

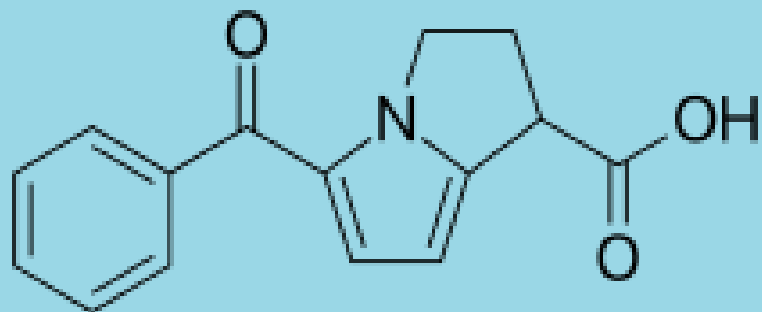
SUMMER INTERNSHIP PRESENTATION

Project Undertaken at **GHC Drugs and Pharmaceuticals**

Brand Launch Strategies and Digital Marketing plan along with the market study to promote the drug Ketorolac

By Pallavi Verma
Roll no- 0257
MBA PM-12

PRODUCT PROFILE



Product: KetoGood

Generic name: Ketorolac tromethamine

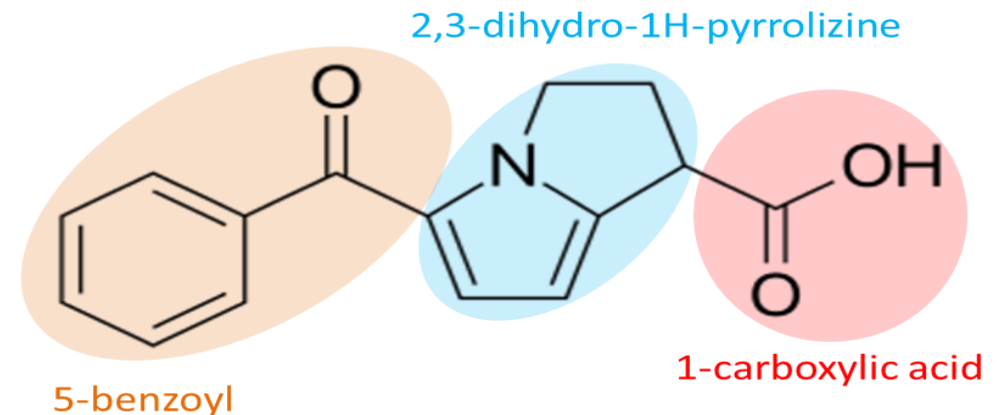
Brand: GHC Drugs and Pharmaceuticals

Formulation: 10 mg Tablets

Packs: 1 X 15 tab

Target Market Segmentation: NSAID

Molecular Structure:



INTRODUCTION

- **Ketorolac** is an **NSAID (Non-steroidal Anti-inflammatory drug)** used for short-term treatment of moderate-severe pain.
- It helps to decrease pain and fever which is caused due to Inflammation.
- It should not be used for mild pain or long-term diseases. It should not be used for more than 5 days.
- It is available in the following dosage forms-
 - Solid dosage form- tablet
 - Injection- which is administered intra-muscularly, and intra-venously
 - Nasal spray
 - Available as an eye drop, used during eye surgery

Ketorolac is sometimes used as an adjuvant to opioids. It is also used along with Opioids and hence helps to lower some side-effects.

Patients on the treatment of Ketorolac do not develop dependence.

Mechanism of Action of Ketorolac

- It acts on the body by blocking the natural substances which cause inflammation. These substances are called as Prostaglandins.
- Ketorolac blocks the synthesis of **Prostaglandins** by blocking the action of the enzyme, **Cyclo-oxygenase (COX)**. Ketorolac like other NSAID block COX. The inhibition of these enzymes stops the production of pain and decreases fever in the body.
- Moreover, Ketorolac is called a non-selective COX inhibitor.
- Prostaglandins work as a messenger in our body and help in contraction/relaxation of smooth muscle and modulation of inflammation. Inhibition of PG synthesis prevents Inflammation.

RESEARCH OBJECTIVES

1. To study the market for Ketorolac
2. To design the Digital Marketing Strategy for marketing Ketorolac
3. To capture the market information about Ketorolac

RESEARCH METHODOLOGY

Research Instrument: The research instrument is a questionnaire checklist to gather the needed data; the draft of the questionnaire is based on the objective allotted, previous studies, professional literature.

Collection of data: Data is collected from pharmacy store/retailer with the means of questionnaire comprising of open-ended questions.

Sample size: Sample size of the following study was 20 retailers in Rohini, New Delhi and nearby areas.

Data Analysis: Data analysis or conversion of data into valuable information is done using Microsoft Excel, the data was entered into MS Excel and analysed using tables and graphs.





I. MARKET STUDY FOR KETOROLAC

Market Summary and Insights

Ketorolac, sometimes sold under the brand name Toradol is a **NSAID** (Nonsteroidal anti-inflammatory drug).

- The **global NSAID market** stood at **USD 15.58 Billion** in 2019 and is projected to reach **USD 24.35 Billion** by 2027, exhibiting a CAGR of **5.8%** during the forecast period.
- The rising prevalence of **Rheumatoid arthritis, ankylosing spondylitis, osteoarthritis, migraine** and other diseases are increasing the uptake of these drugs.
- With the increasing number of prescriptions, these have become the most commonly used drugs across the globe.
- Preference of NSAID's over Opioids to foster market growth.
- With the launch of new products, market is believed to grow further

Physician and Customer Insights

Profile:

Patients suffering from pain, inflammation and post-operative pain.

Needs & Trends:

Effective & Sustained relief from pain, inflammation and post-operative pain in a cost-effective way.

Patients prefer to consult family physicians.

Consults a specialist if it's not cured after a required time

Key Customers:

General Practitioners/ Consultant Physicians/
Dentists/Dental Surgeons
Type: Personal Clinic practice, Trade doctors,
RMP's, Nursing home, & Small hospitals

Profile:

Patient outflow of 15-30 in a day
approximately (season varies)

Needs:

To understand the state & suffering of the patient through probing, diagnosis, etc. & giving the required aid & medication to ensure faster & effective relief.
e.g. Symptomatic relief from pain and inflammation through NSAID's.



BRAND SWOT

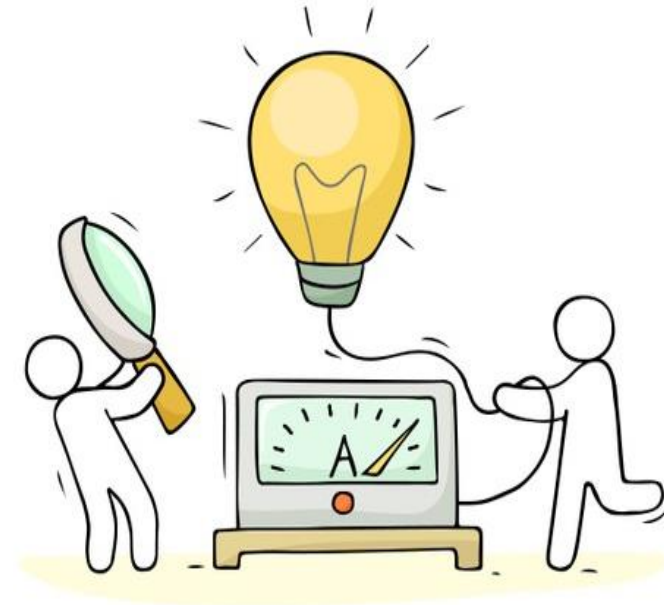
Strengths <i>Where are we strong relative to our competitors?</i>	Weaknesses <i>Where are we weak relative to our competitors?</i>
Generate the maximum revenue. It is a trusted formulation for more than two decades. It is available as a generic medication .	Cannot be used in people with high blood pressure and kidney damage. Cannot be used for patients who have undergone heart surgeries. They can cause lot of side-effects such as ulcer formation in GIT and sever allergic reactions.
Opportunities <i>What changes/emerging trends can we exploit?</i>	Threats <i>What changes/emerging trends could threaten us?</i>
Preference of NSAID's over Opioids to foster market growth. The rise of dental and other surgeries are increasing the uptake of Ketorolac	Side-effects can hinder the market growth



CONCLUSIVE LEARNING

By visiting the doctors for the field visit and retail stores for the collection of data, I learnt the process of sales, marketing the pharmaceutical product, sales call, data collection, etc. I learnt about the relationship between a Medical Sales Representative and a doctor. I keenly observed the behaviour of both to understand how a pharmaceutical product is promoted by the company and moreover, how we can bring innovation and improvement in the process of sales of pharmaceutical product. We usually covered small, local clinics in my area for the doctor's visit.

A Marketing Sales Representative needs to carry the virtual aid, pamphlet or information about the company so that it can provide all the necessary information to the doctor in case he/she asks. Sometimes they have to wait for a lot of time for the doctor due to a long queue of patients. I also learnt, to stay in touch with the doctors, the MSR's have to frequently visit the doctors, and developing healthy contacts with stockists also helps in the long run. This helped to understand the whole system between the pharmaceutical company, Sales representatives, stockists and the doctors.



The Brand Campaign for Ketorolac

Educate the doctors with content strategy

Build a trust-worthy brand by building the reputation of brand

Using social media platforms to educate the doctors about the product.

Organize events/webinars with doctors to spread awareness.

Promotion of LBL's/ VA by visiting the doctors and through social media marketing.

Plan Summary

To make KetoGood the most preferred NSAID in the Indian market :--

- Need to focus on in-clinic effectiveness.
- Implementing campaigns and strategies effectively.
- Proper and judicious utilisation of inputs.
- Counter competition through sales planning.
- Objection handling by highlighting the FAB (features, advantages and benefits) of Keto Good.
- Rigorous follow-up & generating prescription, in order to get incremental order from the retailers.
- Achieving the monthly target and then yearly targets.

KETOROLAC SKU's

SKU	STRENGTH	DRUG TYPE	SKU LAUNCH DATE	PACK	MRP	COMPANY
KETOROL 10 MG TABLET DT 15	10 MG	TABLET DT	Nov-16	15	121.5	DR. REDDYS LABORATORIES LTD
KETANOV 10 MG TABLET 10	10 MG	TABLET	Mar-92	10	69	RANBAXY LABORATORIES LTD
KETOROL 10 MG TABLET 10	10 MG	TABLET	Apr-92	10	63.8	DR. REDDYS LABORATORIES LTD
KETOF 10 MG TABLET DT 10	10 MG	TABLET DT	Jan-19	10	66	ABBOTT HEALTHCARE PVT. LTD
DENTAFORCE 10 MG TABLET DT 10	10 MG	TABLET DT	Mar-11	10	41.62	MANKIND PHARMACEUTICALS LTD.
T-LAC 10 MG TABLET 10	10 MG	TABLET	Nov-15	10	64.5	INDOCO REMEDIES LTD
KETANOV TABLET DT 10		TABLET DT	Jul-19	10	75	RANBAXY LABORATORIES LTD
KETOFORD 10 MG TABLET DT 10	10 MG	TABLET DT	Mar-18	10	55	LEEFORD HEALTHCARE
TORODENT 10 MG TABLET DT 6	10 MG	TABLET DT	Sep-18	6	42	CIPLA LTD.
CADOLAC 10 MG TABLET 10	10 MG	TABLET	Dec-93	10	46.1	CADILA PHARMACEUTICALS LTD
KETOPHER TABLET 10	(blank)	TABLET	Jan-15	10	50	MYPHER PHARMACEUTICALS LLP.LTD
DISKET 10 MG TABLET DT 10	10 MG	TABLET DT	Feb-19	10	55	PRISM LIFESCIENCE
KELAC 10 MG TABLET 10	10 MG	TABLET	Aug-92	10	38.25	INTAS PHARMACEUTICALS LTD
FORTRAL KT 10 MG TABLET 10	10 MG	TABLET	Apr-09	10	42.66	PERK PHARMA
KET(EWP) 10 MG TABLET 10	10 MG	TABLET	Jan-12	10	41	EAST WEST PHARMA
KETOROL (NON AQS.TRIPLEX WHITE OPAQUE) 10 MG TABLET 10	10 MG	TABLET	Jul-14	10	84.97	DR. REDDYS LABORATORIES LTD
KETOROL 10 MG TABLET DT 10	10 MG	TABLET DT	Apr-92	10	55.8	DR. REDDYS LABORATORIES LTD

II. DIGITAL MARKETING STRATEGY FOR KETOROLAC

Brand name :	KETOGOOD
Brand launch date:	2021
Generic name :	Ketorolac
Formulation:	10 mg Tab.
Packs:	1 X 15 Tablets
Key Indication(s):	treats moderately severe pain and inflammation, usually after surgery.
Target Market Segment (s):	NSAID



Digital Marketing Strategy

Brand Awareness + Relationship Building

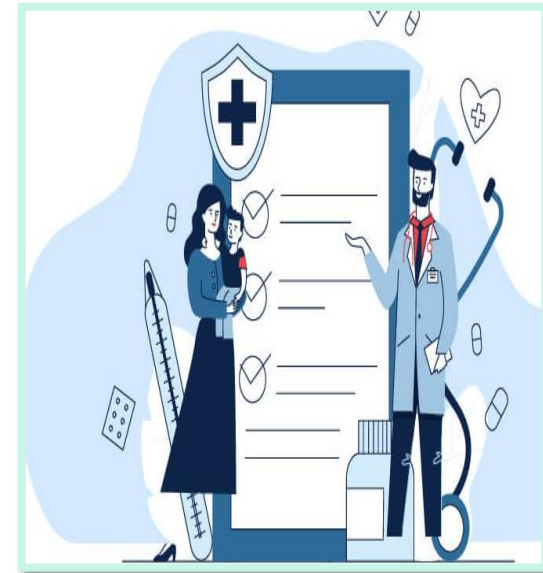
- Connecting with the doctors- through Social media platforms and making communities/groups on Facebook, LinkedIn.
- Website + different landing pages for each product.
- E-mail marketing
- Videos
- Starting a campaign called #FactTalks
- Influencer Marketing

GHCI Program- Good Health Care Influencer Program

Digital Marketing strategies- strategies to promote the drug- KetoGood digitally.

We cannot directly ask the physicians to sell our drug.

Therefore, first we need to follow a strategy of Brand awareness and Relationship building.





Connecting with the doctors

SOCIAL MEDIA MARKETING

Target the most used social media channels for **brand visibility and brand awareness** - Instagram, facebook, Youtube, Linkedin

E-MAIL MARKETING

Send emails to the doctors welcoming them to the GHC Family, for new product launch, for an event/ webinar, etc.

WEBINARS

To seek and garner more attention towards the brand and the product, we can reach out to physicians and patients through professional workshops, seminars, and conferences. This is a great chance to interact with physicians directly and get relevant feedback.

VIDEOS

Videos are believed to be more impactful than any content

HASHTAGS

#GoodHealthcare
#GHHealth
#GHCInfluencers
#GHCawareness



Website

We need to maintain a **high quality website** in which there is **information about our products, drugs, clinical trial data, recommended dosages, safety information, risks**, and much more. It should be a good landing page for customers, which also drives Google rankings and traffic.

BACKLINKS

Creating backlinks with the most trusted and used websites like Practo, 1mg, Netmeds, Pharmeasy.



BLOGS

Spread awareness about current trends and innovations, diseases, and medicines. Doctors are increasingly looking for **pharma companies** to take on a role as **health educators**, making information easily accessible to everyone – both professionals and patients.

Therefore, through our website and social media channels, we need to educate the doctors about our products, diseases, etc.

Social Media Strategy

- Social media driven engagement influences the market and strikes the right balance between promoting the product and educating the doctors and the public about the same.
- Target the most used social media channels for **brand visibility and brand awareness**-
- Social Media Platforms-
 -  Instagram
 -  Facebook
 -  Youtube
 -  LinkedIn
- Consumers are spending more and more time online researching symptoms and drugs that can help in prevention and treatment. Therefore, our **social media platforms acts as an effective tool to educate, engage and create awareness** & thought leadership for our brand.

Content for Special Days

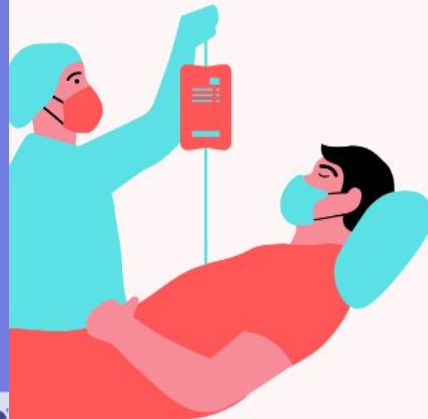
World Hepatitis Day

28 July



**BLOOD
DONATION
DAY**

14 JUNE



World Population Day



#FactTalks



FactTalks

Ketorolac should be used for a maximum of 5 days, due to the risk of GI Ulceration



#FactTalks



FactTalks

Why Ketorolac is not used in Arthritis or similar disease?

Ketorolac should not be used for mild or long-term painful conditions



#FactTalks



FactTalks

Ketorolac is more effective than other NSAIDs such as Ibuprofen in reducing pain.



#FactTalks



E-mail Marketing

When to send the E-mails?

- When doctors visit the website and subscribe to the newsletter.
- That's when we can send the following e-mail with the link to join the webinar or a pre-recorded webinar.
- Webinars will have the purpose of creating awareness about the diseases or we can ask a specialist doctor to speak about a trending topic.
- Webinars are a great opportunity to launch the new products in the presence of the doctors and the patients.
- Tools which can be used for E-mail marketing are-
 - ☐ [SendInblue](#)
 - ☐ Mail Chimp



Use of E-mail marketing

- ☐ It will help us stay connected with the doctors on a personal level.
- ☐ we can make them feel important.

Welcome E-mail for the doctors



Welcome to the GHC Family!

Good Quality for all

We Promise to provide **G3- Good Product, Good Science & Good Relationship**, through **H3- Purpose of Happiness, Culture of Helpfulness & Philosophy of Honoring Healthcare Heroes.**



We at GHC believe in reinforcing the trust between Doctor's fraternity and society at large. Highlight the selfless service of Doctors under most tiring circumstances, Re-emphasizing the contribution of Doctors towards building Society and nation.

We are glad that you are part of our GHC family. We take care of our family members and for them we are organizing a webinar by Dr. XYZ from ABC Hospitals. He will be sharing his research about Covid and it's vaccines. Your presence is of utmost importance to us. Don't forget to join! Also, there's a special gift for all the attendees.

[Register for the webinar here!](#)



GHCI Program



Good Healthcare Influencers

- Influencer marketing isn't associated with the pharmaceutical industry, due to the many complicated rules governing the marketing of drugs & products. Done subtly and smartly, however, it can be one of the most effective strategies.
- The doctors will be emailed to join the GHCI Program in which they can be a GHC Influencer.
- Benefits of being a GHC Influencer-
 - ☐ Free products such as sanitizers, masks, and other hygiene products.
 - ☐ Surprise offers
 - ☐ Amazon/Flipkart Coupons

Some products as part of GHCI Program-



Hand Sanitizer
Gel

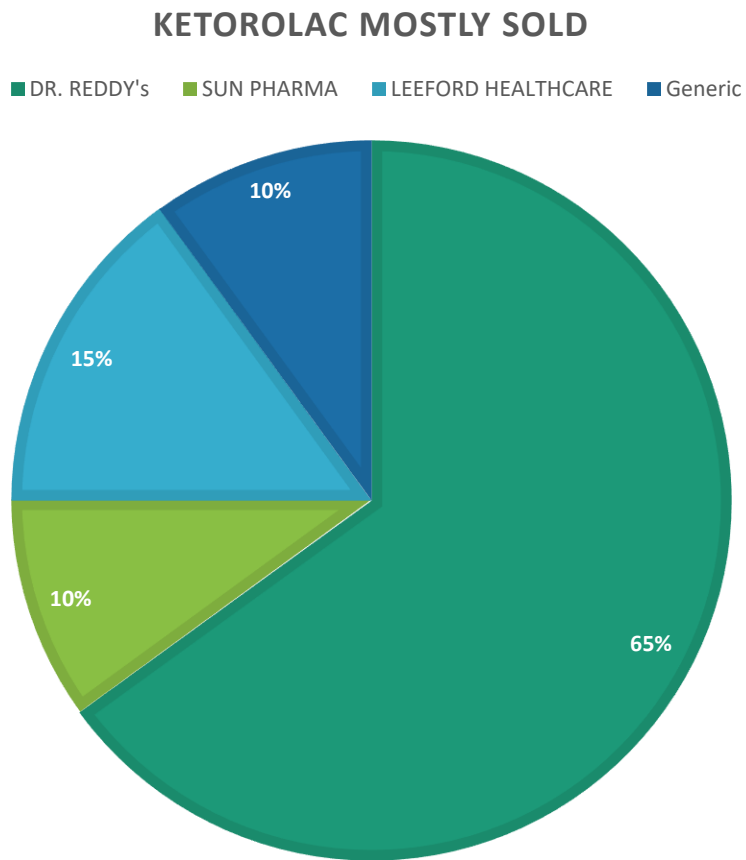
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DATA ANALYSIS AND
INTERPRETATION

III. Market Information on Ketorolac:

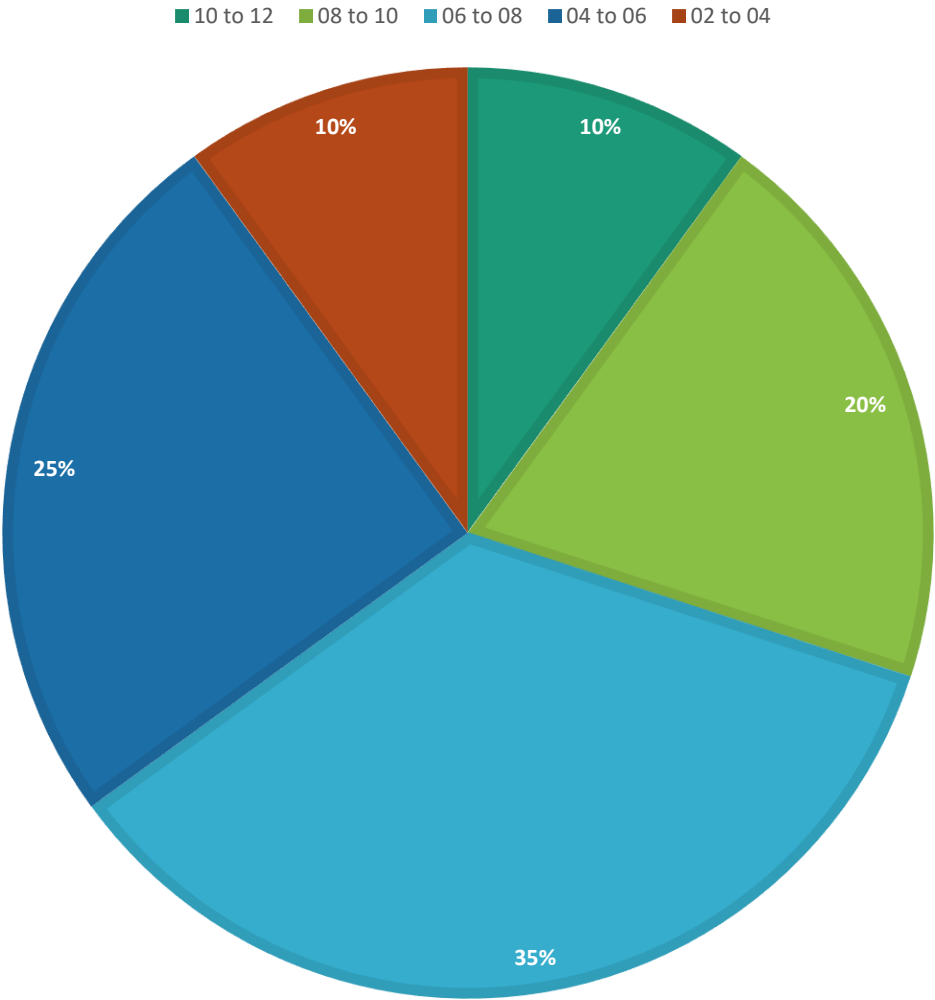
1. Which brand of Ketorolac is mostly sold in your store-



Interpretation-
Most sold brand of Ketorolac- DR. Reddy's.
Brand Name- Ketorolac DT

2. Number of Ketorolac sold in a month

STRIPS OF KETROROLAC SOLD IN A MONTH



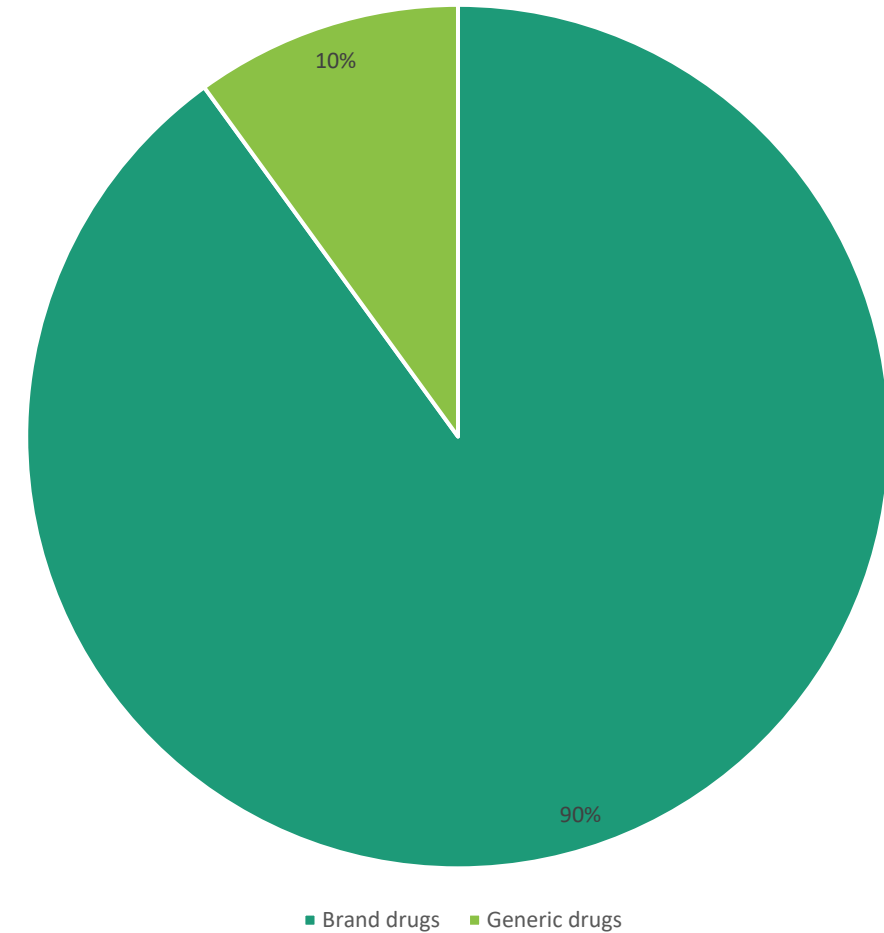
Interpretation- Mostly 6 to 8 strips of Ketorolac were sold in a month.

3. Which type of Ketorolac is sold more?

Brand drug

Over the counter (OTC drug)

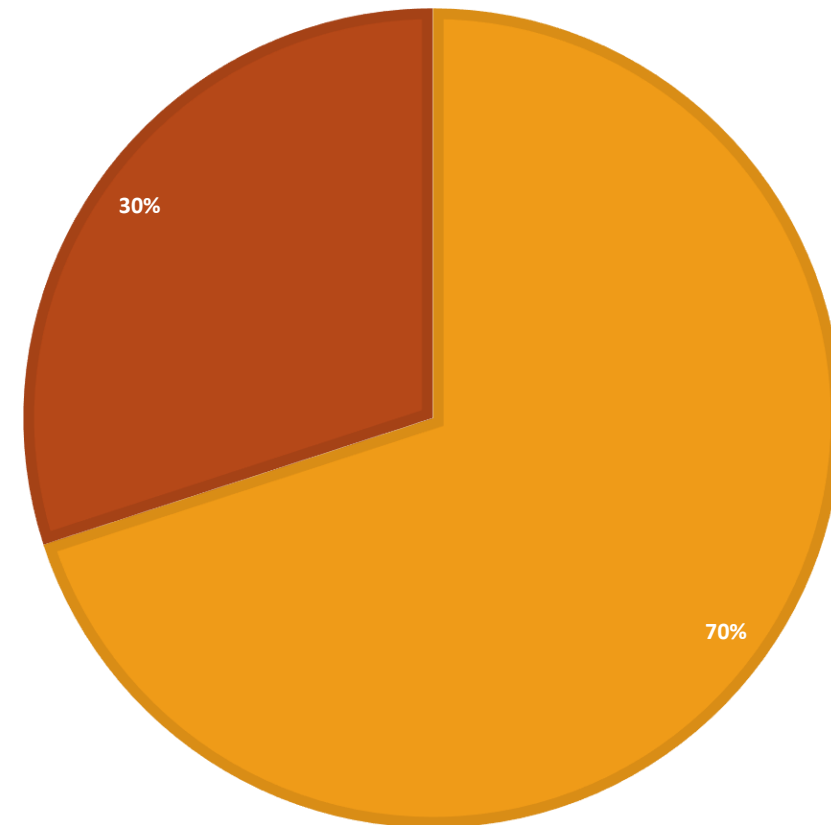
Which type of Ketorolac is sold more?



Interpretation- Mostly Branded drugs were sold.
The generic drugs were available only on the Jan Aushadhi Stores.

GROUNDS ON WHICH KETOROLAC IS SOLD

■ Prescription ■ Without Prescription



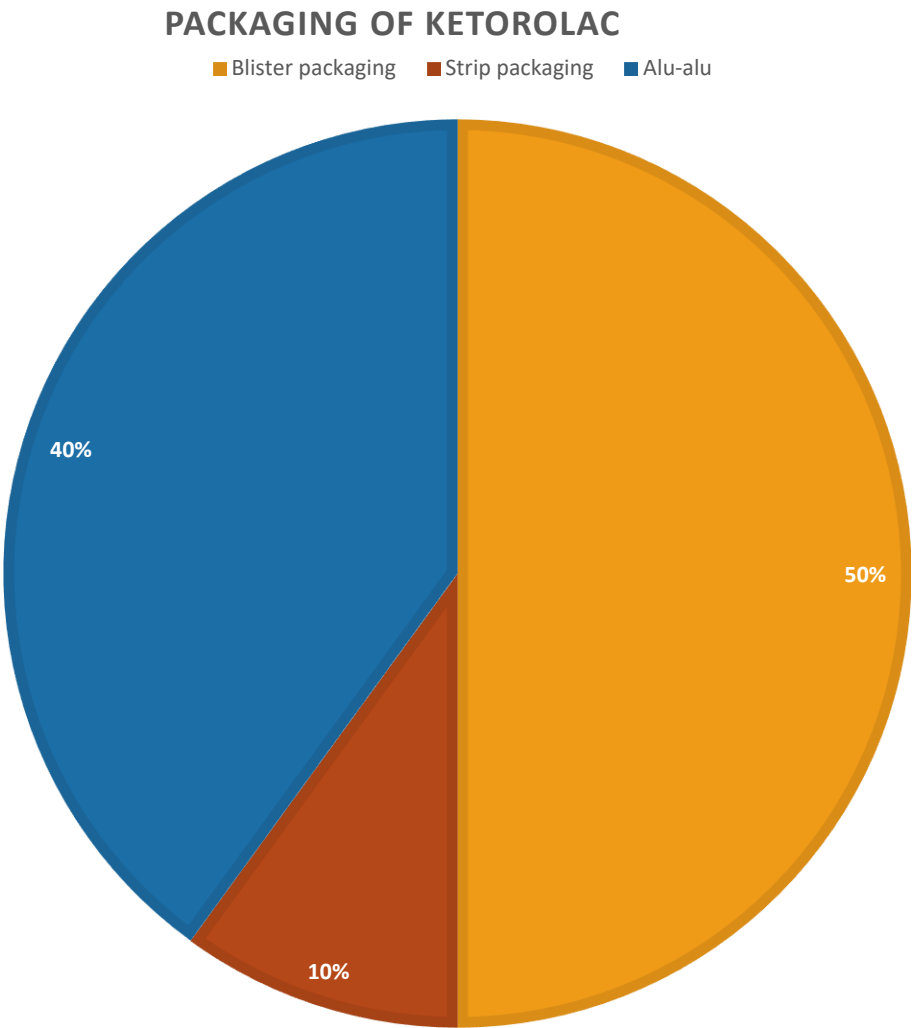
4. Grounds on which Ketorolac is sold.

- Prescription
- Without Prescription

Interpretation- Mostly Ketorolac was sold on prescription, but in case the patients asked for the drug without the prescription, or even brings the strip and asks for the medicine, the Retailers sell it.

5. Packaging of Ketorolac

- Blister
- Strip
- Alu-Alu



Interpretation-

Mostly Blister packaging was found for Ketorolac.

6. What is the top-selling brands of Ketorolac?

- DR. Reddy's

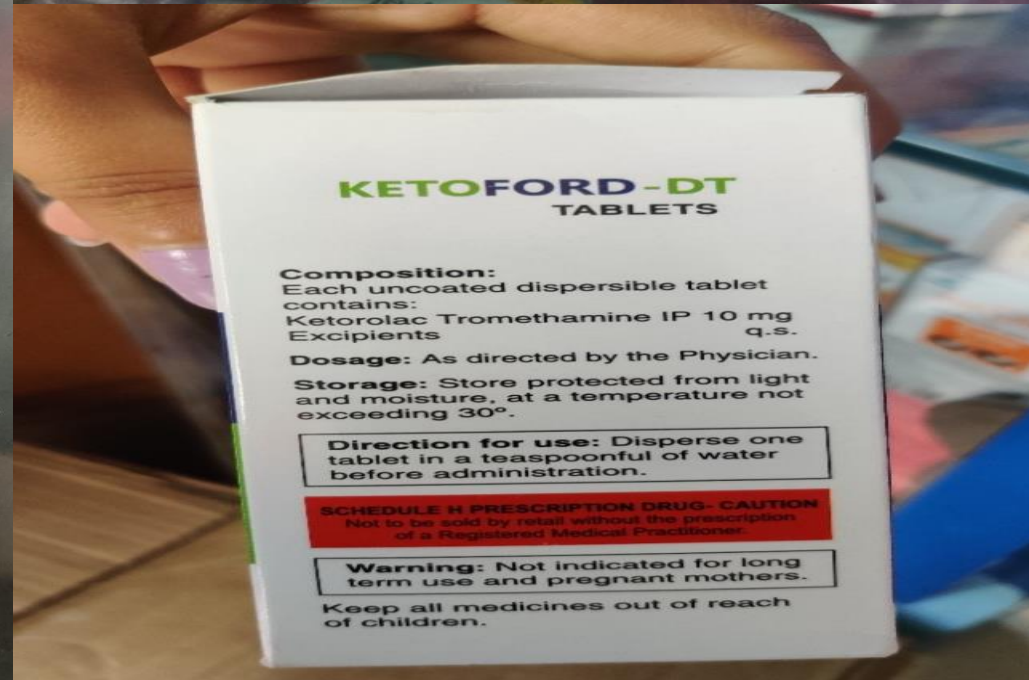
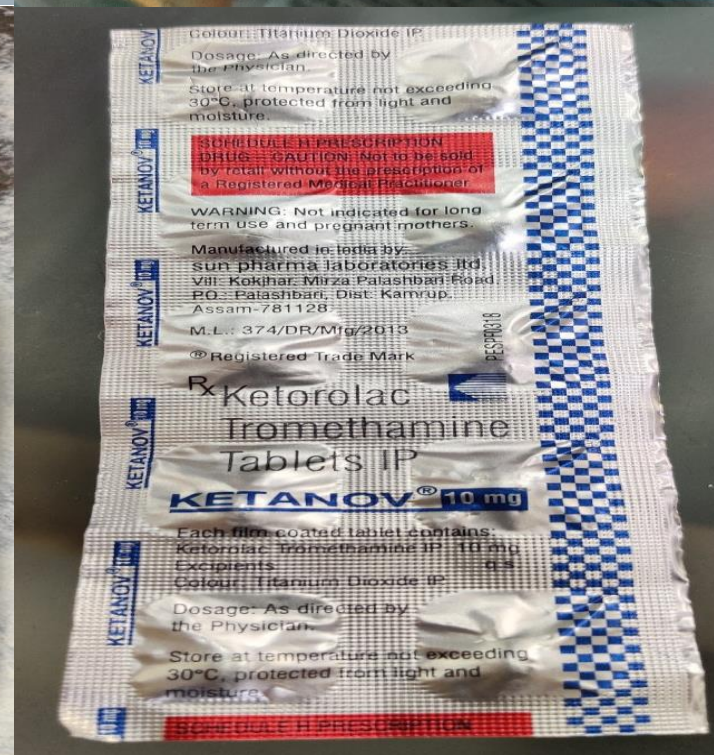
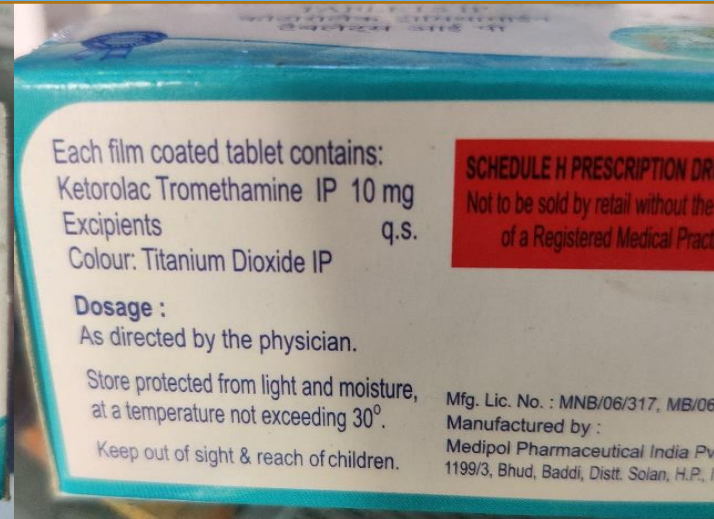
7. Which strength of Ketorolac is sold more?

- 10 mg

8. Is Ketorolac available in other formulations? except tablets?

- No, not with us.

Ketorolac available in the area





CONCLUSION

After my survey, I found that **the most prescribed and sold drug of Ketorolac** in the area Rohini of Delhi is **Ketorol-DT, by DR. Reddy's**. More than **70% retail stores** said that they only keep Ketorol-DT as it is mostly prescribed by doctors of the area and customers come with prescriptions in which mostly Ketorol- DT is prescribed.

Usually, 6-8 strips of Ketorol were sold in a month. Mostly retail medical stores had the Brand drug and Generic drugs were the least found only on Jan Aushadhi Kendra. Ketorolac was also sold on non-prescription grounds. It was found that 30% retailers sold Ketorolac without prescription. Mostly Blister packaging was found for Ketorolac, the other packaging being alu-alu and strip. The most sold strength of Ketorolac is 10 mg. Moreover, Ketorolac was not available in any other dosage forms except solid dosage forms (tablets).

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Thank You