

Summer Training Report

“DEVELOPING A BRAND PLAN AND DIGITAL MARKETING STRATEGIES FOR URI-BLAD®”



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OBJECTIVE

To bring joy in the life of people by providing the best health care products at affordable price URI-BLAD[®]

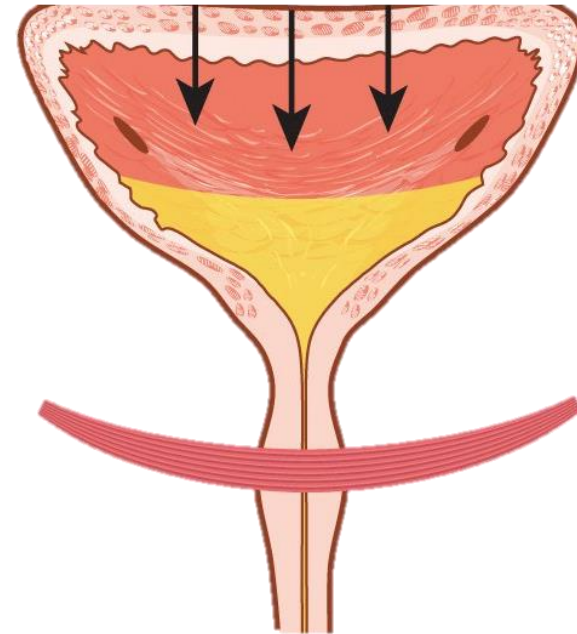
VISION

- To understand the market analysis for overactive bladder treatment
- To increase the demand of URI-BLAD[®] and make it the most prescribed drug
- To increase the market coverage and sale of URI-BLAD[®] in coming 1-2 years



URI-BLAD®

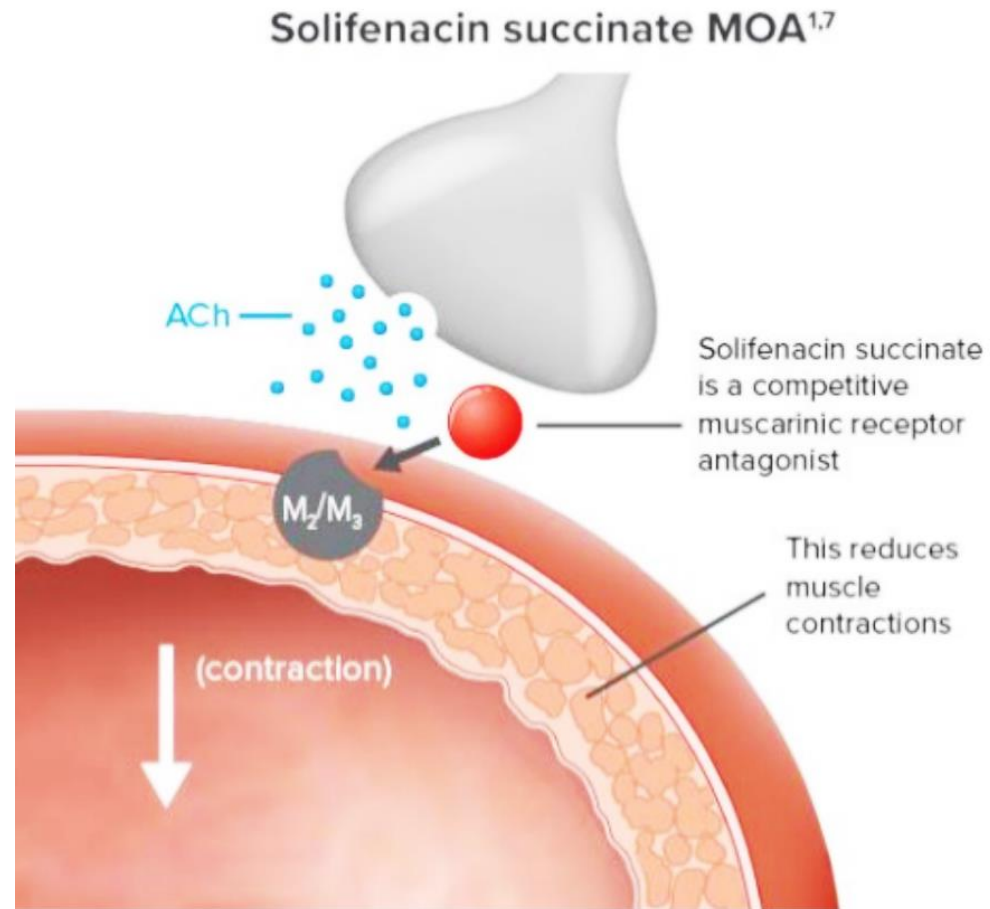
URI-BLAD® is used for the treatment of overactive bladder which occurs when one cannot control bladder contraction which leads to urge urinary incontinence urgency



Origin of URI-BLAD® : Uri as it is associated with the **urine**

Blad as this helps in treating overactive **bladder**

MECHANISM OF ACTION



Pharmacokinetic

Absorption

- After oral administration of Solifenacin , peak plasma levels (C_{max}) of solifenacin is within 3 to 8 hours after administration

Distribution

- Solifenacin is approximately 98% bound to human plasma proteins. Solifenacin is highly distributed to non-CNS tissues

Metabolism

- Solifenacin is extensively metabolized in the liver. The primary pathway for elimination is by way of CYP3A4

Excretion

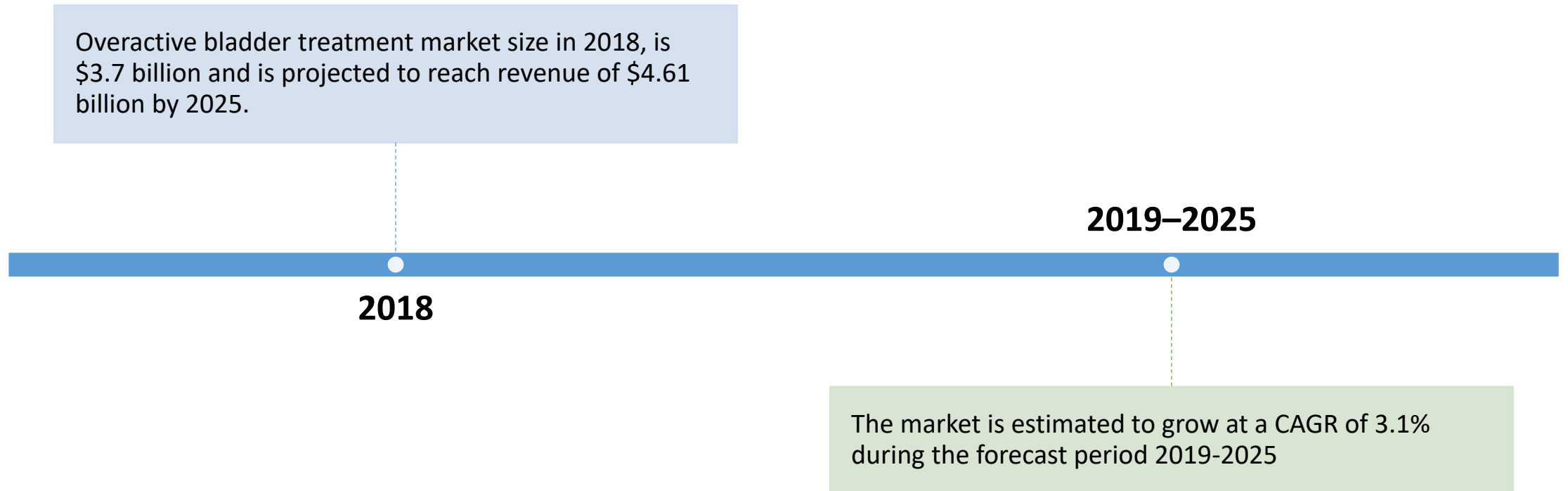
- 69.2% of the radioactivity was recovered in the urine and 22.5% in the feces over 26 days. Less than 15% (as mean value) of the dose is recovered in the urine as intact solifenacin

CONTRAINDICATIONS

URI-BLAD[®] is contraindicated in patients with urinary retention, gastric retention, uncontrolled narrow-angle glaucoma, and in patients who have demonstrated hypersensitivity to the drug substance or other components of the product



MARKET ANALYSIS



Wednesday, September 15, 2021

Reference: <https://www.marketsandmarkets.com/Market-Reports/overactive-bladder-treatment-market-219938791.html>

SEGMENT ANALYSIS

PHARMACOTHERAPY

Anticholinergic treatments block the neurotransmission thus reducing the feeling of urgency,.

But its demand is decreasing as these drugs cause many side effects

DISEASE

Overactive bladder is to account for the major share among diseases that cause OAB.

This is owing to the rise in OAB among women post menopause or pregnancy as well as among the geriatric

GEOGRAPHY

North America accounts for largest Overactive bladder treatment market share with 48% in 2018.

This is owing to the high prevalence of this disease among Americans.

DRIVERS – OVERACTIVE BLADDER TREATMENT MARKET

- Many drugs are being developed for Overactive bladder treatment by various companies. They are focusing on combination therapies and drugs with minimal side effects. Drug approvals are also increasing due to the rising prevalence of overactive bladder.
- FDA is also increasing approvals on generic drugs thus also lowering the prices. This is because of new regulatory authorities by FDA to speed up drug approvals. This encourages competition and more companies come out with drugs.

Wednesday, September 15, 2021

DEMOGRAPHIC ANALYSIS

Demographic Analysis based on:

1. Age

Consumer need of URI-BLAD[®] vary depending on age as most of the old age people as more suffering with overactive bladder

Age group	<70 Years	>70 Years
	47%	53%

2. Dweller

Higher prevalence of OAB among rural communities

Dwellers	Urban	Rural
	36%	64%

DEMOGRAPHIC ANALYSIS

Demographic Analysis based on:

3. Gender

Overactive Bladder is more common in women over age 40

Gender	Male	Female
	29.9%	70.1%

4. Income

People with less income are more likely to suffer from overactive bladder

Income	>US \$800	<US \$800
	26%	74%

SWOT ANALYSIS

SWOT ANALYSIS OF URI-BLAD®

THREAT

- Already established Brands, Introduction, acceptance and
 - use of biosimilars.
- Low Physician compliance

STRENGTHS

- Uri-Blad has increased bioavailability (90%) in the body and has a longer half-life (45hrs) than other antimuscarinic drug.
- Uri-Blad is twice as potent

OPPORTUNITIES

- The market is estimated to grow at a CAGR of 3.1% during the forecast period 2019-2025
- Overactive bladder treatment market size is projected to reach revenue of \$4.61 billion by 2025.

WEAKNESSES

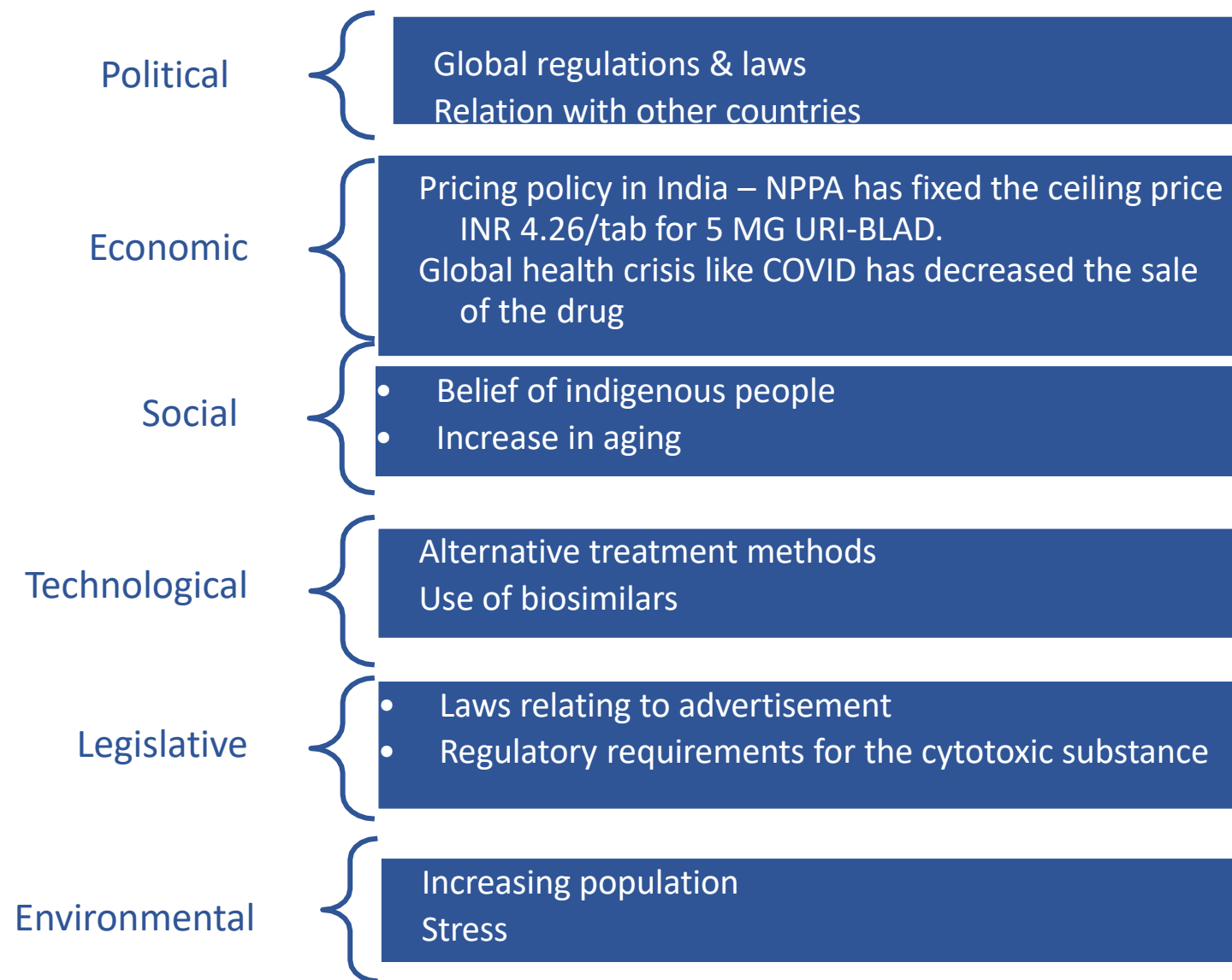
- Uri-Blad can cause side effects like constipation, blurred vision, and dry mouth.
- Restricted to patients with glaucoma, gastric obstruction, and renal obstruction



COMPETITOR ANALYSIS

Sr.No.	Brand Name	Company	Price
1	Soliten 5 mg Tab	Ranbaxy	210
2	Floslo 5 mg Tab	Intas	218
3	Solicept 5 mg Tab	Lupin	410
4	Bispec 5 mg Tab	Dr. Reddy	440
5	Soliact 5 mg Tab	CIPLA	444

PESTLE ANALYSIS



UNIQUE SELLING POINT OF URI-BLAD[®]

- Significantly more effective when combined with behavioural therapy
- Reduces most bother some symptoms of OAB
- Significant improvement in urgency as early as day
- Significantly improves HRQOL
- Improve patient compliance by providing flexibility of dosing



URI-BLAD IS USED TO TREAT SYMPTOMS OF OVERACTIVE BLADDER. SYMPTOMS INCLUDE NEEDING TO RUSH TO THE TOILET TO URINATE WITHOUT WARNING, URGE TO URINATE FREQUENTLY.

Why URI-BLAD?

It has increased bioavailability (90%) in the body and has a longer half-life (45hrs)

Side Effects: Dry mouth, constipation, blurred vision

If you want to have question regarding this product. contact uriblad@microlabs.com



URI-BLAD®



**EACH FILM-COATED TABLET
•CONTAINS 5 MG SOLIFENACIN**

INDICATIONS



NOCTURIA



URGE INCONTINENCE

CONTRAINDICATION

- Bladder outflow obstruction
- Gastrointestinal obstruction
- Glaucoma



R_x

URI-BLAD®

Urinary Incontinence

*It does not have to
control your life!!*

**Happy life!
We are with you**



Quality and Trust worthy Brand



MICRO LABS LIMITED



URI-BLAD®

No one can control your life

Rx

URI-BLAD®

Nothing can compliance

- Nocturia
- Urinary urge incontinence
- Frequent urination

Patient flexibility
dosing

Reduce symptoms
of OAB

One dose a day

Don't Suffer in Silence, Use URI-BLAD

STP FOR URI-BLAD

Segmentation:

1. Age: **People aged between 30-60 years of age**
2. Demographics: **North America**
3. Gender: **Both men and women (but majorly women) and oldage people**
4. Affordability: **For people of middle income**

Target customers:

- Urologist
- Neurologist
- General practitioner

Positioning product:

By proving unique product like URI-BLAD which has 90% bioavailable and a longer half life

By Marketing Mix (4P's)

- Product: URI-BLAD 5mg
- Brand: URI-BLAD® Price: ₹150 / 10 Tabs
- Place: Urologist and medicine specialists and different chemists around India.
- Promotion: By using several promotional strategies and marketing tools.



MARKETING STRATEGIES OF URI-BLAD®

Product development
strategy

Offering URI-BLAD to the current and new markets

Direct Sales

Employing sales personal & deploying them in the regions
to get new customers

Target marketing
strategy

It allows the organization to narrow down their focus & aim
marketing campaigns in a specific segment of the market

Positioning strategy

URI-BLAD can be positioned according to quality, price,
safety and efficacy

Customer
engagement

Taking feedback, Communicate new updates and Investing
money on customer satisfaction

EMAIL MARKETING

Who are involved

Doctors

NGOS

Here we are using snov.io app



How our email should be

Mobile friendly

Promotional base emails

Short email and simple email

Email series

It should have links e-detailing.

Here we are using mail chimp app

Why they will open our mail

Sending mail with their names.

By showing their benefits.

Promotional base mails.

AWARENESS VIDEO CONTENT



Using attractive visual graphics, playing sound effects in the background to harness the powerful emotions and to tell the story.



Keep the end goal in the mind for video content, whether its awareness, leads, or another goal.



Keep the script of video effective and show empathy.



Educate the target audience about the disease and our brand to create awareness.



Build trust.



Create a destination.



Solve a Problem.



Inspire the target audience.

FREE DOCTOR CONSULTATION MEDI-CAMPS

Engagement of KOLS and doctors.

Creation of speakers and audience for the digital launch of the product.

Association of the product with good cause

Word of mouth through KOLS and doctors



Pre-launch activities:

- ❖ Analysis of the distribution channels
- ❖ Sales training
- ❖ Awareness of the disease
- ❖ Market access team training
- ❖ Surveys to find the no. of chemists, Nephrologist in the market
- ❖ Check the available brands and competitor brands in the market
- ❖ Involve KOL's from the beginning of the product launch
- ❖ Pricing and contracting



Launch-activities:

- ❖ Create brand awareness of URI-BLAD®
- ❖ Analyze the payer's perception
- ❖ External stakeholder communication
- ❖ Determine the barriers to prescribe URI-BLAD® by the doctors
- ❖ HCP/KOL reach
- ❖ Manage the supply chain
- ❖ Launch meeting effectiveness

Post-Launch activities:

- ❖ Determine the market share
- ❖ Monthly meetings
- ❖ Total no. of prescriptions
- ❖ New to brand patients
- ❖ CME conferences, education camps
- ❖ Group meetings and round table meetings
- ❖ Patient adherence
- ❖ Access coverage



CHEMIST SURVEY FORMAT

Disclaimer: Hello Sir/Madam, I Sheetal Bastia, intern of Micro Labs is conducting a market survey on Solifenacin for my internship assignment. I would appreciate if you could assist me with some information which can help me to complete my project. Thanks in advance for your valuable time.

Executive Name	
Chemist Name	
Location	
Email	
Phone No.	

1) What is the average number of Solifenacin prescriptions do you receive weekly at your pharmacy?

2) Which Solifenacin (Same Category molecules) are the most selling molecule with their average weekly Rx?

- | | |
|-----------------|----------------------|
| a) Tolterodine | <input type="text"/> |
| b) Darifenacin | <input type="text"/> |
| c) Oxybutynin | <input type="text"/> |
| d) Fesoterodine | <input type="text"/> |
| e) Myrbetriq | <input type="text"/> |
| f) Others | <input type="text"/> |

3) What is the different dosage strength/SKU of Solifenacin available at your Pharmacy?

S.No	Brand	SKU Name	Dose/Strength	Price
1				
2				
3				
4				
5				

4) Name the top five selling brands of Solifenacin in a sequence based on sales in your medical store-

Sr.No	Brand Name	Dose/Strength	Avg No. of weekly Rx
1			
2			
3			
4			
5			

5) For which among below options you receive high Rx? What is the average number of Rx on weekly basis?

Monotherapy Combination with

6) Are the customers' price sensitive towards brands?

Yes No



INTERPRETATIONS

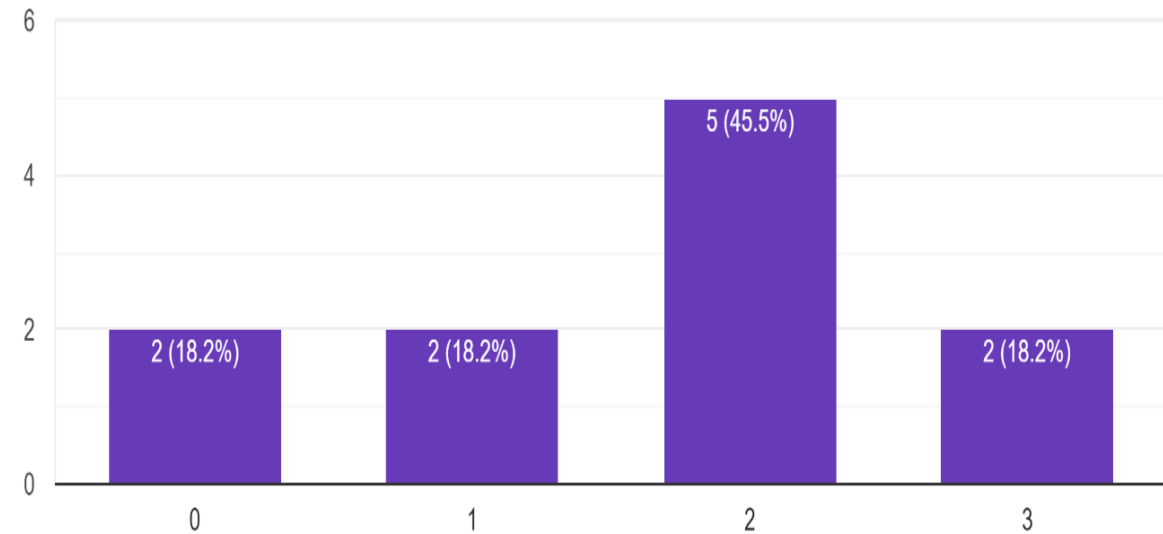


SURVEY WAS CONDUCTED TO CHECK THE COMPETITOR OF SOLIFENACIN IN THE MARKET, SO THAT WE CAN GET TO KNOW WHETHER LAUNCHING ANY NEW BRAND FOR SOLIFENACIN WILL WORK IN THE MARKET OR NOT AND WHAT ALL MARKETING STRATEGIES WE CAN USE TO INCREASE ITS SALES. WE EVEN GOT TO KNOW THE NUMBER OF PEOPLE SUFFERING FROM OVERACTIVE BLADDER SO THAT AN ESTIMATION OF THE DEMAND OF OUR BRAND CAN BE MADE.

From this it was concluded that mostly very rare people suffer from the overactive bladder treatment so the consumption of the solifenacin is less among the people and is less demanded by the patients.

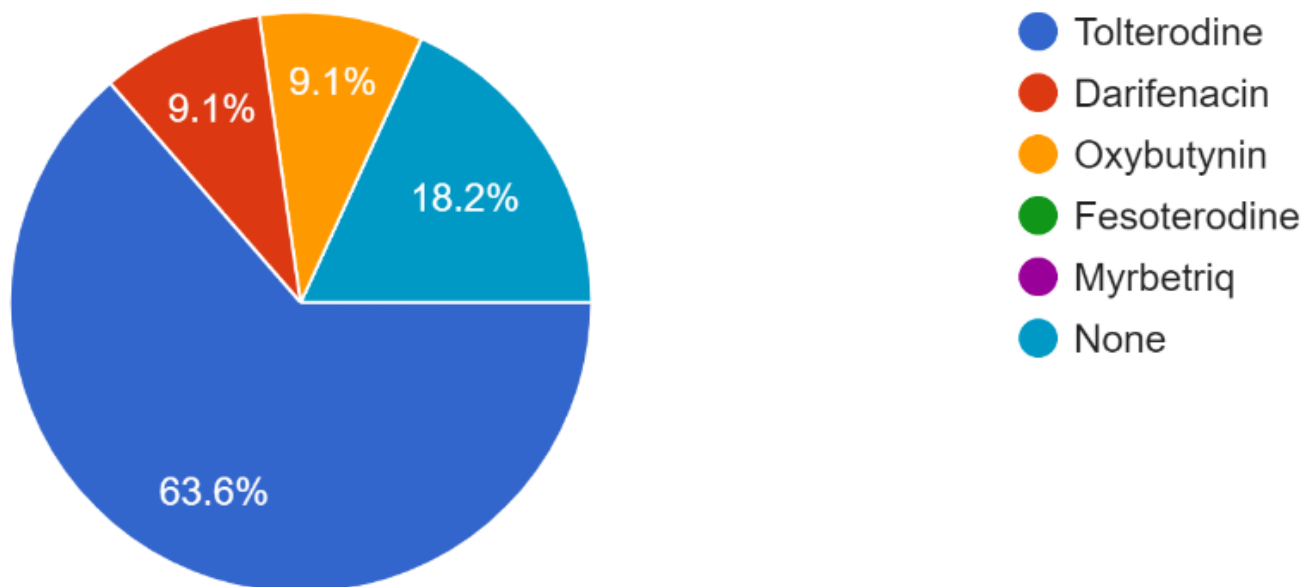
What is the average number of Solifenacin prescriptions do you receive weekly at your pharmacy?

11 responses



Which Solifenacin (Same Category molecules) are the most selling molecule with their average weekly Rx?

11 responses



For which among below options you receive high Rx? What is the average number of Rx on weekly basis?

11 responses



What is the different dosage strength/SKU of Solifenacin available at your Pharmacy?

Soliday-3-
5mg - 249/-

Soliday 5
mg 230 Rs

Roliten OD
4 mg 280 Rs

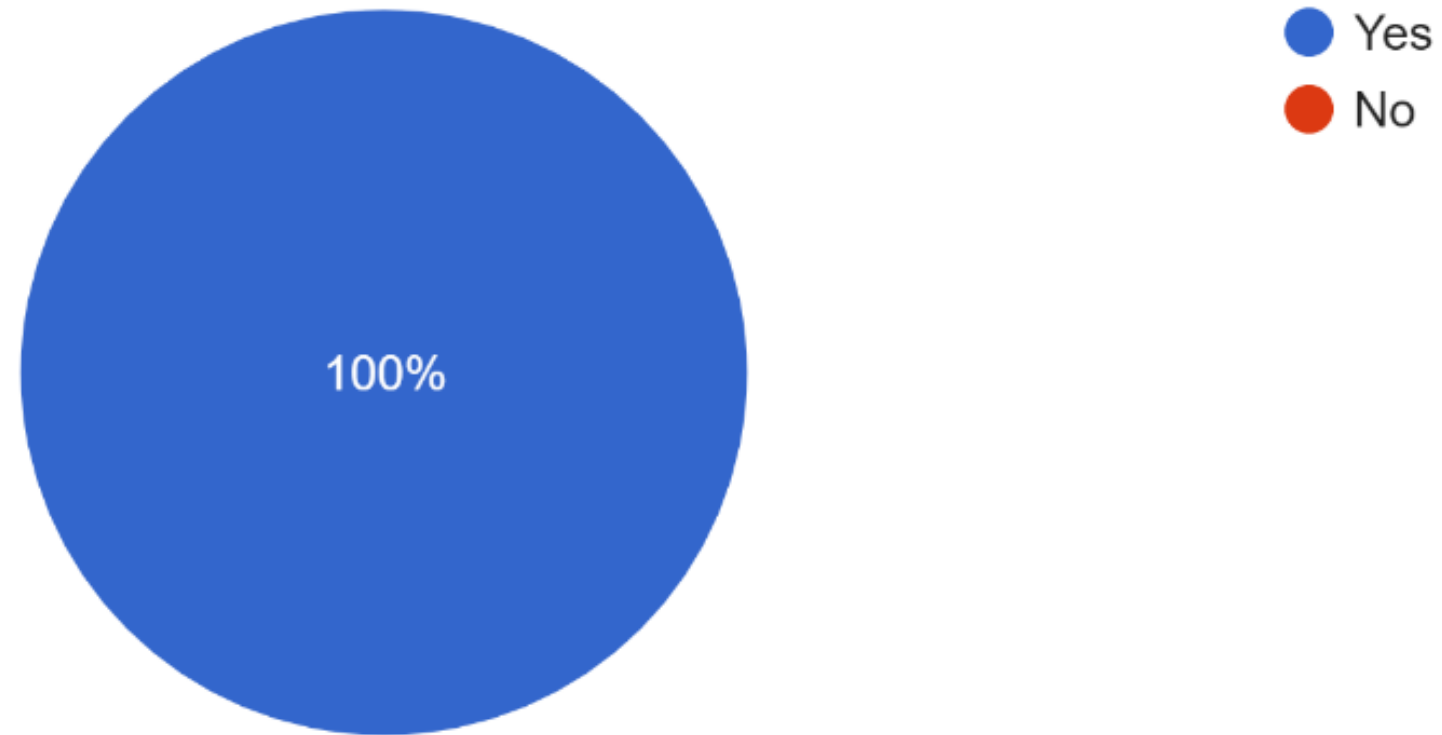
Soliten 5
mg

Soliday 3
mg

Cystran 2.5

Are the customers' price sensitive towards brands?

11 responses





THANK you