



16/08/2021



Summer Internship **2021**

Innovation & sustainability in healthcare sector

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Company background

GHC Drugs and pharmaceutical Pvt Ltd 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. It has 28 SKUs in Pedia, 12 SKUs in Ortho and phys. They have 100+ SKUs in pipeline. (Pedia, ortho, CP/GP, Gyn, ENT, Derma).

Prashant Kumar Pathak is founder and CEO of Company.
Prashant Bhamare is Head of marketing & sales.

Company Vision is “GOOD QUALITY FOR ALL”

Expectation to be in Top 20 pharmaceutical companies in india by 2025.

Company Mission – We promise to provide Good product, Good science & Good Relationship (G3) through purpose of happiness, Culture of helpfulness & philosophy of honouring healthcare Heroes.



Objectives

To find out the strategy for Product

To find out the strategy for Market knowledge

To prepare the brand plan

To find out the strategy promote product through social media platforms.

To find out the Analytical tools for market analysis of products

PATIENT JOURNEY OF DIABETIC NEUROPATHY, NEURALGIA & SCIATICA

Pre-diagnosis

Common symptom of neuropathy: - Numbness, Tingling, Pain
In Some types of diabetic neuropathy, the onset of the pain will be sudden and severe. Wasting of muscles in feet or hands, Indigestion, nausea and vomiting, Diarrhoea, Constipation, Urinary problems, Dizziness, Weakness of the limbs



Self care such as Exercise, nutrition, support, etc.

Primary care doctor visit



Physical examinations
Blood tests
X-rays, Ct scan



SPECIAL REFERRAL
Neurologist, Endocrinologist for
suspected diabetic neuropathy

AFTER DIAGNOSED WITH DIABETIC NEUROPATHY, NEURALGIA & SCIATICA

TREATMENT: -

Doctor will first prescribe - First-line drugs for neuropathic pain include antidepressants (tricyclic antidepressants and serotonin–noradrenaline reuptake inhibitors) and anticonvulsants acting at calcium channels (pregabalin and gabapentin).

If ineffective or lesser effect, then go with Second- and third-line drugs for **neuropathic pain** include topical lidocaine and opioids. And, also use combination of first, second and third line drugs

Doctor will prescribe for effective treatment of diabetic neuropathy, neuralgia and sciatica.
GOODNERV, GOODNERV-PLUS



Patient search for medicine either pharmacist shop or go to online healthcare websites.



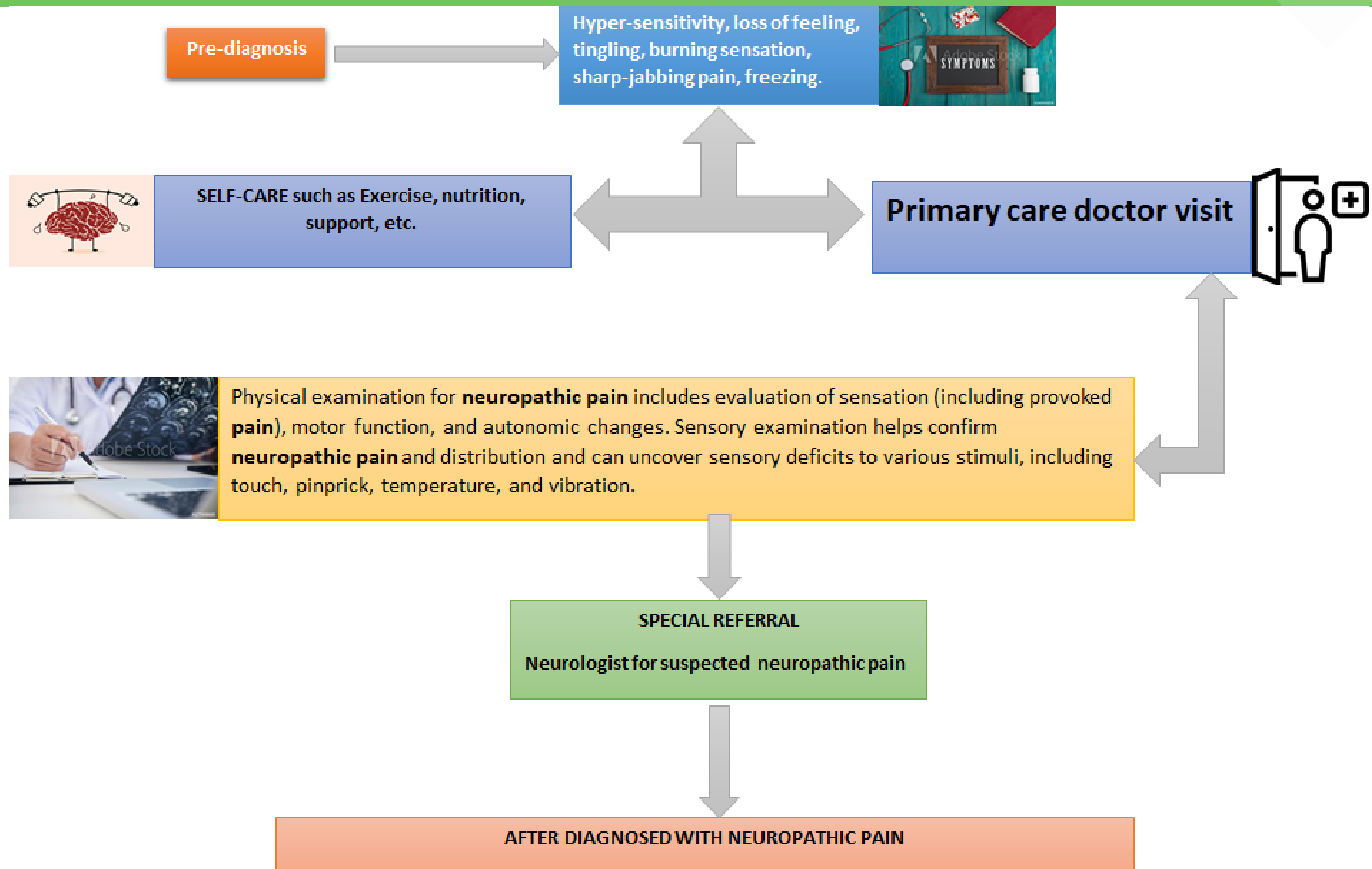
ADDITIONAL TREATMENT
Switching to a different combination of first line drugs, second line drugs & third line drugs

FOLLOW UP VISIT

Review the effectiveness of drugs that are previous prescribe, on patient. Also, visit to test report for neuropathy pain.



PATIENT JOURNEY OF NEUROPATHIC PAIN





TREATMENT: -

Doctor will first prescribe - First-line drugs for neuropathic pain include antidepressants (tricyclic antidepressants and serotonin–noradrenaline reuptake inhibitors) and anticonvulsants acting at calcium channels (pregabalin and gabapentin).

If ineffective or lesser effect, then go with Second- and third-line drugs for neuropathic pain include topical lidocaine and opioids. And also use combination of first, second, and third-line drugs



Doctor will prescribe for effective treatment of neuropathic pain.

LIDOPENT



Patient search for medicine either pharmacist shop or go to online healthcare websites.



FOLLOW UP VISIT

Review the effectiveness of drugs that are previous prescribe, on patient. Also, visit to test report for neuropathy pain.

ADDITIONAL TREATMENT

Switching to a different combination of first line drugs, second line drugs & third line drugs



BRAND PLAN

SKU-Composition	Year of launch
Goodpara suspension (250mg/5ml)	April 2021
Goodpara tablet 650 MG	April 2021

Brand name :

Brand launch date: April 2021

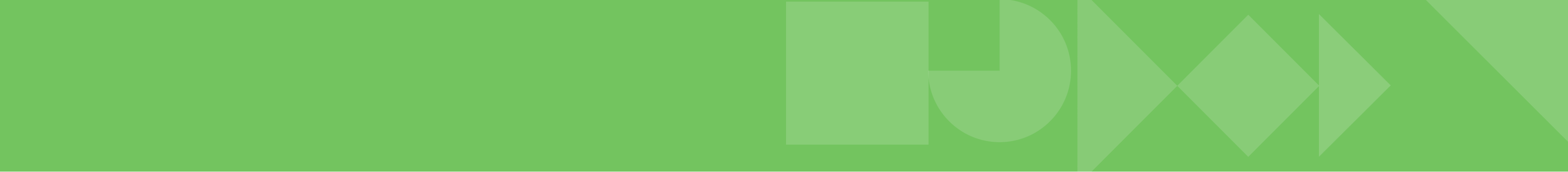
Generic name : Paracetamol

Formulation: 250 mg / 5 ml suspension
650 mg tablet

Packs: 60 ml suspension
15 tablets

Key Indication(s): Fever and pain

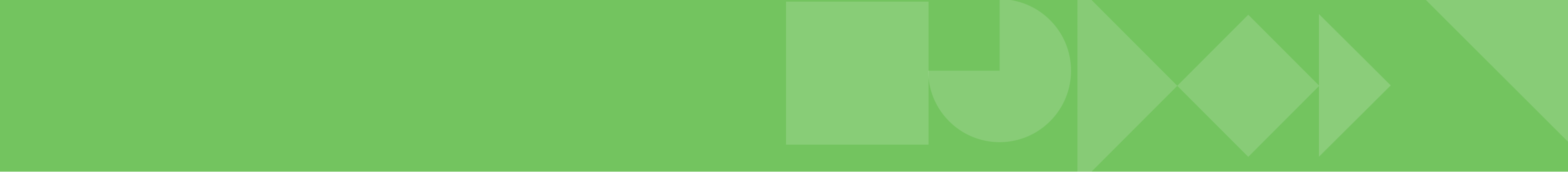
Target Market Segment (s): Analgesic, Anti-pyretic



Key Customers- General physician, Consultant physician, Chemist, surgeon, Pediatrician

Type- Chemist shop, Personal Clinic practice, Trade doctors, Nursing home, & hospitals.

Needs- To understand the state & suffering of the patient through pain or fever & promotes fast & effective relief



<u>Insights 2020</u> • Market of paracetamol growth is in double digit • There is increase in market size	<u>External Performance 2020</u> • Overall performance of brand Val (Rs. Cr) of paracetamol in 2020, value growth increased by 23.4%. • Overall Market share in pediatric division is also increase from 4.94 to 5.42 of brand value of paracetamol.
	<u>Strategy 2021</u> • Chemist tie up campaign for purchase stockiest orders • Increase POB (personal order booking) • Increase engagement with key customers • Increase the reach to doctors in particular area

AWACS Analysis

Particular	MAT NOV 2020				YTD Nov 2021			
	Val (Rs Cr)	MS (%)	Val Gr (%)	Vol Gr (%)	Val (Rs Cr)	MS (%)	Val Gr (%)	Vol Gr (%)
Brand group CVM	518.3	5.4223	23.40		583.3	5.765	12.5	14.4
Goodpara 250MG SUSPENSION 60ML								
CALPOL PEAD 250 MG SUSPENSION 60 ML	58.1	34.95	26.86		38.6	35.57	-33.6	-34.8
P 250 MG SUSPENSION 60 ML	52.3	31.47	7.8		33.5	30.9	-36.0	-37.0
FEPANIL 250 MG SUSPENSION 60 ML	15.3	9.21	4.1		10.0	9.24	-34.6	-35.7
GHC brand rank								



SWOT Analysis

Strengths

1. Economical
2. OTC Drugs
3. It is key drug for every disease.

Opportunities

1. Large patient segment - mild/moderate and severe.
2. Focus on the alternative channels and advertise it through company representatives.
3. Promote the painkiller benefit more to push for vast painkiller market.

Weaknesses

1. Large capital investment is required for aggressive promotion.
2. 65-66% of the brand is mainly used in fever which is minor segment as compared to analgesics.

Threats

1. Lot of competition in the market
2. Stringent legal regulations

COMMUNICATION STRATEGY

Communication strategy is a plan to achieve communication objectives.

Specialties:	Key Message (communicated through VAF)
Specialty 1: General physician	Free your cold with
Specialty 2: Consultant physician	Is pain make your work inefficient, chill with
Specialty 3: Paediatrician	freedom from Fever will make your child happy
Specialty 4: Surgeon	Make your life easy with



VISUAL AIDS

In Pain & Fever

GOODPARA Tablet

PARACETAMOL 650 MG

Make Life Easy

- Produces the analgesia by raising the pain threshold
- It is effective in reducing fever

Useful In

- Headache
- Fever
- Backache

COMPOSITION

Each tablet contains
Paracetamol 650MG

DOSAGE

One tablet twice daily



In Pain & Fever

GOODPARA Suspension

PARACETAMOL 250MG / 5ML

Free Your Child from Pain & Fever

- Produces the analgesia by raising the pain threshold
- It is effective in reducing fever

Useful In

- Pain
- Fever

COMPOSITION

Each suspension contains
Paracetamol 250 MG / 5ML

DOSAGE

2-3 times of 5ml spoonful





SOCIAL MEDIA MARKETING

A strong brand image also ensures customer loyalty and boost sales.

Persistence promotion of Goodpara product through Medical Representative in any area or region can result in increase in the sales.

Promotion of Goodpara through various social media such as whatsapp, Youtube, facebook, Instagram.

The writing the content related paracetamol in this social media



Patient Journey

PATIENT JOURNEY FOR
PARACETAMOL



GENERAL AWARENESS POSTER OF PARACETAMOL

Make your life easy



Paracetamol

Fast-absorbing pain reliever

Paracetamol is antipyretic and analgesia

Mechanism of action

Inhibits the cyclooxygenase enzyme
Reduces the prostaglandin Synthesis

Indication

headache, muscle aches, arthritis,
backache, toothaches, colds, and fevers

Dosage

325 to 650 mg every 4 to 6 hours orally

Makes your headaches and pains go away within minutes.
Also provides quick relief from fever.

DOCTOR'S DAY

**The Presence of doctors is
the beginning of cure**



**NATIONAL
DOCTOR'S DAY**
JULY 01



**Thank you doctors for making lives
easier day by day during this covid-19
situation**



**NATIONAL
DOCTOR'S DAY**
JULY 01





Thank you!

INNOVATION & SUSTAINABILITY IN
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REFERENCES

Paracetamol: Uses, Dosage & Side Effects - Drugs.com