

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

At

MICRO LABS LIMITED

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Summer Training Report

by

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Acknowledgement



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I would also like to thank my Institute as well as my mentor and guide Mr. Sandeep Narula (IIHMR University) for giving me this great opportunity. Special thanks to my colleagues Gunjan, Anis, Anup for being there with me whenever I needed. Last but not the least I would like to thank my beloved parents for always believing in me and supporting me in every possible way.

My internship journey was full of immense learning where I explored various aspects of the project and acquired substantial knowledge and experience which will help me further in my professional career

I will strive to use these gained skills and knowledge in the best possible way.

Thank you,

Sheetal Bastia

ABBREVIATIONS

OAB: Overactive Bladder

USP: Unique Selling Point

SKU: Stock Keeping Units

SWOT: Strength, weakness, opportunity, threat

LBL: Leave behind literature

VA: Visual Aid

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OBSERVATIONAL LEARNINGS

ORGANIZATION PROFILE: MICRO LABS LTD.

Established in 1973, Founded by late Mr. G. C. Surana and under leadership of Mr. Dilip Surana & Mr. Anand Surana. Micro Labs Limited is a multi-faceted healthcare corporation with well-equipped marketing team, superior production centers and R&D facilities as in term with global standards.

Micro Labs has been ranked in top 20 in India & has leading positions in select therapeutic areas like Diabetology, Ophthalmology, Cardiology, Dermatology & Analgesics

The Micro labs marketing has 22 divisions and delivers a marketing strategy to a different class 6000 MR covering around 2 Lakh 50 thousand doctors & 1 Lakh 80 thousand pharmacies.

It has international presence in over fifty countries, with ground level operations in twenty-five countries, mercantilism all major dosages in each therapeutic segment. It is building essential mass in existing markets & developing business in new market like USA, East Europe, geographic region and South & Central America.

OBJECTIVES

- To study about Solifenacin.
- To give a brand name for Solifenacin.
- To understand the essentials of designing promotional literature.
- To design a LBL and visual aid for Solifenacin.
- To formulate promotional and market strategies for launch of Solifenacin.
- To design questionnaire for the chemist survey on Solifenacin.

MODE OF DATA COLLECTIONS

The data is collected from the company's annual portfolio plan, covered market data, visual aids & the computerized data of the company and their competitors.

The secondary data is being collected from various online databases, Research articles & from various online pharmacies

GENERAL FINDINGS OF LEARNING

1. Awareness & Recognition

Symptoms like Nocturia, Urge urinary incontinence

2. Presentation & Diagnosis

Patient is having overactive bladder symptoms in which he/she is not able to control their urine and go for urine frequently

3. Brand Selection

The Doctor recommended treatment of the patient, due to the following reasons:

- Affordable
- Less side effect
- Effective
- Easily available
- Trustworthy

4. Switching & Persistency: Due to availability, effective, safe and easy to administer as only 1 time/day most of the doctors and patient will prefer URI-BLAD

PROJECT REPORT

STUDY ON SOLIFENACIN

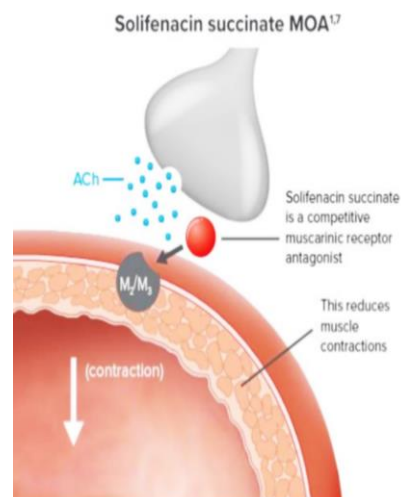
Solifenacin is widely used in bladder overactivity in which it gets difficult to control bladder contraction which leads to urge urinary incontinence urgency. Solifenacin was launched in US by Astellas Pharma in 2004.

MECHANISM OF ACTION

Solifenacin is a competitive muscarinic receptor antagonist

They exert their antagonistic effect at postganglionic cholinergic nerve endings in the parasympathetic nerves

It reduces involuntary contraction and increase bladder capacity & relaxes the bladder muscles.



PHARMACOKINETICS

Absorption:

Absorption of Solifenacin usually occurs in duodenum, jejunum and is taken place by passive diffusion. C_{max} of solifenacin is between 3 to 8 hours after each oral administration. Solifenacin has oral bioavailability of about 90%.

Distribution:

Solifenacin is very well distributed to non-CNS tissues and is about 98% bound to human plasma proteins

Pharmacokinetics

Metabolism:

Solifenacin is metabolized in the liver. Active metabolite (4R-hydroxy solifenacin) for clinical activity, and inactive metabolites (N-glucuronide and the N-oxide and 4R-hydroxy-N-oxide of solifenacin).

Excretion:

The elimination half-life is approximately about 45 to 68 hours.

PHARMACODYNAMIC

Solifenacin antagonizes muscarinic receptor M2 & M3 specifically to treat overactive bladder.

Solifenacin usually has more prolonged action duration and is taken once in a day. Patients taking solifenacin should know about the risks of anaphylaxis & angioedema.

ADVERSE EFFECT

- The rate of blurred vision was reported more in solifenacin.
- The adverse events associated with Solifenacin may be more pronounced in the elderly, especially those taking multiple medications.
- Constipation & Dry mouth was observed mostly.

THERAPEUTIC USE



Nocturia



Urge Incontinence

OVERACTIVE BLADDER AND ITS PREVALENCE

ICS defined overactive bladder as a insistent condition through urinary urgency, with urge incontinence, commonly with urinary frequency and nocturia.

The overall prevalence of overactive bladder in US population was twenty-three %, with women twice as men (Thirty % vs. Sixty %, respectively).

Overactive bladder usually affects:

- Patient's life
- Decrease in one's social activities, causing feeling of social solitude
- People with Overactive bladder feel anxiety, frustrated, and embarrassed leading to psychological stress

CAUSES OF OVERACTIVE BLADDER

Following can be the cause of overactive bladder:



SYMPTOMS OF OVERACTIVE BLADDER

Overactive bladder symptoms include the following:

- Urinary urgency
- More frequency of urination
- Urge incontinence
- Nocturia

CONTRAINDICATIONS

Solifenacin is contraindicated in patients with

- Urinary retention
- Gastric retention
- Uncontrolled narrow-angle glaucoma
- Hypersensitivity

Angioedema of the face, larynx was seen with solifenacin. In some cases angioedema occurred after the first dose

PRECAUTIONS

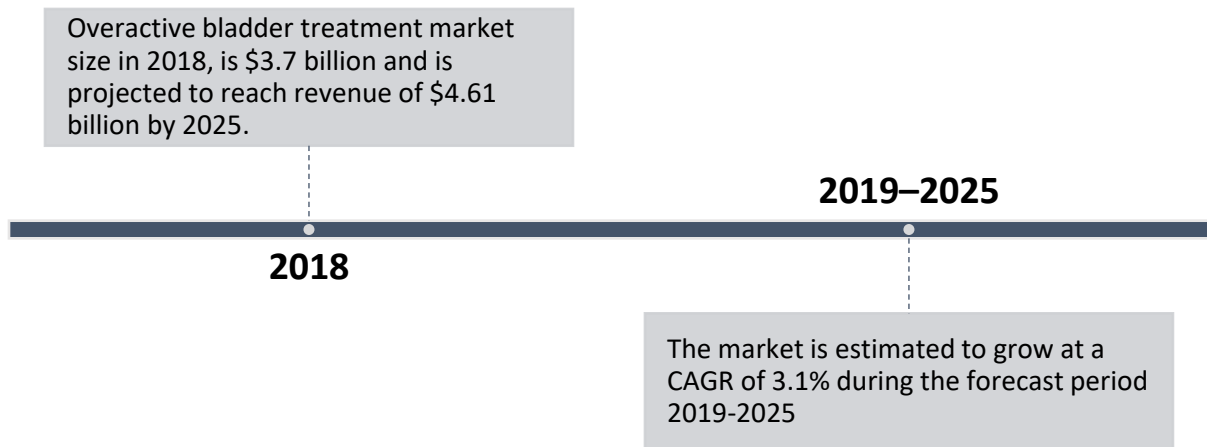
- Bladder Outflow Obstruction
- Gastrointestinal Obstructive Disorders and Decreased GI Motility
- Controlled Narrow-Angle Glaucoma
- Reduced Renal Function

SOLIFENACIN Vs TOLTOREDINE

Solifenacin has increased bioavailability (90%) in the body and has a longer half-life (45hrs) than Tolterodine and other antimuscarinic drug.

Solifenacin is twice as potent as Tolterodine.

MARKET ANALYSIS



MAJOR KEY PLAYERS GLOBALLY

Astellas Pharma, Inc. (Japan)

Pfizer, Inc. (U.S.)

Teva Pharmaceutical Industries Limited (Israel)

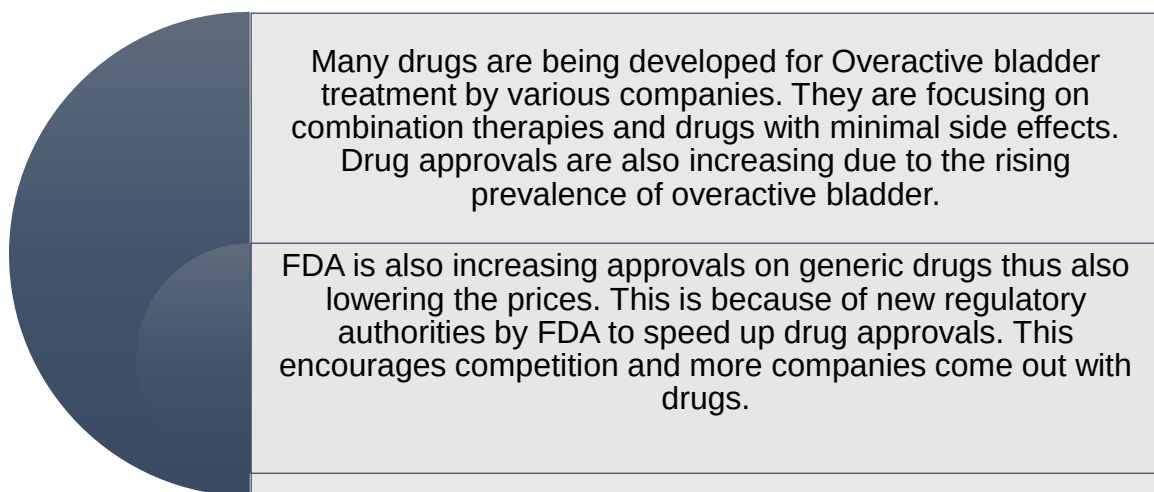
Medtronic plc (Ireland)

Mylan N.V. (U.S.)

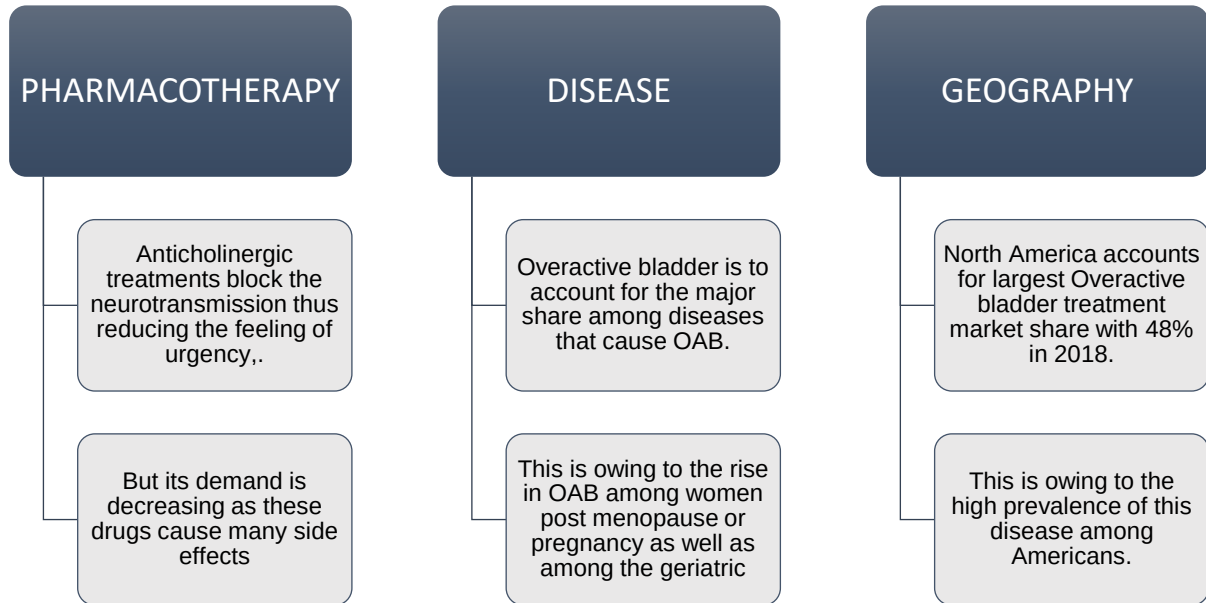
Sanofi (France)

Aurobindo Pharma Limited (India)

DRIVERS – OVERACTIVE BLADDER TREATMENT MARKET

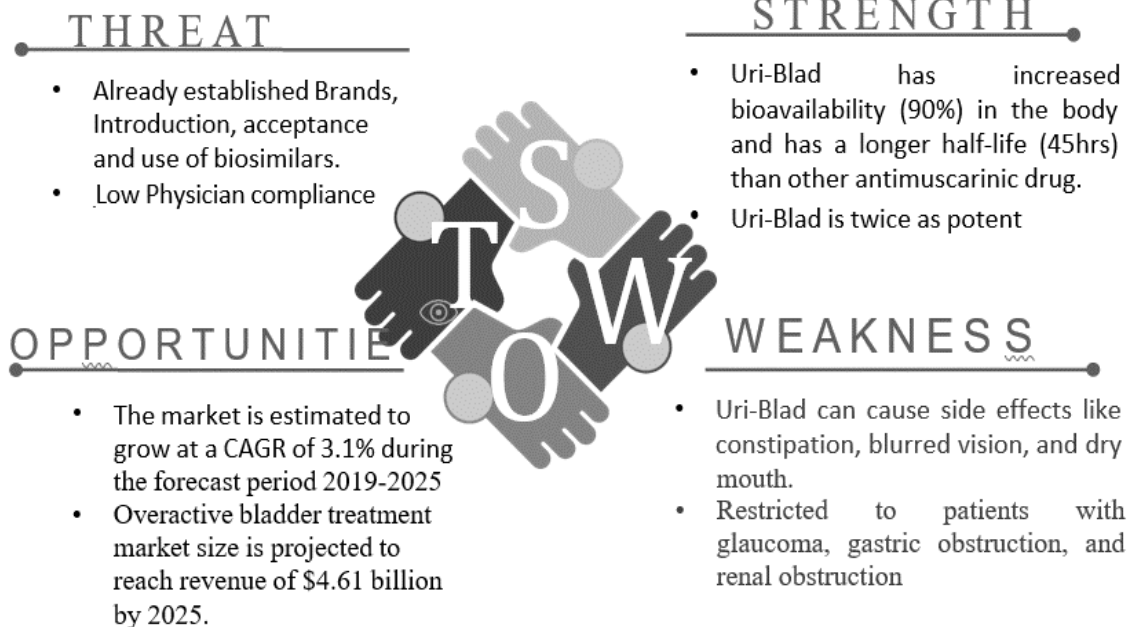


SEGMENT ANALYSIS



SWOT ANALYSIS

SWOT ANALYSIS OF URI-BLAD®



PESTLE ANALYSIS

Political

- Global regulations & laws
- Relation with other countries

Economic

- Pricing policy in India – NPPA has fixed the ceiling price INR 4.26/tab for 5 mg Solifenacin
- Global health crisis like COVID has decreased the sale of the drug

Social

- Belief of indigenous people
- Increase in aging

Technology

- Alternative treatment methods
- Use of biosimilars

Legal

- Laws relating to advertisement
- Regulatory requirements for the cytotoxic substance

Environment

- Increasing population
- Stress

BRAND NAME

A brand name is a name given by a manufacturer or an organization to its product. It helps the customers to identify and differentiate one product from another.

As generic names are given by USAN council, but the choice of brand name is solely depended on the innovator or organization the FDA must approve the name.

The FDA prevent similarity between brand and generic names.

Few reputed and well-known pharmaceutical brands are Humira, Corex, Lipitor, Actavir, Gleevec, Viagra

Origin of Brand name: “URI” – Urine incontinence

“BLAD” – Urinary Bladder

Features of good brand name:

- It should be Unique, punchy and memorable. The longer the name the harder it is to grab
- Every drug has unique names to avoid errors like sound-alikes
- A brand name should give an idea about products qualities and benefits
- The brand name should not fall prey to any sort of controversies
- The marketing industry can make the use of the letter ‘X’ in its brand name as it looks better in print and make sounds people like saying and are associated with innovation. E.g.: Corex, Celebrex

TRADEMARK

- A strong trademark helps people choose the correct medications.
- Trademarks also forces manufacturers to build safe and other existent drugs
- Trademark enforced to build reputed brands

DRUG PROMOTIONAL LITERATURE

Drug promotional literature (DPL) consists of pamphlets or brochures printed by pharmaceutical companies to promote the sale of their products. As such, DPLs represent a major marketing technique.

Due to their concise nature, busy medical practitioners may sometimes rely on DPLs as the primary sources of drug information: DPLs can be highly informative when they provide the authentic information in a nutshell, if they have been critically analyzed and reviewed; if not, they can be misleading.

In addition, pharmaceutical companies have to follow certain ethical guidelines at the national and international level for drug promotional activities to ensure better health care through the rational use of medicines: for instance, the World Health Organization (WHO) states that “all promotion-making claims concerning medicinal drugs should be reliable, accurate, truthful, informative, balanced, up to date, capable of substantiation and in good taste”.

VISUAL AIDS

MICRO LABS LIMITED

No one can control your life

Rx
URI-BLAD®
5 Mg/10 Mg

Nothing can compliance

- Nocturia
- Urinary urge incontinence
- Frequent urination

URI-BLAD®

Patient flexibility dosing Reduce symptoms of OAB One dose a day

Don't Suffer in Silence, Use URI-BLAD

Reference: https://www.accessdata.fda.gov/drugsatfda_docs/label/2013/021518s016lbl.pdf

LEAVE BEHIND LITERATURE



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!!

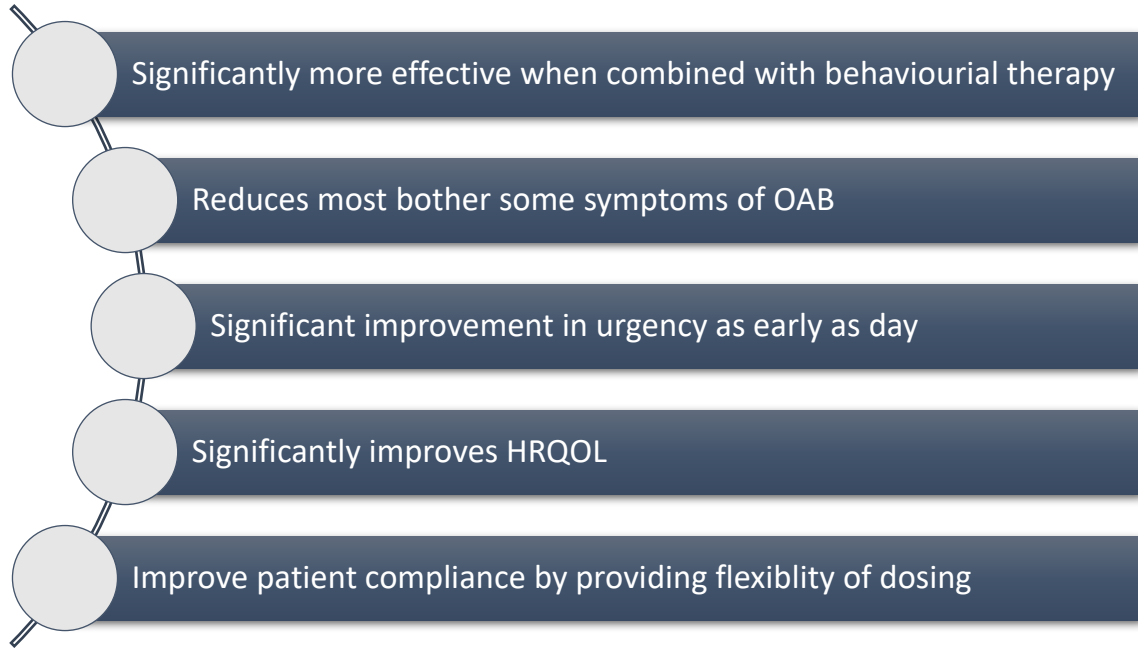
Happy life!

We are with you



Quality and Trust worthy Brand

UNIQUE SELLING POINT OF URI-BLAD®



PRODUCT PROMOTION AND PLANNING

OBJECTIVE

- To create demand of URI-BLAD in the market.
- To make URI-BLAD the most preferable drug for Overactive bladder.
- To cover huge market in the coming 5 years.

VISION:

To give the best treatment option to the patient by focusing more on patients at affordable price

EXECUTIVE SUMMARY:

Factors such as the aging population, rising health care spending, increasing obesity, increasing prevalence of diabetes, and increasing coffee consumption are expected to drive market growth; However, the growth of the industry would be jeopardized by the entry of generics into the market. This includes the further development of innovative therapies, the sensitization for the overactive bladder, the development of gene therapy and the further development of the drug line.

BY SEGMENTING, TARGETING AND POSITIONING:

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 old age 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.

PRODUCT LAUNCH

The process of product launch involves **Pre-launch** followed by **launching** of the product and followed by the **post launch** activities

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, urologist 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
- Supply readiness

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
- Patient advocacy group engagement

Post-launch-activities:

- Determine the market share
- Monthly meeting
- Total number of prescriptions
- CME, Conferences

MARKETING STRATEGIES OF URI-BLAD®

Earlier the MR used to market the medicines by personally meeting the medical practitioners but due to corona pandemic, we realize that there needs to be a change in the marketing strategy of pharmaceutical products also.

We have strategized the digital marketing of the medicine through

- ❖ PRELAUNCH
- ❖ LAUNCH
- ❖ POSTLAUNCH

PRELAUNCH

Brand name is URI-BLAD®

1. Launching a Content Marketing Portal/website.

- Includes content of all types - blog posts
- Vetted information such as clinical trial success is must to establish trust and returning audiences.
- By either launching a new website that contains only information regarding new launch like Coming soon, Count down etc.

2. Campaigns and webinars

Webinar can be done on various online medical and non-medical portals and online pharmacy apps. Also, advertisement of this campaign and webinar can be done through email marketing.

3. SEO

SEO mainly deals with increasing visits/day to the companies and the digital marketing strategy is mainly based on increasing a company's overall online presence and visibility to consumers.

PRE to POST LAUNCH

We can launch our own you tube channel where we can launch and promote our product. We can even send links though any of the modes: -

- Website
- Link through email
- Through messages
- Social networking, GO Live.

We can also send though the following through the same modes:

- ❖ E-posters
- ❖ Pamphlets
- ❖ Video campaigns
- ❖ Email flyers – Flyers can come in various forms, including image in body of email, an attached file or service generated image.
- ❖ Links (of website, app, articles, research papers)
- ❖ Flyers, posters, and pamphlets embedded in an email allow your audience to skip the step of opening an attachment and allows you to send larger documents.

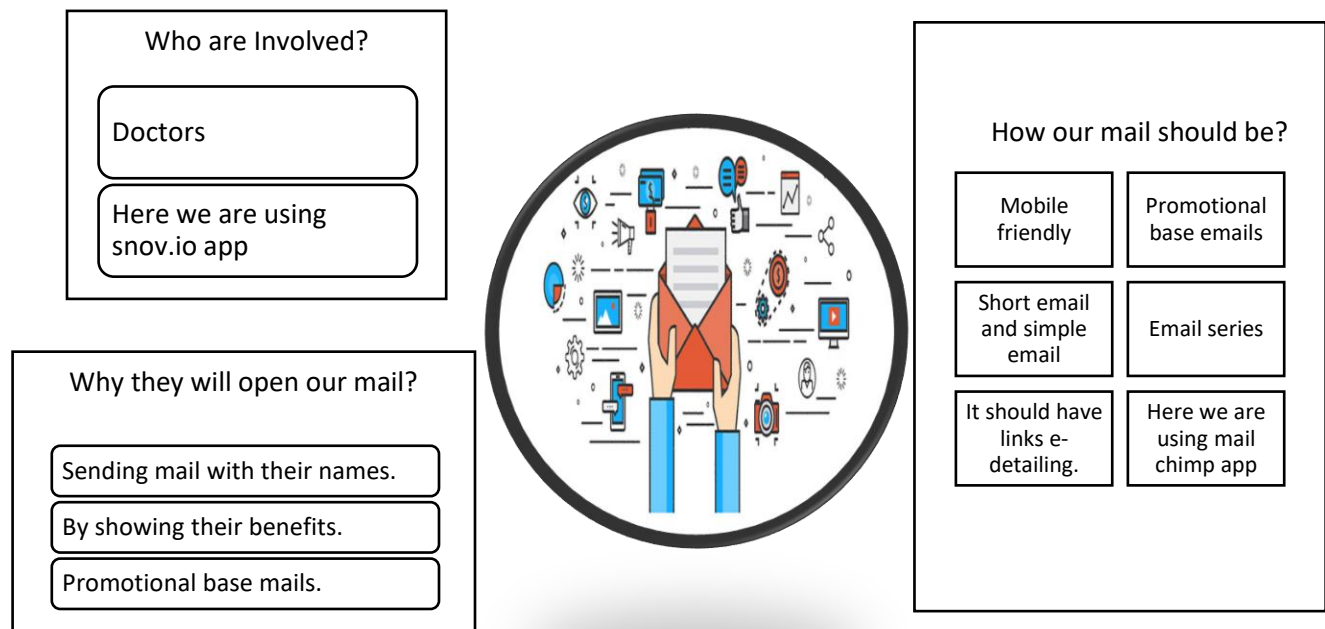
Email Marketing

Email marketing for pharmaceuticals has proved to be enormously useful even during this pandemic. According to research, 90% of marketers use this tool to shape their professional careers.

More than 75% of physicians use their mobile phones and tabs to fulfill their professional demands, like connecting with the patients and resolving their queries. Among the many options for communication like direct mail, social media, or personal visit, 68% of healthcare professionals chose email as their preferred communication medium. The pharmaceutical email marketing helps the doctors and healthcare workers to stay updated on the medicines, compositions, brands, and their availability.

Effective email marketing strategies for pharmaceutical industries includes:

- ❖ Increasing brand awareness
- ❖ Personalizing the subject line
- ❖ Creative content
- ❖ Trust the experts



CME Conferences

Continuing medical education (CME) is a type of continuing education (CE) that assists medical professionals in maintaining their competence and learning about new and emerging areas of their specialty. Live events, written publications, online programs, audio, video, and other electronic media carry out these tasks.

- ❖ Doctors should be met for at least twice in a month.
- ❖ As URI-BLAD used mainly for overactive bladder so we need to target more neurologist and medicine specialists
- ❖ The targeted sale for URI-BLAD should be fulfilled

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

Offer Free Samples

Free samples of a product are more likely to be prescribed by doctors. They can provide them to their patients immediately, allowing them to sample your product for free and without risk. This is one of the more conventional ways of pharmaceutical marketing, and it is quite effective in reaching a broad audience. However, this technique might straddle the line between being effective and being ineffective between ethics, as many health care networks ban doctors from taking samples.

Linkedin Marketing

Goals

- Make connections
- Generate leads
- Improve brand awareness
- Faster business relationships and partnerships
- Share control and
- Drive traffic

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 ☐

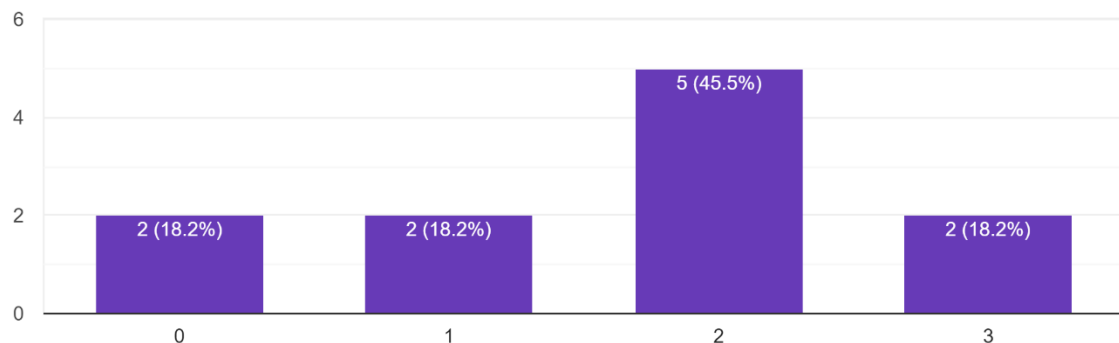
No ☐

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.

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

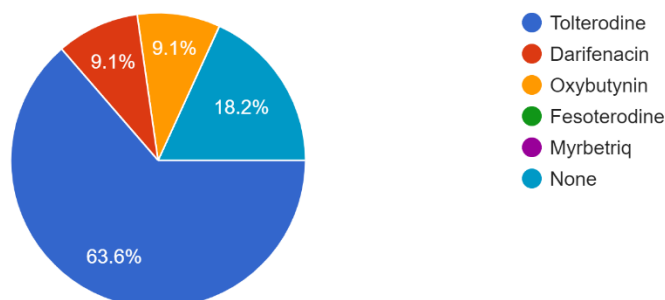
11 responses



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.

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

11 responses



Tolterodine is mostly preferred by the chemist among all other drugs used in overactive bladder treatment

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

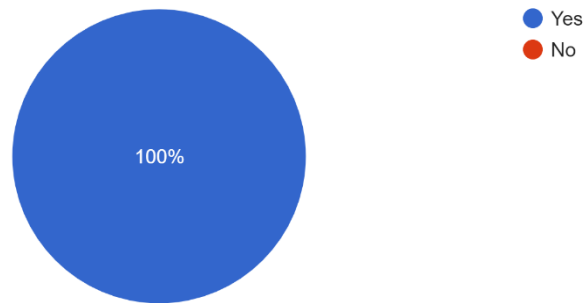
11 responses



Usually Overactive bladder treatment is given as a monotherapy and no other drug is used in combination with it. And overactive bladder treatment is given along with the behavioural therapy which includes exercises.

Are the customers' price sensitive towards brands?

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

Majority of the chemist are selling Soliday and Roliten in the overactive bladder treatment.

CONCLUSIVE LEARNINGS

I have completed my internship with Micro Labs Ltd in marketing for about 2 months. I am happy to work as an intern with Micro Labs as I got a lot of experience which will surely help me in coming future. Under perfect guidance and concerned higher management and an amazing working environment with cooperation from all staffs of the department specifically sales and marketing made my internship as a wonderful learning experience in all aspects.

Internship was offered to me was 8 weeks and was based on marketing strategies. I got to know different aspects of marketing. I directed interacted with the chemist in our area to get to know about its competitor in market.

Learning from the Internship

1. Developed a network
2. Redefined career goals
3. Soft skill development
4. Management etiquettes and netiquettes
5. Exposure to corporate culture

Limitations

1. Travel restrictions due to covid
2. Sales given preference over product quality

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