

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

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



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24th July, 2021

To Whom Ever It May Concern

This is to certify, that Mr. Tavvala Sai Yashoda Krishna S/o Mr. Tavvala Sai Govinda Rajulu, student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 10th May 2021 to 5th July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

As a part of internship he has completed his study on “**Innovation and Sustainability in Healthcare Sector**”.

During the period of his Internship with us he was found punctual, hardworking and inquisitive

We wish him all the best for future endeavours.

For **GHC Drugs & Pharmaceuticals Pvt. Ltd.**



Chief Corporate Affairs & HR

ACKNOWLEDGEMENT

Firstly, I would like to thank my organisation, **Indian Institute of Health Management and Research (IIHMR-U), Jaipur** for giving me such a good opportunity in Summer Training, which helped me in improving my knowledge on the Digital Marketing & different strategies followed for its sustainability in health sector.

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

I also thank my Team & academic mentor **Dr. Sandeep Narula (Assistant Dean and Associate Professor, The IIHMR University)** for encouraging me to take part in this organization GHC Drugs & Pharmaceuticals. His teachings helped me to complete my project with easy understandings.

TAVVALA SAI YASHODA KRISHNA

MBA-PM (2020-22)

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Contents

1.1 Organization Profile.....	4
1.2 Product Overview.....	4
2.About the Project	5
3. OBJECTIVES.....	6
4. METHODOLOGY	6
4.1 Patient Journey.....	6
Goodclausi contains Bacillus clausi spores 2 billion CFU/5 ml.....	7
Goodclausi is a Solution for Healthy Tummy & Happy Baby	7
Goodclausi is.....	7
Goodclausi is available as Pack of 5X2 Mini bottles of 5ml each.....	8
So with all these benefits please prescribe Goodclausi to your next deserving patient.....	8
4.2 BRAND PLAN.....	8
4.2.1 EXECUTIVE SUMMARY:.....	9
4.2.2 strategy 2021.....	10
4.2.3 situational analysis of lidogood competitors.....	11
4.2.4 Market summary and insights	12
4.2.5 SWOT ANALYSIS:.....	13
Outcomes of Digital Promotion of content:	23
The below posts give data analysis of my posts which I have executed with company logos for patient journey and honoring health care heroes on doctors day.	26
4.3 Field Work:.....	27

1.INTRODUCTION

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

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

In this project work of GHC (Good Health Care) Drugs and Pharmaceuticals, the company have a wide range of pharmaceuticals pipelines and I got to work with LIDOGOOD-Phenazone & lidocaine, which is used in the treatment of ear pain in conditions like **ACUTE OTITIS MEDIA** and reduce inflammation.

1.1 Organization Profile

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



1.2 Product Overview

Lido good consists of two molecules **Lidocaine and phenazone**. Lidocaine is used for treatment of painful ears and have anaesthetic properties. It aids in reducing the amount of fluid in the outer ear canal.

Phenazone, a Non-steroidal anti-inflammatory drug, blocks the release of certain chemical messengers that cause fever, pain and inflammation (redness and swelling) which helps to remove build-up of ear wax in the ear.

The composition of this product is **LIDOCAINE-1% W/V + PHENAZONE-4% W/V**. This medicine is also used for barotraumatic damage of the middle ear (so-called barotraumatic otitis)

Dosage: usual dose is s 4 drops, 2 or 3 times daily into the outer ear canal of the affected ear. The duration of treatment should not exceed 10 days. If discomfort continues, consult a doctor.

Instructions for use.

Unscrew the bottle cap.

Screw the dropper applicator.

Remove the protective dropper cap.

Turn the bottle down and gently squeeze the dropper until a drop is formed.

Press again until you obtain the required number of drops.

Place back the white protective dropper cap after use.

Possible side effects. Similar to all medicines, this medicine can cause side effects, although not everyone gets them. The following frequencies are used in evaluating side effects: Rare side effects (may affect up to 1 in 1,000 people): local allergic reactions (itching, maculopapular rash), auditory canal hyperaemia.



2.About the Project

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

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

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

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

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

Based on this plan we prepared content for the Product Promotion Strategy and **content for Digital Marketing**. The promotion of product is done on various **social media platforms** like Instagram, Facebook, Twitter, YouTube, Blogs, Email and LinkedIn.

Then we have been allotted with some area managers of GHC for the field work. After that, **Field work** with the field force was done to identify market scenario and promote product physically along with continuation of Digital promotion.

3. OBJECTIVES

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

4. METHODOLOGY

This project was distributed into 4 parts:

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

4.1 Patient Journey

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

Patient Journey is generally explained in 5 steps:

Step 1: Awareness and Recognition

Step 2: Presentation and Diagnosis

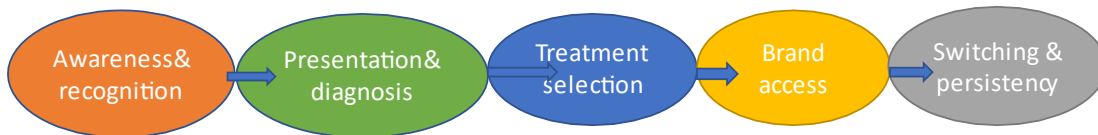
Step 3: Treatment Selection

Step 4: Brand Selection and Access

Step 5: Switching and Persistency

I made A Patient Journey For product Goodclausi which is a probiotic, helps to replace gut flora with bacteria for maintaining intestinal conditions.

Patient journey for probiotics



Awareness and recognition:

The probiotics are majorly used in infants & adults in

- Gastric irritation & indigestion.
- Anti-biotic therapy effect reduction on gut flora of intestine
- Auto immune disorders like CHRON'S DISEASE , IBD.

Presentation & diagnosis:

Some of the presentation symptoms include.

- Consistent watery diarrhoea
- Stomach pain & history of high antibiotic use

If these symptoms are seen, then consult a doctor. Some of the **Diagnosis Tests** include

1. Tests of blood, stool
2. Culture test

Treatment selection:

Homecare followed by medications advised by physician.

Brand selection and access:

Probiotics used in Management of AAD, Lactose intolerance & IBS, presenting
GOODCLAUSI Oral Suspension

Goodclausi contains Bacillus clausi spores 2 billion CFU/5 ml

Goodclausi is a Solution for Healthy Tummy & Happy Baby

Goodclausi is

- Most widely used Probiotic strain Isolated from Natural source in the soil
- Strain having Poly Antibiotic Resistant Property

- Restores normal gut flora to help improve immunity.
- Facilitates Lactose digestion
- Improves bowel irregularities thus useful in Traveller's Diarrhoea.
- Increases absorption of nutrients by the body.
- Improves Anti-microbial property thus promotes faster healing.
- Ready-to-drink, tasteless, odourless and colourless liquid vials that ensures compliance and convenience.

Goodclausi is available as Pack of 5X2 Mini bottles of 5ml each.

Dr. Goodclausi contains B. Clausii – SNZ 1971 (Strain MTCC 5980) from the house of India's First Probiotic Manufacturer. Dr. Goodclausi is Lactose Free, Sugar Free & Gluten Free.

So with all these benefits please prescribe Goodclausi to your next deserving patient.



In Management of AAD, Lactose intolerance & IBS

GOODCLAUSI™
Bacillus clausii Spores 2 billion cfu / 5ml.
Solution for Healthy Tummy & Happy Baby

BACILLUS CLAUSII

- Most widely used Probiotic strain Isolated from Natural source in the soil
- Strain having Poly Antibiotic Resistant Property
- Restores normal gut flora to help improve immunity
- Facilitates Lactose digestion
- Improves bowel irregularities thus useful in Traveller's Diarrhoea
- Increases absorption of nutrients by the body
- Improves Anti-microbial property thus promotes faster healing
- Ready-to-drink, tasteless, odourless and colourless liquid vials that ensures compliance and convenience

COMPOSITION
Pack of 5X2 Mini bottles of 5ml. Each 5 ml oral suspension mini bottle contains:
Bacillus clausii Spores 2 billion cfu / 5ml.

DOSAGE
For infants & Children: 1-2 mini bottles per day to be given at regular intervals.
For adults: 2-3 mini bottles a day given at regular intervals.

B. CLAUSII – SNZ 1971 (Strain MTCC 5980)
From the House of India's First Probiotic Manufacturer

GOODCLAUSI™
Bacillus clausii Oral Suspension
5ml mini bottles
Pack of 5X2

LACTOSE FREE **SUGAR FREE** **GLUTEN FREE**

SWITCHING AND PERSISTENCY:

- It can be used as daily basis or until the disease condition remains. Goodclausi Dosage For infants & Children: 1-2 mini bottles per day to be given at regular intervals & For adults, 2-3 mini bottles a day.
- No side effects.

4.2 BRAND PLAN

Brand plan or annual operating plan of brand- LIDOGOOD consists of the following steps.

Such as :

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

Here is the brand description mentioned in detail along with the self-made visual aid (VA). I made my brand campaign with catchy line called **“LIDOGOOD – KICK OUT PAIN & LISTEN FOR GAIN”** for my brand.

BRAND – Good Descriptor/Payoff line

SKU- Composition	Year of launch
LIDOGOOD EARDROPS 10ML	2021



Brand name :	Lidogood
Brand launch date:	August 2021
Generic name :	Phenazone and lidocaine
Formulation:	10ml
Packs:	box
Key Indication(s):	Treat Acute otitis media, inflammatory ear pain.
Target Market Segment (s):	Type(inner ,outer and middle ear.)pathogen(bacteria and virus)treatment(medication and surgery)end user(ENT,GP,PEADS)



4.2.1 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).

Competition landscape

Parameter	GHC Brand	AKUMENTIS HEALTHCARE LTD	BRINTON PHARMACEUTICALS .LTD	ANTHUS PHARMACEUTICALS P LTD.
Positioning	Treat ear pain and also act as local anesthetic in case of ear infections.	Treat ear pain	Treat ear pain	Treat ear pain.
Daily cost of Therapy	10/ml	11.8/ml	7.9/ml	11.8/ml
Key Specialty	General Practitioners/Pediatricians/ENT/Consultant Physicians	General Practitioners/Pediatricians/ENT/Consultant Physicians	General Practitioners/Pediatricians/ENT/Consultant Physicians	General Practitioners/Pediatricians/ENT/Consultant Physicians
Packaging	Manufactured in a dose range of 10ml with implementing techniques and are having pp cap and plug.	10ml	10ml	10ml
Sales force size	-	-	-	-
Strength	Plant based products which meet world class standards and testings	Good reviews	-	packaging
Weakness	--	irritation	Weak marketing	---
Key Interpretations from Data analytics		-60.1% growth	-51.5% growth	-53.4% growth

- By considering the low competitors growth rate ,negligible market share ,less competitors in market we can say that there is a more probability to launch our product LIDOGOOD

4.2.2 STRATEGY 2021

Key competitive strategy and novel approach for our brand is to work on **digital therapeutic marketing**.

- Digital Therapeutic marketing is combination of patient education with disease and outcomes alongside prescriber education with articles, journals of disease positive outcomes.

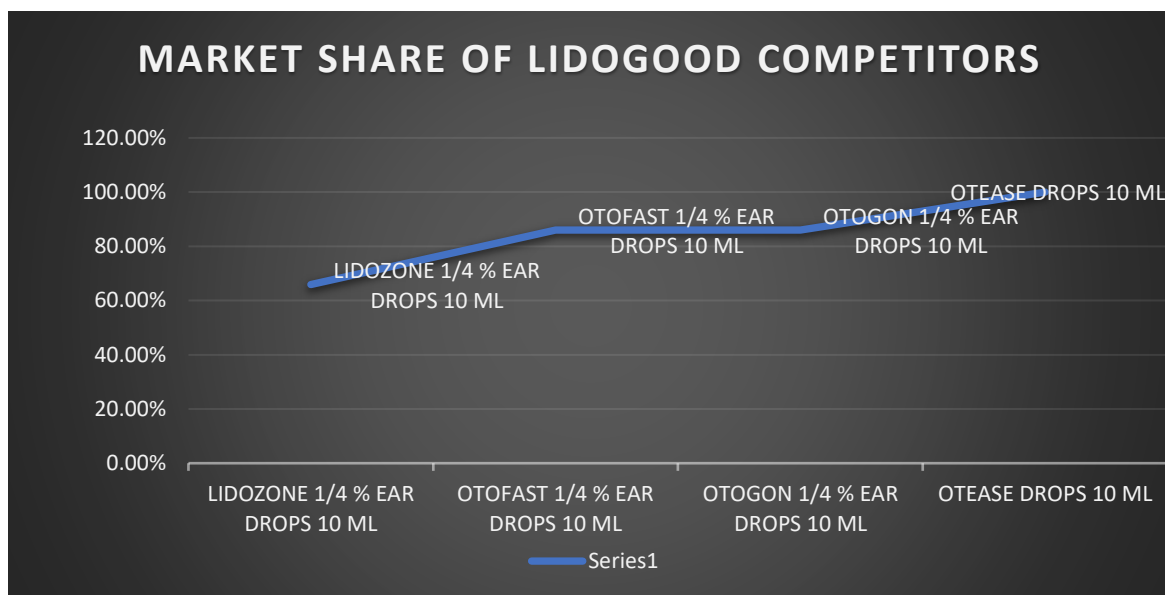
HOW TO ATTRACT OR INCREASE TRAFFIC?

- Attract new patients of targeted drug patients by building strong google ranks (SEO reviews, new patient conversations by developing chat boxes.
- Retain more current patients by connecting with social media apps like making WhatsApp groups ,building linked in connections and groups and adding doctors for immediate response which build trust.

- Reactivate past patients by staying connected with them by printing marketing with brand logo

4.2.3 Situational analysis of market share of lidogood competitors

When analysed the top market share of the ear analgesic competitors in market there are few companies akumentus, brinton, anthus which widely share the market of this pipeline and below is the analysis of market share growth of competitors which is done according to the data of AWACS?



This analysis shows:

- Highest market share is for OTEASE DROPS with **100%**.
- Otofast and otogon market share is same and need to analysis for their strategies

Key Market Drivers

Health care professionals who use minimum invasive surgeries.

Expanding better healthcare professionals and encouraging digital strategies & influencers

4.2.4 MARKET SUMMARY AND INSIGHTS

- Phenazone and lidocaine drops is used for treatment for ear pain which comes with different types of reasons.
- Phenazone and lidocaine marketed as pain relief ear drops and prescribed in case of idiopathic or surgery pain relief.

- Benzocaine-glycerin, prednisone and benzocaine are drugs which have chance of making new threshold in market.
- Result of price impact survey of online pharmacy users shown that 61% found this combination expensive and 39% to be average.
- Prescribers of this medicine are using this combination mainly for **acute otitis media** complication which normally have incidence rate of 48% at age 6 months, 79% at age 1 year, and 91% at age 2 years. This data shows to target more of paediatric population.

KOL understanding:

- This combination therapy (LIDOGOOD-Phenazone & lidocaine) helps in improving medical compliance by reducing pain in conditions like acute otitis media which happens more in children and infants, otitis in influenza symptoms which happen often in adults.
- Most of GHC products offered are natural derivatives ensuring patient health with less side effects however conditions like irritation, itching and redness of outer ear tubes is seen in some because of ingredient phenazone.
- With no drug interactions LIGOGOOD composition is compatible to every group of population with more patient compliance.

PATIENT OPPURTUNITY AND TARGET MARKET – BRAND LIDOGOOD

Target market segment.

Belongs to therapeutics class ontological of properties local anesthetics and anti-inflammatory.

Target patients

Persons suffering from ear infections, ear pain and post-surgery pain of ear.

Target customers

Paediatricians, ENT, M.D, General practitioners.

Incidence rate of acute otitis media /ear pain condition in ENT cases is nearly about 6% i.e., nearly 7.5 crores cases. In this nearly 20% of cases seen in children with high prevalence.

Most prescribers prescribe local analgesics for AOM with lidocaine mostly but in substitute cases benzocaine is used.

Patient profile.

patients 3 to 17 years of age

4.2.5 SWOT ANALYSIS:



LIDOGOOD SWOT

Strengths <i>Where are we strong relative to our competitors?</i>
Easily available. Meets global standard preparations with senior global key players involved in bringing products. Have wide range of product lining with various products and having strong mission.

Weaknesses <i>Where are we weak relative to our competitors?</i>
No live interaction. No wow factor in website.

Opportunities <i>What changes/emerging trends can we exploit?</i>
Developing target market segmentation. More brand awareness among public by retaining novel digital practices.

Threats <i>What changes/emerging trends could threaten us?</i>
Strong competition among different brands.

Proprietary and confidential— do not distribute

COMMUNICATION STRATEGY 2020

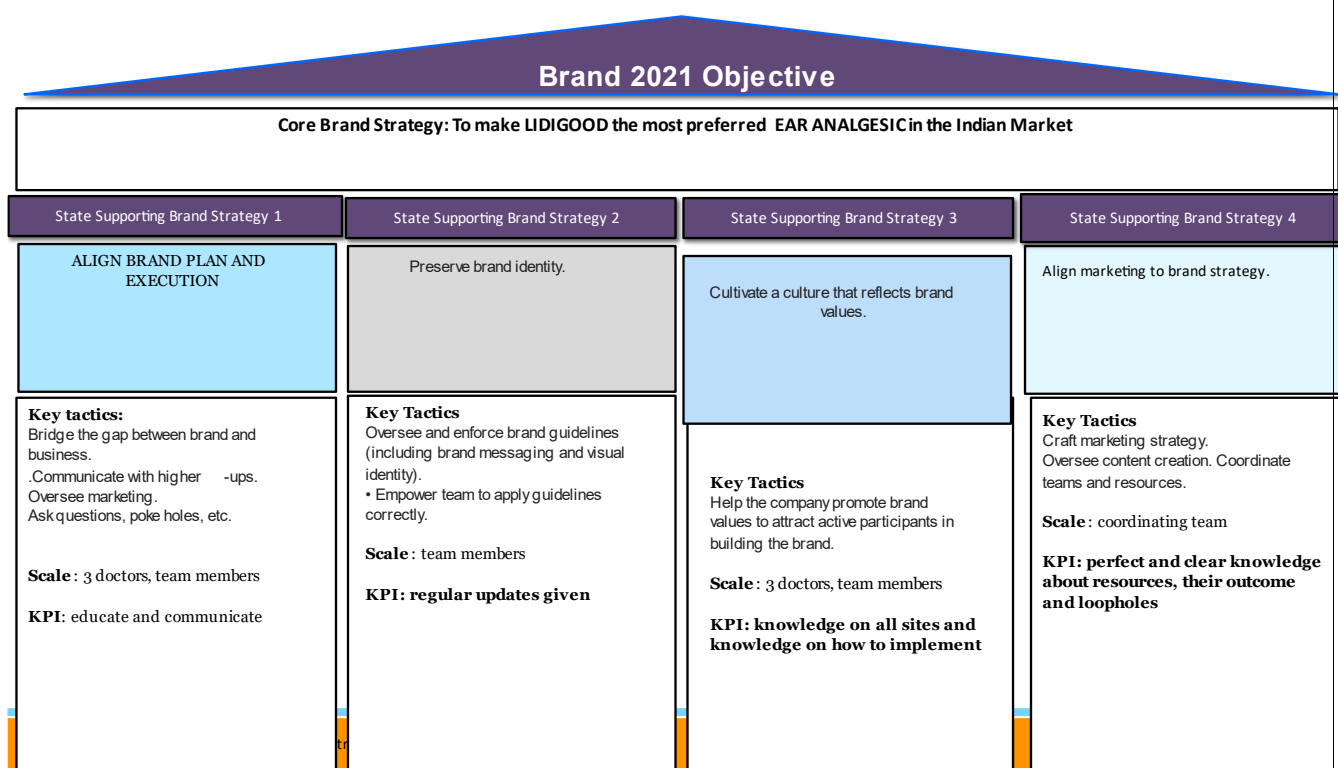
Communication strategy 2020



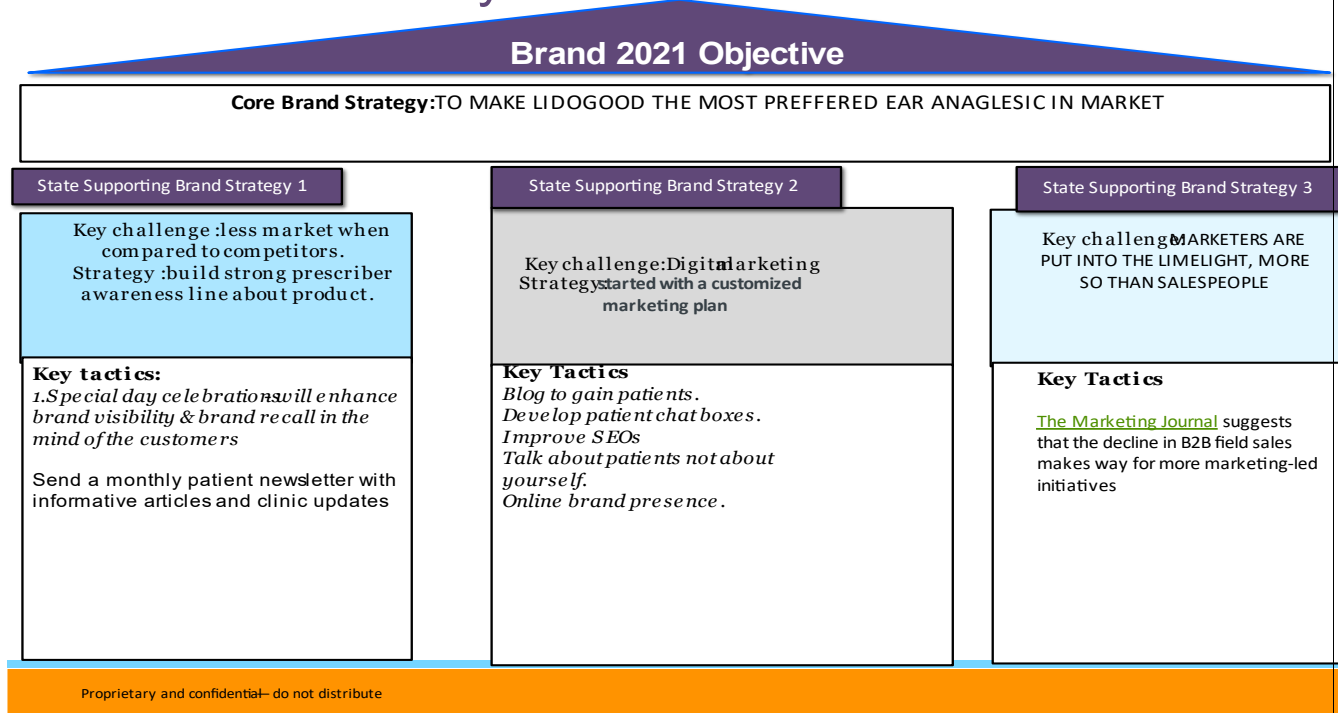
Specialties:	Key Message (communicated through VAF)	What's Working
ENT	Safe administration with less chance of irritability	Digital campaigns and easy pictographical representations of VA
Pediatrician	In non-verbal children drug should get compatible and can be understood with their indications of not rubbing ,tugging .	One common communication for all the targeted specialities
General surgeon /physician	Should reduce ailment of post traumatic conditions	

LIDOGOOD: KEY STRATEGIES.

LIDIGOOD : Key Strategic initiatives



LIDIGOOD : Key Strategic initiatives



Strategic Planning:

The strategy I followed for making my brand better reach to audience is **DIGITAL THERAPEUTIC MARKETING**. This generally includes educating customers of my product or of my company products with therapeutic strategies like digital administration leaflets, errors & precautions needed to be focused while administration, drug interactions, patient compliance through following digital platforms.

Blog to gain patients.

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

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

Content Includes:

1. AWARENESS VIDEOS

2. INSTAGRAM / LINKEDIN / FACEBOOK POSTS

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



Dr. Yashoda Krishna T.S

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1w • Edited •

National Doctor's day is celebrated on July 1st in memory of Dr. Bidhan Chandra Roy, whose birth and death anniversary are on the same day.

IMA commemorated this day to all doctors and health care workers who dedicated this day, risking their lives.

We lost nearly 750 doctors in the last 9 months and also many doctors challenged their lives, kept at risk all their relationships,

Let's pledge to do a bit about their lives and respect their life's remembering them and their families.

**#healthcare #health #doctors #mentalhealth
#wellness #respect #care #awareness #support
#ghc Dr. Sandeep Narula Prashant Bhamare GHC
Drugs and Pharmaceuticals Private Limited Saloni
Dasodhi #aiims #iihmr university #ghc**



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Telemedicine levers the patient journey which enhance medicine to reach remote parts of the country.

Reaching health care personals and it's treatments through call,email or any social platforms is known as telemedicine.

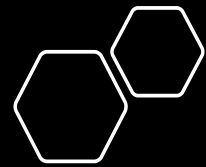
Telemedicine brought better results in pandemic times and Indian medical association made clear guidelines for practicing telemedicine from PHC to territory care hospital.

ISRO ,laid basic fundamentals for introduction of telemedicine in india two decades back which is now shaping it's model to reach many districts with technical advancements.

However there are limitations to telemedicine which need to be well known like

- 1.Treatment strategies followed in telemedicine is different from regular consultantation.
- 2.**training** of healthcare professionals and behaviour of representation through telemedicine need to be developed in india.
- 3.treatment should be started only after clear diagnosis of the condition and should be made by experts with clear license or practical experience.

Do follow my page the.ig.paper [#instagram](#) on instagram







Dr. Yashoda Krishna T.S

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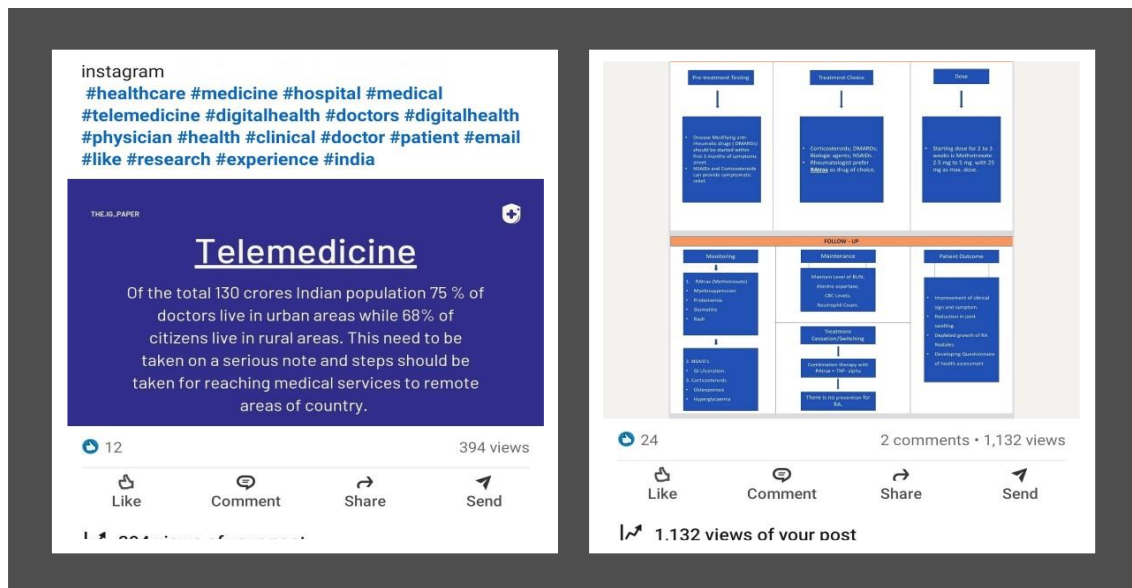
2mo •

patient journey.

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

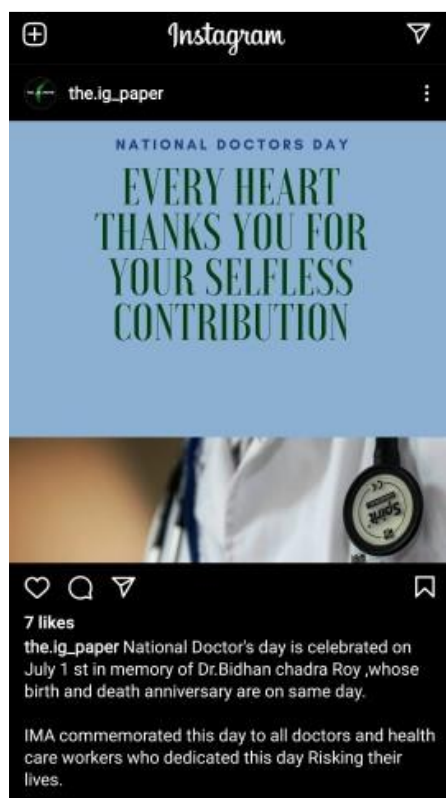
I have developed this along with my team mates [Astitva Gupta](#), [Paras Soni](#), [Yash Shah](#), [shahween Khan](#). Thanks to [Dr. Sandeep Narula](#) sir !our beloved mentor, faculty member for giving this opportunity and also explaining the concept in simple and understandable way. [#iihmr](#) [#patientcare](#) [#arthritis](#) [#patientjourney](#) [#healthcare](#) [#marketing](#)





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

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



Below is the image of email marketing done by me for promotion of my product with Dr Amarnath Reddy (M.B.B.S,M.D,PALS) by **EMAIL MARKETING**

GHC EXISTING RANGE OF PAEDIATRIC PORTFOLIO. ▸



Saiyashoda Krishna <saiyashodakrishna@gmail.com>

to risha.palle ▾

Sat, Jun 12, 3:54 PM (4 days ago)



HELLO Dr.Amamath Reddy Sir,

Greetings for the day!!

We are very happy to reach one of the senior-most doctors in the pediatric division and we congratulate you for outstanding work.

I am from GHC drugs & pharmaceuticals Our Mission is to provide G3(good product,good science & good relationship through H3(Happiness,Helpfulness & Honouring healthcare heroes)

Our company provides a high range of quality in manufacturing products and have eminent creators and leadership team in experience.We launched a wide range of products in the area of pediatrics & orthopedics and are planning to launch more successful products from our company line.

We would be honored to gain your trust with our products and I hope that you will help us by prescribing the GHC products.

Looking forward to visiting you to show our products.

Please feel free to contact us if you have any query regarding our products.

Thank you,

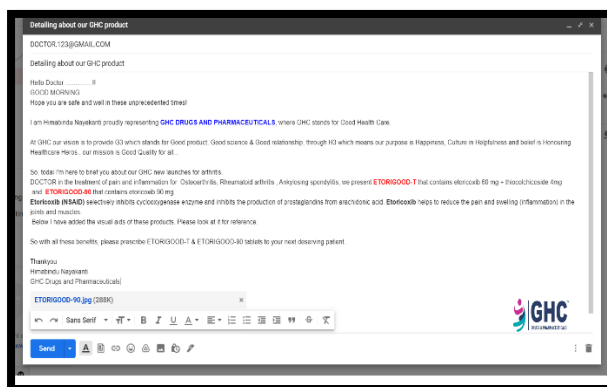
Dr. Tavvala Sai Yashoda krishna,

GHC drugs & pharmaceuticals.

INFOGRAPHICS and VISUAL AID

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

The infographic is titled "LIDOGOOD" and is designed to inform about ear drops. It features a cartoon illustration of a child holding their ear in pain, with a diagram of an ear showing inflammation. The text describes the product's purpose: "In relieving pain associated with otitis & inflammation." It lists the active ingredients: "PHENAZONINE w/v + LIDOCAINE w/v" and the tagline: "An ideal approach in relieving ear pain". A section titled "Lidogood Ensures" lists benefits: "Relieve ear pain & inflammation instantly", "Remove build up of cerumen", "Potent local anesthetic", "More patient compliance", "Suitable for any age group", and "Less side effects". It also lists "Indications": "Acute, congestive otitis media", "Meningitis", "Viral otitis influenza", and "Barotraumatic otitis". The "DOSAGE" section states: "Put 3 to 4 drops for every 4 hours as directed by physician". At the bottom, there is a logo for "GHC DRUGS & PHARMACEUTICALS" and images of the product packaging: a box and a bottle of Lidogood ear drops.



USE OF #HASHTAGS

#hashtags can be used to increase the number of people watching your posts and also target specific people like doctors

#rheumatoidarthritis
#digital marketing
#pharmaceuticals
#HEALTHCARE
#awareness
#education
#pharma
#rheumatologist
#doctors
#marketing

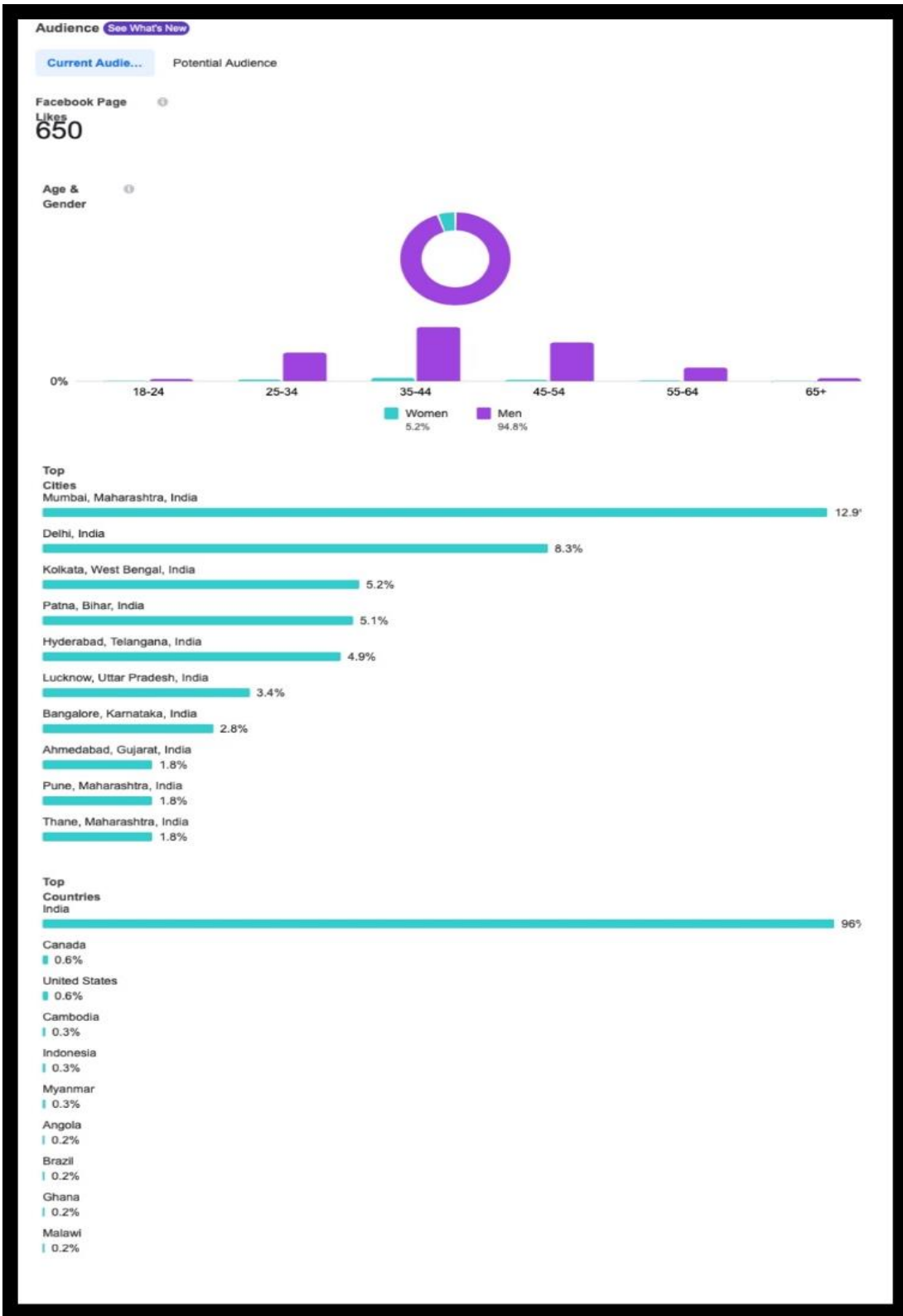
What is Mobile Marketing ?

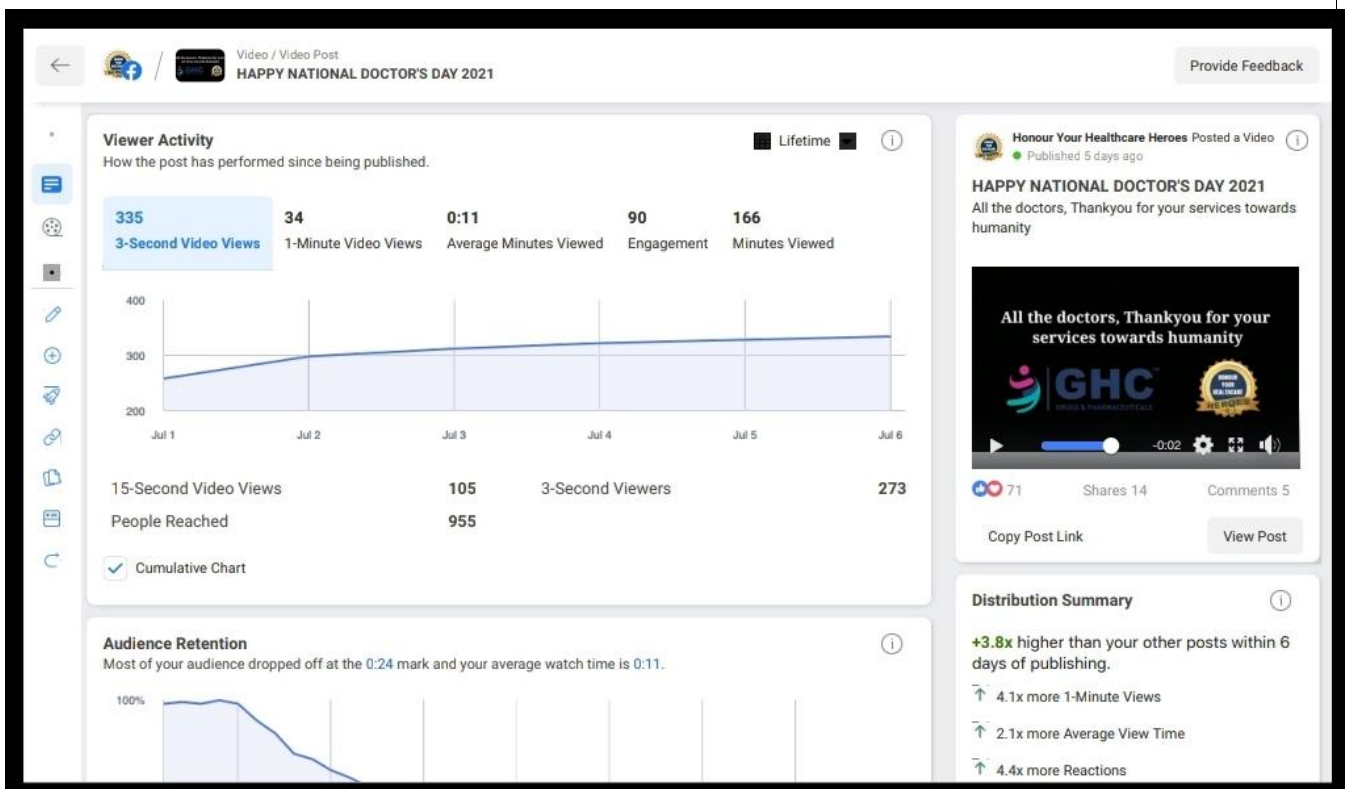
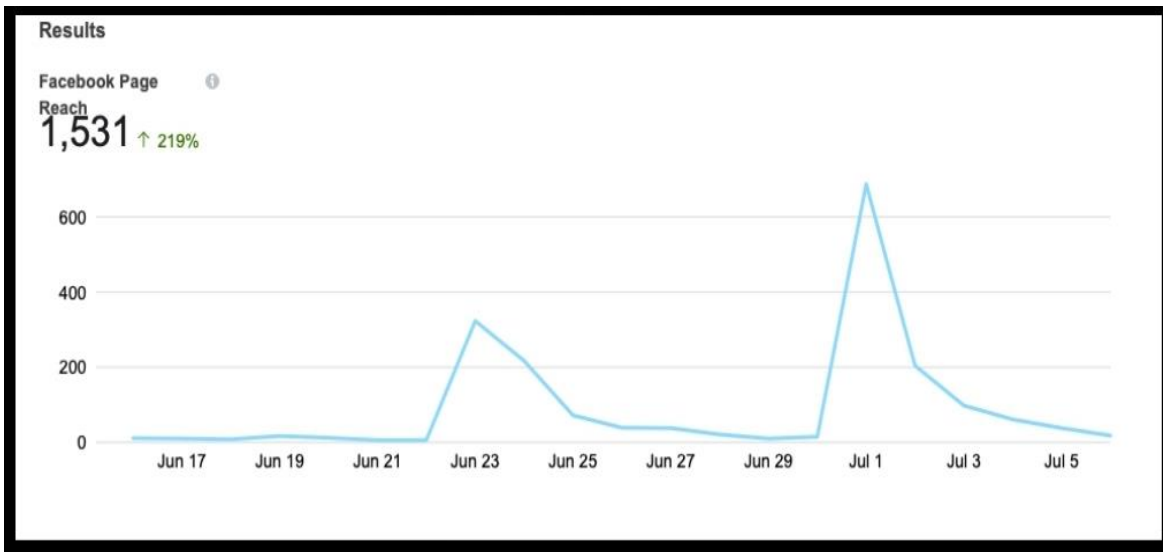


Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

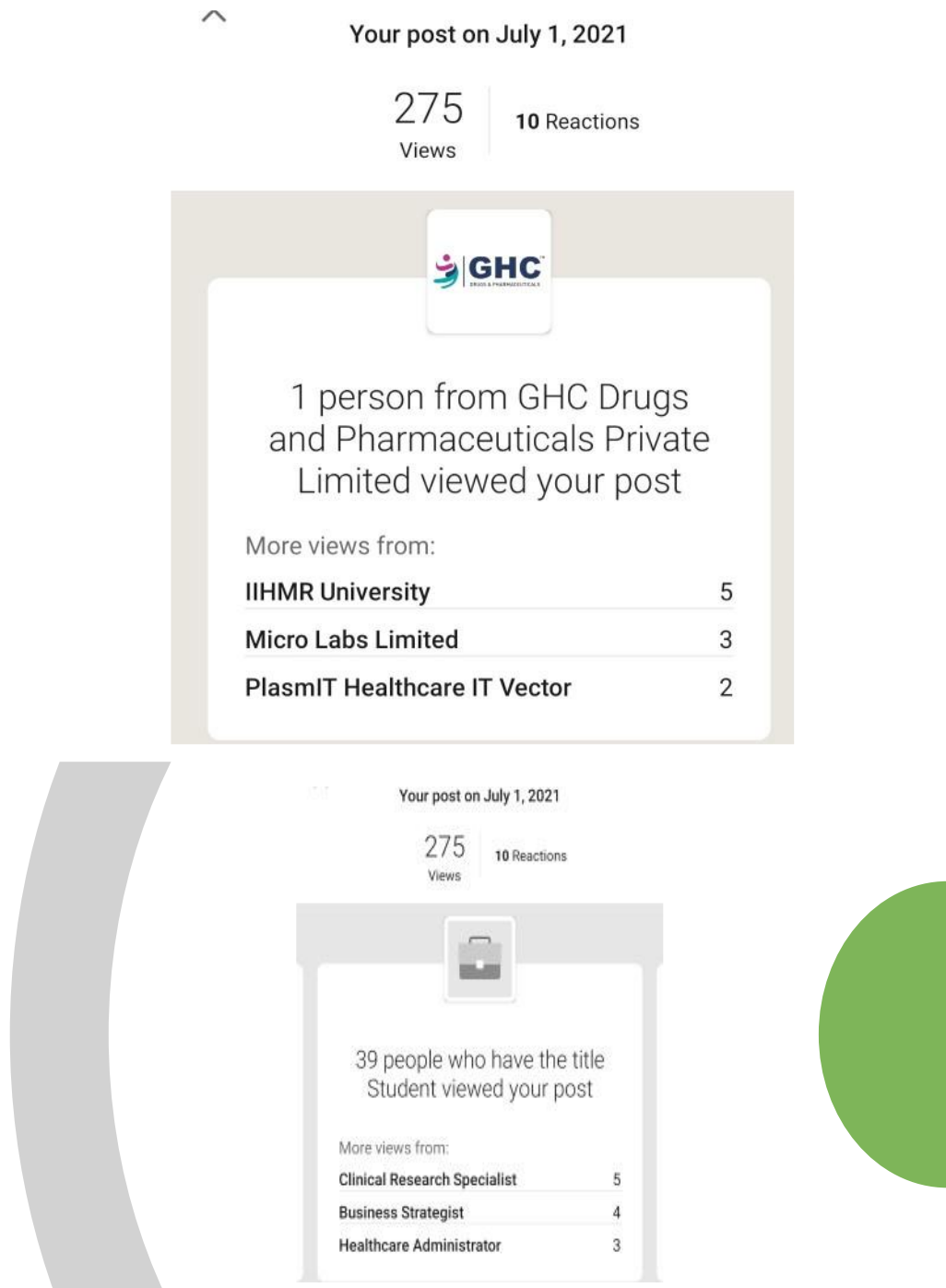


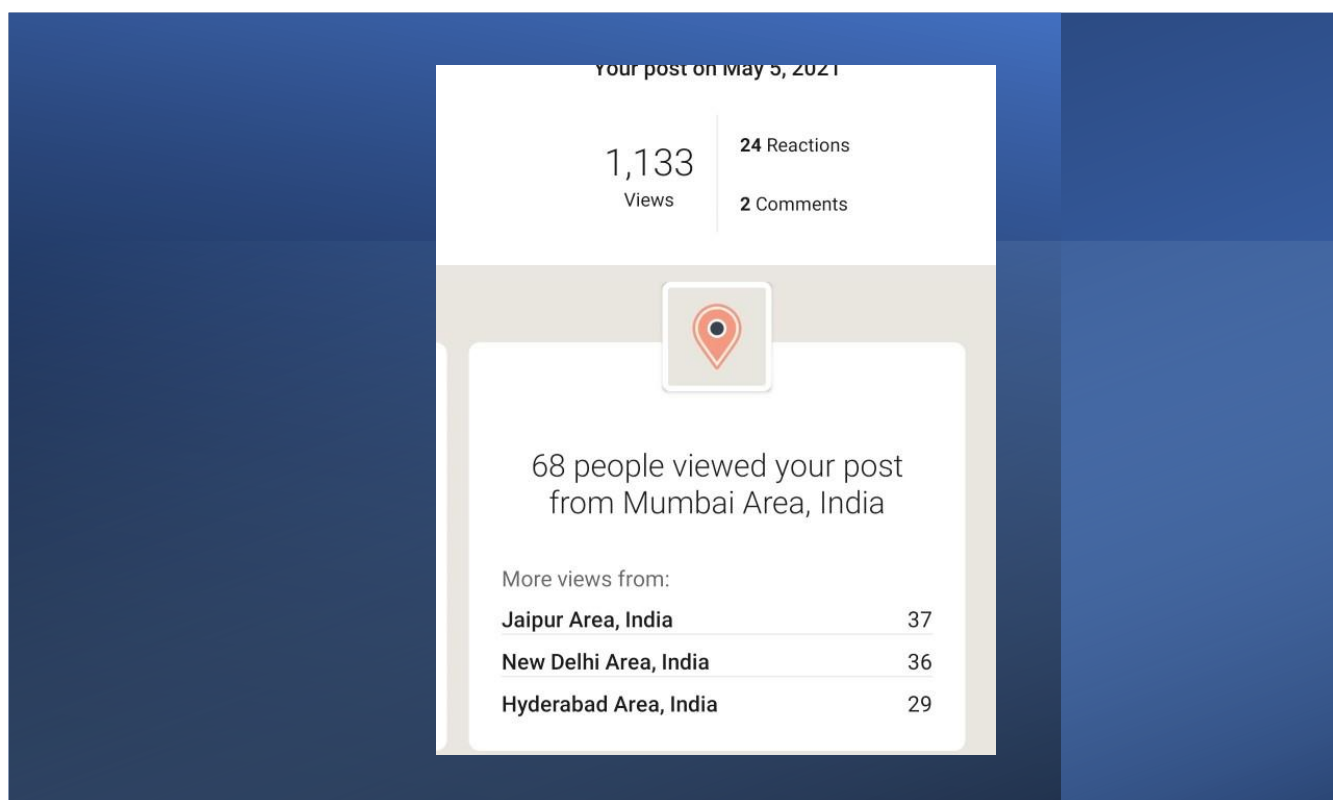
Outcomes of Digital Promotion of content:





The below posts give data analysis of my posts which I have executed with company logos for patient journey and honoring health care heroes on doctors day.





4.3 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 .

Key Learnings/ Conclusion:

This project aims at learning different digital strategies like how a product can be promoted on social media apps .Develop brand plans with different strategies and execute easy promotion of products to doctors. . With the goal of patient centricity and awareness and by

various contents such as Videos, Posts, Infographics, Blogs, Facts etc. posted regularly on Facebook, Instagram, YouTube, LinkedIn which generates lead and make GHC as a brand aware.

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

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