

**Summer Training**  
**at**  
**GHC DRUGS & PHARMACEUTICALS**  
**(11<sup>th</sup> May 2021 to 4<sup>th</sup> July 2021)**

**A Report**  
**by**  
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**Batch (2020-22)**



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## To Whom Ever It May Concern

This is to certify, that Mr. Suryakant Patel S/o Mr. Omkar Singh Patel, student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 10<sup>th</sup> May 2021 to 5<sup>th</sup> 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 of Brands.

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I express my deep sense of gratitude to my Team Mentor **Dr. Sandeep Narula (Assistant Dean and Associate Professor, The IIHMR University)** for encouraging me to take part at this organisation GHC Drugs & Pharmaceuticals.

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## **1. Introduction**

The title of this project is “**Innovation and Sustainability in HealthCare Sector**”. This project aims at the changes in the marketing strategies from conventional to digital and for these digital strategies, not only innovation but sustainable innovation is required to get success. GHC (Good Health Care) Drugs and Pharmaceuticals are provided to us in this project, and they have wide range of pharmaceuticals and I got to work with GOODZINC- Zinc acetate, which is used in treatment of liver diseases (Wilson’s disease) and also in zinc deficiency.

### **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**

**GOODZINC** brand consists of zinc acetate. Zinc is a naturally occurring mineral, important for growth and development of body tissues. Zinc acetate is used to treat Wilson’s disease and prevent zinc deficiency.

Zinc acetate is a salt with the formula  $\text{Zn}(\text{O}_2\text{CCH}_3)_2$ , which commonly occurs as the dihydrate  $\text{Zn}(\text{O}_2\text{CCH}_3)_2(\text{H}_2\text{O})_2$ . Both the hydrate and the anhydrous forms are colorless solids that are commonly used in chemical synthesis and as dietary supplements. Zinc acetates are prepared by the action of acetic acid on zinc carbonate or zinc metal. When used as a food additive, it has the E number E650. Zinc acetate is used to treat Wilson’s disease & Zinc deficiency. It works by providing essential nutrients.



## 2. About the Project

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

We started with collecting **multiple articles and journals** related to innovation, sustainability in healthcare sector. Then we studied them thoroughly and made presentations on them. 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.

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.

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)
- Making Strategies for Digital Marketing
- Content for promoting digital marketing of products on social media platforms
- Field work

## 4. METHODOLOGY

Now, this project was distributed into 4 parts:

1. Patient Journey
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

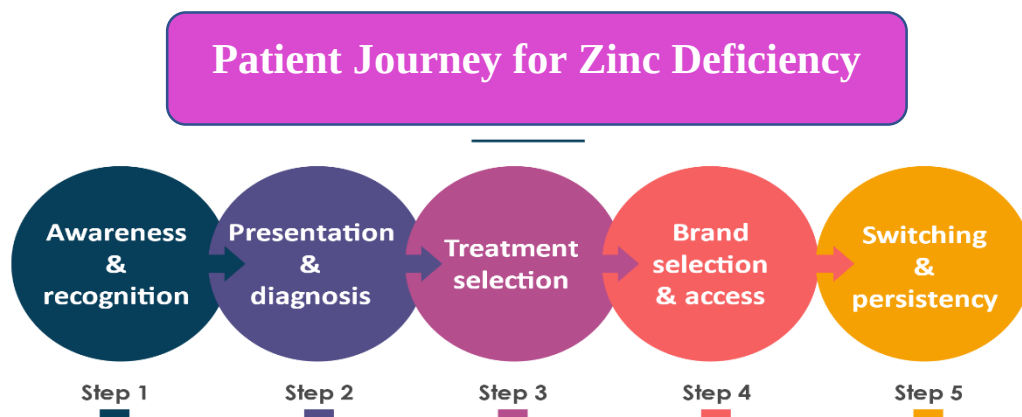
Step 3: Treatment Selection

Step 4: Brand Selection and Access

Step 5: Switching and Persistency

I made A Patient Journey For

- Zinc deficiency



## **Awareness and Recognition**

Zinc is a mineral that your body uses for fighting off infections and producing cells. It's important for healing injuries and creating DNA, the genetic blueprint in all of your cells. If you're not getting enough zinc in your diet, you may have side effects such as hair loss, lack of alertness, and a reduced sense of taste and smell.

### **Presentation & diagnosis:**

Some of the adverse symptoms of Zinc deficiency include:

- unexplained weight loss
- wounds that won't heal
- lack of alertness
- decreased sense of smell and taste
- diarrhoea
- loss of appetite
- open sores on the skin

If these symptoms are seen, then consult a doctor immediately. Some of the

**Diagnosis Tests** include

1. Blood test,
2. Urine test,
3. Hair analysis.

### **Treatment selection:**

- 1) Changing your diet to include foods rich in zinc is the best way to treat a zinc deficiency.
- 2) Zinc supplements are available but should be used with caution, as they can interfere with certain medications.

### **Brand selection and access:**

GOODZINC is the solution for Zinc deficiency.

GOODZINC can be prescribed for -

- Zinc deficiency

### **SWITCHING AND PERSISTENCY:**

- It can be used as daily basis or until the disease condition remains.
- It can be used for erectile dysfunction.
- For an adult male, 11 milligrams of zinc per day is considered the ideal amount to consume. Women should limit their zinc intake to 8 milligrams per day.
- No side effects.

## **PATENT JOURNEY FOR WILSON'S DISEASE**

### **Awareness and Recognition**

Wilson's disease is a rare inherited disorder that causes copper to accumulate in your liver, brain and other vital organs. Most people with Wilson's disease are diagnosed between the ages of 5 and 35, but it can affect younger and older people, as well.

### **Presentation & diagnosis:**

Some of the adverse symptoms of Wilson's disease include

- Fatigue, lack of appetite or abdominal pain
- A yellowing of the skin and the whites of the eye (jaundice)
- Golden-brown eye discoloration (Kayser-Fleischer rings)
- Fluid build-up in the legs or abdomen
- Problems with speech, swallowing or physical coordination
- Uncontrolled movements or muscle stiffness

### **Diagnostic tests include:**

1. Blood and urine tests.
2. Eye exam.
3. Removing a sample of liver tissue for testing (biopsy).
4. Genetic testing.

### **Treatment selection:**

1) Treatment selection involves the medications advised by physician. They include

- Zinc acetate.

2) Foods that contain high amounts of copper to treat Wilson's disease include:

- Liver
- Shellfish
- Mushrooms
- Nuts
- Chocolate

### **Brand selection and access:**

GOODZINC is the solution for rare inherited disorder that is Wilson's disease.

GOODZINC can be prescribed for -

- Wilson's disease

### **Switching And Persistency:**

- This medication prevents your body from absorbing copper from the food you eat. It is typically used as maintenance therapy to prevent copper from building up again.
- Zinc acetate can be used as primary therapy
- It can be used as daily basis or until the disease condition remains.
- It can be used for children.
- No side effects.

## **4.2 BRAND PLAN**

Brand plan or annual operating plan of brand- GOODZINC 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). The brand GOODZINC consists of 2 SKU's. They are

1. GOODZINC TAB
2. GOODZINC DROPS

### **4.2.1 EXECUTIVE SUMMARY:**

#### **INSIGHTS 2020**

- There is a growth in the ZINC ACETATE market in the pharmaceutical industry(IPM).
- By considering the growth rate and market share we can say that there is a more probability to launch our product GOODZINC.

#### **STRATEGY 2021**

- To make GOODZINC the most preferred drug for zinc deficiency in the Indian Market.
- Targeting more doctors using digital platforms with creative content and innovative strategies.
- Strategies include LinkedIn marketing, email marketing and awareness video content.

### 4.2.2 Indian Pharmaceutical Market (IPM)

I Analysed the Whole Market for Zinc Acetate Molecule (GOODZINC) In the Indian pharma market.

| TOP 5 COMPANIES                 |                   |                   |                   |                      |                       |
|---------------------------------|-------------------|-------------------|-------------------|----------------------|-----------------------|
| Row Labels                      | MAT VAL<br>APR 20 | MAT VAL<br>APR 21 | Market<br>share % | MAT VAL GR<br>APR 21 | MAT UNIT<br>GR APR 21 |
| Total Market                    | 41.41             | 47.74             | 100.00            | 0.00                 | 0.00                  |
| ZUVENTUS HEALTHCARE LTD         | 10.36             | 15.95             | 33.40             | 0.00                 | 0.00                  |
| WALLACE PHARMACEUTICALS LTD.    | 12.98             | 13.77             | 28.84             | 0.00                 | 0.00                  |
| MANKIND PHARMACEUTICALS LTD.    | 5.10              | 5.57              | 11.67             | 9.35                 | 1.42                  |
| DR. REDDYS LABORATORIES LTD     | 3.70              | 3.89              | 8.14              | 5.19                 | -3.91                 |
| CENTAUR PHARMACEUTICALS PVT.LTD | 2.46              | 2.67              | 5.58              | 8.20                 | -2.57                 |

**This analysis shows that the major competitors or the top 5 Brands of ZINC ACETATE molecule are:**

| COMPANY NAME                    | BRAND NAME                         |
|---------------------------------|------------------------------------|
| ZUVENTUS HEALTHCARE LTD         | ZINCONIA 20 MG SYRUP 100 ML        |
| WALLACE PHARMACEUTICALS LTD.    | ZN 20 MG DROPS 15 ML               |
| MANKIND PHARMACEUTICALS LTD.    | ZINCOLIFE 20 MG SYRUP 50 ML        |
| DR. REDDYS LABORATORIES LTD     | Z&D PLUS 20 MG ORAL SOLUTION 15 ML |
| CENTAUR PHARMACEUTICALS PVT.LTD | ZINCOGUT 20 MG SYRUP 100 ML        |

#### **4.2.3 PRESCRIBER ANALYSIS:**

- Prescription analysis or prescriber analysis is done to *identify the target customers* and to do *speciality targeting*.
- This type of analysis is also used for targeting and *positioning* of our brand in the market segment.

#### **MARKET SUMMARY AND INSIGHTS**

- ZINC ACETATE is used in cases with liver diseases and zinc deficiency.
- Patient engagement / awareness regarding their health has evolved a pivotal role in diagnosing & managing diseases & there stands the need to focus on this rising trend.

#### **4.2.4 SWOT ANALYSIS:**

SWOT analysis for GOODZINC which includes:

- Strengths
- Weakness
- Opportunity
- Threats

# SWOT Analysis for GOODZINC

## Strengths



**01**

Zinc acetate is more effective than other molecule like Zinc sulphate (Zinfate) and Zinc Gycinate. Higher doses can be used for treating respiratory infections, diarrhea , acne.

## Weakness



**02**

- New entry into market
- Very less market share

## Opportunity



**03**

- Increasing Market trend
- Available in Combination drug

## Threats



**04**

- Market players are coming with advanced technology & combinations
- Competition in market

## GOODZINC:

| KEY CHALLENGES                                               | CRITICAL SUCCESS FACTORS                  |
|--------------------------------------------------------------|-------------------------------------------|
| To make GOODZINC the most preferred drug for zinc deficiency | Knowledge of the medication for physician |

|                                                                         |                                                                             |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Using of various digital platforms to target the doctors and physicians | By using creative content and innovative strategies for the brand           |
| Changing trend in advanced technology and competitive market            | Understanding physicians prescribing behavior and patient choosing behavior |

### **Communication strategy 2021:**

| Specialties:                                                  | Key Message<br>(Communicated through VAF)                                                                                                                                                                                                                                                              | What will Work                                             |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>Specialty 1:</b><br><b>Healthcare physicians</b>           | <ul style="list-style-type: none"> <li>• Safe formulation and help millions with Zinc deficiency disorders</li> <li>• Ensuring relieves from uncontrolled movements or muscle stiffness.</li> <li>• Providing pain relief of the problems with speech, swallowing or physical coordination.</li> </ul> | Simple & understandable language used in the VA            |
| <b>Specialty 2:</b><br><b>General physicians</b>              |                                                                                                                                                                                                                                                                                                        | Pictorial representation is explanatory & is presentable   |
| <b>Specialty 3:</b><br><b>Paediatrician and Gynaecologist</b> |                                                                                                                                                                                                                                                                                                        | One common communication for all the targeted specialities |

## 4.2.5 BRAND STRATEGY:

**LONG-RUN**

### GOODZINC : Key Strategic initiatives



Core Brand Strategy:- To make **GOODZINC** the most preferred drug in the Indian Market

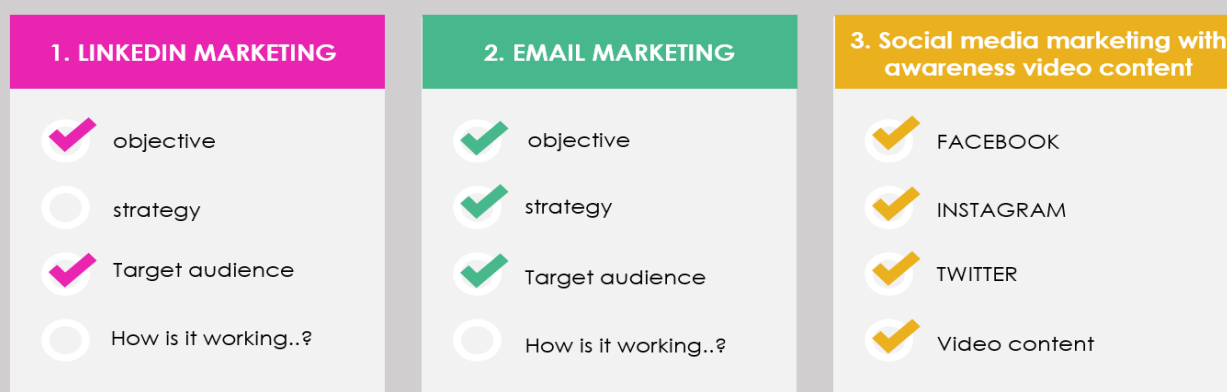


**SHORT-RUN**

### GOODZINC : Key Strategic initiatives



Core Brand Strategy:- To make **GOODZINC** the most preferred drug in the Indian Market



## **Strategic Planning:**

Now, It is quite challenging to promote pharmaceutical products on Social Media if it is not OTC (Over the Counter). Prescription Drug can't be promoted on Social Media sites directly. 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
3. EMAIL CONTENT
4. INFOGRAPHICS
5. BLOGS etc.,

## **6. Field Work:**

Although it was learning for Digital marketing and promotion, 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 visits to the doctors. Only I visited to the doctors who are in Jaipur region.

| DOCTOR NAME           | SPECIALITY          | CLASS | LOCATION            |
|-----------------------|---------------------|-------|---------------------|
| Dr. Arun              | Pediatrician        | A+    | Kanota Agra road    |
| Dr. Ajay Singh        | General Physician   | A+    | Kanota Agra road    |
| Dr. Jal Singh         | General Physician   | A+    | Kanota Agra road    |
| Dr. Sunil Garg        | Pediatrician        | A     | Rajapark            |
| Dr. Deepak Khurana    | Pediatrician        | A     | Rajapark            |
| Dr. Sanjeev Gupta     | General Physician   | A     | Rajapark            |
| Dr. Swati Ghate       | Pediatrician        | A+    | Rajapark            |
| Dr. Maya sharma       | Pediatrician        | A     | Ramjanj ghalta Gate |
| Dr. Madhulika agarwal | Pediatrician        | A     | Ramjanj ghalta Gate |
| Dr. Anil Poonia       | Neonatologist       | A+    | Adarsh Nagar        |
| Dr. Sharad Goyal      | Pediatrician        | A+    | Adarsh Nagar        |
| Dr. Chanchal Singhal  | Pediatrician        | A+    | Adarsh Nagar        |
| Dr. Dhananjay Mangal  | Senior Pediatrician | A+    | Adarsh Nagar        |
| Dr. Madhu K Mangal    | Gynecologist        | A+    | Adarsh Nagar        |

## **Key Learnings:**

- Communication skills
- Proper detailing about the product
- What to say and what not to say
- Pinpoints that attract Doctors towards the Product

## **7. Conclusion:**

The aim of the above study is to understand the digital marketing strategy and various promotional tools for the brand GOODZINC. The study started by understanding the deep knowledge about the cause of disease, symptoms and diagnosis tests. Understanding the brand and its molecule is majorly important. Based on the disease condition patient journey was created to understand the problems which patient suffers. By the help of patient journey, it was observed that these conditions mostly occur in people aged 5-35 years.

Main focus in brand plan was to make digital promotion strategies to promote the Brand as well as GHC drug and Pharmaceuticals on social media. 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. The main learning from it was that if brand is new, we need to be constant with posting relatable things on social media to make brand succeed.

Along with continuous promotion of Brand, Field study made clear about the market scenario. With the Field study, meeting doctors physically and promoting brands their helped to learn about the detailing of the product and how you can make doctors believe in brand.

So, to make brand succeed, constant work is needed along with great promotion strategies and all the knowledge about the therapy.