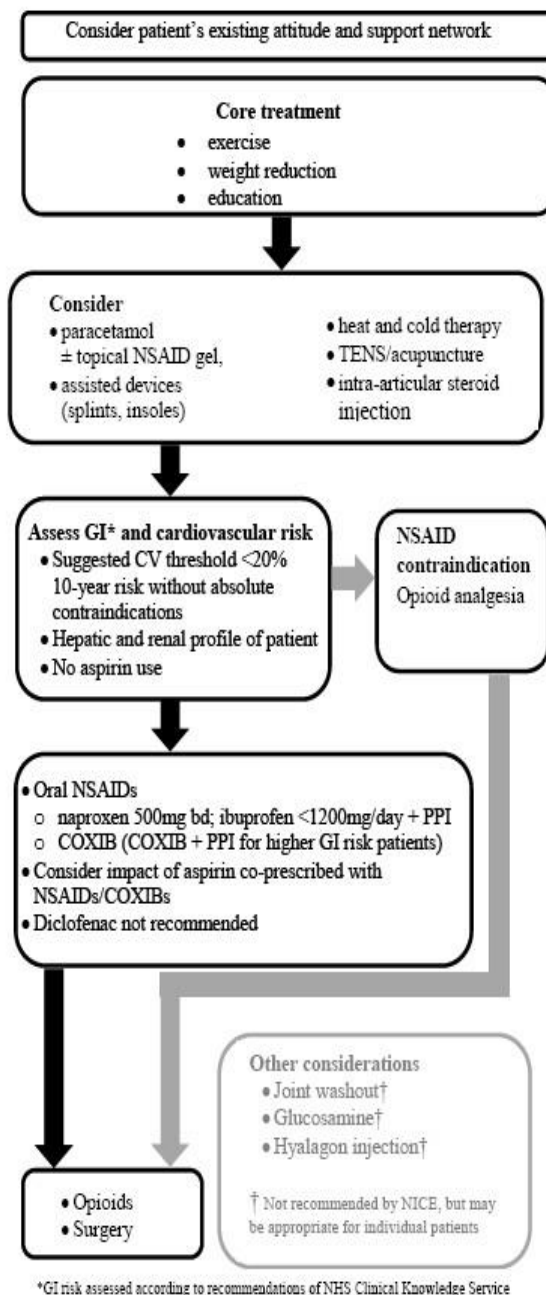
proteoglycans, the connective tissue strands of the tendon will become in danger of debasement and consequently intensify the degeneration. Bothering of the tissue layer and furthermore the nearby joint container may happen, tho' commonly. This will occur as collapse item from the cartilage zone unit released into the discharge house, and furthermore the cells wrapping the joint resolve to remove them. Other structures under the joint might be influenced. The tendons under the joint become thickened and fibrotic and furthermore the menisci will get split and erode. Menisci might be absolutely missing when an individual experiences a joint substitution. New bone outgrowths, alluded to as "prods" or osteophytes, will type on the edges of the joints, apparently in an undertaking to support the congruousness of the body part cartilage surfaces inside the nonattendance of the menisci. The subchondral bone volume will augmentation and ends up being less mineralized. Each one of these progressions will cause error in working. The pain in partner osteoarthritic joint has related with thickened tissue layer and to subchondral bone sores.

Diagnosis:

During the physical assessment, your primary care physician can check your influenced joint for delicacy, growing, redness and gracefulness.

1. **Imaging tests:** To get film of the influenced joint, your primary care physician may suggest:
 - **X-rays** ligament doesn't show side by side of X-rays pictures, anyway creature tissue mishap is revealed by a constrict of the house in the middle the bones in our joint. accomplice X-rays can even show bone spikes around a joint.
 - **Magnetic Reverberation Imaging (MRI):** Partner MRI uses radio waves and an incredible fetching motion to gracefully explained photo of bone and delicate tissues, just as connective tissue. Partner MRI is not unremarkably required for analyse joint inflammation anyway will encourage offer more data in muddled cases.
2. **Laboratory investigation:** Investigation done from blood & joint fluid will encourage ensure the assignment.
 - **Blood investigation:** Even though there isn't any biopsy for joint inflammation, sure tests will encourage preclude various reasons for joint torment, as joint pain.
 - **Joint fluid investigation:** Your essential consideration physician may use a needle to draw fluid from accomplice affected joint. The fluid is then gone after for aggravation related to see whether your torment is caused about by gout or a disease rather than osteoarthritis.

Management of osteoarthritis flowchart



Treatment: Osteoarthritis cannot be turned around; notwithstanding medicines will curtail agony and help move better.

1. Medications:

Drugs that may encourage alleviate osteoarthritis manifestations, principally torment, include:

- **Acetaminophen:** painkiller (Tylenol, others) has been appeared to help a few people with an osteoarthritis. who have delicate to direct agony Taking a remarkable directed portion of painkiller will lead to liver injury.
- **Non-steroidal mitigating medication (NSAIDs):** OTC Drugs NSAIDs, like (Advil, Motrin IB, others) and naproxen sodium (Aleve, others), taken at the guided dosages, by and large calm joint inflammation torment. More grounded NSAIDs square measure available by remedy. NSAIDs will cause side effect, vessel issues, cardiovascular issues, and liver and urinary organ injury. NSAIDs as gels, applied to the mend the influenced joint, have less aspect impacts and will soothe torment even also.
- **Duloxetine (Cymbalta):** typically used as a, stimulant medication, this medicine is moreover endorsed to treat interminable torment, just as joint inflammation torment.

2. Other Treatment:

- **Physical clinical guide:** A physiotherapist will give you exercises to strengthen the muscles around your joint, increase your flexibility and cut back torture. Ordinary smooth exercise that you essentially do in solitude, for example, swimming or walking, may be also suitable.
- **Occupational clinical guide:** Associate in Nursing action healer will help you find ways that to attempt to regular assignments while not golf stroke extra weight on your effectively agonizing joint. for instance, a toothbrush with an outsized grasp may fabricate brushing your teeth simpler if you have degenerative joint infection in your grasp. A seat in your shower may encourage assuage the agony of standing on the off chance that you have knee degenerative joint sickness.

3. Surgical and different procedures:

On the off chance that moderate medicines do not encourage, you will wish to consider strategies, for example,

- **Cortisone infusions:** Injections of steroid hormone drugs could soothe torture in your joint. all through this methodology your essential consideration doctor numbs the space around your joint, by then places a needle into the region at ranges your joint and mixes sedate. the measure of cortisone implantation you'll get every year is normally limited to 3 or four infusions, because of the drug will decline joint injury after some time.
- **Lubrication infusions:** Injections of hyaluronic corrosive could give help with discomfort by giving some ancient rarity in your knee, however' some investigation proposes these

infusions give a great deal of alleviation than a fake treatment. hyaluronic corrosive is closely resembling a component regularly found in your joint liquid.

- **Realigning bones:** If osteoarthritis has broken one feature of your knee an incredible inverse, Associate in Nursing surgery can be valuable. in a really knee surgery, a working specialist cuts over the bone either on head of or beneath the knee, so expels or includes a wedge of bone. This moves your weight far away from the exhausted a piece of your knee.
- **Joint substitution:** In joint substitution medical procedure (arthroplasty), your working specialist evacuates your messed up joint upper layer and exchange it with plastic and metal components. Careful dangers grasp contaminations and blood clusters. Fake joints will wear out or return free and ought to must be constrained to in the end get supplanted.
- **Lifestyle and home remedies:** Gain proficiency with all you will have the option to concern your condition and the best approach to oversee it, especially concerning anyway modus vivendi changes will affect your side effects. exertion and getting in shape on the off chance that you {are} overweight are essential ways that to limit the joint torment and firmness of osteoarthritis.
- **Exercise:** Low-influence exercise will assemble your duration and sustain the joint surrounded by fibres, making your joint a great deal of stable. endeavour strolling, cycling or water cardiopulmonary exercise. If you are feeling new joint agony, stop. New torment that goes on for quite a long time once you practice doubtlessly implies that you have tried too hard, not that you have caused hurt or that you basically should stop exertion. endeavour again every day or 2 later at a lower level of power.
- **Lose weight:** Conveying extra weight will build the strain on your weight-bearing joints, similar to your hips and your knee. Indeed, even minor weight reduction will calm some weight and scale back your torment. look for guidance from a specialiser concerning solid ways that to thin down.

4. Different things to attempt include:

- **Movement treatments:** kendo and yoga include mellow activities and stretches joined with profound respiratory. many us utilize these treatments to decrease worry in their lives, and examination recommends that jujitsu and yoga would conceivably curtail joint inflammation torment and improve development. Ensure the yoga you select could be a mellow sort which your instructor knows about that of your joints square measure influenced. Evade moves that cause torment in your joints.

- **Heat and cold:** each warmth and cold will calm agony and growing in your joint. Warmth, especially soggy warmth, will encourage muscles unwind and ease torment. Cold will calm muscle hurts once practice and decrease muscle fits.
- **Capsaicin:** Topical concoction aggravation, a stew pepper remove, applied to your mend A creaky joint would potentially encourage a few people. you may must be constrained to apply it 3 to fourfold regularly for a long time before you see a benefit. A few people can't endure the aggravation. Wash your hands well once applying substance aggravation cream.
- **Braces or shoe embeds:** Shoe supplements or elective gadgets would potentially encourage cut back agony after you stand or walk. These gadgets will bolster your joint to help ease the heat off it.
- **Assistive gadgets:** accommodating gadgets will encourage alleviate weight on your joints. A stick drops weight from your knee or hip as you walk. Hold the stick inside the hand inverse the leg that harms.
- Holding and getting devices could make it simpler to figure inside the room in the event that you have joint inflammation in your fingers. Check indexes or clinical give stores or raise your primary care physician or action healer with respect to supportive gadgets.
- **Transcutaneous electrical nerve incitement (TENS):** This uses a low-strain electrical flow to ease torment. It gives short help to a couple of people with knee and hip joint pain.

5. Other Treatments:

Reciprocal and practice of medication medicines that have indicated guarantee for osteoarthritis include:

- **Acupuncture:** Some investigations demonstrate that needle therapy will mitigate torment and improve act in those that have knee degenerative joint pain. all through needle therapy, hair-slight needles square measure embedded into your skin at exact spots on your body.
- **Glucosamine and chondroitin:** Studies are blended on these natural procedure supplements. two or three have discovered points of interest for people with osteoarthritis, though most demonstrate that these enhancements work no higher than a fake treatment. Glucosamine and chondroitin will act with blood thinners like anticoagulant medicine and cause hurt issues.
- **Avocado-soybean unsaponifiable:** This natural procedure supplement — a blend of avocado and soybean oils - is wide used in Europe to treat knee and hip osteoarthritis. It

goes about as partner degree medicament, and a couple of studies have demonstrated it will slow or perhaps stop joint injury.

Omega-3 unsaturated fats: Omega-3s, found in greasy fish and creature oil supplements, may encourage alleviate torment and improve perform.

RESEARCH 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

Scope of the study:

The major scope of this study is to the know what is to find the Product attributes of brands preferred in management of Osteoarthritis among Orthopaedic doctors. And then to identify its market strategy to increase its sales and promotional tools.

RESEARCH METHODOLOGY

Sample Design: Descriptive Study

Sampling: Non-probability convenience sampling

Sample Size: Respondents: 200

Sample Population: Orthopaedic doctors and Consulting Physicians

Sample Area: Pan India

Tools used for data collection: Direct Questionnaire Method

Type of Questionnaire: Structured

Type of Questions: Closed and Open-ended

Tools used for data analysis: MS-EXCEL

Data collection:

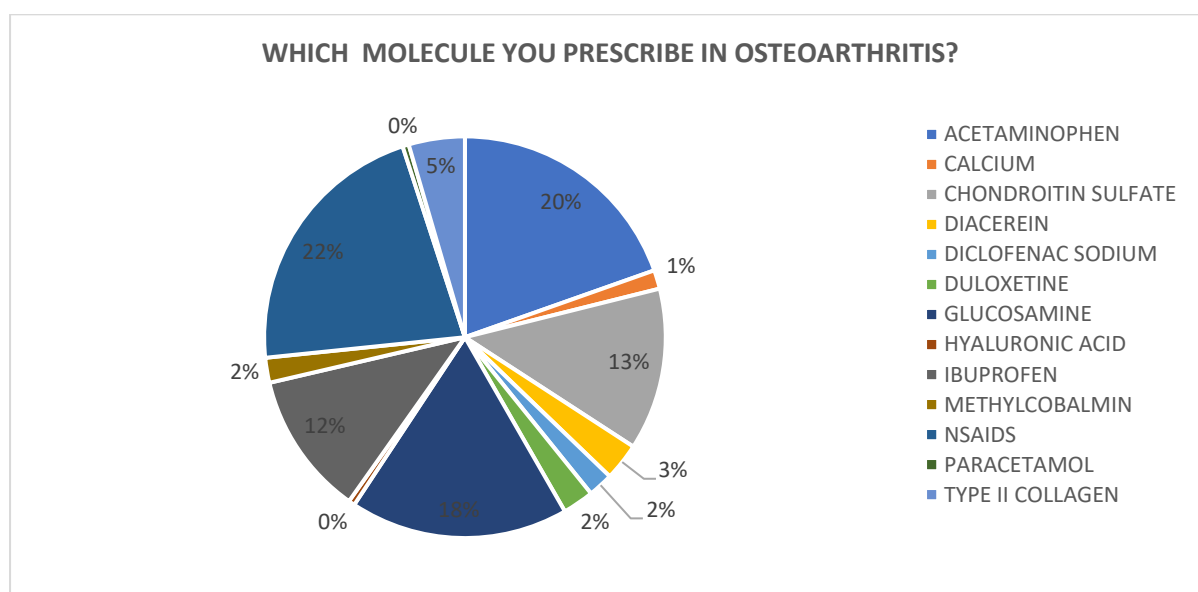
- Primary- Primary information has been gathered by the methods for survey.
- Secondary- The auxiliary information engaged with this task has been accumulated from the clinical diaries, writings, and web.

Study duration: Two Months

FINDINGS

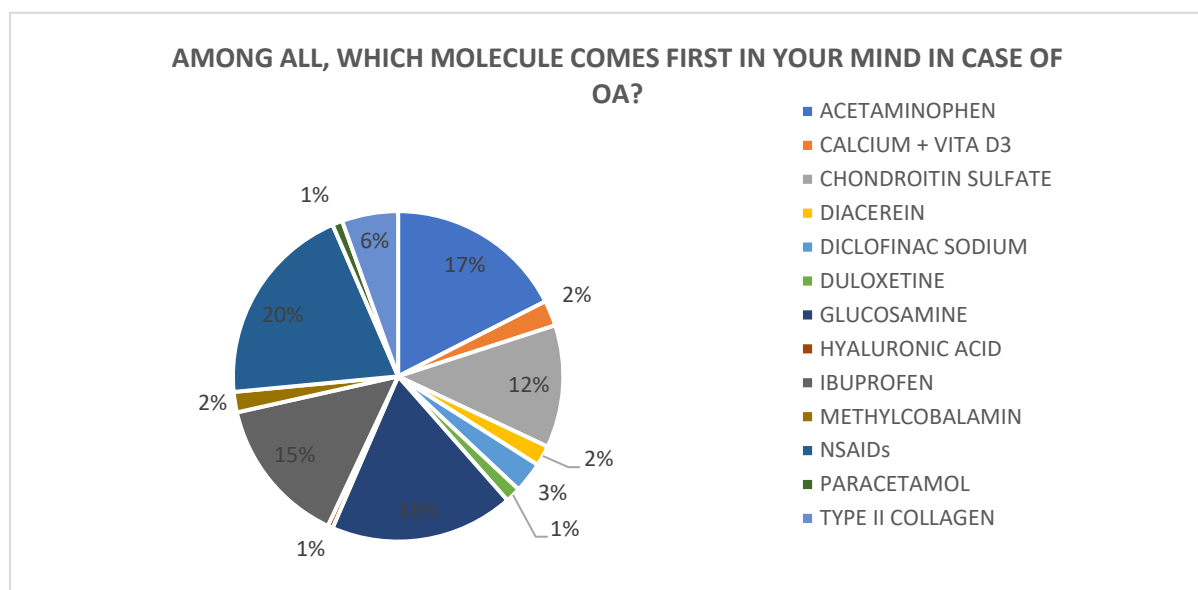
This section presents the report of information examination, Interpretation, and outline of discoveries. As showed in research technique, the examination used elucidating measurements. Accordingly, recurrence tables were created to feature the combined scores for factors of intrigue. For pictorial introduction, reference charts and Pie graphs were attracted to empower clients to conceptualize the outcomes.

Question 1: Which Molecule you prescribe in Osteoarthritis?



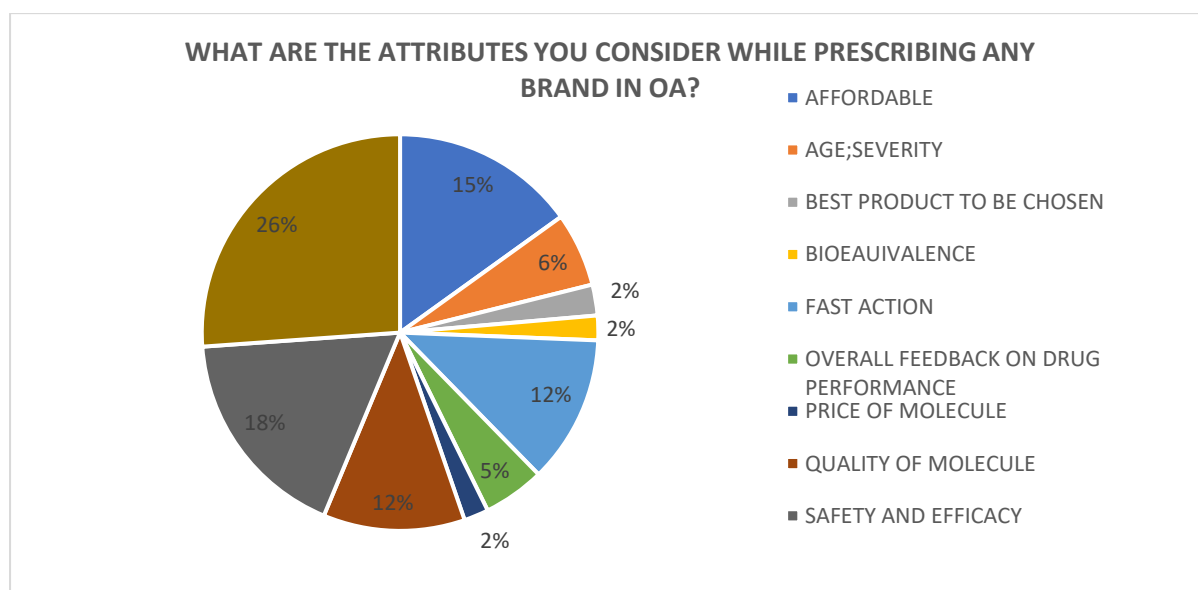
Inference: It was found from the research study that in osteoarthritis management doctors highly recommended molecule is NSAIDS than acetaminophen & glucosamine and others are respectively less prescribed.

Question 2: Among all, which molecule comes first in your mind in case of OA?



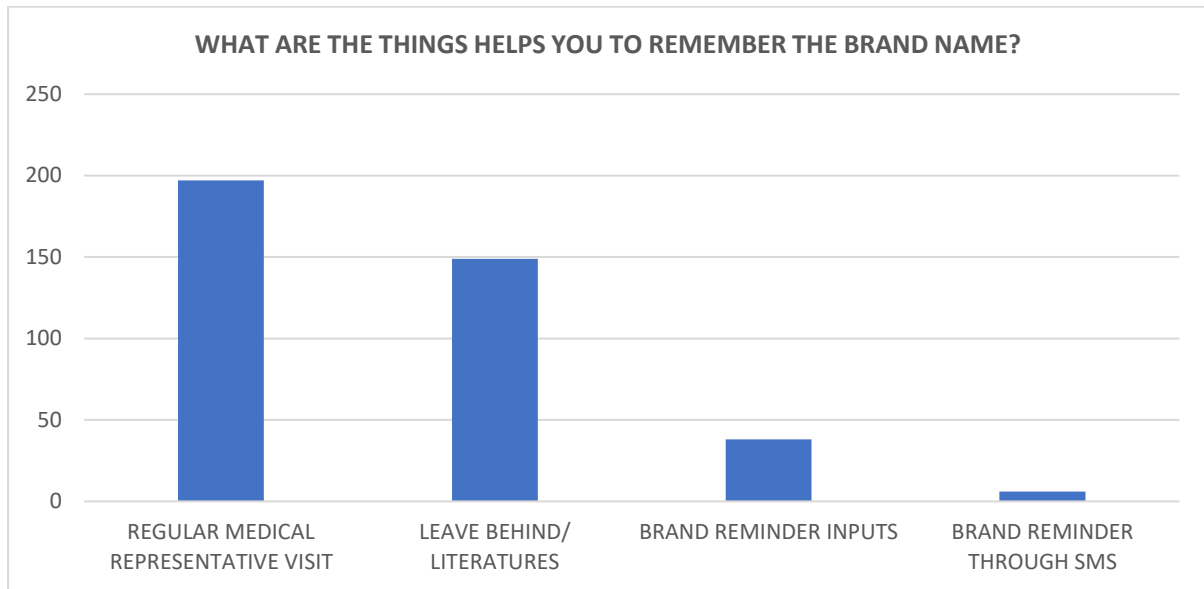
Inference: It is observed that most of the orthopaedic doctors and general physicians consider first choice or mostly comes in mind is Glucosamine than acetaminophen and then Nsaids in case of management of osteoarthritis.

Question 3: What are the attributes you consider while prescribing any brand in OA?



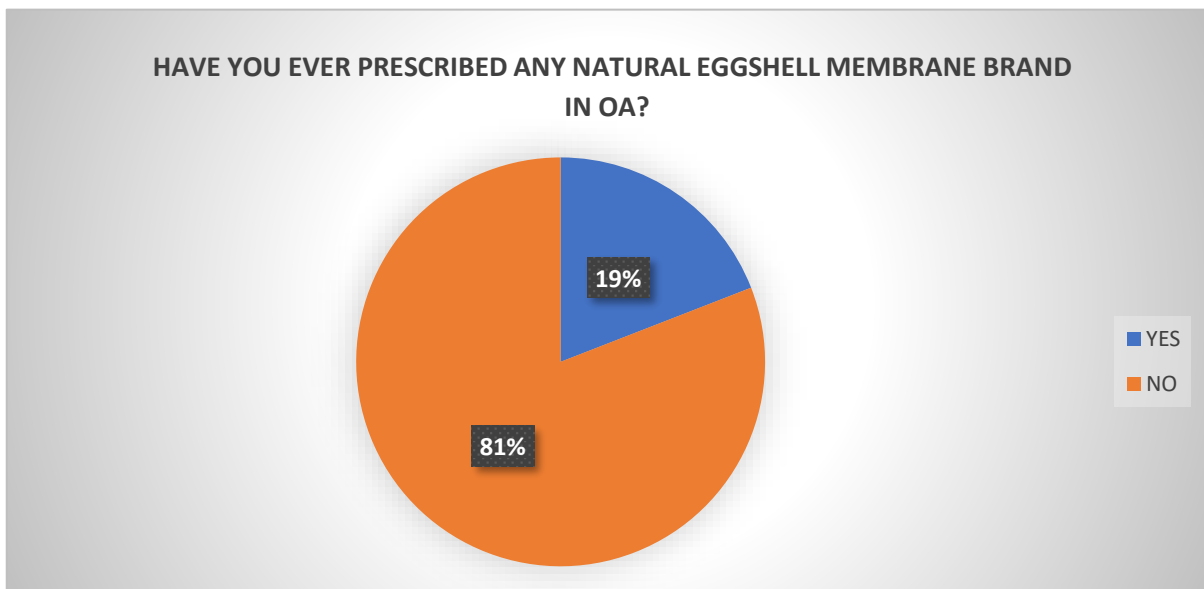
Inference: This question enlightens on all the attributes doctors consider while prescribed any brand for the management of osteoarthritis Out of all the various attribute mentioned above, doctors feel three major indications i.e. symptoms & condition of patient , affordable , quality of molecule and safety and efficacy was also seen .

Question 4: What are the things helps you to remember the brand name?



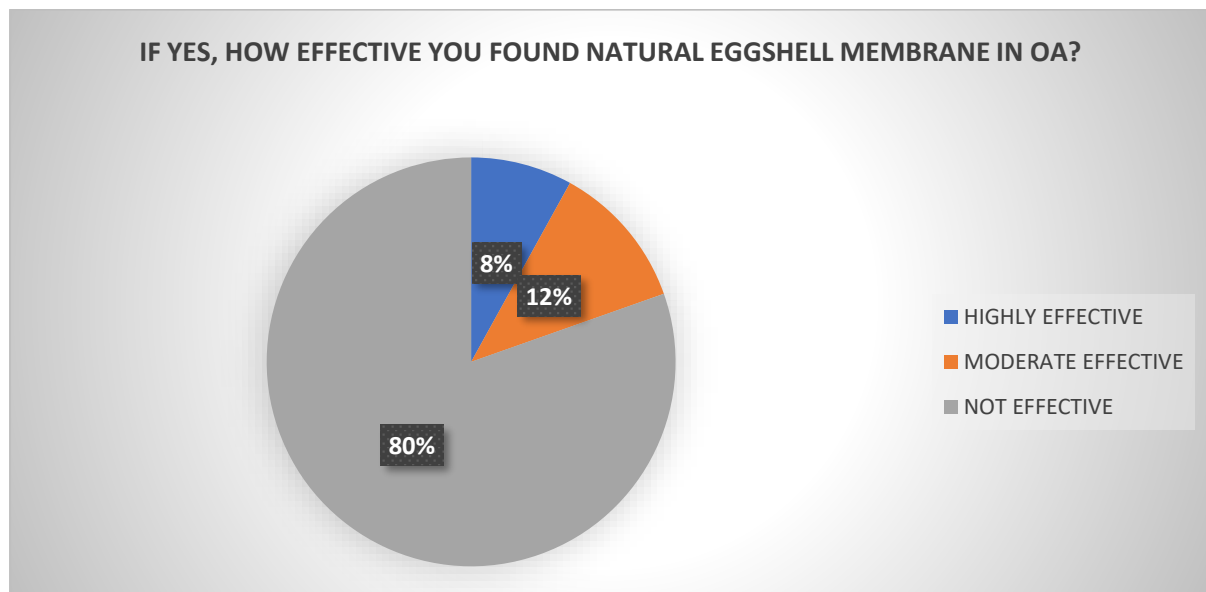
Inference: This bar graph displays the response of the orthopaedic doctors and general physicians that regular medical representative visit and leave behind/literatures are helpful in Remember the brand name.

Question 5: Have you ever prescribed any Natural eggshell membrane brand in OA?



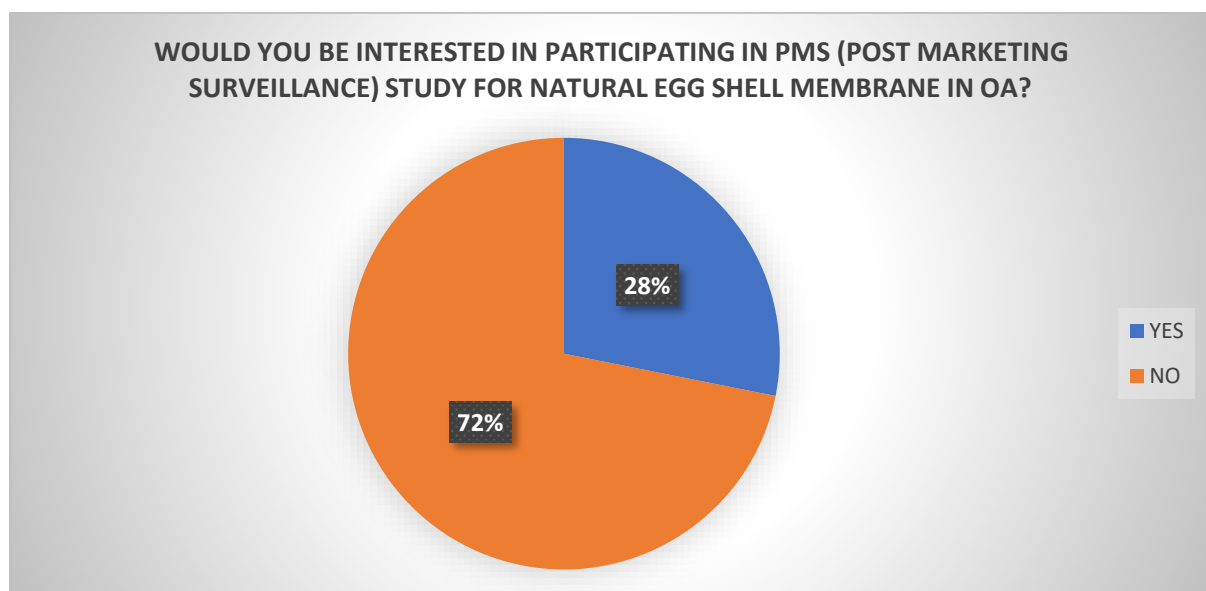
Inference: It was found that data taken from most of the Orthopaedic doctors and general physicians shows that 19% doctors prescribed natural eggshell membrane brand and 81% orthopaedic doctors and physician does not prescribed eggshell membrane brand.

Question 6: If yes, how effective you found Natural eggshell membrane in OA?



Inference: This graph displays that orthopaedic doctors and general physicians who prescribe the natural eggshell membrane says that 8% highly effective, 12% moderate effective and 80% says not effective.

Question 7: Would you be interested in participating in pms (post marketing surveillance) study for Natural eggshell membrane in OA?



Inference: This question enlightens to orthopaedic doctors and general physicians on the interest in participating in the post marketing surveillance study. 28% respondent are interested in pms and 72% says not interested in post marketing surveillance study.

Doctors have also suggested the following:

- Ointments and spray show quick relief in patients.
- Do exercise and yoga daily for strengthen the muscle movement.

Eating a healthy diet is important for fast recovery.

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.

LIMITATIONS

- Due to personal attitudes, individual values and organizational policies, orthopaedic doctors and general physicians keep most of their undertaking secret.
- The researcher received minimal cooperation from some respondents. The Unavailability of target respondents due to their busy schedule was a major challenge. Therefore, availability of records was limited hence limiting the readiness of more information that would have permit elaborate research.
- Resources constrains also posed a great limitation with constrained finances and very busy schedule therefore the researcher having limited time to carry out the research.

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ANNEXURE

Doctor's Name.....

Speciality.....

Qualification.....

Contact.....

Place.....

Date.....

Questions:

1. What are the molecules you prescribe in Osteoarthritis?

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2. Among all which molecule comes first in your mind in case of OA?

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3. What are the attributes you consider while prescribing any brand in OA?

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4. What are the things helps you to remember the brand name?

☐ Regular Medical representative visit

☐ Leave behind/ Literatures

☐ Brand Reminder through SMS

☐ Brand reminder Inputs

Other.....
.....

5. Have you ever prescribed any Natural Eggshell Membrane brand in OA?

Yes ☐ No ☐

If yes – Question 6.

6. How effective you found Natural Eggshell membrane in OA?

Highly effective ☐ Moderate effective ☐ Not effective ☐

7. Would you be interested to participate in PMS (Post Market Surveillance) Study for Natural Eggshell Membrane in OA?

Yes ☐ No ☐

PART II

REPORT -THE COMPLETE SALES SKILLS MASTER CLASS - SALES MARKETING B2B

- **Submitted by** – Deepanshu Bhatnagar
- **Name of the course:** The complete sales skills master class - sales marketing b2b
- **Objective of the course**
 - Building master sales skills, marketing strategy, B2B sales and 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.
- **Duration of the course:** 30 hours
- **No. of module:** 54
- **Certificate:** provided

- **Learning methodology used in the course**
 - There were video lectures in the below mention 54 modules.
 - There are videos about sales, marketing strategies business development, lead generation using top social skills.

- **Key learning from course**
 - Sales skills
 - B2B Sales
 - Marketing Strategy
 - Sales Funnel
 - How to Sell More Effectively

- **Course content and description:**

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

Section 1: First Step Toward Becoming a Master Salesperson

The Complete Sales Skills Master Class – Sales Marketing B2B is helped how to get I to the head of your prospects, what they really want, what they really need and truly understands them, then you can get into your customize & tailor your presentation. So you get into your customers head and make a emotional connection with them so you can get the mark you want.

Section 2: Smart Steps to Sales Greatness

The Importance of Empathy in Sales help to get more about your need and wants. Tell Stories Lots of Them to the customers so they can relate to you. Be an Honest Broker to them. Charisma in Sales is very now days Over-rated so don't try this trick. The Power of Three is help get into the customer Three Applications of the Power of Three Virtually Everyone Has the Tools to be a Great Sales Person Tell Them Something They Don't Know and Make Your Sales Presentation Your Own Don't be a Slave to the Question, Tell Something They Don't Know and also Don't be PowerPointless. Should You Knock The Competition? Be the Bearer of Your Own Bad News, Smart Sales Presentation Preparations and Bad Assumptions Can Kill a Sale Be a Brilliant Sales Marketer You Are What You Sell. We Believe People Who Are Like Us Smart Marketers Give it Away. The Power of Personal Brand Marketing.

Section 4: B2B Sales the Smart Way

Sales Vs. Retail. There is a Difference in sales and retail. Sell the Experience, Not the Product, Match B2B Customers to Other Corporate Clients Be an Expert in Your Corporate Client's Field.

Section 5: Business Development for

Be a Winners and make Smart Strategy for Getting New Business, and Find a Partner in Sales Stars Develop Original Ideas In Business Development, You Don't Have to and Invent Something new regularly.

Section 6: Lead Generation

Borrowed Trust Wins and in return New Leads Give Something Back.

Section 7: Social Skills

Don't Over Communicate, Be a Great Listener Being Present for Your Customers Be a Great Conversationalist Stick to Sales and be a Winner.

Section 8: Smart Sales Executives Have

High Emotional Intelligence And Stop Being an Anxious Sales Person Be a People Pleasers-- Just Don't Overdo it. Successful SalesPeople Have High Self Awareness. You Need Honest Feedback and Fresh Ideas, Go Small or Go Home What to do When You Make a Mistake.

Section 9: Sales Funnel

Getting Your Customer into the Sales Funnel and How to get an Up-sale, Power Sales: Everything You Need to Know.

Section 10: How to Sell Your Business Idea

To a Venture Capitalist Get funding now!

Section 11: Personal Note

What I Learned From Some of the Best Communicators in the World.

Section 12: A Final Thought

Other Ways that I can Help You.

Section 13: The Complete Communication Skills Master Class

Quick Wins! The High Tech Way to Perfect Communication Listening is Key (and why this isn't just a public speaking course) Become part of the top 1% of communicators right now! Good news, the problems we think we have, aren't real and Communications skills are the most important skills for success, Direct versus indirect communication Let's hop in with something new. Big Business Communication.

Section 14: Customer Communication Skills For Your Consumer Life

Communicate your message to companies, big and small, to get them to take action One person can get a huge corporation to pay attention and make things right This video ruined the weekend of Executives at a major Phone Company Here's what really happened. Never Let Any Company Have the Final Word with you again.

Section 15: Accomplish Exactly What You Want With Assertive, Persuasive Commu...

Here is how you get Exactly What you Want Master the Key to Motivation and Persuasion Nobody Cares About You, and That's OK and See It, Taste It, Touch It, Feel It, Be It – Selling with Your Story The Ultimate in Confidence builder – Seeing is believing, It's Easy to pass a Test when the Answer Is right in front of you.

Section 16: A Few More Communication Fundamentals and You will Be Ready for ...

You Are Normal to Fear Communicating In Some Circumstances The Power of the Positive Debunking the Myth of Charisma Never Fall for These Communication Gimmicks Again! Here is where You decide if You are serious about improving your skills.

Section 17: If You are in A Hurry and Only Have 1 Hour, Start Here

Quick Wins! The Secret to Using Speakers Notes Effectively Avoiding The Initial Wrong Turn Most Speakers and Presenters Make Developing Expert Judgment for Your Public Speaking and Presenting Opportunities The Radical Yet Simple Solution To Finding Great Messages Your Stories Will Make Your Ideas Unforgettable Your PowerPoint Will Create Engagement, Not Slumber Building an Ethical Cheat Sheet Just for You This Is The Do Or Die Moment For Your Speaking Improvement There Is a Perfect Test for Your Speech Or Presentation I Will give You a Personalized Professional Presentation Critique Right Here Continuing Your Path of Public Speaking and Presentation Skills Improvement.

Section 18: Business Communication Skills for Job Interviews

Establishing Your Job Interview Goals Research and Preparation for the Job Interview How to Dress for the Interview and How to Make Small Talk and Tell Me About Yourself The Proper Job Interview Mindset The Strategy Memo Rehearse Your Interview on Video Ask for the Job.

Section 19: Workplace Communication:

You Can Speak Up at Meetings! How to Speak Up at Meetings Overview Asking Questions the Right Way Using Notes Effectively In Meetings Risk Assessment Be Conversational Exude Confidence.

Section 20: Workplace Communication:

Effectively Deliver Criticism - Business Co...How to Deliver Criticism in the Workplace Start with Praise Isolate Exactly What is Wrong Give Highly Specific Advice End with Positive Context Workplace Video Rehearsal Criticism in the Workplace.

Section 21: Listening Skills: The Ultimate Business Communication Soft Skill for Le...

Quick Wins - The Cell Phone Secret to Good Listening Skills Stacking the Listening Environment in Your Favor, The Telephone Listening Trap Will Never Catch You Again Housekeeping Note Sometimes You should Turn OFF Your Listening Skills Setting Just One Agenda Item Listening It Is Incredibly Easy to See How Well You Are Listening – Test It's Even Easier to Listen When You Do This...Technology Will Eat Your Brain Unless You Do This Using Your Most Effective Body LanguageTool The Best Listening Body Language From the Neck Down Reading the Speaker's Body Connecting At the Emotional Level with Your Colleague To Hear All Mastering the Art Of NOT Interrupting Asking for Clarification Is A Great Form Of Listening Engaging In Conversation At Just the Right Time Strong Listening Creates Strong Reactions From You Honing Your Sense of Timing and Judgment to Make You a Great Listener Using The Magic of Pen and Paper Tools To Your Advantage Summarizing the Conversation Is Great for You and Your Colleague The One-Page Email Memo Summary Aces the Listening Skills Test - Every Time! Your New Reputation As a Great Listener!

Section 22: Eliminate Verbal Tics, Uh, Um, Er, Ya Know

Master the Quickest, Easiest Way to Eliminate Verbal Tics Now You Know Where the Tics Come From You Are Not Alone Hit the Pin, Not the Sand Trap Don't Let the Ding A Ling Get You Appear More Confident By Using Smaller Words. You Will Avoid the Data Dump Blues Never Worry About Remembering Again The Number 1 Tip for Eliminating Nerves A Focus Group To Make You Better You Deserve a Personal Coach Full Disclosure I am Not a Speech Therapist Eliminating the Source of Your Speaking Discomfort Once and For All Conclusion You Can Now Speak Without Verbal Tics and Fillers.

Section 23: Body Language in the Workplace

Never Let These Two Classic Body Language Blunders Slow You Down Quick Wins - You Will Look Your Best on FaceTime, Skype, Facebook Live The Ultimate Tricky Body Language -Touching Big Picture - Make Everyone You Work With Feel Comfortable Working With You Your Nerves Will Never Show Again in the Workplace You'll Never Fall for These Body Language Myths Again Here Is Exactly What to Do With Your Hands The Composed, Confident Video Star Never Spotlight Your Blunders and Mistakes Again You are Now Ready for Prime Time TV The Number 1 Tip for Curing Body Language Problems

Is... ,The Real Way to Improve Your Body Language Confidence Great Body Language for Your Presentations PowerPoint Will Never Turn You Into a Robotic Bore Again Confident Briefing to Colleagues and Others Keynote Speeches Will Showcase Your Calm and Confidence Use a TelePrompter Like a Network News Anchor Networking Like a Pro, Not a Wall Flower Making Sure Your Clothes Are Communicating Your Positive Story Handshakes, Greetings and Hellos with Poise Your Body Language Partner - The Friendly Spotter Once Last Chance for a Body Language Personal Critique.

Section 24: Using Your Voice As a Communications Tool

How to Improve Your Voice Overview Famous Bad Voices How to Improve Your Voice by Recording Your Voice Diagnosis of Your Own Voice Feedback from Others Defining Your Exact Problems Listen to Natural Conversation Practice Again and Record Don't Lower Your Voice Practice on Video Other Techniques How to Improve Your Voice.

Section 25: Communication Skills for Introducing Yourself

How to Introduce Yourself Intro What NOT to Do How to Introduce Yourself The Right Way How to Introduce Yourself Video Rehearsal Friend Feedback get to know How to Introduce Yourself.

Section 26: Telephone Business Communication Skills

Quick Wins! Do THIS To Look and Sound Great on Skype Phone Calls Never Confuse Personal Phone Use with Business Telephone Use Again Why Your Phone is the Best Secret Business App Ever Planning Your Successful Phone Environment Final Preparation for Your Successful Phone Meetings Making Sure Your Phone Passes Your Friend Test Planning for Winning Conference Calls Look Prime Time Ready for Your Video Calls Placing Phone Calls Like the Consummate Professional Always Knowing the Best Time to Call Clients and Prospects Now You will Never Wake Up a Client in the Middle of the Night Answering the Phone so Everybody Knows You are Ready for Business No Such Thing As Answering The Phone Too Quickly These Days Your Clients Will Never Think You are Screaming At Them Again Knowing How to Sound Your Very Best Every Time The Right Way to Put Someone On Hold Being a Professional to Every Generation, Regardless of Your Own Preferences Voicemail That Soothes, Not Angers Best Voicemail Messages for Success Take 1, Take 2, Take 3 Until You Get It Right Avoiding The Initial Wrong Turn Most Speakers and Presenters Make Making Your Phone Disappear At the Perfect Moments Tit for Tat and Text for Text and Better Than the Best Hollywood Goodbyes than you become Master of the Telephone for Every Business Situation.

Section 27: Assertiveness: You Can Be A More Assertive Communicator

How to Be a More Assertive Public Speaker Intro, Diagnosis Style and Substance How to Be a More Assertive Public Speaker.

Section 28: Business Communication With Your Boss - How To Ask for a Raise

Ask for a Raise Overview Timing Ask for an Appointment Ask for a Raise Be Positive The Future The Ask What Not to Do Competing Job Offers Ask for a Raise Video Rehearsal .

Section 29: Business Communication -

Deliver the Perfect Elevator Pitch How to Deliver an Elevator Pitch Intro Your Goals One Big Idea Simplify Role Models and 2 Key Questions The Giveaway Watch Bad Elevator Pitches How to Deliver an Elevator Pitch.

Section 30: Storytelling - The mostimportant Communicative Skill

This DEVICE Is the Single Biggest Difference Between Great Speakers and Awful Become a MASTER Storyteller How to Use Stories When Giving TECHNICAL Presentations Packaging Insights for Your Audience Using Stories Don't Tell Stories, Instead RE-Live Stories Public Speaking Message Drives Stories Public Speaking Share Your Emotions When telling Your Stories Public Speaking What Characters and Conflicts are in Your Story Public Speaking What is the setting for Your Story Public Speaking Your Speaking Stories Must Contain Dialogue Public Speaking Your Story Must have a Resolution Public Speaking Advanced Storytelling.

Section 31: Use PowerPoint for Business

Communication, Not As A Sleep Aid You Will Never Give Another PowerPoint Presentation The Perfect Starting Point for Any PowerPoint Presentation This Will Motivate You Audience to Do Exactly What You Want Them To Do What Are Your Motives for Delivering a PowerPoint PresentationThe Worst Possible Reason To Use PowerPoint Is... Double Your PowerPoint, Double Your PowerPoint Pleasure The Ultimate 2-Part Test for Every PowerPoint Slide The Single Riskiest Thing You Could Ever Do When Delivering a PowerPoint The Essential Steps of Creating PowerPoint Presentations Your PowerPoint Presentation Must Be Just as Good as Your Q and A Session You Must Be Ready for Disaster Striking! It's Not PowerPoint That Is Boring, It Is (look in the mirror) Never Forget, YOU are the Boss of Your PowerPoint Stop Asking Your Audience to Multitask! Here Is Exactly What Should Go On Your PowerPoint Slide This is How to Use a Graph In a PowerPoint Nobody Cares About What Is Easy for You To Do You Want to read a Book At A Movie Theater Your Audience Already Has a Preferred Way of Reading The Sequence of Your Presentation Is Key Get Your Audience to Focus On One Thing At a Time This Way Advancing Slides the Advanced Way Want a Remote Control Then Bring Your Own Complexity Is Your Enemy Ha! Nobody Can See the Bottom Half of Your Slides Only Liars Say 'There Is No time to Rehearse the PowerPoint Presentation' If Your PowerPoint Presentation Bore You, Guess Who Else It Bore Laser Pointers Should Be Used Like This One Image Per Slide Is the Golden Rule Never Let PowerPoint Be Your Downer Don't Become a Character In Your Own Horror Movie The Perfect Length of time for a PowerPoint Presentation Is...This Is How You Cheat To Win On Every PowerPoint Challenge Plan Your PowerPoint Preparation This Way Test Your PowerPoint On a fresh Set of Eyes and Ears If You Don't Want Your Audience to Ignore Your PowerPoint, Do This Answer These Questions Before Using Video In PowerPoint Presentations Assume You Are the Only Competent, Trustworthy Person In the World Don't Forget the Occasional Prop Just Because You Can Doesn't Mean You Should Notes on Special Effects The Perfect Way to Start Every PowerPoint Presentation Managers Will NEVER Have to Look at boring Employee PowerPoint Again! Here Is How to Deliver Somebody Else's PowerPoint Presentation Your PowerPoint Presentation Still Requires Stories Never Talk About Your PowerPoint Free Focus Group Research to Make all Your PowerPoint Presentations Improve

The Perfect Number of Bullet Points Per Slide, The Perfect Number of PowerPoint Slides Is...

Section 32: Be Persuasive! Using Your

Communication Skills to Persuade Quick Win! Increasing Your Odds of a Face to Face Persuasive Presentation Always Select Your Best Persuasion Opportunities and Environments Learning Persuasion Skills to Beat the Naturals Mapping Out Your Finish Line - In Advance! Moving the Numbers Game To Your Favor The Unique Advantage of Persuasion in the Business World Never Bore With Data Dumps Again Master the Process Of NOT Telling People Too Much About Your Process The 5 Key Messages for Your Persuasion Success Your Secret Source of Winning Persuasion Messages Note I Probably Shouldn't Have to Mention This, But Don't Lie Persuade More By talking Less There is Nothing Like Seeing Your Persuasion Messages in Text More for You, By Not Talking About You Here is How You Get People to Remember Your Messages Ironing Out the Kinks in Your Persuasion Presentation Mastering Persuasive Body Language Persuading Yourself to Go Outside of Your Comfort Zone The Single Best Way to Prepare for All Persuasion Presentation Opportunities Persuasion That Takes 6 Months Is Still Persuasion, Persuasion Is Sometimes More Effective At the Top Than At The Bottom Conquering Your Fear To Pitch Again.

Section 33: One-On-One Communication Skills

How to Give a One on One Presentation Intro One on One Presentation Goals Research the Person Top 5 Messages Top 5 Messages How to Give a One on One Presentation and How to Use Notes One on One Presentation Stories How to Give a One on One Presentation.

Section 34: Business Communication Skills for Team Presentations

How to Give a Team Presentation Overview Team Presentation Goals Team Presentation Top 5 Messages Assign Topics Team Presentation Individual Prep How to Give a Team Presentation Group PowerPoint Team Presentation Rehearsal How to Give a Team Presentation.

Section 35: Communication Skills for Technology Presentations

How to Deliver Technology Presentations Intro Technology Presentations Goal Technology Presentations Top Five Messages Using Technology for Your Visuals Don't get Lost in Details Benefits not Features How to Deliver Technology Presentations.

Section 36: Financial Business Communication Skills

How to Give Financial Presentation Intro Financial Presentation Goals Financial Presentation Messages Financial Presentation Stories No PPT for First 2 Minutes Financial Presentation PowerPoint Tips Draw Conclusions Critiques From Others How to Give a Financial Presentation.

Section 37: Sales Presentation Communication Skills for Business

How to Give a Sales Presentation Intro Sales Presentation Goals Sales Presentation Messages Types of Sales Presentations One on One 2 Common Blunders Sales Presentation Bonus Tips and How to Give a Sales Presentation.

Section 38: Investor Pitching Presentation Skills

Investment Pitch Overview Investment Pitch Core Messages Investment Pitch Common Blunders Investment Pitch The Power Point Deck Investment Pitch Prototype Investment Pitch Passion.

Section 39: Communication Skills for Speaking to Large Audiences

How to Speak to Large Crowds Intro Coping with Fear Don't Yell Eye Contact Longer Pauses PowerPoint and Possible Outcomes.

Section 40: Communication Skills for Speaking to Foreign Audiences

Speaking to Foreign Audiences Overview Audiences Prep Culture Speak Slowly Handouts Fundamentals and Stories Working the Room Video Record and Test.

Section 41: How to Use a TelePrompter Effectively

How to use a TelePrompter Intro Video Benchmark Self-correction TelePrompter 4 Key Elements Teleprompter Speed Volume Pauses Head All 4 Together Full Speech Practice 2 Prompter Screens Politician Role Models TV Role Models Teleprompter Potential Disasters How to Use a Teleprompter Secrets from Reagan Reasons to Not use a Teleprompter.

Section 42: Communication Skills for Making Simple Talk Head Videos

The Video Advantage In All Your Proposals- Quick Win! Hype Versus Reality - Why Most People Never Create Simple Video Mastering the Human Side Of Looking and Sounding Your Best on Video How This course Will Improve Your Business Your Proposals will Stand Head and Shoulders Above Your Competitors Your Clients Will Find You Their Most Responsive Partner Ever Your Website Can Be Video-Centric Now You Can Answer Frequently Asked Questions Just Once! Talk Your Customers Through Your Whole Business Process Have an Even Greater Presence on YouTube Speak Your Thought Leadership Your Exciting Video Newsletters Will Outshine Text Newsletters Your Client Video Testimonials Will Prove Your Credibility Beyond a Doubt Facebook Live Will Never Scare You Again Project Your Best Face on Skype and Zoom Deliver Keynote Speeches Without Ever Leaving Home Drastically Reduce Your Time Training Employees and Others Anything You Can Type You Can Now Speak on Video Supercharge Your Public Relations Efforts With Video The Crisis Communications Secret Weapon.

Section 43: Communication Skills for the Media - Media Training

Doing This One Thing Will Give You Total Confidence Before Any Media Appearance It's OK To Feel Uncomfortable On Camera Here's How to Get Over It You Can Look Great, Shape a Message, Answer Questions and Speak in Sound Bit Dressing for TV and Video Success Here Is Where to Look On Camera How the Media Pros Rehearse Their Interviews Move Like a Seasoned TV Pro Never Let the Seat Swallow You Up Never Look Bored or Scared Again Sell the Message by Selling the Messenger Sit Like This to Look Your Best Standing In Front of the Camera With the Greatest of Ease Your Turn to Be On Camera

Accomplish Your Goals With The Right Message Anticipating the Reporters' Questions
 Brainstorming Your Message Points To Get the Best Summary of Messaging Elements The
 Power Of Your Positive Messaging The Venn Diagram for Messaging Success Time to Test
 Your Messages Out Loud You Have Solved the Problem Your Turn to Brainstorm Your
 Messages Creating Messages The Media Will Find Irresistible Find the right Message for
 Your Audience Results Won't Speak for Themselves, But You Can Stress What Is Important
 to YOU And One More Thing...to Avoid Always Be Moving Toward Your Message Points
 Brief and Bland Can Be Best Make 'I Don't Know' Your Best Friend Never Call Yourself a
 Crook Never Lose a Media Debate By Not Debating Never Stress Over the Questions Again
 Pick the Easiest Question for You Summary of Answering Tactics The Ultimate Skill -
 Rewriting the Question Three IS the Magic Number Use a Cheat Sheet And Never Get
 Caught You Don't Have to Control the Interview Just Control Your Own Mouth Your Turn to
 Ask Questions Demonstrating Your Answering Abilities Absolutes Are Absolutely Easy to
 Get Quoted Analogies Are Your Friends Attack!!! Attack!!! Attack!!! Bold, Action Words
 Will Get You Quoted Cliches Might Not Impress Your English Teacher, but..For Example...
 How Do You Really Feel About This Laugh Your Way to Media Success Learning Moment
 Pop Culture References are Irresistible to Reporters Putting Your Sound Bites Together
 Sounds Bites Are a Means Not an End Summary of Top Ten Sound Bite Elements Test Your
 Sound Bites The Five Potential Outcomes of Every Media Interview The Most Important Part
 of Your Media Prep The Perfect Media Mindset The Three Simplest Sound Bite Patterns
 Are... Total Sound Bite Failure What Else Is a Great Way to Get Quoted Your Turn to Create
 Sound Bites.

Section 44: TED Talk: You Can Deliver a TED Talk Quality Presentation

What Makes a TED Talk Passion for an Idea Worth Spreading Tell a Story Plan Your Visuals
 Timing is Everything Style AND Substance are Essential Video Rehearsal is the Most
 Important Thing Great Writers Read Great Writers Apply to Speak at TED.

Section 45: Communication Skills: Give a Great Acceptance Speech

How to Give an Acceptance Speech Intro Acceptance Speech Goals Thank People in a
 Meaningful Way Be Entertaining Watch YouTube Greats Tell a Story Just the Right Amount
 of Emotion Don't Read a Speech Speech Notes More Common Blunders How to Give an
 Acceptance Speech.

Section 46: How to Be a Motivational Speaker

How to Be a Motivational Speaker Overview Are You Motivating? What makes You
 Special? What is Your Story? Your Process Your Messages Stories for Each Stagecraft
 YouTube Role Models Video Rehearse Show to Others Video on YouTube Tell the World
 Speaker Bureaus How to be a Motivational Speaker.

Section 47: Giving a Retirement Speech

How to Give a Retirement Speech Intro 3 Events from Career Outline Rehearsal How to Give
 a Retirement Speech More Tips How to Give a Retirement Speech.

Section 48: How to Deliver a Eulogy

How to Give a Eulogy Overview One Great Strength Accomplishments Eulogy Storie Eulogy Notes Don't Drink Booze Emotion Video Rehearse More Story Sources.

Section 49: Just for Beginners

Quick, Ethical Ways to Cheat Your Way to Communication Success You Will Be Motivating, Not Data Dumping Powering Your Points With Images and Slides Practice In the Friendliest Environment of All Getting Feedback So It Won't Hurt Yes, Even Beginner CAN Tell Stories Test Tubes for You You Are In Great Company - Find Out Who GPS for Your Communications You have Now Mastered Basic and Beyond Communication Skills.

Section 50: Conquering Your of Public Speaking and Communicating

Origins of Speaking Anxiety Fake Solutions that don't Work The Process of Eliminating Your Fear The Fear of Boring Rehearsing Your Presentation on Video Cheat the System Practice Makes...Comfortable The Confident Speakers Attitude Long-Term Speaking Goals.

Section 51: Extra Videos, Stories and Books

Collection of 5 of My Communication Skills Books Media Training - The Complete Media Training Video Course Crisis Communications The Complete Crisis Communications Overview Communication Secrets of Ronald Reagan.

Section 52: Frequently Asked Questions About Communication Skills

What Do I Do With My Hands While Giving a Presentatio What Is the Best Way to Write a Presentation Is It a Good Idea to Memorize a Presentation What Should Happen After the Presentation What If You Are Asked a Question and You Don't Know the Answer Who Is the Best Speaker In The World How Can You Remember What To Say During a Presentation What Is the #1 Thing You Can Do to Improve Your Presentation What is the #1 Blunder Most People Make In their Presentation Skills What do You Do If You Are Nervous Before Giving a Presentation.

Section 53: My Communication Stories

Clintonian Eye Contact My Very First Presentation Presenting the WRONG Way to the Media Surrounded by Machine Guns! Teaching Clients NOT to Act The Crying Beauty Pageant Winner The Fluttering Bird Flying to Nowhere You Never Have to Lurk In the Shadows Again.

Section 54: Conclusion to Your Communications Skills Course

Conclusion You Are Now a master's In communication Skills Here Is How You Can Get your Certificate of Completion for this Course Did I Forget Anything.

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