



Summer Internship Report
Innovation & sustainability in healthcare sector

Patient journey- diabetic intolerance



Treatment

Symptoms & severity

Diagnosis

Brand selection

Follow up & persistence

Tingling pins and needles,
Numbness pain,
High blood glucose level,
Constant but not intense

Focus on controlling blood glucose level,
while patients want symptomatic relief.
Referral to neurologists for confirmation of
diagnosis PCPs sometime .

Continues general pain and begin
first line treatment
Continues general pain
management , continue first line,
second line or third line treatment

Good nerv-Plus tablet
Contain pregabalin, nortriptyline,
methylcobalamine
Lidopent gel
Contains- Gabapentin plus lidocaine

Good-nerve plus tablet –
healnerve cells provide
symptomatic relief from
tingaling and burning
sensation

Executive summary

PROJECT FOCUS 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:
General physician, Pediatrics, ENT, Gynecology
- Currently:
 - **13 Pedia** and **7 Ortho** products launched in 2021
 - **100+ SKUs** in pipeline (Pedia, Ortho, CP/GP, Gyn., ENT, Derma)

EXECUTIVE SUMMARY

Brand name - Goodiron

Goodiron is yet to be launched in the competitive market of this year as a haematinic. Iron supplement has large market, there are many competitor in market. About 4-45% patients have iron deficiency

- **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

SWOT Analysis for GOODIRON

STRENGTHS -

Easily absorbed as a whole structure with good bioavailability
uptake is not affected by low acid content in the stomach
Will not cause any type of oxidative stress in the system
Target buyer - fertile females, pregnant women

OPPORTUNITIES -

35-40% patients have iron deficiency anemia
Large market size
Big market of haematinic around 1000 cr

WEAKNESSES -

Need effective marketing strategy
Efficient sales representatives required

Threats

Market is filled with lots of competitor
Tough to penetrate market

GOODIRON : Key Strategic initiatives



Brand 2021 Objective

Core Brand Strategy: TO MAKE GOODIRON THE MOST PREFERRED Haematinic

State Supporting Brand Strategy 1

Key challenge : less market when compared to competitors.
Strategy : make a good relation with physicians and general practitioner

Key tactics:

good marketing and market availability of product

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

Arrange awareness program

Develop patient chat boxes.

Improve SEOs

build a good customer relation

Online brand presence.

State Supporting Brand Strategy 3

Key challenge : product quality

Key Tactics

Focus on product quality and convenient packaging

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

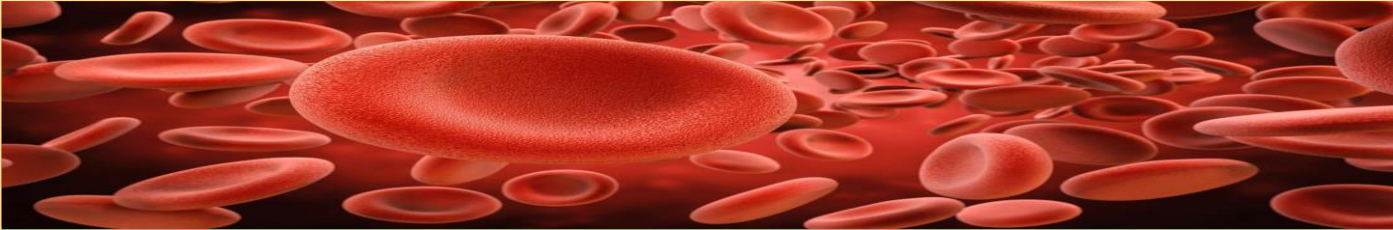
Google Rank (SEO) reviewing products of company for better reach to audience

Mobile Marketing.

Mobile networking is good way to market the products.

SOCIAL MEDIA MARKETING (LINKEDIN,INSTAGRAM,EMAIL)

VISUAL AID



GOODIRON™ - Tab
Ferric pyrophosphate + vit.C + Folic Acid + Vit.12 + curcuma longa

For Healthy blood cells

Composition

Ferric pyrophosphate +
Vitamin C + Folic acid and
Vitamin 12 + curcuma longa

Ferric Pyrophosphate

- Rapid rise in hemoglobin level
- Best therapy for Anemia

Folic Acid

- Prevents neutral tube effects
- Helps to improve anemic condition

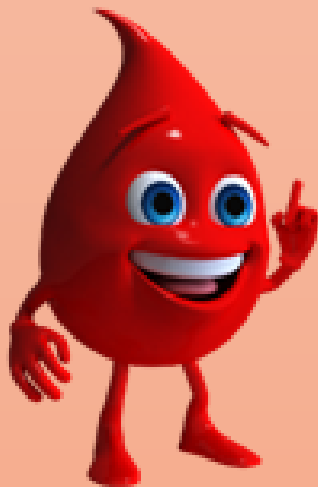
Vitamin B12
Erythroblasts require Vitamin B12 for proliferation

Uses

- Iron deficiency anemia
- Sick cell anemia
- Iron & haemoglobin deficiency pregnancy

POSTER FOR DISEASE AWARENESS

ANEMIA



Causes

- Excessive bleeding loose RBCs more quickly
- Body destroy RBCs (Sickle cell disease)
- Body does not make enough blood cells etc.

Symptoms

- Fatigue
- Weakness
- irregular heartbeats
- Shortness of breathe
- dizziness and lightheadedness etc.

Types

- Aplastic anemia
- Iron deficiency anemia
- Sickle cell anemia
- Thalassemia
- Vitamin deficiency anemia

Prevention & Treatment

- Take iron rich food
- Take foods which contain folic acid
- Take Multivitamin Tablets
- Maintain a healthy life cycle



Doctor – ABC@gmail.com

Detailing about our GHC products

Hello sir,

Good evening,

Hope you are safe and fine in these hard times..!

I am Shiva Kumar Dwivedi Proudly representing GHC DRUGS & PHARMACEUTICALS, where GHC stands for Good Healthcare .

We are happy to introduce our company's new product GOODIRON Which contains Ferric pyrophosphate, folic acid , vitamin C and vitamin 12. This brand is used for all kinds of anemia, such as sickle cell anemia, Anemia during pregnancy and some other kinds of anemia. Our brand helps to improve the level of hemoglobin fast. Ferric pyrophosphate helps to improve the level of iron in body and folic acid helps to improve the process of erythropoiesis which helps to increase the production of hemoglobin level in body. Folate and vitamin B12 increases purine and thymidylate synthesis, resulting in effective erythropoiesis, impairs DNA synthesis, and causes erythroblast apoptosis, resulting in anemia from ineffective erythropoiesis.

GOODIRON helps effectively to improve the hemoglobin level in body. It can effectively use in pregnancy and all kinds of anemia. The side effects of GOODIRON is minimum.

Below I have added the visual aids of our product, please look at it for reference.

So, with all these benefits, please prescribe GOODIRON Tablets and syrups to your patients.

Thank you,

Shiva Kumar Dwivedi

GHC Drugs & pharmaceuticals

FIELD WORK

Despite of pandemic times with enthusiasm, it was great learning for Digital marketing and promotion on field. we got a chance to do field work along with Business Executive and Area Business Manager to get knowledge about the Brand Promotion physically With the suggestion from zonal manager we focused and detailed on updated LBL products of company pipeline .

KEY LEARNINGS.

Detailing of products

Marketing of products

How to make a good relation with chemist

Field work

With the suggestion from sales manager we focused and detailed on updated LBL products of their company pipeline .

Here i am showing the result of my visit in physicians cabin in june month.

S. no.	Name	Service Type	Contact Number	Date
1	Dr Mrs. Chaturvedi	Gynecologist	982634XXXX	June 7
2	Dr Prateek	Ayurvedic	798744XXXX	june 9
3	Dr Mukun Chaturvedi	D.Orthopedics	94251XXXX	June 10
4	Dr Kuldeep Patel	Surgeon	810958XXX	June 14
5	Dr Mamta		94253XXX	June 15
6	Dr Manish singh	Child specilist	98270XXXX	June 17
7	Dr Pooja vishandasni	Gynecologist	99260XXXX	June 19
8	Dr Rajesh Tiwari	Ayurvedic	96176XXXX	June 20
9	Dr. Sampurnand Dubey	M.D Medicine	942515XXXX	June 22
10	Dr. Satesh Vishandasani	Child Specilist	9407XXXXX	June 24
11	Dr. S C Tripathi	Surgeon	95167XXXX	june 25
12	Dr Megh Sagar	Ayurvedic	94251XXXX	june 26
13	Dr Sachin Karkhur	BMO burhar	96446XXXX	june 28
14	Dr D.S Parihar	Dentist	9425XXXX	june 29

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THANK YOU

Shiva Kumar Dwivedi 0270

MBA IN PHARMACEUTICAL MANAGEMENT

BATCH 2020-22

IIHMR UNIVERSITY, JAIPUR