

INDUSTRIAL TRAINING REPORT

PRESENTED BY- JASNEET KAUR (0243)

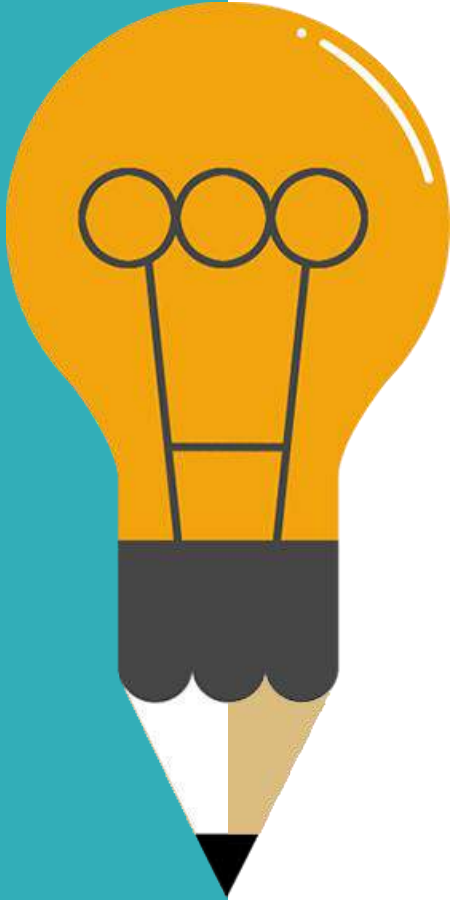
INDUSTRY MENTOR- Mr. Prashant Bhamare
ACADEMIC MENTOR- Mr. Rahul Sharma



INNOVATION AND SUSTAINABILITY IN HEALTHCARE



OBJECTIVES OF INTERNSHIP



01

Develop patient journey for Goodminic P/P250

02

Prepare Annual Operating Plan for Goodminic P/P250

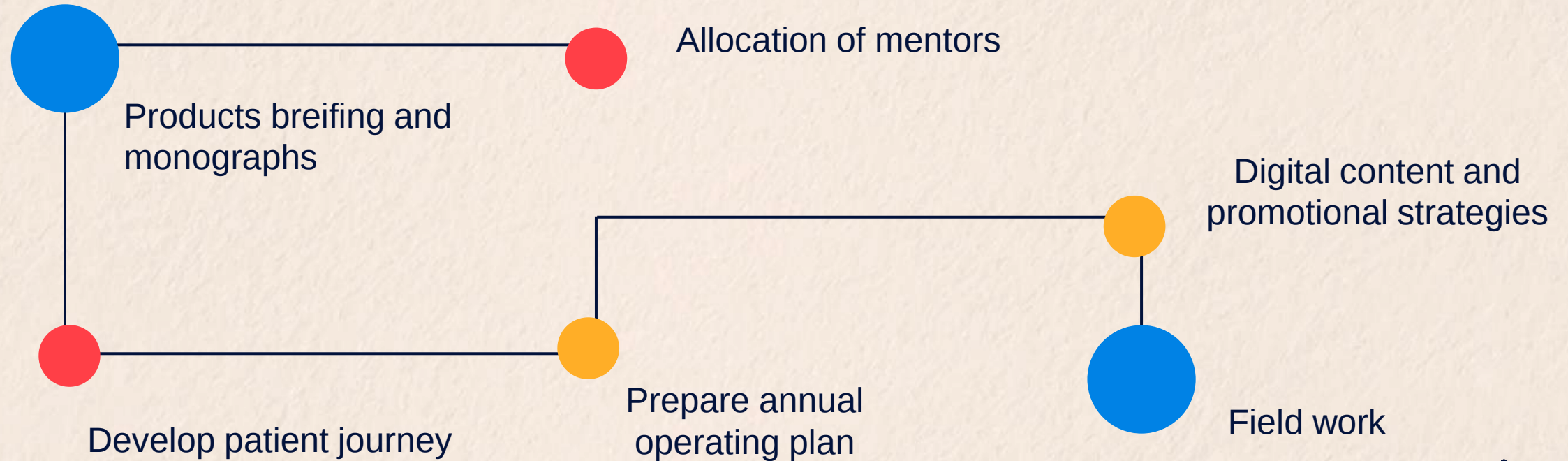
03

Create content and promotional strategies for social media promotion of company and its products.

04

Field work to know pharma sales better

ROADMAP OF INTERNSHIP





In Cough & Cold with Fever

GOODMINIC™ P/P250 SUSPENSION

Paracetamol 125mg + Phenylephrine Hydrochloride 5mg + Chlorpheniramine Maleate 1mg / 5ml
Paracetamol 250mg + Phenylephrine Hydrochloride 5mg + Chlorpheniramine Maleate 2mg / 5ml

Tastier Solution for  *Rapid Relief*

PARACETAMOL

- Blocks the release of certain chemical messengers in the brain that are responsible for pain and fever

CHLORPHENIRAMINE MALEATE

- Anti allergic that relieves allergy symptoms like runny nose, watery eyes and sneezing

PHENYLEPHRINE HYDROCHLORIDE

- A decongestant that narrows the small blood vessels providing relief from congestion & stuffiness in the nose.



COMPOSITION

GOODMINIC P SUSPENSION

Each 5 ml contains:

Paracetamol	125 mg
Phenylephrine HCl	5 mg
Chlorpheniramine Maleate	1 mg

GOODMINIC P 250 SUSPENSION

Each 5 ml contains:

Paracetamol	250 mg
Phenylephrine HCl	5 mg
Chlorpheniramine Maleate	2 mg

DOSAGE

SUSPENSION

- **2-6 years:** 2.5-5 ml twice Daily
- **6-12 years:** 5-10 ml twice Daily

Delicious
MANGO
Flavour





In Cough & Cold with Fever

GOODMINIC™ P/P250 SUS

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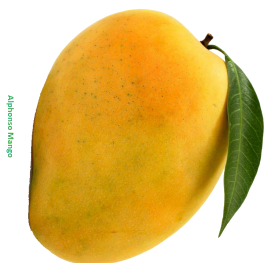
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Delicious
MANGO
Flavour



GOODMINIC P – Scrumptious blend for cold, cough and fever



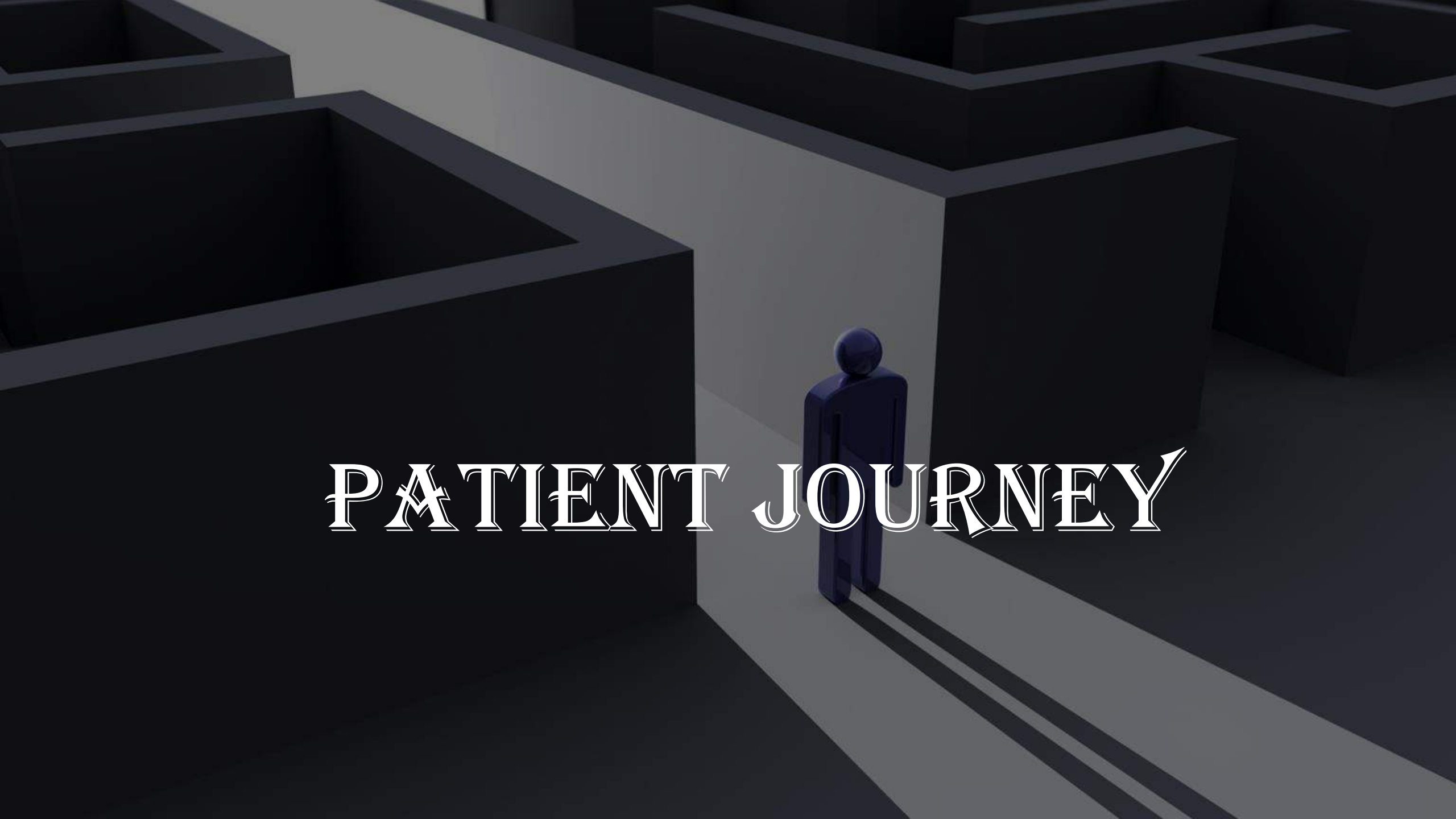
Brand name :	GOODMINIC P
Brand launch date:	2021
Generic name :	PARACETAMOL 125 mg, CHLORPHENIRAMINE MALEATE 5mg, PHENYLEPHRINE HCL 1mg/5ml
Formulation:	SUSPENSION
Packs:	60 ML BOTTLE
Key Indication(s):	COLD, COUGH AND FEVER
Target Market Segment (s):	PEDIATRICS, GP, CP

GOODMINIC P 250 – Scrumptious blend for cold, cough and fever



Alphonso Mango

Brand name :	GOODMINIC P 250
Brand launch date:	2021
Generic name :	PARACETAMOL 250 mg, CHLORPHENIRAMINE MALEATE 5mg, PHENYLEPHRINE HCL 2mg/5ml
Formulation:	SUSPENSION
Packs:	60 ML BOTTLE
Key Indication(s):	COLD, COUGH AND FEVER
Target Market Segment (s):	PEDIATRICS, GP, CP

A 3D illustration of a person standing in a complex maze, symbolizing a journey. The person is a dark blue silhouette, standing in a narrow path of the maze. The maze is constructed from dark blue walls of varying heights, creating a sense of depth and complexity. The lighting is dramatic, with strong shadows and highlights, emphasizing the geometric shapes of the maze and the figure. The overall mood is one of exploration and navigation.

PATIENT JOURNEY

On a hot summer day, two friends, **A** (7 years old, 18 kg body weight) and **B** (10 years old, 31 kg body weight) went for their cricket practice. The two kids decided to take a cold shower right after moving in from the scorching sunny day due to which both caught cough cold and fever.

A had cough, cold and fever



B had same symptoms but also had throat pain



Both went to the doctor for examination.



After examining the two kids, doctor prescribed the following medications to the two boys:

A: goodminic p suspension- 5-10 ml twice daily which contains paracetamol 125 mg, 5 mg phenylphrine hcl and 1 mg chlorpheniramine maleate.

B: goodminic p 250- 5-10 ml twice daily which contains 250 mg paracetamol, 5 mg phenylphrine hcl and 1 mg chlorpheniramine maleate

The two boys were cured after a few days and were advised to not have cold showers right after being in the heat.

GOODMINIC P/P250

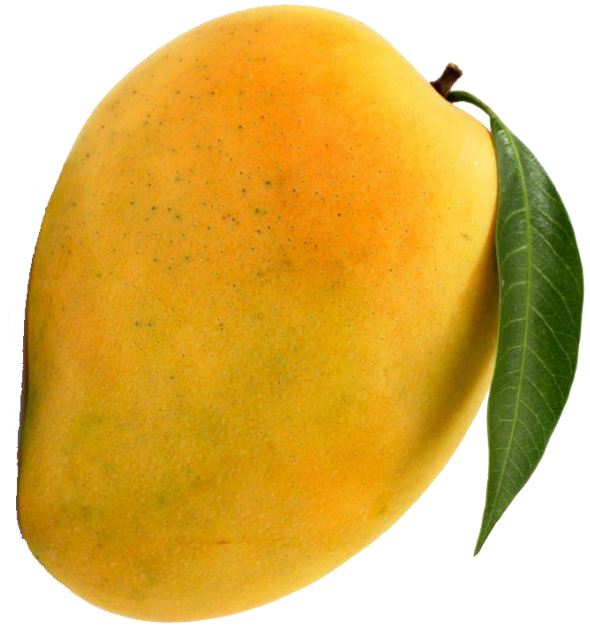


GOODMINIC
P/P250

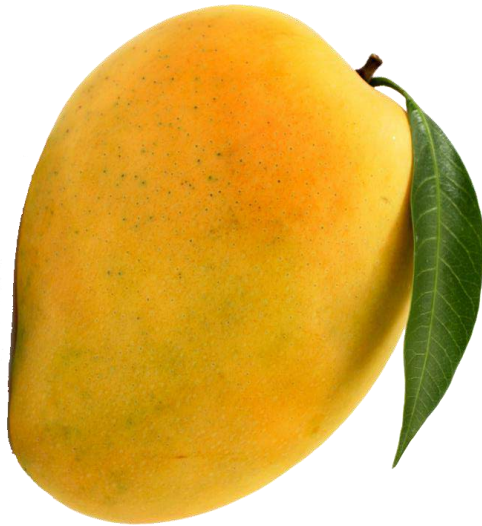
SCRUMPTIOUS
BLEND FOR COLD
COUGH AND
FEVER



Alphonso Mango



POSITIONING STATEMENT



Alphonso Mango

A cocktail of drugs- paracetamol, chlorpheniramine maleate, phenylephrine hydrochloride in a Licious mango flavored base used to treat common cold symptoms.

AWACS ANALYSIS – MARKET, BRAND , COMPETITION FOR GOODMINIC P

<u>PARTICULAR</u>	<u>COMPANY</u>	<u>MAT VAL Apr</u>	<u>MAT VAL Apr</u>	<u>MAT VAL Apr 2021</u>		
		<u>2019</u>	<u>2020</u>	<u>value</u>	<u>value growth</u>	<u>unit growth</u>
Paracetamol + Phenylephrine + Chlorpheniramine Maleate CVM		328.0	359.5	299.4	-16.7	-22.3
WIKORYL	ALEMBIC LTD	19.5	18.8	13.3	-29.6	-35.7
COLDGUARD XT	EISEN PHARMACEUTICALS CO. PVT. LTD	0.5	0.4	0.3	-16.6	-22.1
NASIWAR COLD	BIO WARRIORS PHARMACEUTICALS PVT LTD	0.1	0.2	0.2	-21.1	-23.9
PA COLD PLUS	LINCOLN PHARMACEUTICALS LTD	0.0	0.0	0.0	-26.5	-32.4
CORIPHEN	MCW HEALTHCARE	0.0	0.0	0.0	-100.0	-100.0

AWACS ANALYSIS – MARKET, BRAND , COMPETITION FOR GOODMINIC P 250

<u>PARTICULAR</u>	<u>COMPANY</u>	<u>MAT VAL Apr</u>	<u>MAT VAL Apr</u>	<u>MAT VAL Apr 2021</u>		
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Paracetamol + Phenylephrine + Chlorpheniramine Maleate CVM		328.0	359.5	299.4	-16.7	-22.3
SINAREST PLUS	CENTAUR PHARMACEUTICALS PVT.LTD	19.5	22.9	18.7	-18.1	-24.4
REThERMA AC	MANEESH PHARMACEUTICALS LTD	1.8	1.7	0.9	-47.4	-51.1
RESPICURE P DS	CORONA	0.7	0.9	0.4	-55.1	-58.0
REFACOLD	TRANS PHARMACEUTICALS	0.1	0.0	0.0	-76.8	-76.8
STAYREST P	STABLE PHARMA	0.0	0.0	0.0	-41.7	-43.0

MARKET SUMMARY AND INSIGHTS

Chlorpheniramine Maleate + Paracetamol + Phenylephrine helps relieve symptoms of cold and flu such as headache, sore throat, runny nose, muscular pain, and fever.

According to U.S. National library of medicine this fixed dose combination is considered safe and efficacious and this is said based on clinical trials performed.

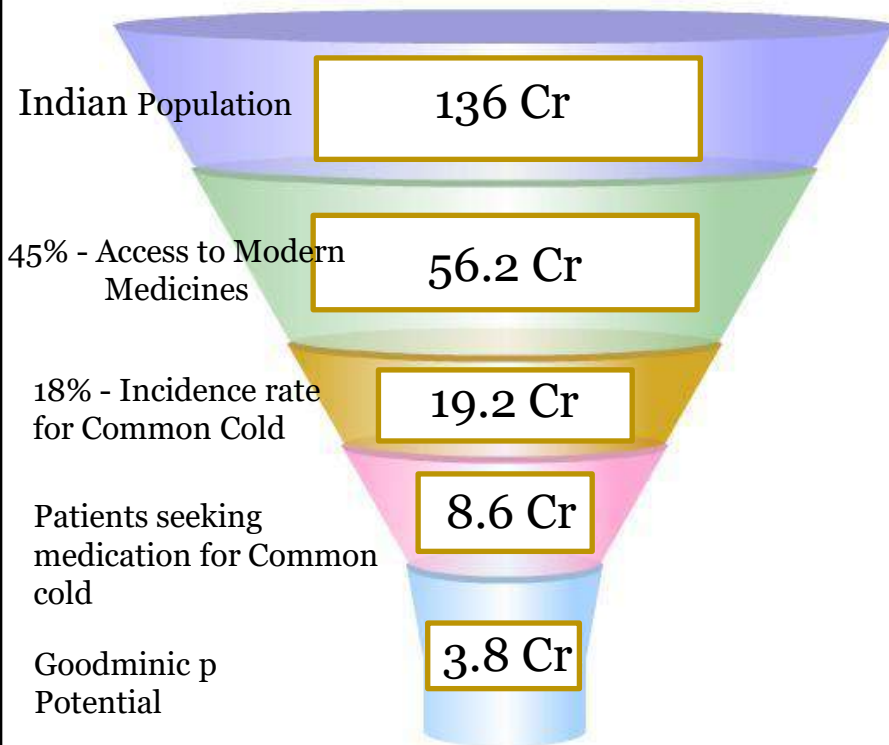
According to international journal of basic and clinical pharmacology A fixed dose combination of Chlorpheniramine maleate, Paracetamol, and Phenylephrine is safe and effective in the treatment of common cold.

Patient engagement / awareness regarding their health has evolved a pivotal role in diagnosing & managing diseases & there stands the need to focus on this rising trend.

Pedia specific packaging available in market.

Increase in awareness in people and seasonal change are driving the market.

PATIENT OPPORTUNITY GOODMINIC P RANGE



Target Market Segment

Anticold & Antipyretic

Target Patients

Patients suffering from Common cold and Nasal congestion associated with Fever

Target Customers

General Physicians
Paediatricians
Consultant Physicians
ENT
Others

Patient Profile

Infants ≥ 3 months-1 year, Children upto 12 years

STRENGTHS (+)



- *This FDC is approved and has many clinical trials data as evidence.*
- *Trusted formulation for pedia population*
- *Patient compliance with mango flavor.*
- *Good physician connect*



WEAKNESSES (-)



- *Phenylephrine may cause some irritation in infants/children.*
- *May cause drowsiness*



OPPORTUNITIES (+)



- *Niche marketing with connected doctors*
- *Untapped market*
- *Sales order generation at the retailer & chemist level needs judicious field tap.*



THREATS (-)



- *Attractive pedia specific packaging of competitor products.*
- *Trust on a new company*

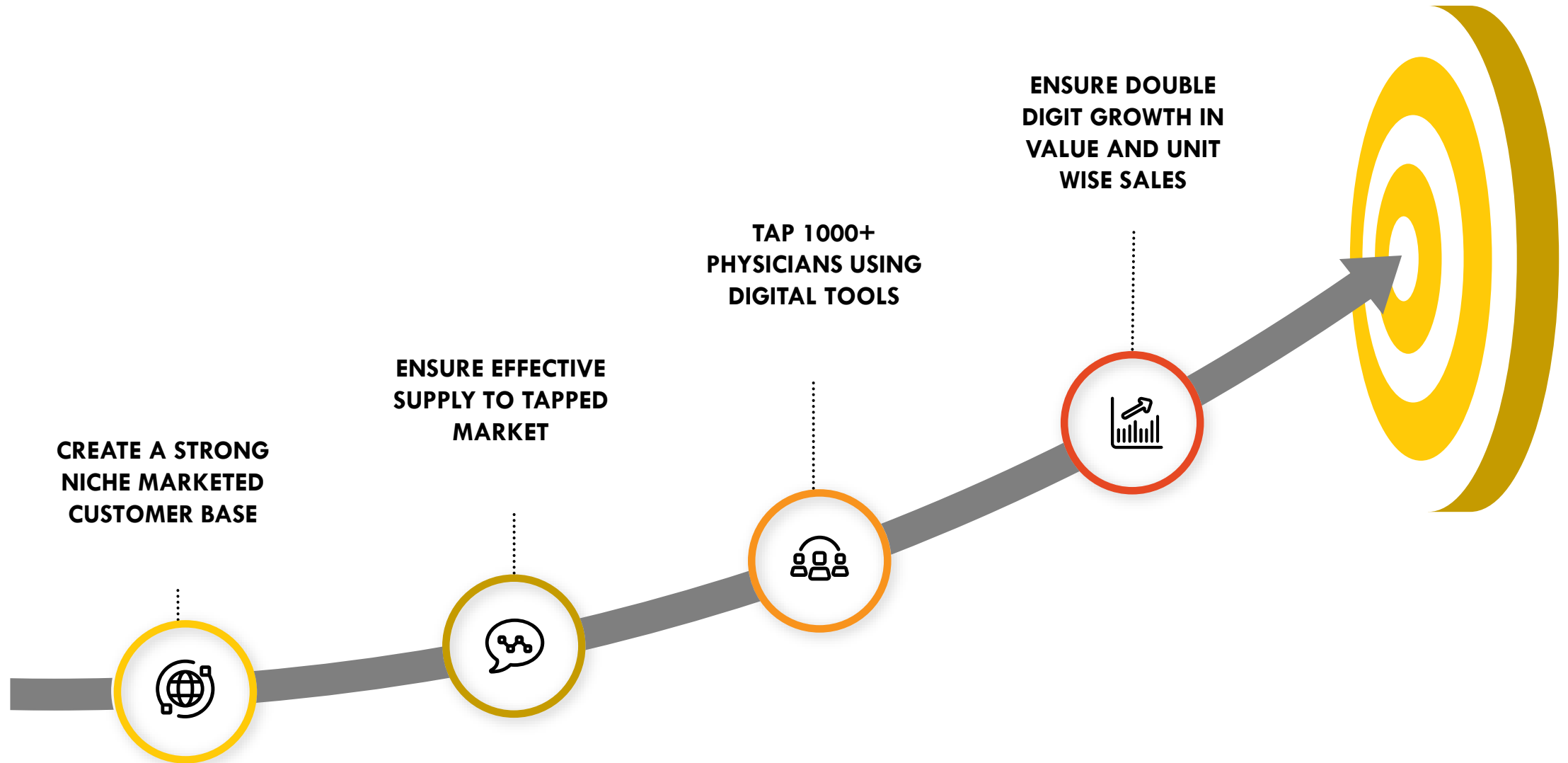


SWOT ANALYSIS OF GOODMINIC P/P250

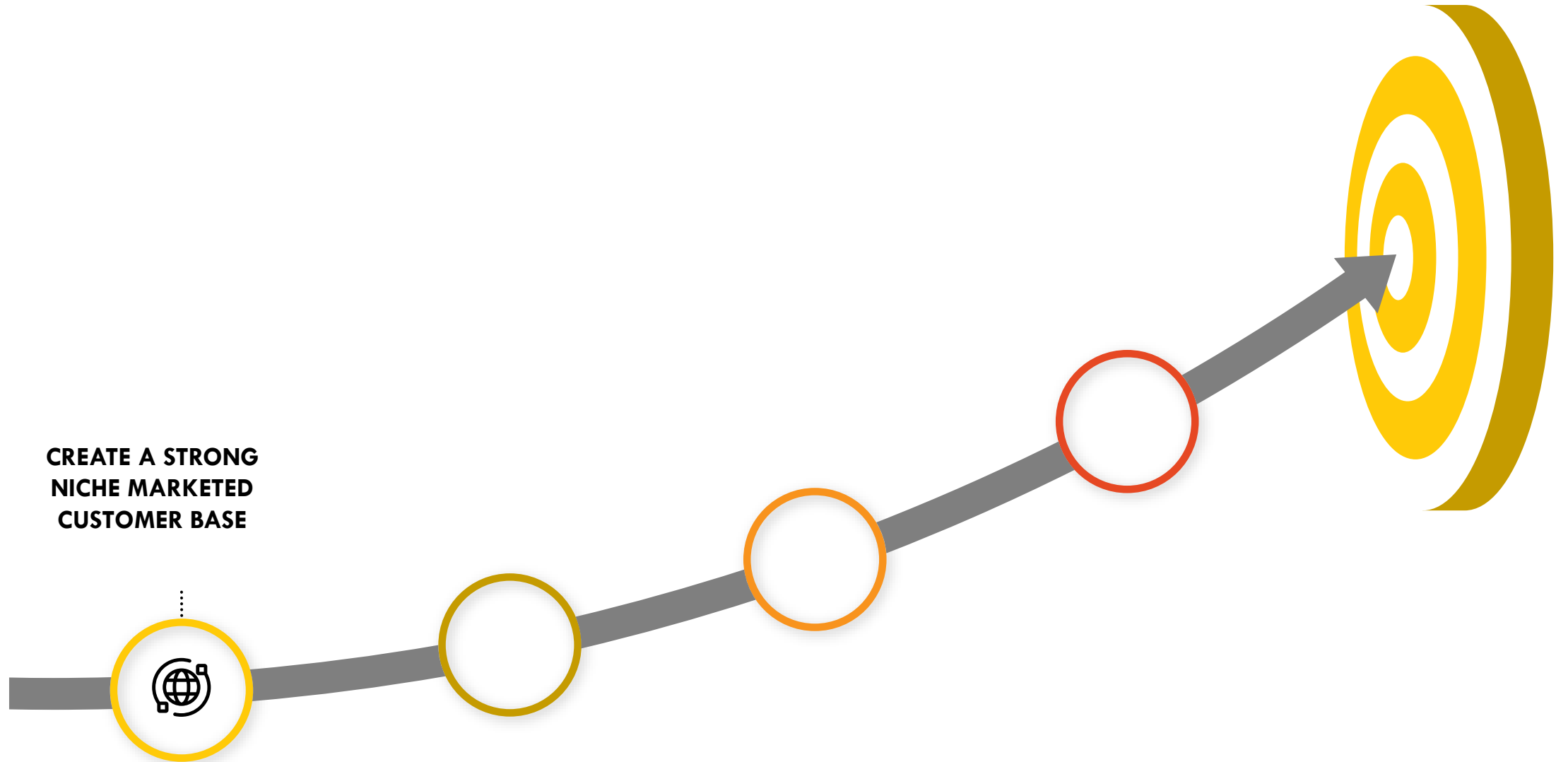
COMMUNICATION STRATEGY 2021

Specialties:	Key Message (communicated through VAF)
Specialty 1: Paediatrician	1.Safe formulation & helping millions to breathe easy. 2. Scrumptious blend for cold, cough and fever 3.Provides symptomatic relief in common cold associated with fever. 4.Paracetamol relieves Headache & body ache. 5. Luscious mango flavour for patient compliance.
Specialty 2: General Physician	
Specialty 3: Consultant Physician	
Specialty 4: ENT	

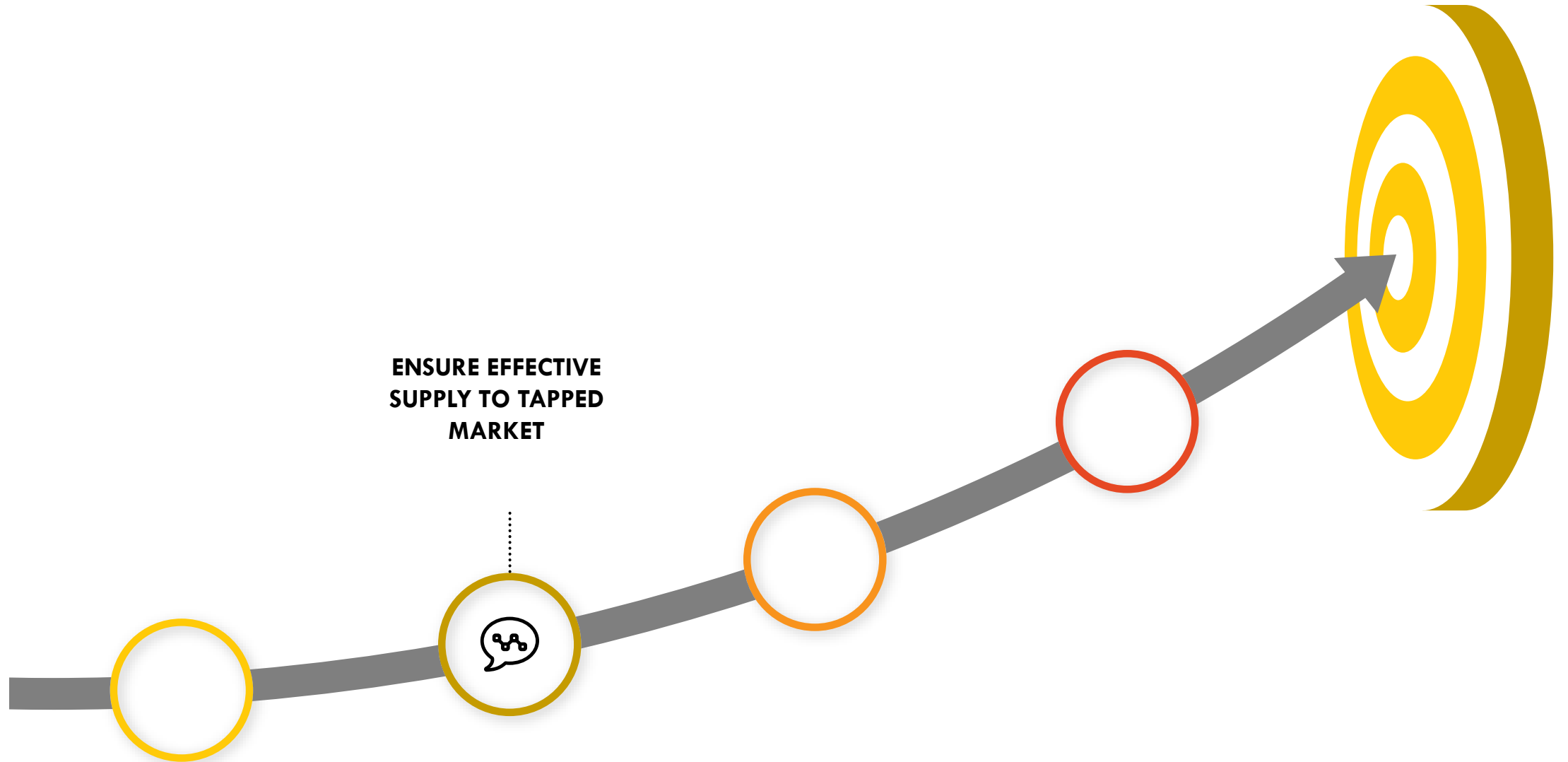
BRAND OBJECTIVES



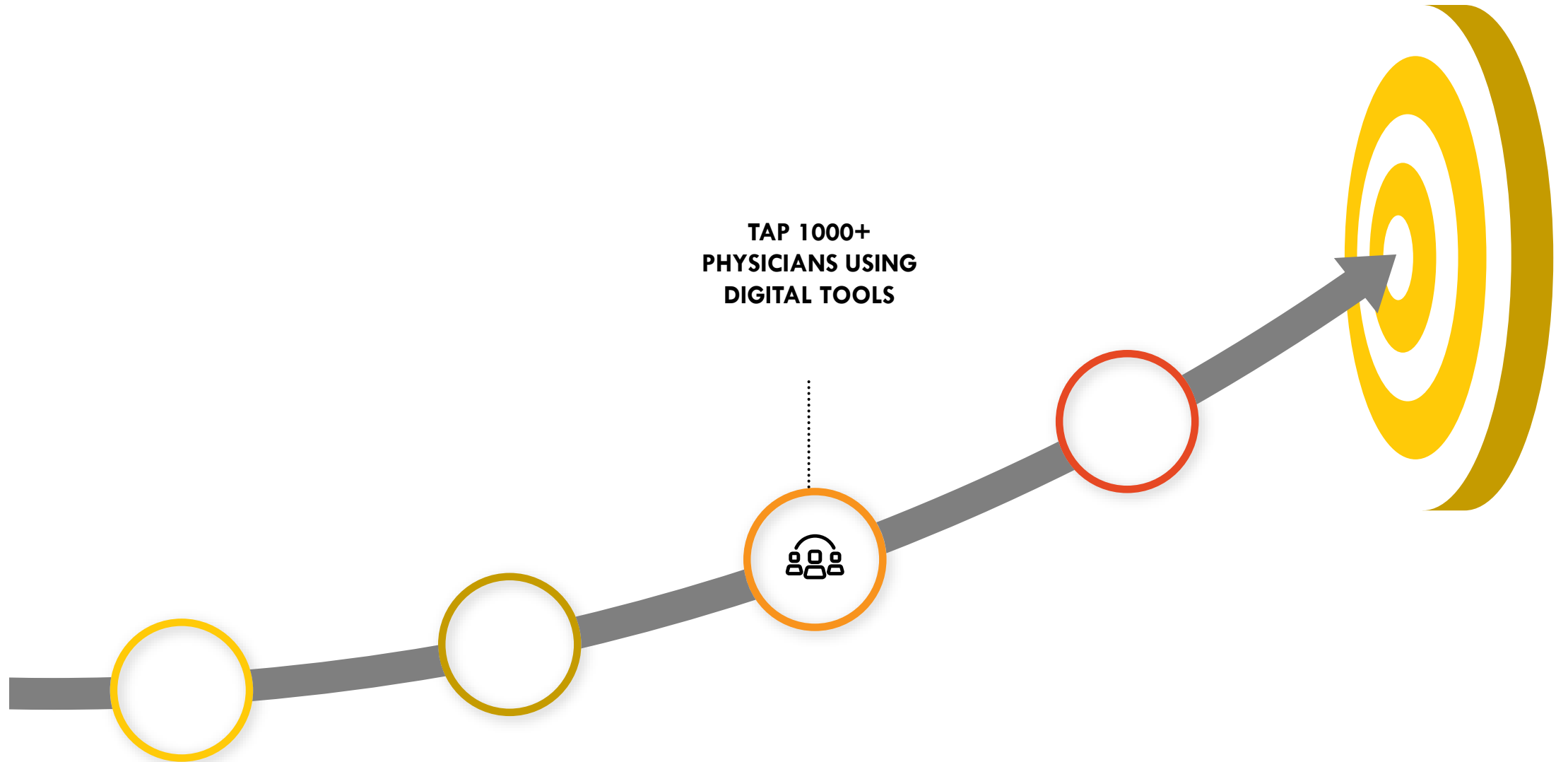
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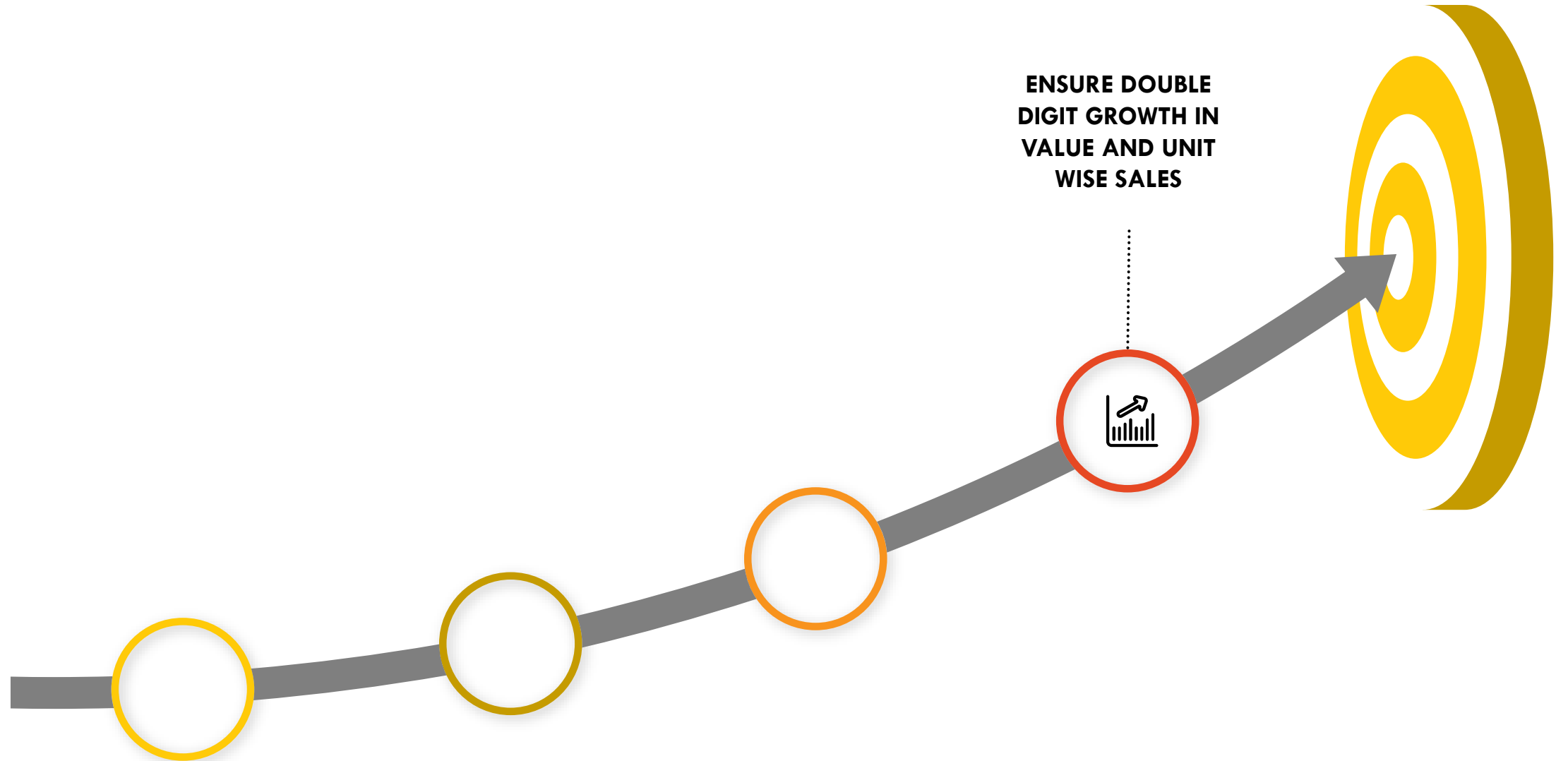
BRAND OBJECTIVES



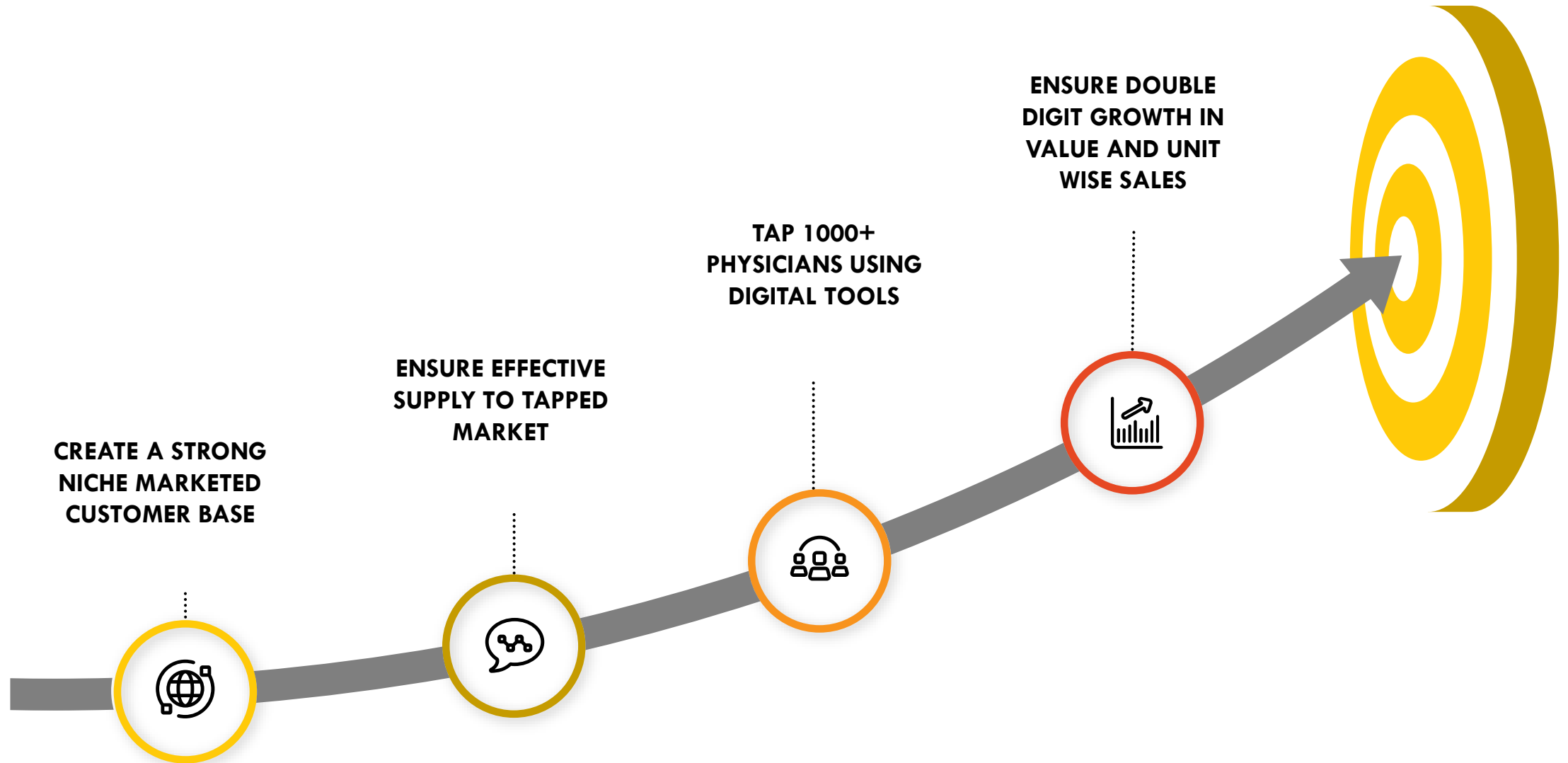
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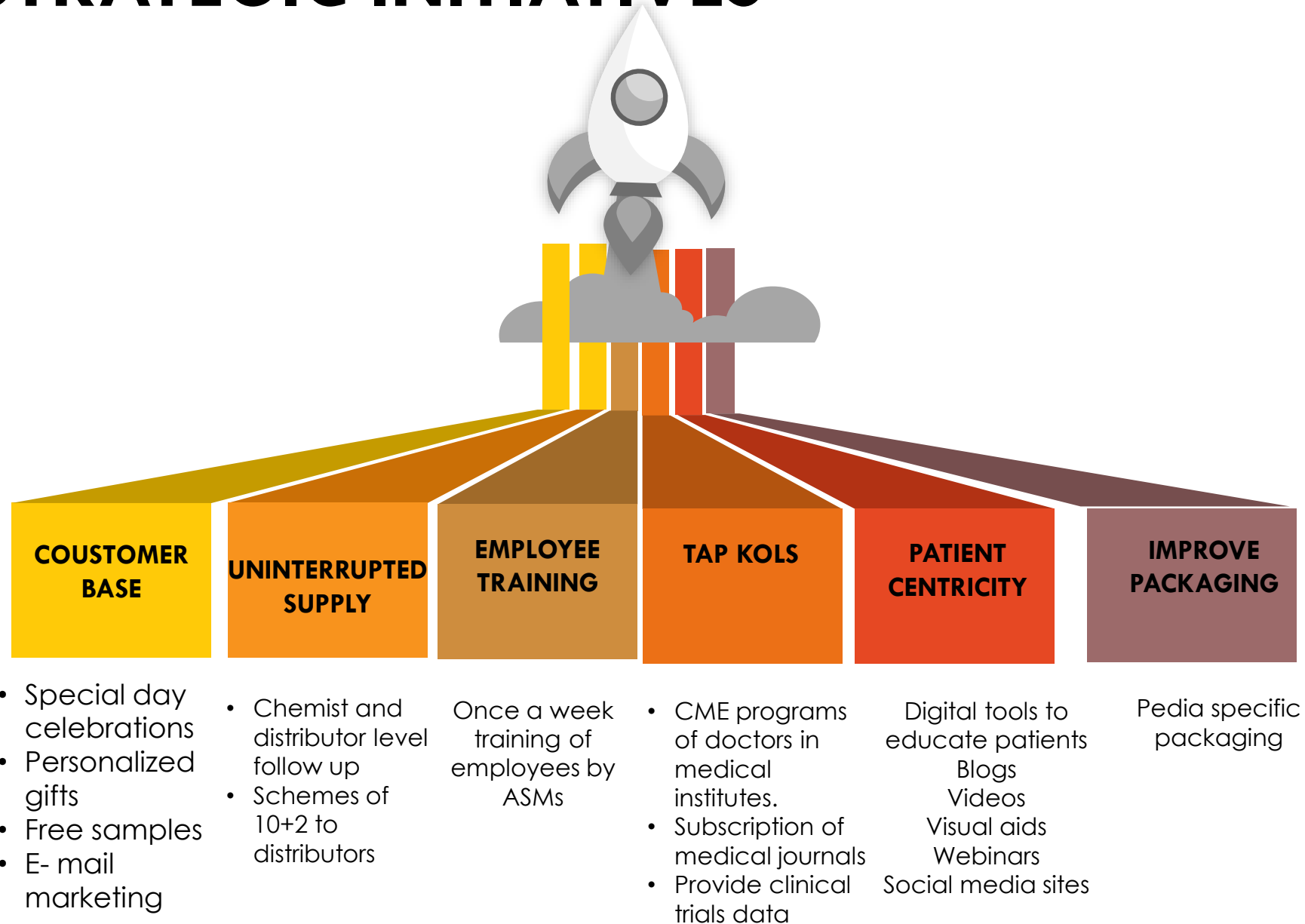
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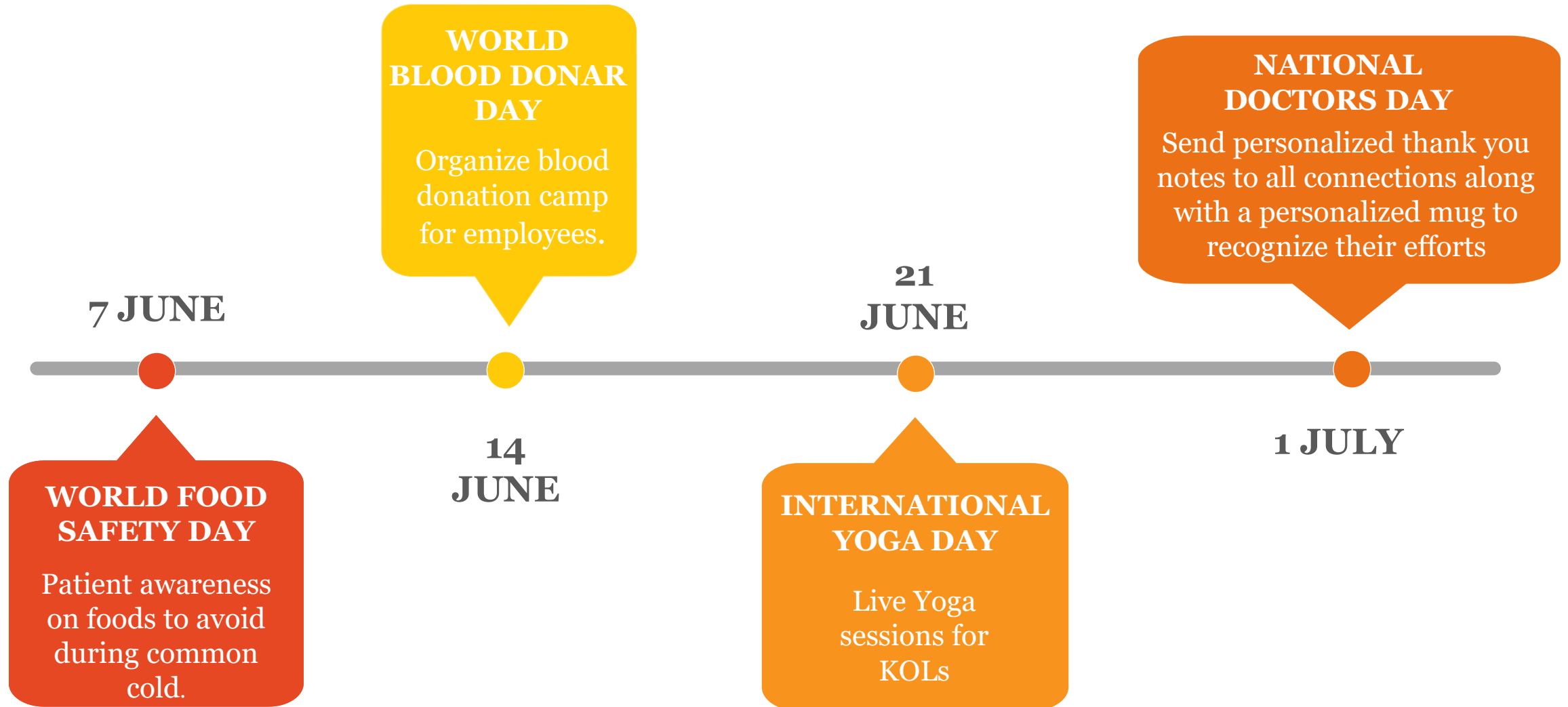
KEY STRATEGIC INITIATIVES



THE BRAND CAMPAIGN

- *Knock out cold, as an opponent in taekwondo*
- *Recoup your power and enjoy the shower*
- *Feel the breeze, not sneeze*
- *Physician's preferred choice*
- *Proven efficacy in paediatric patients*
- *Swat Out Allergy*
- *Supporting lives to cover your cold*

SPECIAL DAY CAMPAIGNS



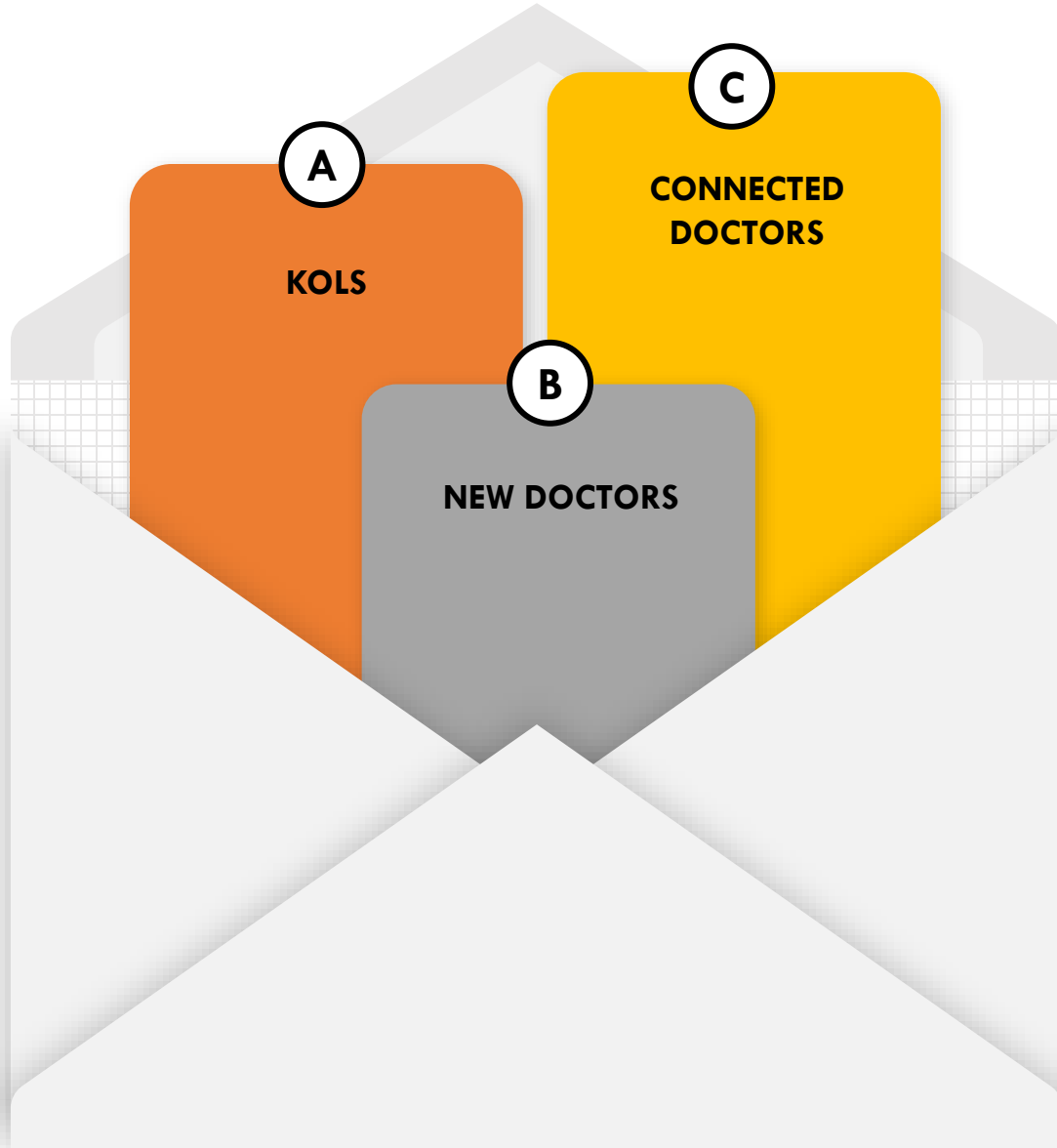


SOCIAL MEDIA CONTENT AND PROMOTIONAL STRATEGIES

GOODMINIC P/P250

J

E MAIL MARKETING



STRATEGIES

Mobile friendly e-mail format required.

FOR KOLs

1. Send subscription to medical journals
2. Send clinical trials data
3. Inform about webinars being held.

FOR ALREADY CONNECTED DOCTORS

1. Take follow up
2. Provide clinical trial data
3. Wish them on their special days.
4. Recognize their efforts.

FOR NEW DOCTORS

1. Invite them to webinars.
2. Product detailing.
3. Send LBLs.
4. Invite for one-to-one discussion on product.

E-mail for Doctors

Dear Dr. _____

Greetings!

Hope this mail finds you in the pink of your health and happiness. We at GHC drugs and pharmaceuticals sincerely appreciate your endeavours during the pandemic.

We hereby provide you the clinical trial data and rationale behind the combination of paracetamol, chlorpheniramine maleate and phenylephrine hydrochloride along with some visual aids for your use to continue your medical education.

Also, please find attached the LBL for our product of the same combination in 2 SKUs- GOODMINIC P/P250.

Kindly go through these and prescribe the same.

Thank You

Regards

GHC Drugs and Pharmaceuticals





ATTACHMENTS WITH THE MAIL



In Cough & Cold with Fever

GOODMINIC™ P/P250 SUSPENSION

Paracetamol 125mg + Phenylephrine Hydrochloride 5mg + Chlorpheniramine Maleate 1mg / 5ml
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DOSAGE

SUSPENSION

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Delicious
MANGO
Flavour



DOSING OF GOODMINIC P/P250

Children 0-2 years (3-15 Kg/ 7-33 Lbs)	100mg/mL Suspension Infant Drops
Children 2-6 years (12-24 Kg /26-53 Lbs)	120mg/5mL Suspension
Children 6-12 years (25-50 Kg /55-110 Lbs)	250mg/5mL Suspension



- Second-generation (nonsedating) antihistamines are generally ineffective for common cold symptoms.
- Intranasal zinc is not recommended; it can cause permanent damage to sense of smell.
- Echinacea does not appear to reduce a cold's duration or severity.
- Antibiotics are contraindicated—colds are viral, not bacterial.
- Codeine does not reduce coughing.
- Immune-boosting with vitamins and herbs does not seem to prevent colds.

BLOGS



BLOGGING

**Generating the
Data from
Consultancy
& Email
Newsletter**



**Connecting
through the**
1. Telephone,
2. Webinars,
3. Video
Conferencing
4. Sharing
Experiences of
other Doctors

Enhancing the Reach

**Consultanc
y
companies**

**Company
Newsletter
s & Email
Marketing**

Promoting the Blog

**Google
Digital
Marketing**

**Social
Media
Marketing**

Blog Comprising of

**Article about the
details of drug**

**Video with awareness
message & drug's
promotion**

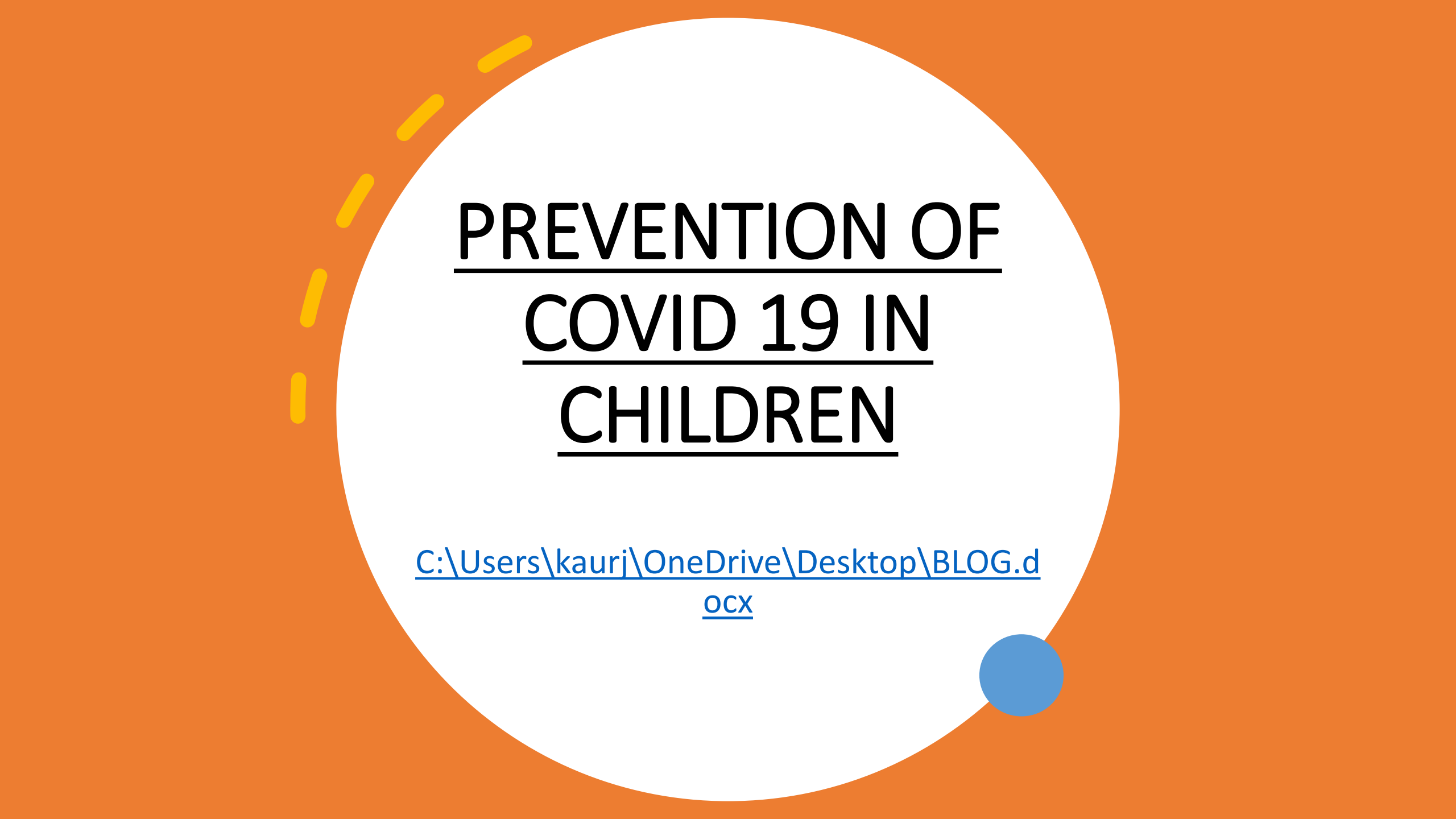
Why Blogging?

- 70% Doctors are regular readers on various blogging sites.
- Blog in collaboration with specific pages/websites can make most of the doctors aware about our molecule.
- Hence, easy to reach the physicians.

Where blog could be published?

Example

- The journal of paediatrics.
- The pedia blog.
- Medical news today.
- And many other blogging platforms.



PREVENTION OF COVID 19 IN CHILDREN

[C:\Users\kaurj\OneDrive\Desktop\BLOG.d](#)
[OCX](#)

Social Media Platforms

FACEBOOK

Instagram

Twitter

Linkedin

You Tube



HOW TO IMPROVE ENGAGEMENT SOCIAL MEDIA

A

ORGANISE COMPETITIONS

QUIZ competition for medical students and physicians on World Doctor's Day

C

INFOGRAPHICS

Visual aids for patient education in the form of memes, short content, poetries etc.

B

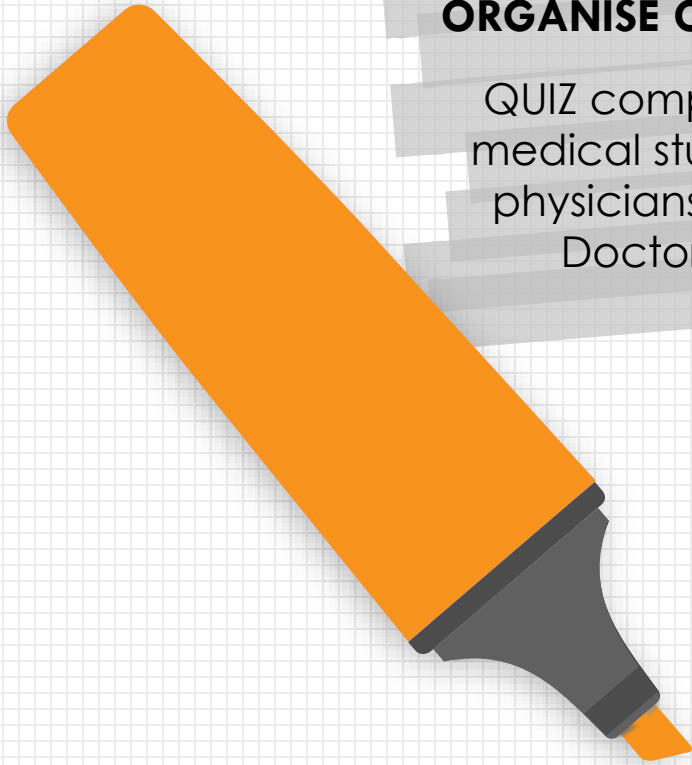
VIDEOS

Post videos educating the patients about common symptoms, myths regarding common cold.

D

DID YOU KNOW SERIES

Asking questions regarding diseases and symptoms



SYMPTOMS OF COMMON COLD



COUGH



FEVER



THE COMMON COLD: RED FLAGS WARRANTING REFERRAL



- Temperature higher than 100.4°F (30°C)
- Chest pain or shortness of breath
- Underlying chronic cardiopulmonary disease
- Symptoms lasting more than 10 days
- Age <9 months or frail patients of advanced age
- Serious symptoms unresponsive to OTC medicines, or new symptoms suggesting complications (eg, otitis media, sinusitis, chronic bronchitis, exacerbations of reactive airway disease)

BASICS OF COMMON COLD



VIRAL ILLNESS
Rhinovirus most common.



Late autumn to spring



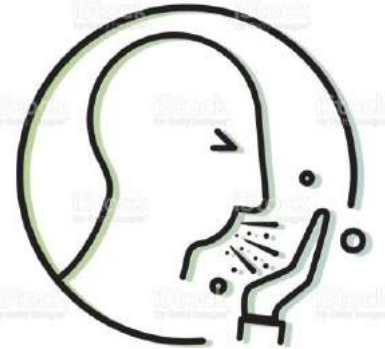
Symptoms peak at 2-3 days

COMMON COLD – SYMPTOMS



COLD / COVID OR SOMETHING ELSE ???

	<u>COLD</u>	<u>FLU</u>	<u>COVID</u>
Body ache	✓	✗	Sometimes
Dry cough	✓	✓	✓
Fever	Rarely	✓	✓
Nasal congestion & Runny nose	✓	✓	Rarely
Chills	Rarely	✓	Sometimes





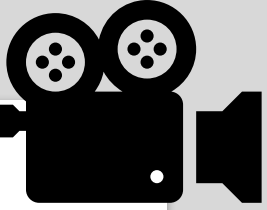
#PRIDE MONTH

- Pride month is JUNE.
- At GHC, we can run a campaign to accept people from LGBTQ community to our company.
- We can honor doctors who promote such events under our campaign of HHH.
- Hashtags such as- #pride.month
#healthcare.heros #



The image features a close-up, artistic shot of a camera lens. The lens is positioned on the right side of the frame, showing its intricate internal elements and the outer barrel. The background is a soft, out-of-focus bokeh of light and dark colors, creating a dreamy atmosphere. The word "VIDEOS" is written in a clean, white, sans-serif font across the center of the image, with a thin white horizontal line underneath it.

VIDEOS



Influencer Marketing

- ❑ Pharmacy influencer marketing can help brands build trust with their target audience.
- ❑ Steps:
 - **Step 1: Choose a relevant platform and thematic focus for your disease area.**
 - **Step 2: Identify the influencers of most resonance.**
 - **Step 3: Create a mutually beneficial strategy.**



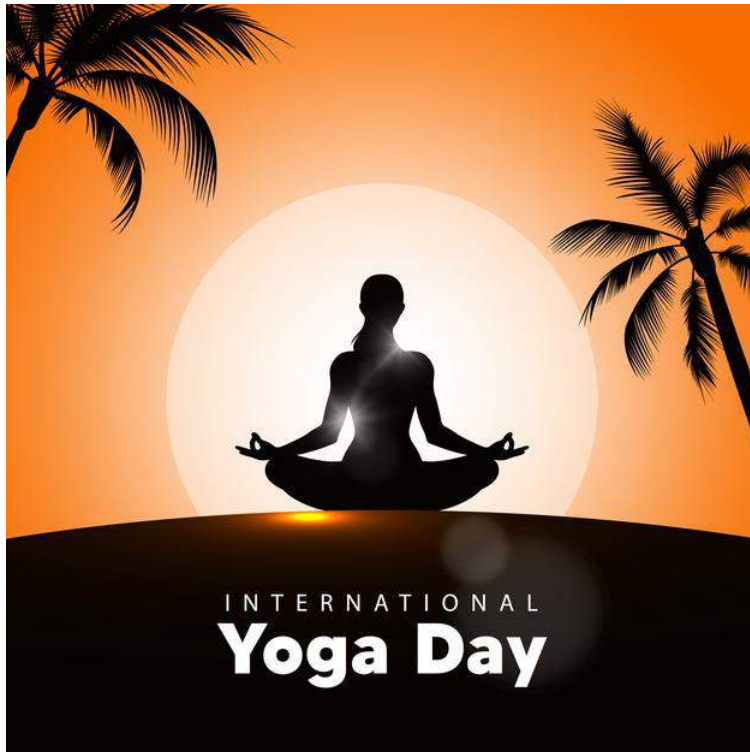


Ways to Effectively Connect with Pharma Influencers:

- 1. Video Content**
- 2. Paid Social Campaigns**
- 3. Industry Events**
- 4. Webinars for KOL, Paediatricians.**
- 5. Webinars for Retailers.**

SPECIAL DAY CAMPAIGNS

21 JUNE- INTERNATIONAL YOGA DAY



**LIVE YOGA CAMPAIGN FOR
DOCTORS THROUGH ZOOM
MEETINGS.**



1 JULY-
NATIONAL
DOCTORS
DAY

THANK YOU NOTE VIA E MAIL TO DOCTORS.

QUIZ COMPETITION FOR DOCTORS AND
MEDICAL STUDENTS.

PRIZES FOR WINNERS





Thank You!

For your ceaseless and tireless
endeavours for the betterment of the
society.

We at GHC recognise your efforts
and wish you a very Happy
National Doctor's Day .



KEY TAKEAWAYS



01

Preparation of brand plan

02

AWACS and covered market analysis

03

Importance of healthcare communication in promotion of products

04

Necessity of H2H approach

05

Importance of field work for brand managers

Business has only 2 functions- Marketing and Innovation- Milan Kundera

THANK YOU!

