

***“PERPARATION AND IMPLEMENTATION OF DIGITAL
STRATEGY FOR GHCAL”***

SUMMER TRAINING REPORT

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Firstly, I am very grateful to my organisation, **Indian Institute of Health Management and Research, Jaipur** for giving me a good opportunity in Summer Training, which helped me in improving my knowledge on the digital marketing and promotion of Brands.

Now, I would like to grant my true respect to **Mr. Prashant Bhamare (Head, Marketing and Sales)** and **Mr. Arun Kapoor (CMO and Corp. Communication)** for giving me such an incredible opportunity of learning about the digital marketing and promotion, giving me chance to show my learning and for sharpening my knowledge in both therapeutical and digital area and being always available whenever I have a doubt. I am very grateful to **GHC Drugs and Pharmaceuticals** for giving me chance to work with an incredible organisation.

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Pruthvi Manish Bhanabhagawanwala

MBA PM12(0259)

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

24th July, 2021

To Whom Ever It May Concern

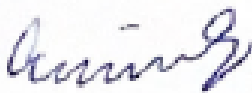
This is to certify, that Mr. Pruthvi Bhanabhagawanwala S/o Mr. Manish Bhanabhagawanwala, student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 10th May 2021 to 5th July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

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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1. Introduction

This project aims at the changes in the marketing strategies from conventional to digital and for these digital strategies, not only innovation but sustainable innovation is required to get success. GHC(Good Health Care) Drugs and Pharmaceuticals was provided with this project and they have wide range of products to work with and I got the product of Vitamin D3 and Calcium Supplement. Before starting the project, It is necessary to get knowledge about the Organisation.



1.1 Organization Profile

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 centers in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectables facilities manufacture high quality medicines for global markets.

1.2 Product Overview

GHC Drug and Pharmaceuticals has wide range of products and some are in the pipeline. My work was to make digital strategies and implement it to attract doctors as well as consumers towards it. Among all the products, I was provided with Vitamin D3 and Calcium Supplements. GHC Drugs and Pharmaceuticals has 2 SKUs(Stock Keeping Units) containing Vitamin Supplements:

- **GHCAL-K2:**
 - Calcium Citrate Malate (600 mg), Vitamin D3 (400 IU), Vitamin K27 (45 mcg), Cissus Quadrangularis (500 mg)
- **GHCAL-Xt:**

- Elemental Calcium carbonate (500 mg), Vitamin D3 (2000 IU), Methylcobalamin (1500 mcg), L-Methylfolate Calcium (1 mg), Pyridoxal-5-Phosphate (0.6 mg).

Calcium and Vitamin D3 helps to fulfil calcium requirement along with Vitamin K2 which leads to better absorption of calcium and Cissus Quadrangularis which is natural component that increase new bone formation activities. This combination generally used to reduce joint pain and inflammation and it is used as an adjuvant therapy in Osteoporosis. Vitamin D3 and Calcium along with Methylcobalamin, Follates and Pyridoxal phosphate are essential for bone formation and regeneration. Follates and Pyridoxal phosphate increase DNA synthesis which fastens new bone formation. These are primarily used for calcium deficiency for various diseases such as Osteoarthritis, Osteomalacia, Hypoparathyroidism, Post-menopausal Osteoporosis and certain muscle diseases.

Now, it is used in bone related disorders but not as a primary therapy. In bone disorders such as Osteoporosis where bone become too brittle that a sneeze or cough can break the bone, constant therapy needed where new bone formation is continuous and rapid. Primary therapy of Osteoporosis is Biphosphates, Monoclonal Antibodies, Hormone therapy and Bone building medications and along with that, supplement therapy is used for supportive therapy for Osteoporosis and fracture healing when there is deficiency of Calcium and uprising in a market with this combination. There are very less chances of adverse events with prescription of vitamin supplements.

1.3 Vitamin Supplement Market in India

Indian supplement market is in blooming phase and shown strong growth between 2015-2020. It was valued **\$3924 Mn in 2020** and expected to **grow over CAGR of 16% till 2027ⁱ**. Growth factor for it can be awareness and change in a life-style in this digital era. Due to this, there are increase in incidence of bone disorders which may be the major factor for growth in Vitamin Supplement market.

These supplements are used generally for calcium deficiency and bone disorders. Now, incidents of bone disorders are increased due to life-style changes resulting higher

consumption of it and COVID-19 also accelerated the growth of the supplement market to fulfill nutrition requirement. Now considering disease wise, about **more than 200 Mn** people diagnosed with Osteoporosis every year due to calcium deficiency and According to International Osteoporosis Foundation, approximately **1 in 3 women** and **1 in 5 men above age 50** experience Osteoporotic fracture at least once in their life span.ⁱⁱ Every year, around **55% of Indian aged 50+** suffered from Osteoporosis in which **one-half of women and a quarter of men** will fracture a bone as a result of low bone density or Osteoporosis.ⁱⁱⁱ Reason for high prevalence of Osteoporosis in females would be Menopause. Generally during menopause, there is hormonal imbalance and Imbalance of sexual hormone is major reason for Osteoporosis. Another reason for it may be lactose intolerance. In lactose intolerance, there is a decrease in the calcium in body because of lack of taking dietary supplements leading to osteoporosis.

Due to these reasons there is strong growth of Vitamin Supplement market and will continue to grow in upcoming years.

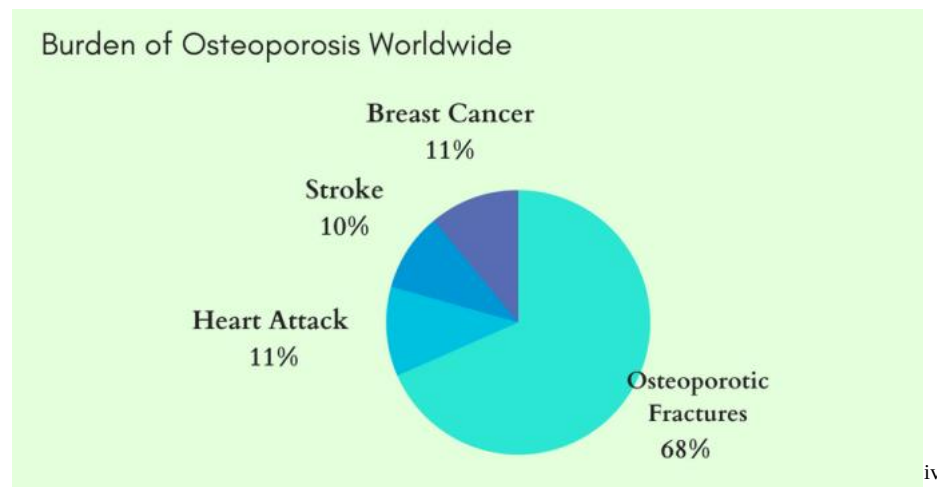


Figure 1. Burden of Osteoporosis Worldwide

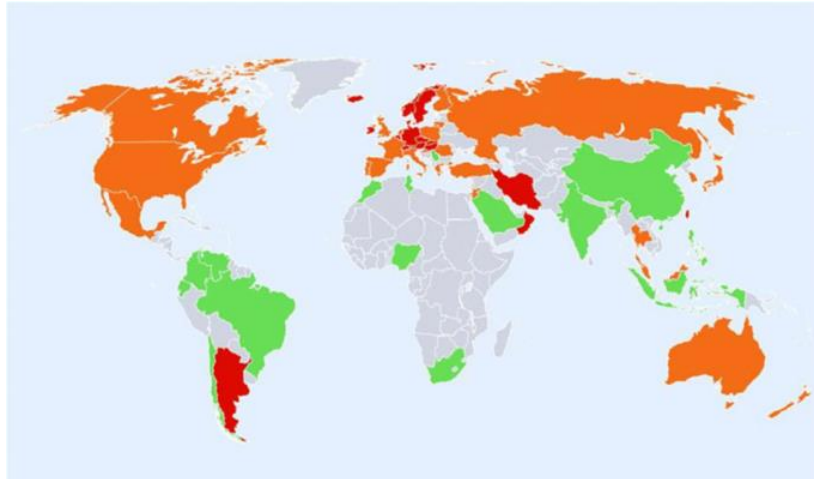


Figure 2. Osteoporotic fracture rates for men and women combined in different countries of the world categorized by risk;

Red (annual incidence > 250/100,000)

Orange (150–250/100,000)

Green (< 150/100,000)



Figure 3. Opportunities in Vitamin D Therapy Market

2. About the project

Project started with Introduction of Therapeutic Categories and then distribution of categories in which I have to understand Category of disease and its anatomy and Physiology. On the basis of Disease, products of GHC Drugs and Pharmaceuticals are given which we have to promoted digitally. After that, Patient journey was developed for the particular disease by which pain points were identified. Based on the Patient Journey, Brand Plan was developed and in the brand plan, main focus was on the product promotion strategy i.e., promotion of product on the different social media platforms such as LinkedIn, Facebook, Instagram, Twitter, YouTube, Blogs, Emails etc. After that, Field work with the field force was done to identify market scenario and promote product physically along with continuation of Digital promotion.

3. Objectives

- To Create Brand Plan for the Product GHCAL to understand Market Scenario.
- To create Digital Marketing strategies for GHC Drugs and Pharmaceuticals for GHCAL and promote it digitally.

4. Methodology

Now, this project was distributed in 4 parts:

- Patient Journey
- Brand Plan
- Digital Strategies and Content Creation
- Field Work

4.1 Patient Journey Map

It is patient's interaction with doctor which starts with patient developing symptoms, getting information about it and identifies healthcare provider for care, continues to diagnosis and treatment to recovery and life-style changes for it^{vi}. Patient Journey is generally 5 step processes:

Step 1: Awareness and Recognition

Step 2: Presentation and Diagnosis

Step 3: Treatment Selection

Step 4: Brand Selection and Access

Step 5: Switching and Persistency

Now, I was provided the product of Vitamin D₃ and calcium supplement, used for generally calcium deficiency in various disorders such as **Osteoporosis, Osteomalacia** etc. Here, Osteoporosis is highly prevalent. So, I choose Patient journey for Osteoporosis.

Patient Journey for Osteoporosis

Step 1: Awareness and Recognition

Osteoporosis

- Condition in which bone become brittle and weak that a minor stress on body (bending or coughing) can cause a fracture.
- Occurs when formation of new bones doesn't take up with loss of new bone
- Can occur at any stage but generally **menopausal women, lower sex hormones, thyroid problems and patients with long term use of corticosteroids are at higher risk.**
- It is highly dependent on dietary factors (**Low calcium intake, Underweight, Gastrointestinal Surgery**) and disease conditions such as **Celiac Disease, IBD, Kidney and liver problems, Rheumatoid Arthritis.**
- No typical sign and symptoms at early stage but when disease progress there may be **back pain, loss of height, stooped posture or bones get fractured easily.**
- Patient can see doctor if any of above condition is seen.^{vii viii}

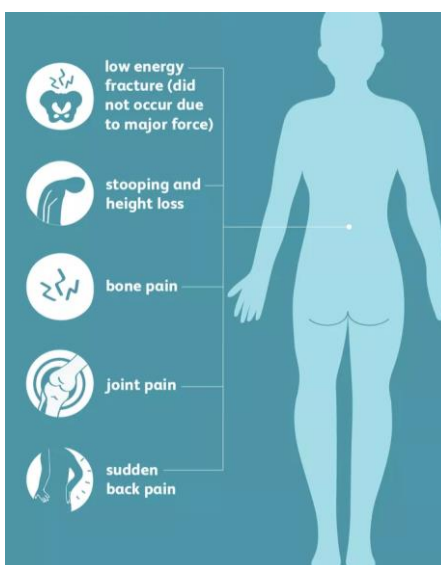


Figure 4. Common Symptoms of Osteoporosis

Step 2: Presentation and Diagnosis

- Mainly doctor first identify patient's history and check risk factors related to it.
- **Generally bone density test (Mineral proportion of bone(Hip and spine) is identified by using low level of x-rays, CT scan or radiography)**
- Other method is **Ultrasonic Measurement of bone density**

Step 3: Treatment Selection

- Treatment includes, **Biphosphates, Monoclonal Antibodies, Hormone therapy and Bone building medications**
- These all treatments are effective and necessary but combination therapy is needed for sever conditions and in all the combinational therapy, Supplements are necessary which may include **Calcium, Vit D3, Methylcobalamin, Follates, Pyridoxal Phosphate** because deficiency of Calcium can be major reason for Osteoporosis and all the other supplements help in bone building. **Cissus quadrangularis** can be used for increasing the osteoblastic activity, thereby increasing the rate of fracture healing, Vit K helps to improve absorption of the calcium and for that **Vit. K₂** is more effective than Vit. K^{ix}

Step 4: Brand Selection and Access

Brand: GHCAL - K2™ Tablet/ GHCAL - XT™ Tablet



Figure 5. GHCAL-K2 and GHCAL-XT

Why GHCAL?

Two available options i.e., K2 and XT with different components:

GHCAL - K2	GHCAL – XT
contains Calcium citrate malate, Cissus quadrangularis, Vitamin K2, Vitamin D3	contains elemental Calcium carbonate, Vitamin D3, Methylcobalamin, L-Methylfolate Calcium, Pyridoxal–5–Phosphate
Easy Assimilation, Higher Bioavailability, Quicker Absorption, Better Absorption of Calcium & Effective Re-mineralization of Bones, maintains healthy bones by controlling proper utilization of calcium in body	Helps in building and maintaining healthy bones and play crucial role in nerve transmission, cellular signaling and hormone secretion
Cissus quadrangularis helps in increasing the osteoblastic activity, thereby increasing the rate of fracture healing	Effective absorption of calcium and phosphorus leading formation, growth and regeneration of bones

GHCAL - K2	GHCAL – XT
Vit. K ₂ 7 is more absorbable than Vit. K	Helps in DNA and amino acid synthesis and proper functioning of Osteoblasts, bone coupling reactions and calcification of bones
Also effective for Joint pain and Inflammation	Wide range of uses such as, Osteoporosis, Osteomalacia, Hypoparathyroidism, Hyperhomocysteinemia, Post-Menopausal Osteoporosis & Certain muscles diseases.

Table 1. Content and Benefits of GHCAL-XT and GHCAL-K2

Step 5: Switching and Persistency

- Frequency of dosing is less and therapy only for 6 to 8 months
- Less side effects because of vitamins and supplements

4.2 Brand Plan

According to the Nick Williams “*Brand planning is the process of allocating resources to a strategy designed to achieve a business objective that drives a brand closer to delivering on a valuable future vision.*”^x Purpose of brand plan is to create effective strategy for growth of the product with market competition.

It includes:

About the product

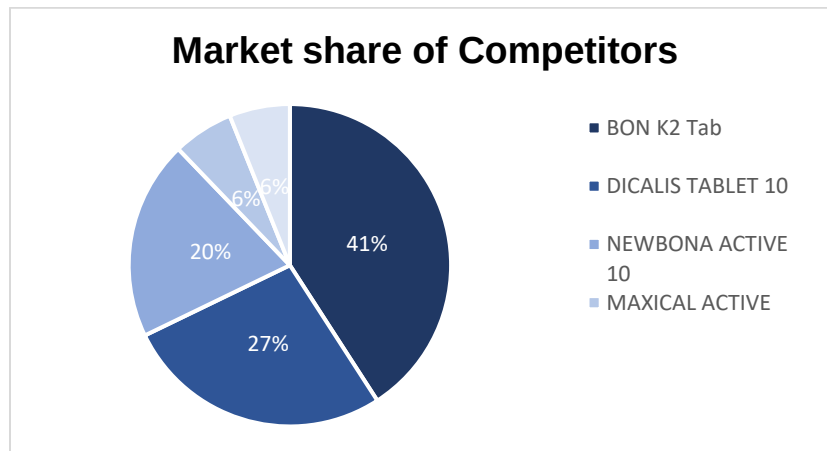
Brand Name	GHKAL-K2 Tablet	GHCAL-XT Tablet
Generic Name	Calcium Citrate Malate Vitamin D3 Vitamin K ₂ Cissus Quadrangularis	Elemental calcium carbonate Vitamin D3 Methylcobalamin L-Methylfolate Calcium Pyridoxal-5-Phosphate
Formulation	500/600/45mg/400IU	500 mg/2000 IU /1500 mcg/ 1 mg/ 0.6 mg
Key Indications	Joint pain and inflammation Adjuvant for osteoporosis	Osteoporosis, Osteomalacia, Hypoparathyroidism, Hyperhomocysteinemia
Dose	1-2 Tablet Twice daily over a period of 3-6 months	1 tablet daily or As directed by physician

Table 2. About the GHCAL

Situational analysis

Vitamin D3 and Calcium supplement market **accounts for 2.7% share** of overall with **CAGR of 11% to reach 2.5\$ billion in 2021**. As of **April,2021** it values at **374.8 crore**.

- Competitors brands:
 - Bon K2 by Glenmark,
 - Dicalis Tablet 10 by Sun pharma,
 - Newbona Active 10 by Akumentis Healthcare,
 - Maxical active by LifeStar
 - Mymal,
- Together have market value of 43.1 Crore.
- Market share is given following:



*Figure 6. Market Share of Competitors of
GHCAL*

- Awareness of the disease to the patient for diagnosing and managing of ortho diseases leading to rising trend of the supplement products. Due to increasing incidents of bone and joint health issues, suppliant market is growing rapidly.

SWOT analysis

Strength ○ Cissus quadrangularis which is natural product. So, less side effect and better efficiency ○ Multi-vitamin therapy used in wide variety of conditions ○ It works in both ways, helps in DNA synthesis along with overcoming calcium deficiency leading better treatment option	Weakness ○ Existing competition and competitors ○ Low presence in Social Media
Opportunities ○ New in market, so lots of opportunities to grow in existing market ○ To reach more and more retailer and chemist to increase sales ○ To increase presence in social media	Threats ○ Higher competition with existing brands ○ Improved packaging and marketing strategies ○ Lack of Brand Awareness

Table 3. SWOT Analysis of GHCAL

Strategy and planning

- **Segmentation-** target segmentation is General Physicians, Consultant Physicians, and orthopaedics, Gynaecologist
- **Brand USP-** Contain a natural product Cissus Quadrangularis which helps in increasing the osteoblastic activity, thereby increasing the rate of fracture healing.
- **Key benefits of brand-**
 - Provides rapid bone reformation and growth
 - Combats pain and inflammation and assists in building weak bones
 - Strengthen bone integrity
 - Effective for Osteoporosis, Osteomalacia, Hypoparathyroidism

- **Value proposition-**
 - GHCAL-XT Helps in DNA synthesis along with overcoming calcium deficiency leading better treatment option.
 - GHCAL-K2 having Vitamin K₂ 7 which increase the absorption and Cissus Quadrangularis which fastens the new bone formation.
- **Positioning statement-** GHCAL comes under vitamin supplement and positioned for the treatment of calcium deficiency in various conditions like Osteoporosis, Osteomalacia along with joint pain.

4.3 Digital Strategies and Content Creation:

So, based on the brand plan, Digital marketing strategies were created and for that targeted social media was:

- a) Facebook
- b) Instagram
- c) YouTube
- d) E-mails
- e) Twitter
- f) LinkedIn

Objective of Digital Media promotion:

- To aware Doctors and Consumers about GHC Drugs and Pharmaceuticals as a Brand.
- To aware Consumer about Disease and its therapy.

Strategic Planning:

Now, It is quite challenging to promote pharmaceutical products on Social Media if it is not OTC(Over the Counter). Prescription Drug can't be promoted on Social Media sites directly. 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.

Social Media Site	Description	Target Audience	Content
Facebook	It is widely popular social media site among all the age groups	General Public Group of Doctors (Various pages available where doctors are joined)	○ Short Videos(~1 min) about the Awareness of Osteoporosis and its General Therapy ○ Facts about the Disease ○ Infographics
Instagram	● Most popular for young audience. ● There is feature called Instagram Reels where we can upload short Videos	General public	○ Post along with popular hashtags ○ Various Days celebration: ○ Doctors Day ○ Bone and Joint Day ○ Osteoporosis Day ○ Yoga day
YouTube	● Most popular social media for video content ● All age groups are generally using YouTube ● Video/ advertisement with catchy story is attention grabber. ● Effective way to create Brand awareness. ● Easy to convey lengthy information about disease and therapy in short duration.	General Public Doctors	1. Video Series/ Campaign: ○ Series of videos (~30 sec) including ▪ Information of Disease ▪ Sign and Symptoms ▪ Risk Factors/ Causes ▪ Main treatment ▪ Life-style Changes/ Precautions 2. Chat show: ▪ Doctors will come to that show and talk about the disease and its awareness.

E-Mail	This method is widely used to target doctors and promote pharmaceutical products	•General Physicians •Consulting Physician •Orthopedics •Gynecologists	▪ Series of Email regarding product description ▪ Short and on point content ▪ Personalized Promotional mail which contains: ▪ E- detailing ▪ Offers and gift coupons ▪ Awards/ Rewards to the doctors under the Program: Honor Our Healthcare Heroes ▪ Mail about the Video Series where Doctor can show video to patients about the disease and its sign and symptoms
LinkedIn	•It is the best media to lead generation and convert into connection •By Generating connection, Brand awareness can be Improved	•Group of Doctors, •Various pages like Nation Gynecology Association, •WHO and General Public	▪ Blogs ▪ About the disease information and therapy ▪ Posts ▪ Videos ▪ Hashtags and mention of doctors via @
Twitter	It is quite difficult to post things related to drugs and pharmaceuticals in twitter	General Public and Doctors	We can cover Current trends here along with short description such as news about the Vaccination and COVID-19.

Table 4. Social Media Promotion

Now, to make GHC as a brand aware, we need to post regularly. So, plan for posting content:

Day	Type of Content
Monday	Videos of Instagram, Facebook, YouTube
Tuesday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn
Wednesday	Blogs on LinkedIn and Other Blogging sites such as WordPress
Thursday	Videos of Instagram, Facebook, YouTube
Friday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn
Saturday	Blogs on LinkedIn and Other Blogging sites such as WordPress

Table 5. Content Posting Schedule

4.4 Field Work

Although it was learning for Digital marketing and promotion, we got a chance to do field work along with Business Executive and Area Business Manager to get knowledge about the Brand Promotion physically. So, I visited around 10 doctors (Mainly General Practitioners, Consulting Physician) with the Area Business Manager provided to me and I visited 10 doctors(GP, CP, Orthopedic and Gynecologist) by myself.

Name of Doctor	Type	Key Learnings
Dr. Noman Kankroliwala	General Physician	- Proper detailing about the product - What to say and what not to say - Pinpoints that attract Doctors towards the Product
Dr. Vijay Gandhi	General Physician	
Dr. Anurag Nema	General Physician	
Dr. Hemant Hathiwala	General Physician	
Dr. Rakesh Changawala	General Physician	
Dr. Meghana Jarag	Gynecologist	- About the menopausal osteoporosis - Necessity of Vitamin D3 and calcium supplements is high in women compare to others
Dr. Nilima Bhargav	Gynecologist	
Dr. Pinki Gonawala	Gynecologist	

Name of Doctor	Type	Key Learnings
Dr. Kamal Limbdi	Orthopedic	▪ Proper dosage and frequency of Vitamin Supplements in patients having bone fractures and other bone disorders. ▪ Importance of various composition and combination of supplements that can work effectively.
Dr. Rajiv Rai Chaudhary	Orthopedic	

Table 6. Learnings from Field Visit

5. Key Learnings/ Conclusion

The aim of the above study is to understand the digital marketing strategy and various promotional tools for the brand GHCAL which contains Vitamin Supplement. The study started by understanding the deep knowledge about the vitamins, their importance, and their role in daily functioning of life. Competitive analysis was done to understand the competitors of vitamin supplement in market. The diseases related to vitamin deficiencies was studied and based on the disease condition. Various diseases such as Osteoporosis, Osteomalacia, Hypoparathyroidism etc.

Based on the disease condition patient journey was created to understand the problems which patient suffers. By the help of patient journey, it was be observed that Osteoporosis is highly prevalent in women, mainly post-menopausal women.

By Brand plan, It became visible that where GHCAL stands and where it can be reach in near future. Market scenario as well as Competitor Brands and their USP was understood. GHCALs USP is it contains Cissus Quadrangularis which is natural compound helps in rapid new bone formation. It has two SKUs:

Brand Name	GHKAL-K2 Tablet	GHCAL-XT Tablet
Content	Calcium Citrate Malate Vitamin D3 Vitamin K27 Cissus Quadrangularis	Elemental calcium carbonate Vitamin D3 Methylcobalamin L-Methylfolate Calcium Pyridoxal-5-Phosphate
Value Proposition	Vitamin K2 7 leads to better absorption of other compounds and Cissus Quadrangularis increase Osteoblastic activity.	Helps in DNA and amino acid synthesis and proper functioning of Osteoblasts, bone coupling reactions and calcification of bones leading to wide range of treatment option

Table 7. GHCAL Value Proposition

Main focus in brand plan was to make digital promotion strategies to promote the Brand as well as GHC drug and Pharmaceuticals on social media. 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. The main learning from it was that if brand is new, we need to be constant with posting relatable things on social media to make brand succeed.

Along with continuous promotion of Brand, Field study made clear about the market scenario. With the Field study, meeting doctors physically and promoting brands their helped to learn about the detailing of the product and how you can make doctors believe in brand.

So, to make brand succeed, constant work is needed along with great promotion strategies and all the knowledge about the therapy.

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