



summer Internship Report
GHC drugs and pharmaceutical private Limited



From (11/05/21) to 2/07/21

A Report by - Shiva Kumar Dwivedi

**Master of Business Administration in
pharmaceutical management**

2020 -22

Ref.No:GHC/CORPHR/FF/Internship/07-21

24th July, 2021

To Whom Ever It May Concern

This is to certify, that Mr. Shiva Kumar Dwivedi S/o Late Ramnaresh Dwivedi, 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

Foremost, I would like to express my sincere gratitude to my academic mentor Dr. Sandeep Narula sir for the continuous support of my summer internship, for his patience, motivation, enthusiasm, and immense knowledge. it was a great privilege and honor to work and study under his guidance. I came to know about so many things I am really thankful to them.

I would like to extend my gratitude to **Mr. Prashant Kumar Pathak, Dr Arun Kapoor, Mr. Prashant Bhamare, and Mr. Ravi Sharma** for their constant encouragement, insightful comments, and hard questions. The countless times you kept the children during our hectic schedules will not be forgotten.

I would like to thank my teammates and my family who helped me in gathering different information, collecting data and guiding me from the time to time in whole summer internship.

Finally, I would like to thank the Placement Committee, IIHMR University for providing us with such great opportunities during such difficult times.

Shiva Kumar Dwivedi

MBA- PM 12 - 0270

2020-22

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Abbreviation

GHC -Good Health Care

CBO- Congressional Board Organization

RCPA -Retail Chemist Prescription Audit

CFA-Clearing and forwarding agents

VA -Visual Aid

LBL -Leave behind literature

MR -Medical Representative

PMT -Product Management Team

GIT - gastrointestinal

oos - out of specification

1. Organization

GHC Drugs And Pharmaceuticals Private Limited is a Private company incorporated on 17 July 2020., GHC stands for Good Health Care It is classified as Non-govt. Company and is registered at Registrar of Companies, Mumbai. Goal of the company is to serve community through Good Quality Medicines for all, they are joining hands with Healthcare Professional by Honoring them through GHC Flagship Program.

Mission of the company is To **Provide G3,**

Good Product, Good Science and **Good Relationship** through H3 Purpose of *Happiness*, Culture of *Helpfulness* and Philosophy of *Honoring Healthcare Heroes*

2. Introduction

The title of the project was "**Innovation and Sustainability in Healthcare Sector**". The mission of this project was stated as "smooth transition from academic scholar to business professional". This project was aimed at identifying the changes that occur in the marketing strategies of healthcare industry when the approach changes from conventional to digital and when we approach digital marketing strategies, we need innovations that are sustainable for the healthcare sector. We were also provided with product portfolio plan for 2021-22, having specialty wise formulations planned to launch in this FY. In total, there were more than 100+ SKUs in their active pipeline.

The SKU which I was assigned was Goodiron from GHC Drugs & Pharmaceuticals Pvt Ltd, which is used in iron deficiency Anemia.

2.1 PRODUCT OVERVIEW

Brand name: Goodiron

Generic name: Ferric puroposphate + vit.C + Vit.12 + curcuma longa

Formulation: Tablet

Packs: 1X10

Key Indication(s): Goodiron is used for the prevention and treatment of iron deficiency anemia in adults and children.

Target Market Segment(s): Gynaecologists , pediatricians , general physicians etc

Goodiron is used in the prevention and treatment of the iron deficiency anaemia in adults and children. Goodiron is effected in the treatment of anaemia during pregnancy. Goodiron is also very helpful in sickle cell disease.

2.2 ABOUT THE PROJECT

2.2.1 Research Question:

What could be the effective brand plan and digital marketing strategies to reach maximum targeted audience for Goodiron.

2.2.2 Objectives:

- To formulate brand plan for Goodiron
- To promote the Goodiron through digital platform.
- Digital marketing strategies
- Content creation for digital promotion on digital platforms
- Field work

This project was about to develop effective and efficient digital marketing strategies which were innovative and were sustainable in the healthcare sector. There were 4 team in entire internship each team has name I was member of 'team Hawk'. Every team member were assigned by their respective brand and were given the responsibility of making brand plan and strategies for marketing these brand in both conventionally and digitally.

In starting some articles were provided by company and some relevant articles find by intern also. We go through the articles and then prepaed a presentation on them. After that, we studied about various diseases relevant to the portfolio of the company and the divisions the company deals in, for example, diseases which are dealt with through the medicines in the ortho and paediatrics divisions of the company. Each and every member of the Team Hawk prepared patient journey for their respective diseases.

After patient journey presentation we started to prepare a brand strategies of products that were assigned to us. We also came up with a full brand plan or annual operating plan for the brands assigned to us.

We have to promote our product digitally in social media in simple words we have to do social media marketing, so we need to make visual aids, poster and some kind of relevant content that can help in promotion of our brand.

The content was created keeping platforms like LinkedIn, Facebook, Instagram, Twitter, YouTube, Blogs, Pinterest, and WhatsApp in mind.

At last we have to meet with some of the doctors and physicians in our respective cities and towns. Every member of team were assigned by managers of the GHC for field work. In my area there were no any GHC manager who helped in meeting with doctors and physicians . I have few contact with Sales executive of some other pharmaceutical companies so along with their company I did field project that helped me to understand the ground reality of pharmaceutical companies.

I was assigned to compile the information about the pediatrics, gynecologists and general physicians in my respective locality and hospitals in my locality, promoting my brand along the way.

3.PATIENT JOURNEY

A patient journey represents the entire sequence of events that a patients experience withjin a given healthcare system or across providers, from scheduling an appointment for a regular checkup to receiving treatment to an illness or injury. A patient journey is an ongoing process that Incorporates all parts of the healthcare system in which they interact with various people from the healthcare system like the doctors, nurses, pharmacists, etc. to seek more information on the condition and cure from the healthcare provider (HCP).

Steps of the patient journey are

- Pre-diagnosis
- Diagnosis
- Post-diagnosis
- Treatment selection
- Brand selection
- Recovery
- Remission or maintenance
- Follow-up

4. Brand plan

For effective and efficient marketing of our brand we prepared a anual operating brand plan. Some data were given by the company to understanding and analysis of the market insights. in brand plan we mainly focus and cover-

- Market overview
- Communication Strategy
- Brand SWOT analysis
- Effective initiative strategy
- upcoming year brand strategy
- Focus on target customers

5. **Brand SWOT analysis**

Brand SWOT Analysis

- **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
- **WEAKNESSES -**
 - Need effective marketing strategy
 - Efficient sales representatives required
- **OPPORTUNITIES -**
 - 35-40% patients have iron deficiency anemia
 - Large market size
 - Big market of haematinic around 1000 cr
- **Threats**
 - Market is filled with lots of competitor
 - Tough to penetrate market

6. **Methodology**

- **Type of study:** Descriptive study
- **Data Collection:** Secondary data received from the GHC drugs and pharmaceuticals
- **Brand Plan preparation**
- **Digital strategies and content creation**
- **Field work**
- **Data analysis:** The data analysis for the present study was done by using simple statistical tools such as those in MS Excel

7.Brand Objectives

- To formulate brand plan for Goodiron
- To promote the Goodiron through digital platform.
- To promote the Goodiron with direct interaction with gynaecologists, doctors and physicians.

8 . Brand strategy

- Large market of Haematinic effective and efficient strategy can help to achieve good market share with effective product strategy.
- Try to tie-up with digital organization to use the digital thinks in more productive way
- Make available our product on website and applications
- Packaging of the product must be convenient it will help to gain the customers attention.
- Product should be easily available in the market.
- 40-45% of patience in India have iron deficiency, so haematinics is a good market to gain a good value in market.
- It is must to consider in launching unique formulation which helps in drug effectiveness compared to existing brands.

9. Target Customers

- Gynaecologists
- paediatrist
- Lady general paediatricians
- General physicians

10. Digital marketing strategies

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

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

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.

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.
- Regularly update the website containing new material and Regularly update the social media handles of the company
- Reactivate past patients by staying connected with them by printing marketing with brand logo

11. Social media marketing strategy

We were assigned with creating content for the company website and 5 social media platforms:

- www.ghcpharma.co.in
- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

11.1 Facebook/Instagram/Twitter

1. Big platform to market our products
2. we can Contact with some facebook users who have good followers in facebook, so we can promote our product with them.
3. The content on these platforms updates very quickly
4. We can post our visual aids such as photos videos in facebook , it will help in marketing of our product.
5. We could also share the content with hashtags relevant to the healthcare industry.
6. The variety of posts on these platforms is tremendous. For example, we could post photos, videos, posters, blogs, flyers, etc. to create awareness about the disease and the treatment options of the disease
7. We could target a new generation of paediatricians, general physicians, and orthopaedics doctors through these platforms as they are also getting more active on these platforms compared to the previous generations.

11.2 LinkedIn

1. linked in is also a good market to promote the products. linked in is mainly used by professionals, so it will easy to market the target customers.
2. Linked in is used by professional so we can contact them with this platform and also we ca make a good relation with them.
3. in linked in we can share our visual aids such as photos, videos, animation etc.
4. Hashtags could also be used here as well

11.3 YouTube

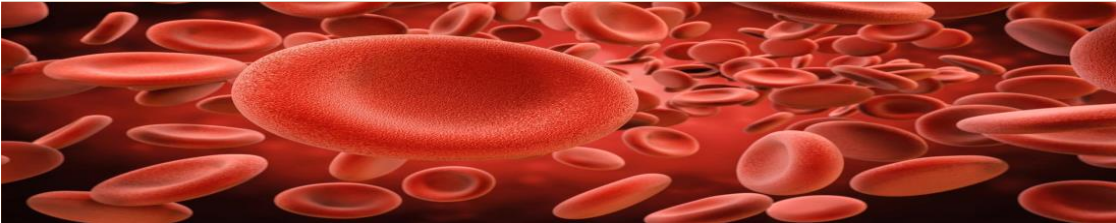
1. You tube is a good platform for marketing of pharmaceutical or any other products.
2. In you tube there is some healthcare channels who have good subscribers so we can use them to promote our products. in this way we can reach to maximum customers.
3. We can aid our products in you tube by using google aid
4. We can create our company channel in you tube and by using this platform we can promote our products
5. we can spread awareness about the disease related with our products in you tube.

11.4 Email marketing

We can mail to those doctors from whom the company have good relation with them and in this way we can also give information about our products also.

12. Contents for promotion of products

12.1 Visual aid - For instagram, facebook, linked in marketing




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 neural tube defects
- Helps to improve anemic condition

Vitamin B12
 Erythroblasts require Vitamin B12 for proliferation

Use

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

12.2 visual aid of 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

12.3 E-mail marketing

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

13. 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 .

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

14. Key learnings and 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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