

Summer Training
At
(GHC Drugs & Pharmaceutical Pvt Ltd.)

From Date 10-05-2021 to 02-07-2021

A Report on
INNOVATION & SUSTAINABILITY IN
HEALTHCARE SECTOR

By
Singh Abhijit Geetaben Yugal

MBA Pharmaceutical Management
2020-22



ACKNOWLEDGEMENT

Working for GHC drugs & pharmaceutical Pvt Ltd. was Interesting. During these Two Months of internship, I learnt a lot on Brand Plan, Social media marketing especially on social media strategy & implementation of it.

I like to thank Mr. Prashant bhamare & Dr. Arun Kapoor for Guiding us during this project. Also, I want thanks to Dr Ashok peepliwal for Advising me.

I especially want to thank Dr Sandeep Narula Sir for giving me this wonderful opportunity.

Further On, I want to thank the Interns of GHC who make this time Joyful & work efficient.

ABHIJIT

Contents

SECTION 1: INTRODUCTION: -	4
SECTION 2: PATIENT JOURNEY	5
SECTION 3: BRAND PLAN OF GOODPARA.....	9
SECTION 4: SOCIAL MEDIA MARKETING	14
SECTION 5: REFERENCES.....	18

SECTION 1: INTRODUCTION: -

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”**

Company 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.

OBJECTIVE-

Primary objective

- 1) To find out the strategy for product
- 2) To find out the strategy for Market knowledge
- 3) To prepare the brand plan
- 4) to find out the strategy promote product through social media platforms.
- 5) To find out the Analytical tools for market analysis of products.

SECTION 2: PATIENT JOURNEY

Patient journey for diabetic neuropathy, neuralgia, and 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

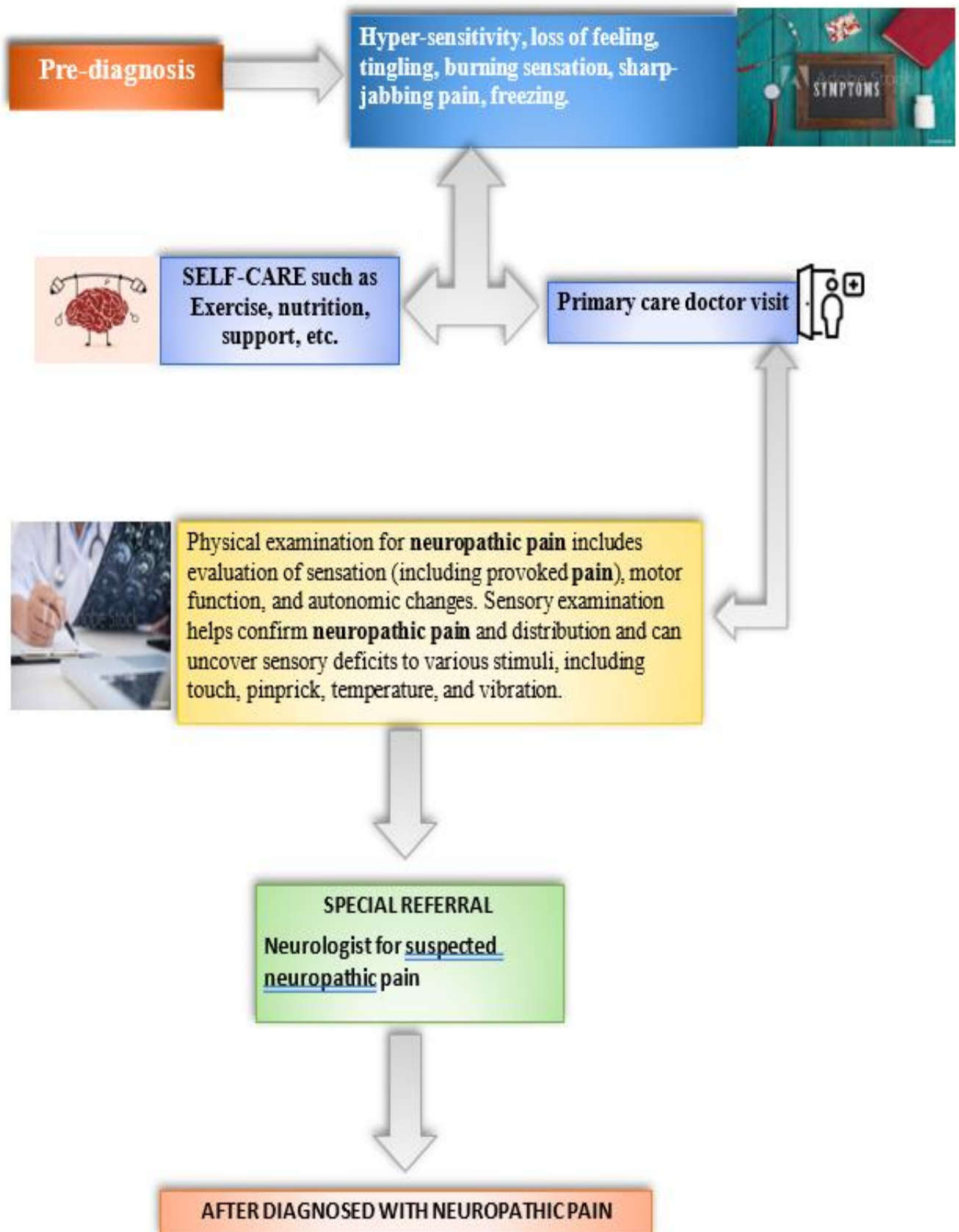


FOLLOW UP VISIT

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



Patient Journey for 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 previously prescribed, on patient. Also, visit to test report for neuropathic pain.



ADDITIONAL TREATMENT

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



Through this Patient Journey, we can get idea of how to make better brand plan.

SECTION 3: BRAND PLAN OF GOODPARA

SKU- Composition
Goodpara suspension (250mg/5ml)
Goodpara tablet 650 MG

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

AWACS ANALYSIS –PARACETAMOL SUSPENSION

AWACS- An airborne early warning and control system

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								

.

BRAND SWOT

Strengths

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

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 is compared to analgesics.

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.

Threats

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

CHALLENGES (GOODPARA)

KEY CHALLENGES	CRITICAL SUCCESS FACTORS
In India, maximum population are living in rural areas where the literacy rate is very low which creates a hard challenge for pharmaceuticals companies to create awareness for their brands	Aggressive promotion/campaign either through social media or medical representative
Due to covid-19, there might be slowdown in growth of economic in future.	Aggressive campaign
The choice of safe and effective paracetamol doses for pediatric patients who are overweight or obese is challenging because neither age- nor weight-based dosing guidelines properly account for differences in fat versus lean body mass	Consult with doctor
There are lot of competition	Aggressive campaign

COMMUNICATION STRATEGY

Specialties:	Key Message (communicated through VAF)
Specialty 1: General physician	No pain, No gain
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 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



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



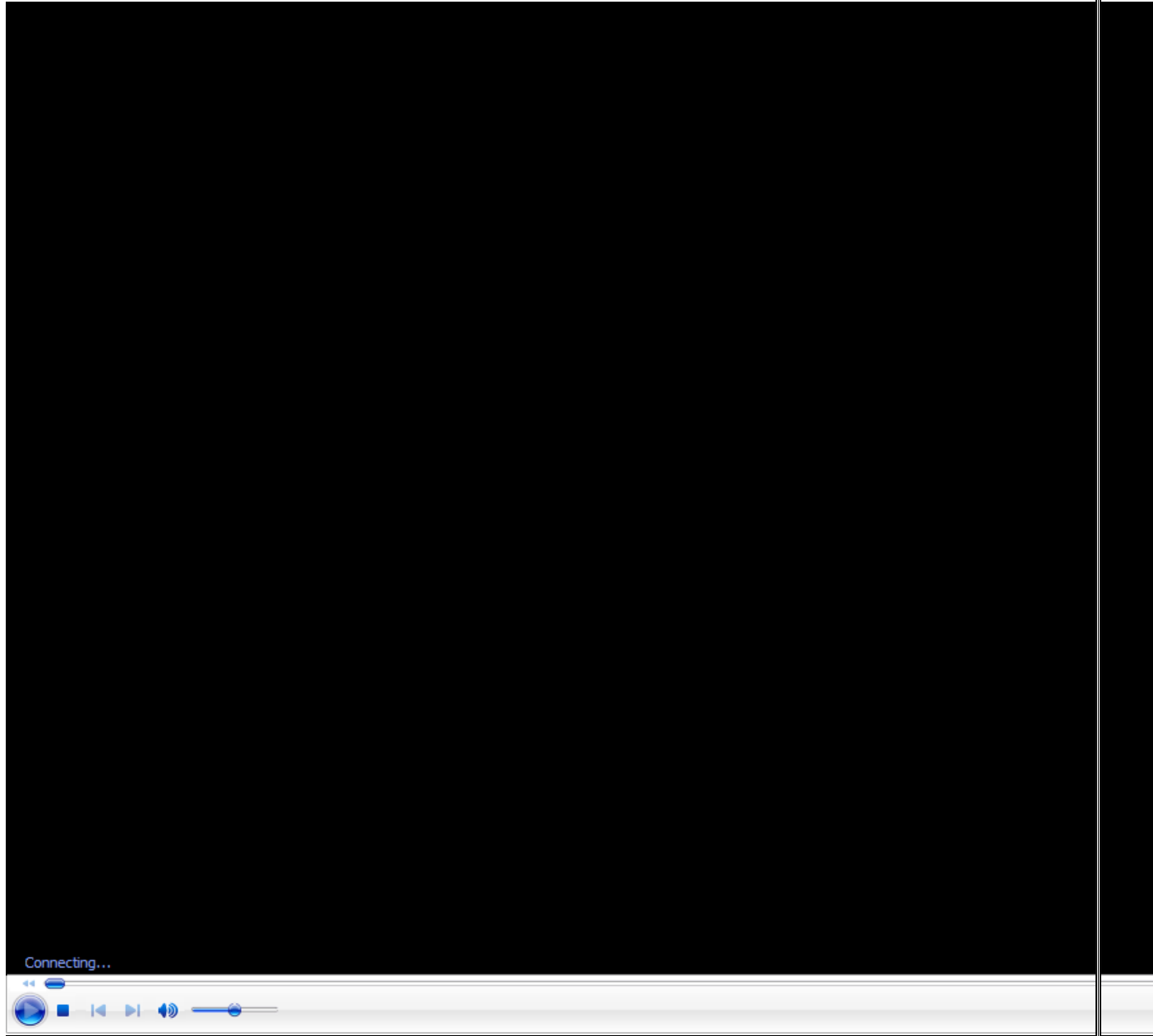
SECTION 4: SOCIAL MEDIA MARKETING

The Big Idea / The brand campaign

- **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 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 DAY POSTER

**Medicine cure diseases but
doctors can cure patients**

Carl Jung



**NATIONAL
DOCTOR'S DAY**
JULY 01



**Thanking the doctor for making lives easier
day by day during this covid-19 situation by
giving your full time and energy**



**NATIONAL
DOCTOR'S DAY**
JULY 01



SECTION 5: REFERENCES

[Paracetamol: Uses, Dosage & Side Effects - Drugs.com](#)

[Online Training | Summer Training | Internshala Trainings](#)