

Summer Training

At

GHC Drugs and Pharmaceuticals

From 12th may 2021- 3rd July 2021

Title

Innovation and Sustainability in the Healthcare Sector

A Report

By

Saloni Dasondhi

MBA Pharmaceutical Management

2020-2022



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

24th July, 2021

To Whom Ever It May Concern

This is to certify, that Ms. Saloni Dasondhi D/o Mr. Sameer Singh Dasondhi, student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 12th May 2021 to 3rd July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

As a part of internship she has completed her study on “**Innovation and Sustainability in Healthcare Sector**”.

During the period of her Internship with us she was found punctual, hardworking, inquisitive and an excellent team leader.

We wish her all the best for future endeavours.

For **GHC Drugs & Pharmaceuticals Pvt. Ltd.**



Chief Corporate Affairs & HR

ACKNOWLEDGEMENT

The internship opportunity I had with GHC Drugs and Pharmaceuticals was a great chance for learning and my professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it . I am also grateful for having a chance to meet so many professionals who led me through this internship period.

I am expressing by deepest gratitude to **Mr. Sandeep Narula sir** (Associate professor in IIHMR University)for providing us this internship opportunity and to come up with the amazing project “**Innovativeness and sustainability in the healthcare sector**”also for giving me the opportunity to lead the team , from that I got to learn leadership skills and learned how to manage a team.

Then I want to thank **Mr. Rahul Sharma sir** (Assistant Professor in IIHMR University),my mentor to always supporting and guiding in the problems.

I want to express the deepest gratitude to **Mr. Prashant Pathak Sir** (Founder,MD, GHC Drugs and Pharmaceuticals. Pvt. Ltd)to give us the opportunity to work in the company ., **Mr Prashant Bhamare sir** (Head of Marketing and Sales Department) for giving us the experience of the marketing of the pharmaceutical products and guiding us so well.,**Mr. Arun Kapoor sir** (CMO and Corp. communications) for always giving advise and guidance in the project, **Mr. Ajay Shukla sir** who tries to give the knowledge of field work despite of his busy schedules.

At last I want thank all my friends who were part of this summer training to constantly help and cooperating .

I will try to use best the knowledge I gained from this internship and hoping that this internship will prove best for my future.

Sincerely,

Saloni Dasondhi

CONTENTS

OBSERVATIONAL LEARNING

S. no.	Headings	Page no.
1.	Acronyms	3
2.	Introduction	4
3.	Mode of data collection	4
4.	General Findings	4-5

PROJECT REPORT

S.no	Headings	Page no.
1.	Introduction	6
2.	Objective and research question	6
3.	methodology	6-7
4.	observations	7-12
5.	Results	12
6.	Conclusion	12
7.	References	13
8.	Annexure	14-18

ABBREVIATIONS / ACRONYMS

GHC – Good health care

CFA – Cleaning and Forwarding agents

VA- Visual Aid

MR- Medical Representative

OBSERVATIONAL LEARNING

INTRODUCTION

GHC Drugs and Pharmaceuticals pvt. Ltd is a Mumbai based private company established in 17th of July 2020. The company was founded by Prashant Kumar Pathak and Kum Kum Pathak . The company was established with a vision of Good Quality for all and with a mission of G3 i.e. Good Product Good Science and Good Relationship through H3 Purpose of happiness, culture of Helpfulness and philosophy of Honoring Healthcare Heroes. The company comes with an amazing flagship program honour your healthcare heroes and under this the company want to honour and highlight the selfless work of doctors and re-emphasize the contribution of doctors towards society and nation .

INTERNSHIP PROJECT

Innovation and sustainability in healthcare sector.

A. Objectives

1. To make an effective brand plan for the pharmaceutical product
2. To find digital marketing strategies for the pharmaceutical product.
3. To observe the sales and marketing of the pharmaceutical product through field work.

B. MODE OF DATA COLLECTION

1. The data for the brand plan was the secondary data that was provided the company itself.

Industrial documents used to collect data

- Visual Aids
- GHC corporate presentation
- Covered market data sheet
- Articles

GENERAL FINDINGS

MARKETING DEPARTMENT

1. The specialties that the company is dealing with.
2. Company deals with pediatrics and orthopedics pharmaceutical products
3. Learned about the various diseases and their related products .
4. Prepared the patient journey of various diseases of the pediatrics product

Goodpod product (cefpodoxime proxetil)

1. Learned about the chemical composition of the product and also its uses.
2. Prepared the brand plan of the product .

Learned about the various things included in the brand plan

3. Learned AWACS analysis, digital strategies for the promotion of the product.

SALES TEAM

1. Communication with the doctors
2. Product detailing
3. All the manufactured products are available to CFA (Cleaning and Forwarding agents)who keeps all the record of available products and handles all the demands of the products from the distributors located in different areas.
4. In detailing of the products the MR first give a brief introduction of the company then he describe about the flagship program of honour your healthcare heroes . then start detailing of the products one by one .
5. We must know first that which products are available in the pharmacy store. So we can convince the doctor to prescribe the non available ones.

PROJECT REPORT

INTRODUCTION

Innovation could be recognized as the key success factor in the increasing competition in the global economy. To make a lead in the business and to stand different innovation in the product or in the marketing strategy is the need. The pharmaceutical companies have a great business across the world but unlike other products there is a chance of pharmaceutical product innovation but from decades there is no innovation in the marketing and the sales strategy of the pharmaceutical products. Nowadays there is more competition in the generic medicines market and companies are now finding new ways to promote their pharmaceutical product to the doctors and also to promote the company and brand to the customers.

The purpose of this project is to find the innovative marketing strategy for the pharmaceutical companies.

Nowadays every company is focusing on the digital marketing to connect more to their targeting customers as after the pandemic there is a need to explore the new marketing strategies but for pharmaceutical companies it is a challenging thing as because of the various restriction in promotion of the pharmaceutical products. This project focuses on how we can promote our pharmaceutical brands through digital marketing.

OBJECTIVE- To find digital marketing strategies for the pharmaceutical product

To make an effective brand plan for the brand Goodpod.

Research question- Can digital marketing be an effective innovation in the pharmaceutical sector.

METHODOLOGY

Type of study – descriptive study

DIGITAL MARKETING

Types of digital marketing strategies

- 1. Search engine optimization.**
- 2. Social media marketing**
- 3. Email Marketing**
- 4. Website blogging**
- 5. Campaign strategy**
- 6. Webinar**
- 7. Influencer marketing**

SOCIAL MEDIA MARKETING-

Social media sites majorly Facebook, LinkedIn and Instagram were targeted and find out about the content that goes well for the pharmaceutical product.

Posts prepared – posters, videos, campaign, blogs.

The data for the posts are collected from the various websites and the poster and video was created on the Canva website.

BRAND PLAN- The data of the competitor's brand and for AWACS analysis was provided by the company (secondary Data).

OBSERVATIONS –

Under the digital marketing strategy the social media marketing was targeted.

About the product Goodpod.

Goodpod suspension is the product that composed of the drug cefpodoxime which is an antibiotic drug that is used for treating certain infections caused by bacteria such as bronchitis, pneumonia ,infections of skin etc.

Since Goodpod suspension is an antibiotic and direct advertising of the product is prohibited on the social media .

1. Awareness videos on diseases

Awareness videos are a good concept on social media as we cannot directly promote the brand but we can spread awareness regarding the diseases in which the drug has been used.

For example cefpodoxime is used in the disease like pneumonia .

2. Awareness posters

People are less aware about the antibiotic resistance so we ran a campaign on social media where videos and posters were posted on “BE ANTIBIOTICS AWARE”.

3. Webinars

By doing webinars we can make people aware about the various concerned thing this will get attention of both doctors and patients.

ANALYTICS OF THE SOCIAL MEDIA POSTS

1. International Olympics day post

Reach	Likes	comments	shares	Link clicks
627	28	2	14	18

2. Antibiotic resistance Awareness video- Facebook

Video on what is antibiotic resistance.

Reach	Engagement	Likes	shares	comments
173	33	274	4	21

3. Video on how to Avoid antibiotics resistance- Facebook

Reach	Engagements	Likes	Shares	comments
26	10	7	1	2

4. National Doctor's Day- Facebook

Video on doctors who have changed the face of Indian Healthcare.

Engagement	reactions	shares	comments
4	4	0	0

Video on doctors who have changed the face of Indian healthcare -Linked in

reach	Like	Shares	comments
81	5	1	0

Poster on Doctor's Day 2021 - Facebook

Enagagement	Reached	shares	comments
17	68	0	2

Video on Doctor's Day 2021 – Facebook

Reach	Likes	Shares	comments
247	15	2	0

Video on Doctor's Day 2021- Instagram

Reach/ views	Likes	Comments	
118	0		

Video on Doctor's Day 2021- linked in

Reach	Engagement	Likes	Shares	comments
249	15	13	2	0

Video on Doctor's Day 2021- Facebook

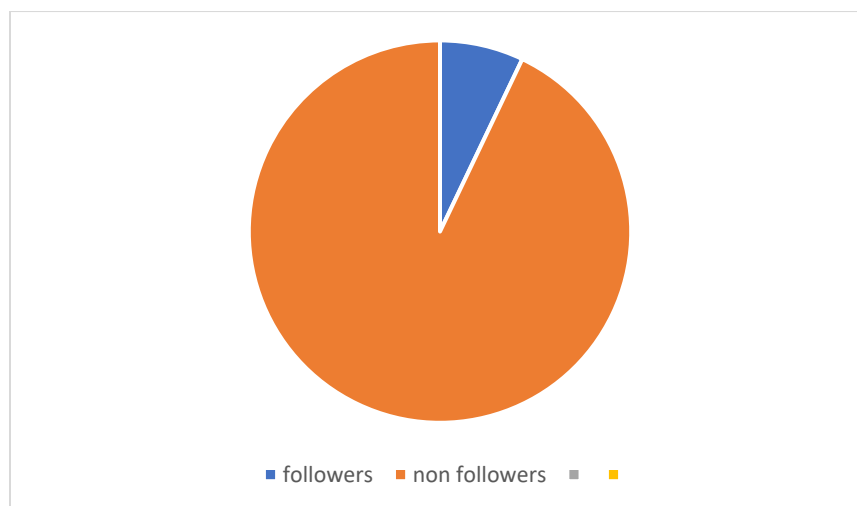
Reach	Engagement	Likes	Shares	comments
955	90	711	14	5

Instagram data: -

Last 30 days Reach

Followers and non- followers based on Reach

Followers	Non followers
37	485



Reached +2,325% more accounts that weren't following GHC.

Profile visits – 66, +6.4%

413 accounts reached from IGTV .

BRAND PLAN

- Goodpod – descriptor

Generic Name	Cefpodoxime
Formulation	50mg/5ml, 100mg/5ml
packs	30ml suspension
Key indications	Bacterial infections

- AWACS Analysis

Particular	Brand name	Sum of MAT values of April 2019	Sum of MAT values of April 2020	Sum of MAT Values April 2021	Sum of mat value GR April 21	Sum of MAT unit GR April 21
Monocef o suspension 50mg	Aristo pharma pvt.ltd	29.0	32.9	27.9	-18.0	-22.2

Monocef o 100mg	Aristo pharma pvt.ltd	26.1	32.71	23.11	-29.2	-39.6
Swich suspension 50mg	Alkem laboratories	15.2	16.6	14.1	-13.81	-17.7
Swich suspension 100mg	Alkem laboratories	16.1	18.71	12.7	-32.3	-35.7
Goodpod Total market		369.8	417.8	269.3	-35.5	-28.1

By analysing the MAT values it has been observed that there has been a decline in the growth rate of the monocef and swich brands .

And also there has been a decline in the growth rate of total market of the cefpodoxime preparations.

- **SWOT Analysis**

STRENGTH	WEAKNESS
1. Very good and effective formulation 2. With new and attractive packing.	1.new product 2. formulation may have some sideeffects.
OPPORTUNITIES	THREATHS
1. Can come in combinations like cefpodoxime and clavulanic acid . 2. Can reach to untargeted doctors.	1.It is a new company and has many competitors .

- **Market Insights**

1. Cefpodoxime is used to treat infections caused by bacteria, upper respiratory infections, ear infections, skin infections, and urinary tract infections.
2. New market creation- various new combinations drugs with higher effectiveness and broad spectrum effective against many diseases- eg-. Cefpodoxime and clavulanic acid combination.
3. Fixed dose combination and me too products are capturing the market.
4. Nowadays patients are more aware of their health and have access to knowledge from various websites and online consultancies.
5. Should focus on patient centric marketing.

RESULTS

It is observed that the digital marketing strategies can be an effective tool for the marketing of the pharmaceutical brands. And I have found many digital marketing strategies. working on social media marketing proved to be strongly effective for spreading brand awareness. On the accounts of the GHC company on social media sites, views can be seen and there is more engagement on the videos and posts. followers also increase on facebook and Instagram which means that people show interest in the posts. There can be seen the increase in the followers within one month.

In brand plan I learned about competitive analysis and market insights which are the most important part of the brand plan.

An impactful brand plan can be made by analyzing the competitive environment of the brand.

CONCLUSION

The internship was of the marketing and sales department of the GHC drugs and pharmaceuticals in which we learn about how we can explore new marketing strategies in the pandemic times and engage more with the doctors and the customers. so digital marketing strategy is the very effective strategy to connect with the doctors and the patients we found that the videos on disease awareness got more engagement on social media. The digital marketing is found to be very innovative strategy and pharmaceutical companies can do more work in the digital marketing.

At last, it is concluded that the digital marketing is a good innovation in the healthcare sector specially pharma sector.

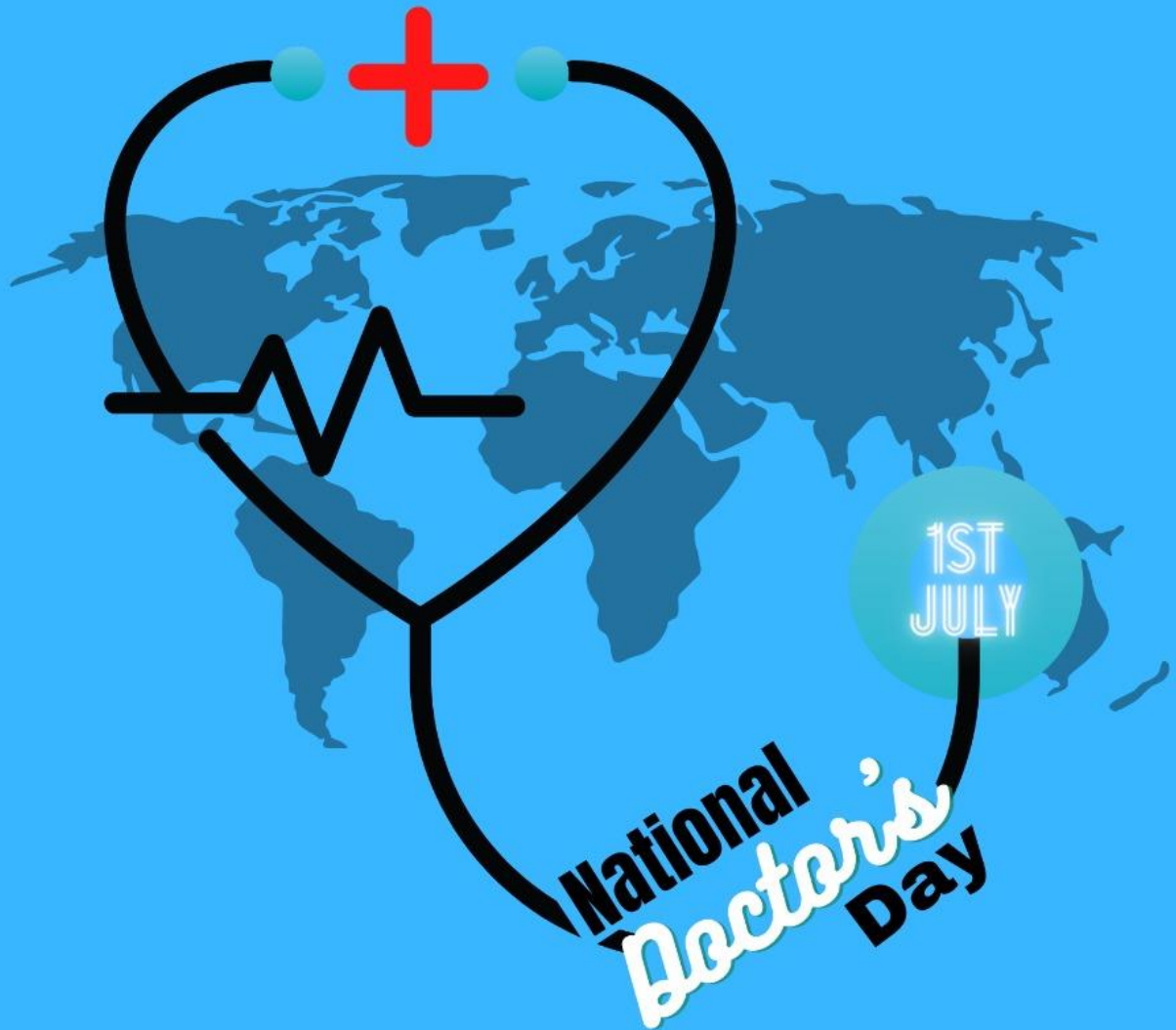
REFERENCES-

1. Cengiz Yilmaz, 2008. Innovative Capability, innovative strategy and market orientation: An empirical analysis in Turkish software industry. [https://www.researchgate.net/publication/23551634]
2. Marketing evolution, what is digital marketing platform. [https://www.marketingevolution.com/marketing-essentials/what-is-a-digital-marketing-platform-marketing-evolution]
3. Canva, poster and video making templates. [https://www.canva.com/]
4. GHC Drugs and pharmaceuticals pvt.ltd, Social media Analytics Report[<https://we.tl/t-Lz6Qo1XN4b>].
5. WebFx, Digital Marketing for pharmaceutical companies. [https://www.webfx.com/industries/health/pharmaceutical/]
6. Cipla med, infographics, content, videos. [https://www.ciplamed.com/new_content]
7. Micheline khazzaka, 2019, pharmaceutical marketing strategies, influence on physicians prescribing pattern in Lebanon: ethics gift and samples. [https://bmchealthservres.biomedcentral.com/articles/10.1186/s12913-019-3887-6]
8. Medline Plus, Information on cefpodoxime. [https://medlineplus.gov/druginfo/meds/a698024.html]

ANNEXURE-

S.No	Name of department	Date of visit	% of time spent	Interacted with (name and designation)
1.	Marketing	12 th may 2021-24 th June 2021.	43 days	Mr. Prashant Bhamare (Head of Marketing and sales)
2.s	sales	25 th June 2021-3rd July 2021	8 days	Mr. Ajay Shukla (Regional sales manager).

People can pay for professional help
but always remain indebted for his
human kindness...!!!



So, Celebrate this Doctor's
Day with



GHCTM
DRUGS & PHARMACEUTICALS

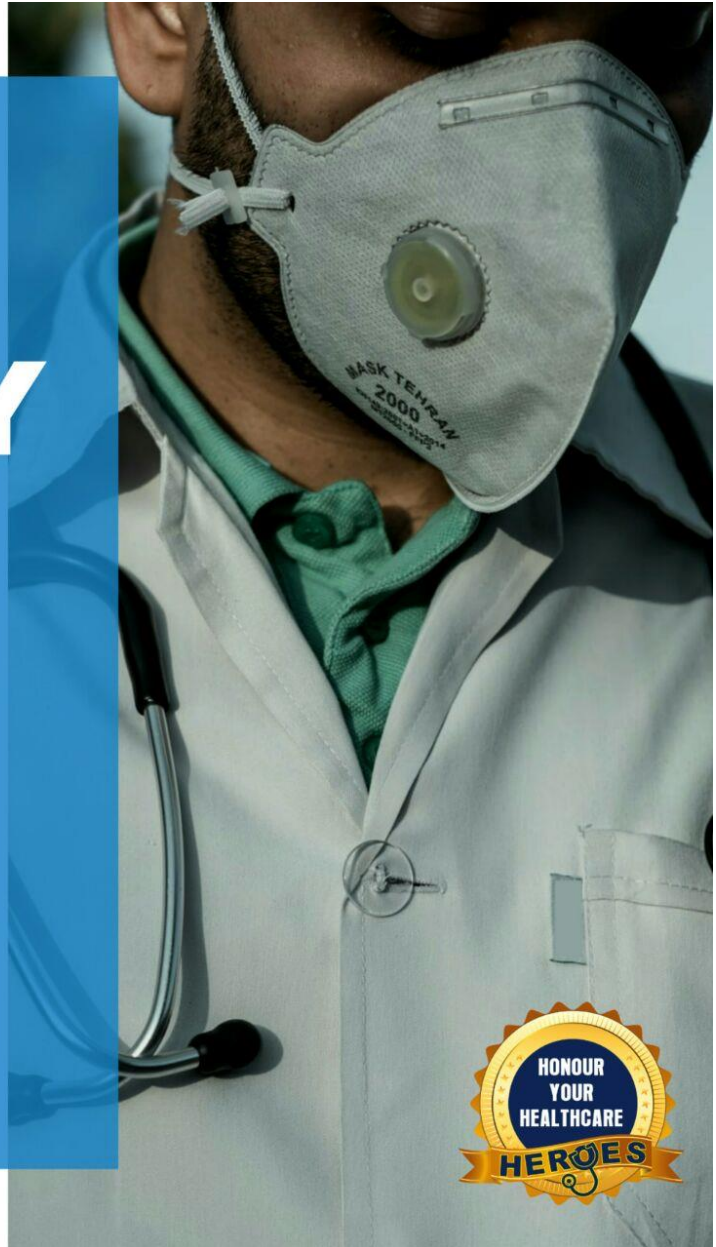
by Honoring our Healthcare Heroes
with Respect and Dignity...!!!





HAPPY DOCTOR'S DAY

"We wish that your days turn to
be as healthy and wonderful as
you do it for your patients"

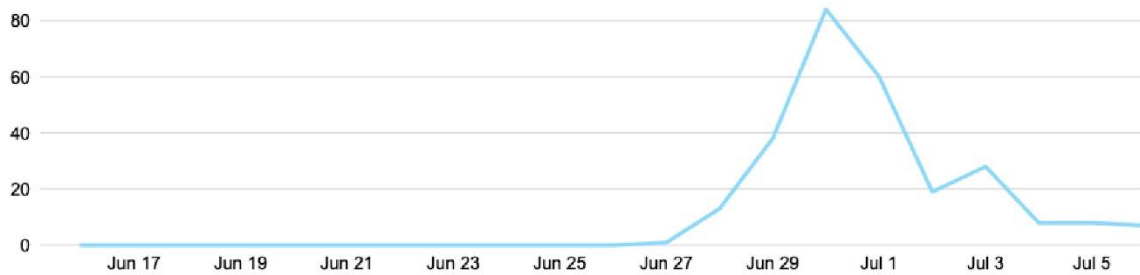


The graphs for the increase in the reach on Facebook

Results

Facebook Page ⓘ

Reach
224 ↑ 100%



Results

Facebook Page ⓘ

Reach
1,531 ↑ 219%

