

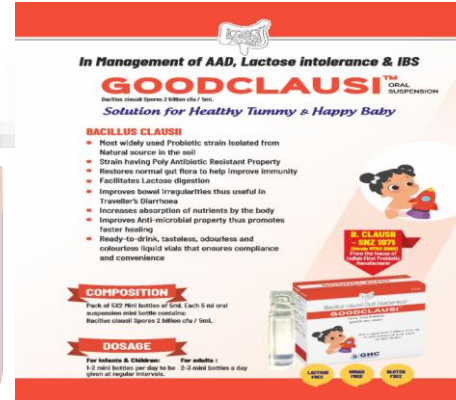


Summer Internship Report
Innovation & sustainability in healthcare sector

Patient Journey For probiotics

Have an idea
about
symptom

Diarrhea,
abdominal pain



Strain isolated
from natural
soil with
antibiotic
resistance.

It can be used as daily
basis or until the disease
condition remains.
2.It can be used for
children
3.No side effects

Awareness &
Recognition

Presentation
& Diagnosis

Treatment
Selection

Brand
Selection

Brand
Access

Switching &
Progression

Gastric irritation, high
antibiotic usage,
autoimmune disorder
like chrons disease

Tests of blood,
or tissue
samples.
Culture test.

probiotics

Good clausi
mini bottles

Treats AAD, lactate
intolerance, travellers
diarhea



Executive Summary

Project Focuses on

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

Organization Profile

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



Annual operating plan

Brand name : Lidogood



EXECUTIVE SUMMARY

- **Insights 2020**

- Lidogood is yet to be launched in the competitive market of this ear analgesic .so the market data of its competitors can give much knowledge on key strategies where to be played. There is an 13.6% growth in the molecules of this market in the pharmaceutical industry (IPM).

- **STRATEGY 2021**

- Key competitive strategy and novel approach for our brand is to work on **digital therapeutic marketing**.
- Digital Therapeutic marketing is combination of patient education with disease and outcomes alongside prescriber education with articles, journals of disease positive outcomes
- On field market research of these products with therapeutic marketing enhanced product growth in region of Telangana

SWOT Analysis for LIDOGOOD

Strengths



01

Lidogood is topical anesthetic. It has rapid onset of action.
Dosage form of this product can enhance its selection in market compared to ointment or other forms.

Weakness



02

porous ear membrane lidogood is not used (on-field experience)
Low population usage of this and also incidence is also low according to market research.

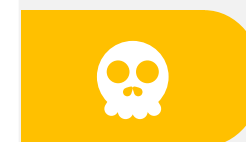
Opportunity



03

This kind of pipeline products have very less competitors compared to other products.
Creating More brand awareness among public by retaining novel digital practices.

Threats



04

Local competitors' threat.

LIDOGOOD : Key Strategic initiatives

Brand 2021 Objective

Core Brand Strategy: TO MAKE LIDOGOOD THE MOST PREFERRED EAR ANAGLESIC IN MARKET

State Supporting Brand Strategy 1

Key challenge :less market when compared to competitors.
 Strategy :build strong prescriber awareness line about product.

Key tactics:

1.Special day celebrations- will enhance brand visibility & brand recall in the mind of the customers

Send a monthly patient newsletter with informative articles and clinic updates

State Supporting Brand Strategy 2

Key challenge:Digital marketing
 Strategy:started with a customized marketing plan

Key Tactics

*Blog to gain patients.
 Develop patient chat boxes.
 Improve SEOs
 Talk about patients not about yourself.
 Online brand presence.*

State Supporting Brand Strategy 3

Key challenge:MARKETERS ARE PUT INTO THE LIMELIGHT, MORE SO THAN SALESPeople

Key Tactics

[The Marketing Journal](#) suggests that the decline in B2B field sales makes way for more marketing-led initiatives

LIDIGOOD : Key Strategic initiatives

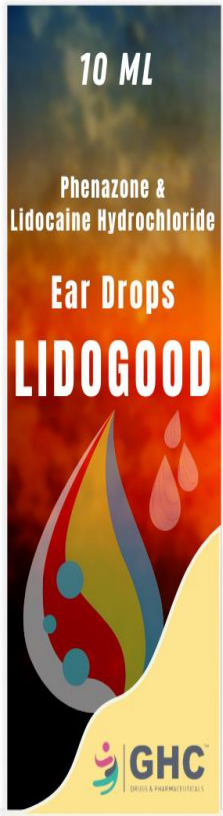
Brand 2021 Objective

Core Brand Strategy: To make LIDIGOOD the most preferred EAR ANALGESIC in the Indian Market

State Supporting Brand Strategy 1	State Supporting Brand Strategy 2	State Supporting Brand Strategy 3	State Supporting Brand Strategy 4
ALIGN BRAND PLAN AND EXECUTION	Preserve brand identity.	Cultivate a culture that reflects brand values.	Align marketing to brand strategy.
Key tactics: Bridge the gap between brand and business. .Communicate with higher-ups. Oversee marketing. Ask questions, poke holes, etc. Scale: 3 doctors, team members KPI: educate and communicate	Key Tactics Oversee and enforce brand guidelines (including brand messaging and visual identity). • Empower team to apply guidelines correctly. Scale: team members KPI: regular updates given	Key Tactics Help the company promote brand values to attract active participants in building the brand. Scale: 3 doctors, team members KPI: knowledge on all sites and knowledge on how to implement	Key Tactics Craft marketing strategy. Oversee content creation. Coordinate teams and resources. Scale: coordinating team KPI: perfect and clear knowledge about resources, their outcome and loopholes

“ DIGITAL THERAPEUTIC MARKETING STRATEGIES.....!! ”





Blog to gain patients

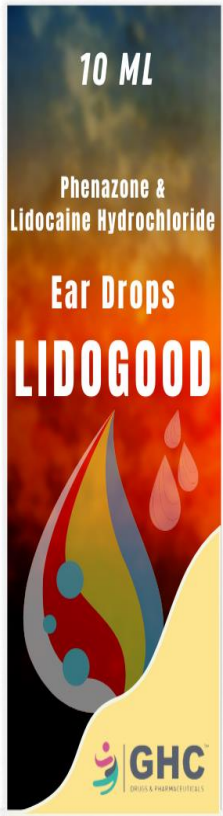
Because it offers a steady flow of fresh, keyword-rich content, blogging can also help your website's search engine optimization, or SEO, which you'll learn about shortly

Improve your social media accounts

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

Write an email newsletter

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

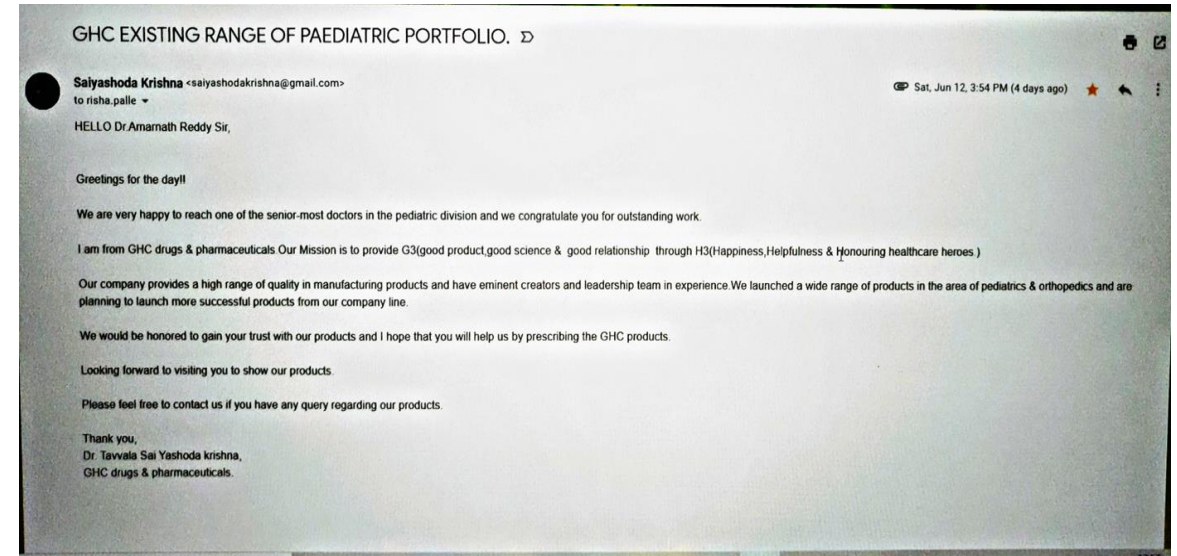
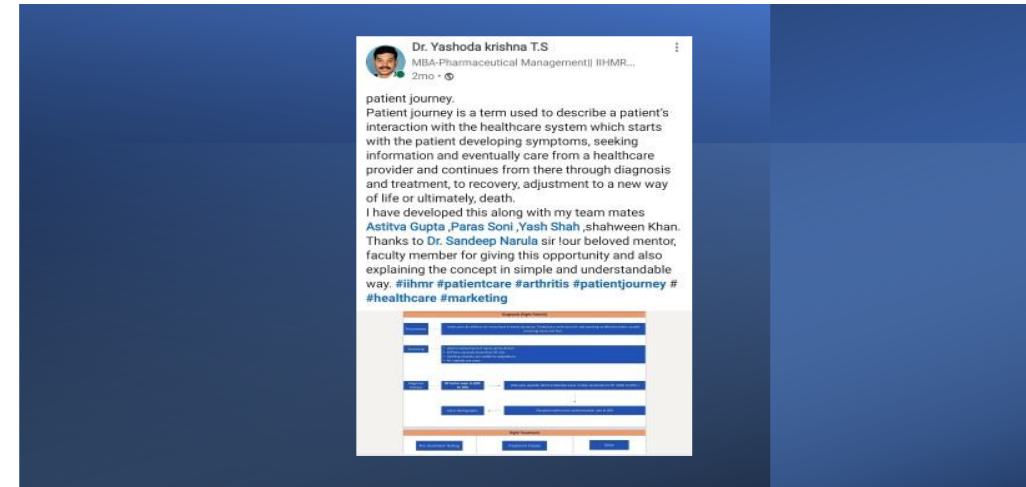
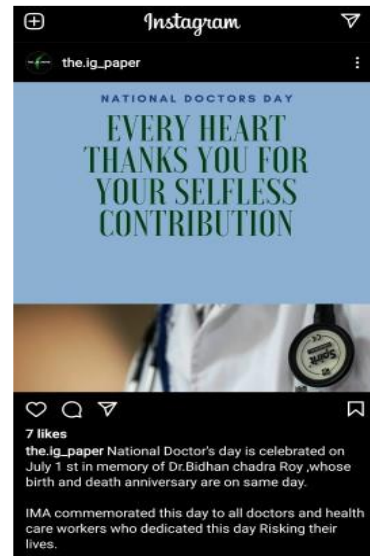


Retargeting

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

- **Google Rank (SEO)** reviewing products of company for better reach to audience
- **Mobile Marketing.**
- smartphones are at the center of people’s lives. So if through the course of care, you could “live” in your patients’ pockets.
- offering video instruction, sharing health blogs and even requesting online reviews – you will absolutely increase engagement, compliance, and retention.
- OPD CAMPS

SOCIAL MEDIA MARKETING (LINKEDIN,INSTAGRAM,EMAIL)



FIELD WORK:

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



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

References

- **Allied Market Research. 2021. *Digital Therapeutics Market Size Forecast By [2020-2027]*. [online] Available at: <<https://www.alliedmarketresearch.com/digital-therapeutics-market>> [Accessed 8 July 2021].**
 -
- 1mg. 2021. *Lidozone Ear Drop: View Uses, Side Effects, Price and Substitutes | 1mg*. [online] Available at: <<https://www.1mg.com/drugs/lidozone-ear-drop-294997>> [Accessed 8 July 2021].
 -
- Netmeds. 2021. *OTOGON Ear Drops 10ml - Buy Medicines online at Best Price from Netmeds.com*. [online] Available at: <<https://www.netmeds.com/prescriptions/otogon-ear-drops-10ml>> [Accessed 8 July 2021].
 -
- Emedicine.medscape.com. 2021. *Acute Otitis Media: Practice Essentials, Background, Anatomy*. [online] Available at: <<https://emedicine.medscape.com/article/859316-overview>> [Accessed 8 July 2021].
 -
- Shailendra Prasad, B., 2021. *Use anesthetic drops to relieve acute otitis media pain*. [online] PubMed Central (PMC). Available at: <<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3183864/>> [Accessed 8 July 2021].

TAVVALA SAI YASHODA KRISHNA
MBA IN PHARMACEUTICAL MANAGEMENT
BATCH 2020-22
IIHMR UNIVERSITY, JAIPUR