

Summer Training
At
GHC Drugs and Pharmaceuticals Pvt Ltd



From
10th May to 02nd July 2021

A Report by
Sanket Danole

MBA Pharmaceutical Management
2020-22



ACKNOWLEDGEMENT

Firstly, I would like to thank my organisation, **Indian Institute of Health Management and Research (IIHMR-U), Jaipur** for giving me such a good opportunity in Summer Training, which helped me in improving my knowledge on the Digital Marketing of Brands.

Now, I would like to thank to **Mr. Prashant Bhamare (Head, Marketing and Sales)** and **Mr. Arun Kapoor (CMO and Corp. Communication)** for being such a great mentor and for guiding me throughout the internship. I am grateful for their presence and helping us out in making the presentations.

I express my deep sense of gratitude to my Team mentor **Dr. Sandeep Narula (Assistant Dean and Associate Professor, The IIHMR University)** for encouraging me to take part at this organisation GHC Drugs & Pharmaceuticals.

I am very much thankful to my Mentor **Mr. Rahul Sharma (Associate Professor, School of Pharmaceutical Management, IIHMR University)** for constant Support and Guidance.

Finally, I would like to thank my Team Members of **“TEAM HAWK”** for making this internship joyful and enjoyable by supporting each other.

Sanket Danole
MBA-PM (2020-22)
0265

To Whom Ever It May Concern

This is to certify, that Mr. Sanket Danole S/o Mr. Shripal Danole, 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

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ACRONYMS/ABBREVIATIONS

1. GHC – Good Health Care
2. IPM – Indian Pharmaceutical Market
3. SKU – Stock Keeping Unit
4. GERD – Gastro Oesophageal Reflux Disease
5. PMT – Product Management Team
6. SWOT – Strength, Weakness, opportunity & Threat
7. PHC – Primary Health Care
8. HCP – Health Care Personnel

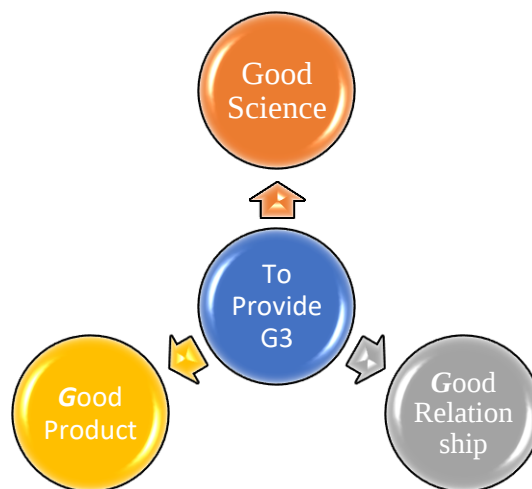
OBSERVATIONAL LEARNINGS

Introduction

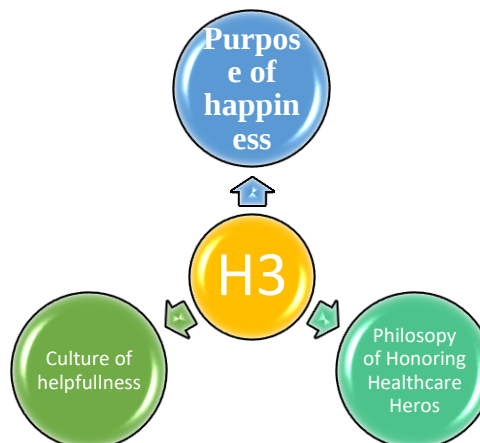
GHC Drugs and Pharmaceuticals is one of the quickest developing Indian drug organization, settled in Mumbai. GHC was set up in year 2020 with a goal to bring inventive and excellent prescriptions. GHC is committed to empowering people to live healthier at every stage of life. With one of our global centres in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectables facilities manufacture high quality medicines for global markets.



Mission:



Through



Goal:

- **To be in top 10 ranking in IPM by 2030**

Products:

GHC Drugs and Pharmaceuticals has its products in Ortho and Pedia range.

- Pedia – 28 SKU's
- Ortho – 12 SKU's

Product Overview

- Brand name: GOODRAB
- Generic name: Domperidone & Rabeprazole
- Formulation: 30/20 mg
- Packs: 1X10
- Key Indication(s): GERD & Peptic Ulcer
- Target Market Segment(s): Antacid & Proton Pump Inhibitor
- This product will particularly be used in GERD, Peptic Ulcer, Heart burn and Stomach Pain.

Objectives

- Brand plan preparation
- Digital marketing strategies
- Content creation for digital promotion on digital platforms
- Field work

Mode of Data Collection

For digital marketing and content creation of allotted brand:

Industrial documents used to collect data

- Visual aids
- Visual aid detailing document
- Covered Market excel sheet (AWACS data)
- Articles
- Research Papers
- Websites for specific diseases
- Interaction with the medical rep and PMT members.

PROJECT REPORT

Introduction

- This project was about devising strategies which were innovative and were sustainable in the healthcare sector. We were all assigned our respective brands and were given the responsibility of marketing these brands both in conventionally and digitally.
- The first step was reading a range of articles and journals relevant to the given topic. We thoroughly studied them, compiled them, and made 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. Our group “Team Hawk” made patient journeys for such diseases.
- We started coming up with digital marketing strategies for the 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.
- Keeping the brand plan as a reference we started creating content from brand promotion and digital marketing on various social media platforms. The content was created keeping platforms like LinkedIn, Facebook, Instagram, Twitter, YouTube, Blogs, Pinterest, and WhatsApp in mind.
- The final step was to contact the various managers from GHC on local level in our respective cities and towns. We were assigned field work by the managers which exposed us to the groundwork that undergoes in the pharmaceutical industry. I was assigned to compile the information about the orthopaedics, paediatrics and general physicians in my respective locality and hospitals in my locality, promoting my brand along the way.

Patient Journey

- Awareness and Recognition
- Presentation and Diagnosis
- Treatment Selection
- Brand Selection and Access
- Switching and Persistency

Patient Journey

Awareness & Recognition	Presentation & Diagnosis	Treatment Selection	Brand Selection and Access	Switching & Persistency
 Stomach bile or acid backs up and rises into esophagus causing irritation SYMPTOMS 	 1st Doctor can be asking about medical history and check for the symptoms to determine cause. - physical examination - To confirm blood or lab tests, GI endoscopy, pH probe test Esophageal monometry	 - Antacids, - Proton pump inhibitors - H-2 receptor blocker - Surgery if necessary GHC Drugs and Pharmaceuticals	 	 - Improvement of clinical sign and symptoms of patients - Less side effects

Brand Plan

Outline:

1. Executive summary
 - a. Summarization of the situation of the disease in the world and the country
 - b. How our brand will bring something innovative in the disease segment
 - c. What is the market share of the treatments for the disease?
2. Market overview
 - a. AWACS analysis – market, brand, competition
 - b. Competitor analysis
 - c. Competitor inference
 - d. Pricing analysis
 - e. Competitors' positioning
3. Situation analysis: Customer Insights & SWOT
 - a. Domperidone & Rabeprazole market SWOT
 - b. Brand SWOT
4. 2021 Brand Strategy
 - a. Brand Objectives
 - b. Segmentation

- c. Targeting
 - d. Positioning
 - e. Brand strategy
5. Financials
- a. Forecasting
 - b. P&L Statement

Executive summary

- This report deals with the launch of brand plan GOODRAB
- Composition - Rabeprazole (20 mg)
- Domperidone (30mg)
- The target customers for this brand will be gastrologists, general physician, consulting physician, ortho etc
 - The promotion input consists of visual aid, brand reminder, social media marketing.
 - The strategic promotion will be done by social media marketing.

Market overview

- The total Indian market of Domperidone and Rabeprazole is Rs. 830 Cr.
- Leading brands includes
 - RAZO D (112 Cr)
 - CYRA D (100.3 Cr)
 - VELOZ D (79.3 Cr)
- Rabeprazole and Domperidone is used for the treatment of gastroesophageal reflux diseases.
- The combination is also used for the treatment of peptic ulcers.
- Attractive packaging of competitor products as compared with our brand.
- The competitor product acquires great trust among all the physicians.

Competition landscape

Parameter	GOODRAB	RAZOD	CYRA D	VELOZ D
Positioning	Goodrab comes under the Antacid category and it is positioned for GERD, Peptic ulcer, heart burn	It is used for peptic ulcer, GERD, Heart burn	It is used for peptic ulcer, GERD, Heart burn	It is used for peptic ulcer, GERD, Heart burn
Daily cost of Therapy	13.4	18.6	4.3	15.5
Key Specialty	Gastrologist/GP/CP.	Gastrologist/GP/CP.	Gastrologist/GP/CP.	Gastrologist/GP/CP.
Packaging	1*10 tablets in aluminum strip.	1*15 tablets in aluminum strip.	1*10 tablets in aluminum strip.	1*10 tablets in aluminum strip.
Sales force size	250	—	—	—
Strength	Marketed well and drug have great result	Marketed well	The most trusted brand amongst physicians for more than 2 decades	Good packaging
Weakness	Dryness to mouth	flatulence	dizziness	flatulence
Key Interpretations from Data analytics	—	<u>24%</u>	<u>20%</u>	<u>11%</u>

Brand SWOT

Strengths

It is economically cheap as compared to the competitor brand.

Weaknesses

- New entry into the market
- Competitors are already acquiring the large market

Opportunities

- We will increase the sale of our brand with the help of chemists because it is an OTC product.
- Untapped reach of competitor prescribers.

Threats

- Attractive packaging of competitor products.
- There is very high competition in the market.

Brand objective

- To make GOODRAB the most preferred brand in the Indian market.
- To maintain and grow on positive double-digit number and make GOODRAB most preferred brand in Indian market.
- Sales (Rs) 7 to 8 Cr.
- Rank Top 25

Market Segmentation

- Antacids
- Proton Pump Inhibitor

Targeting Customer

- Consulting physicians
- General Physicians
- Orthopaedics
- Mainly those doctors who prescribe competitor brands

Brand Strategy

Campaign

- We will run a campaign digitally.
- Mainly we include the gastrologists in India.
- The main aim of that campaign is to update the gastrologists with the latest treatment approach for the management of various types of diseases.
- From that campaign we will gain the strong brand image of our company in all gastrologists.
- So, it directly impacts on our brand **GOODRAB**.

Search engine optimization

- When customers look for health information, they initially turn on Google, Yahoo or Bing which is most used search engine.

- Healthcare information search is one of the most common online activities among internet users of all ages.
- SEO is an effective approach to reach these users.
- Important aspect of search engine optimization is keyword usage in titles and URLs.
- SEO is an important opportunity to reach our target audience.

Social Media Strategies

- E Mail Marketing
- LinkedIn Marketing
- YouTube Marketing
- Facebook Marketing
- Instagram Marketing

E Mail Marketing

- According to goal First we have to mail the Specialist like Gastrologist, General Physician, consult physician, orthopedic etc.
- Share about our brand to Specialists
 - ✓ eBooks
 - ✓ Visual aid
 - ✓ Industry Article
 - ✓ Brand information
- **Objective:**
 - ✓ Brand awareness
 - ✓ Lead generation
 - ✓ Automatic increases the Sale
- **Take follow up:**
 - ✓ After every particular period take follow up so we understand the how much strategy is working

Facebook/Instagram Marketing

- These social media we are using for the disease awareness purpose.
- In this social media we add the content in video format.

YouTube Marketing

- In India there are so many popular health channels on YouTube.
- First, we will target one health channel egg Beer Biceps approximately 3M subscriber on YouTube.
- Along with the Youtuber we invite most famous gastrologists and one GHC representative.
- There is a two-way conversation between the doctors and youtuber.
- Our objective of **disease awareness to the public** occurs along with public also **recognize our company name**.

LinkedIn Marketing

- First, we have to make connections on LinkedIn.
- We use # **hashtags** for LinkedIn marketing.
- Target customers are gastrologists, consulting physicians, general physicians etc.
- We also target the patients who are suffering from GERD, peptic ulcer and heart burn.
- Share our posts, blog, videos on the LinkedIn.
- The following hashtags we will use
- **#peptic ulcer**
- **#GERD**
- **#gastrologists**
- **#consulting physician**

Disease (Peptic Ulcer & GERD) introduction via post:

Stomach Ulcer Symptoms

	<u>DUODENAL ULCER</u>	<u>GASTRIC ULCER</u>
RELIEVED BY	EATING	LYING DOWN OR VOMITING
DURATION	1-2 MONTHS	FEW WEEKS
VOMITING	UNCOMMON	COMMON (TO RELIEVE THE PAIN)
APPETITE	GOOD	PATIENT AFRAID TO EAT
DIET	GOOD, EAT TO RELIEVE THE PAIN	AVOID FRIED FOOD
WEIGHT	NO WT. LOSS	WT. LOSS

ISSUED IN PUBLIC INTEREST BY

Makers of **GOODRAB** Capsules

WORLD DIGESTIVE HEALTH DAY
MAY 29, 2021

HEALTH MESSAGES FOR KEEPING YOUR DIGESTIVE SYSTEM HEALTHY

1. Maintain good hygiene in food and water and wash your hands properly
2. Take healthy and well-balanced diet and avoid excessive calories
3. Maintain adequate of dietary fibers (vegetables, fruits and cereals)
4. Use yogurt or curd daily
5. Drink a lot of water/fluids (non-sugar based)
6. Eat your food slowly
7. Avoid excess use of processed food, fatty food and sugar

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WHAT IS GERD?

Gastroesophageal Reflux Disease

Stomach bile or acid backs up and rises into the esophagus, causing irritation

GERD

Infrequent reflux or **HEARTBURN** is very common, however when it occurs more than

2 TIMES
A WEEK FOR A FEW
WEEKS
IT COULD BE GERD

SYMPTOMS



HEARTBURN
(most common)



PAIN IN THE CHEST OR UPPER ABDOMEN



NAUSEA AND REGURGITATION



BAD BREATH

WHO IS AT RISK



OVERWEIGHT OR OBESE



PREGNANT



A SMOKER



TAKING CERTAIN MEDICATIONS

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GERD



ESOPHAGITIS



RESPIRATORY PROBLEMS



ULCERS IN THE ESOPHAGUS



SLEEP APNEA

COMPLICATIONS IF LEFT UNTREATED



TOOTH DECAY



ESOPHAGEAL STRICTURE

Avoid

- Fatty or spicy food
- Coffee and tea
- Mints
- Chocolate
- Acidic foods
- Alcohol
- Carbonated beverages
- Nicotine

Reduce risk by

- ✓ Lose weight
- ✓ Eat smaller meals
- ✓ Wait 3 hours after eating before lying down
- ✓ Elevate your bed

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TIE-UP With Government

- The government of India has run so many hospitals which include PHC, civil hospitals, railway hospitals and military hospitals.
- We make a tie-up with these hospital through government.
- So, we will provide our brand GOODRAB to the hospitals.

FIELD WORK

I was assigned to work under the Kolhapur area business manager, **Mr. Rohit Tade**, by the marketing head of GHC Drugs & Pharmaceuticals Pvt Ltd, **Mr. Prashant Bhamare**, to get more knowledge and working style about brand promotion physically also, to perform some market research and data collection tasks.

So, with the help of ABM we managed to go to the paediatricians & Orthopaedic to see how they promote & prescribe our GHC products.

Sr. No.	Doctor Name	Speciality
01	Dr. Suhas Rajmane	General Physician
02	Dr. Gomtesh Ekande	General Physician
03	Dr. Vaibhav Chougale	General Physician
04	Dr. Samarjeet Gaikwad	Paediatrician
05	Dr. Sudhir Potdar	Paediatrician
06	Dr. Ashok Mali	General Physician
07	Dr. Uttam Kumbhar	Orthopaedic
08	Dr. Umesh Joshi	Orthopaedic
09	Dr. Jeevan Mali	Paediatrician
10	Dr. Shirish Chavhan	General Physician

KEY LEARNINGS & CONCLUSION

Key learnings from digital marketing strategies and making the brand plan of the product

- How to make the assigned brand a successful one in the pharmaceutical market
- How to execute the brand plan
- How to identify the competitors
- How to create social media content
- How to plan the social media strategy for a pharmaceutical brand

Key learnings from Field Work

- How to approach doctors and HCPs
- How to interact with pharmacists
- How to compile data from such resources
- Communication skills
- Proper detailing about the product
- What to say and what not to say
- Pinpoints that attract Doctors towards the Product.

REFERENCE

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ANNEXURE

Sr. No.	Name of Department	Date of Visit	Days of Time Spent	Interacted With
01	Marketing	12 th May – 24 th June 2021	36 days	Mr. Prashant Bhamare (Marketing Head)
02	Sales	25 th June – 5 th July 2021	10 days	Mr. Rohit Tade (ABM)