

Summer Training
At
**GHC Drugs and Pharmaceuticals
Pvt Ltd**

From 10th May 2021 to 2 July 2021

A Report
By
Jasneet Kaur

MBA PM-12 (Pharmaceutical
Management)
2020-22



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

24th July, 2021

To Whom Ever It May Concern

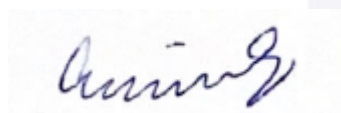
This is to certify, that Ms. Jasneet Kaur D/o Mr. Kamaljeet Singh Gulati, student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 12th May 2021 to 3rd July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

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

Any effort becomes successful when there is the effect of synergy-the concept that two and two make more than four. This report has also the effect of synergy, without prejudice to my own contribution.

The time I spent with GHC drugs and Pharmaceuticals as an intern from May 2021 to July 2021 was a memorable one for me as it was rich in experience sharing and helped me discover my potential. I have had so many rich experiences and opportunities that I personally believe will forever shape and influence my professional life while fostering personal growth and development.

I would like to take this opportunity to thank almighty for giving me strength, courage, and patience in these difficult times.

I express my profound gratitude and deep regards to my academic mentor and guide Mr Rahul Sharma for his constant support and guidance throughout the internship period as well as for the whole year.

My foremost reverence and gratitude to Dr. Sandeep Narula for providing me with the opportunity to work with GHC drugs and pharmaceuticals and trusting me to be the leader of a team of 10 people.

My sincere thanks to leaders from GHC- **Mr Prashant Kumar Pathak**, Founder and CEO, GHC Drugs and Pharmaceuticals Pvt Ltd, for allowing me to do our summer training in GHC, **Mr. Prashant Bhamare** sir, Head of Marketing and Sales department, for guiding me and my team throughout and availing opportunity for field work, Mr. Arun Kapoor sir for his detailed and accurate suggestions for making our projects better.

I want to acknowledge all the team members of team Eagle, who accepted me as their leader and worked hand in hand in this training period.

I am forever indebted to IIHMR University for providing a competitive and progressive environment for our growth and development.

JASNEET KAUR

MBA PM 12

SCHOOL OF PHARMACEUTICAL MANAGEMENT

IIHMR UNIVERSITY

JAIPUR, RAJASTHAN, INDIA

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ACRONYMS/ABBREVIATIONS

GHC- Good Health Care

HHH- Honour Healthcare Heroes

IPM- Indian Pharma Market

AWACS- Advanced Working, Action and Correction System

CVM-Covered Market

MAT- Moving Annual Total

VAL- value

SWOT- Strength Opportunity Weakness Threat

FDC- Fixed Dose Combination

CME- Continuing Medicinal Education

MR- Medical Representative

SKU- Stock Keeping Units

ASM- Area Sales Manager

KOL- Key Opinion Leader

OBSERVATIONAL LEARNING

INTRODUCTION

GHC (Good Health Care) drugs and pharmaceuticals Pvt Ltd is a Mumbai based budding pharmaceutical company established on 17th of July 2020. Mr Prashant Kumar Pathak and Mrs Kum Kum Pathak are the creators of the vision of good quality for all.

Vision:

Good quality for all

Mission:

To Provide G3,

Good Product, **G**ood Science and **G**ood Relationship through H3

Purpose of **H**appiness, Culture of **H**elpfulness and Philosophy of **H**onouring Healthcare Heroes.

GHC Flagship Program:

A Landmark Initiative- HHH

- ✓ Reinforce trust between Doctor's Fraternity and society at large.
- ✓ Highlight the selfless service of Drs under most tiring circumstances.
- ✓ Re-emphasize the contribution of doctors towards building Society and nation.

Products:

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

- Pedia – 28 SKU's
- Ortho – 12 SKU's

Goal:

To be in top 10 ranking in IPM by 2030.

OBJECTIVES

- Studying and summarizing various research articles on ‘Innovation and sustainability in Healthcare’ (literature review).
- Developing patient journeys with respect to diseases covered by GHC products.
- Studying and developing a brand plan for Goodminic P.
- Developing social media promotion strategy for Goodminic P.
- Gathering on-field experience by making field trips with marketing representatives of GHC, visiting doctors and pharmacies.
- Preparing a project report on the learnings and findings through the internship.

MODE OF DATA COLLECTION

- Information about the company was taken from the corporate presentation provided by the GHC mentors.
- Visual aids were provided to understand the product well.
- AWACS and CVM data was made available by the company to study the competitive brands of the category.
- Sample brand plan was provided for effective strategizing and plan creation.
- Internet was used as a resource to study various competitive brands and their pricing.
- All the relevant data, statistics, information etc is downloaded from the internet.

GENERAL FINDINGS

The work in the internship was divided in two departments. First the work was done with the marketing department followed by the sales department.

The focus of the internship was on the title- “innovation and sustainability in healthcare”.

Major findings of each department are as follows-

Marketing department

- Recognised pain points of the pedantic patients suffering from common cold while mapping the patient journey for the product Goodminic P.

- The findings from AWACS and CVM data analysis are as follows-

a. For goodminic P

<u>PARTICULAR</u>	<u>COMPANY</u>	<u>MAT VAL Apr</u> <u>2019</u>	<u>MAT VAL Apr</u> <u>2020</u>	<u>MAT VAL Apr 2021</u>		
				<u>value</u>	<u>value</u> <u>growth</u>	<u>unit</u> <u>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

b. For goodminic P250

<u>PARTICULAR</u>	<u>COMPANY</u>	<u>MAT VAL Apr</u> <u>2019</u>	<u>MAT VAL Apr</u> <u>2020</u>	<u>MAT VAL Apr 2021</u>		
				<u>value</u>	<u>value</u> <u>growth</u>	<u>unit</u> <u>growth</u>
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

- SWOT analysis of the brand Goodminic P/ P250 was done. It is as follows-

STRENGTHS (+) 	• <i>This FDC is approved and has many clinical trials data as evidence.</i> • <i>Trusted formulation for pediatric population</i> • <i>Patient compliance with mango flavor.</i> • <i>Good physician connect</i> 
WEAKNESSES (-) 	• <i>Phenylephrine may cause some irritation in infants/children.</i> • <i>May cause drowsiness</i> 
OPPORTUNITIES (+) 	• <i>Niche marketing with connected doctors</i> • <i>Untapped market</i> • <i>Sales order generation at the retailer & chemist level needs judicious field tap.</i> 
THREATS (-) 	• <i>Attractive pediatric specific packaging of competitor products.</i> • <i>Trust on a new company</i> 
SWOT ANALYSIS OF GOODMINIC P/P250	

- Designing of Communication strategies and campaigns for the promotion of the brand Goodminic P.
- Developing content for the promotion of Goodminic P/P250 to doctors.
- Digitalisation is an innovative and sustainable way to promote company and its products along with educating the patients.
- The intricacies of a pharmaceutical company's marketing team, an insight into market research, market statistics, forecasting performance based on data etc.

Sales department

- On visiting general physicians from the Gadarpur, U.S. Nagar, Uttarakhand area, it was found out that the doctors demand CME programmes, clinical trial data and

other supportive documents related to the brands which the MR is detailing to enhance their knowledge and keep themselves updated to the current trends in the healthcare sector.

- Stockists and chemists focus more on the discounts given to them.
- Sale of any medicine depends on two factors- prescribing intensity and availability.
- Taste plays a major role in pediatric suspensions and syrups.
- No. of patients reporting doctors for the symptoms of common cold have increased because of the awareness regarding covid symptoms. In case kids in the family fall ill and show symptoms of common cold, they are immediately taken to the doctor instead of self-medication or using alternative forms of medicine.
- Fear of covid has implanted the necessity to visit doctors in the minds of people. Thus, provoking more and more patients to see doctors for common cold symptoms can lead to better sales.
- Wikoryl and cold guard XT are the major players for the combination of paracetamol, Phenylephrine and Chlorpheniramine Maleate in Gadarpur, U.S. Nagar, Uttarakhand.

CONCLUSIVE LEARNINGS

- Recognizing the pain points and mapping the patient journey for the symptoms of common cold in an interactive and presentable manner.
- Retraining the appropriate method to contend with the research papers, first by interpreting the abstract, then looking for keywords related to the specific information we are searching for in the paper.
- Summarizing the content after reading the research article systematically, in a tabular form, including the name, author, year, DOI, variables used and a summary from the paper.
- Studied a sample brand plan of a product.
- Prepared a brand plan of the product Goodminic P/P250 from scratch.
- Developed effective digital promotional strategies of the product Goodminic P/P250

- Prepared content such as videos, posters, reels, blogs, mails etc. for digital promotion of the product as well as for patient education.
- Designed various campaigns on different social media sites.
- Reaching out various doctors for the promotion of the product.
- Checking on stockists and chemists for the availability of the products.
- Understanding the different communication strategies of the MRs to the doctors and chemists for the promotion of their products.

LIMITATIONS

- Doing an internship online hinders the practical exposure and the opportunity to work in an industrial environmental setup.
- Doctors were reluctant to meet the MRs due to the pandemic and lockdown restrictions. Therefore, the visits were very short timed.
- Chemists were avoiding conversations due to covid situation. Thus, little information could be gathered.

SUGGESTIONS

- Field work should be introduced at an early stage of internship for more practical learning and exposure.
- Digital promotion should be given more time so that even its analysis could be done by the students.

PROJECT REPORT

INNOVATION AND SUSTAINABILITY IN PROMOTION OF PHARMACEUTICAL BRANDS



INTRODUCTION

Indian Pharma Market (IPM) is a huge market and was valued at Rs. 153,534 Cr and the retail sector was valued at Rs. 131,637 Cr as of MAT Dec'20, contributing to 85.7 % to IPM. The growth potential is extremely high in this sector which leads to a greater number of firms growing each day. This compels the existing as well as new firms to have an innovative and sustainable unique selling point. Innovation in pharma promotion is the need of an hour. Due to the rising number of patients of corona virus, and covid related restrictions as well as lockdowns, there is a steep decline in the number of MRs visiting health care professionals. The doctors are least willing to give their time to the medical representatives of any company due to their busy schedules and fear of interacting with a greater number of patients.

Going digital is a way in which all these problems can be overcome. Digitalisation in the promotion of pharmaceuticals can be the best alternative to the conventional methods of promotion. Increasingly growing interest and easy accessibility to the digital platforms makes this choice a sustainable one.

Digitalisation in pharma sales is both a looming necessity as well as an opportunity. The cognizant one will take it as an opportunity and grab the benefits from being a step ahead from its competitors.

RATIONALE

Promotion of any brand is done based on its annual operating plan. The operating plan should be such that it can be applied for the whole year and brings sales as well as reputation to the company.

Ideal brand plan is devised analysing the data of the market and considering the current situation along with forecasting the future opportunities. Preparing a brand plan is a creative as well as a data driven task.

Creative as it involves preparation of content that is eye catching and results in better engagement from potential customers. Digitalisation is an effective way to reach out the mass of potential customers at the same time.

RESEARCH QUESTIONS

1. How does an effective brand plan for the product Goodminic P/P250 look like?
2. What are the strategies for the digital promotion of the product Goodminic P/P250?

OBJECTIVES

- To prepare an effective brand plan for the promotion of the product Goodminic P/P250.
- To create content for the promotion of the product Goodminic P/P250 as well as general content to aware the public in general regarding current situation and various other matters.
- Prepare strategies for the digital promotion of the content created.
- Post the content on various social media sites and analyse the engagement of the posts.

METHODOLOGY

- ❖ Type of study- Descriptive exploratory
- ❖ Mode of data collection- secondary data provided by GHC and internet sources.
- ❖ Tools for analysis- MS Excel

BRAND PLAN

About the product

Goodminic P/P250 is a combination of paracetamol, chlorpheniramine maleate and phenylephrine hydrochloride. This is a combination of drugs used to treat symptoms of common cold like fever, runny nose, headache etc.

This is a suspension in mango flavour used for pedantic population. Goodminic P is present in two SKUs viz, Goodminic P and Goodminic P250. The difference between the two SKUs is the strength of paracetamol and phenylephrine HCl.

Tag line chosen for this brand is – “scrumptious blend for cold, cough and fever.”

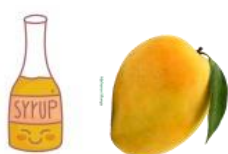
Detailed description of both *the SKUs of Goodminic P are as follows-*

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



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

GOODMINIC P – Scrumptious blend for cold, cough and fever



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Market summary and insights

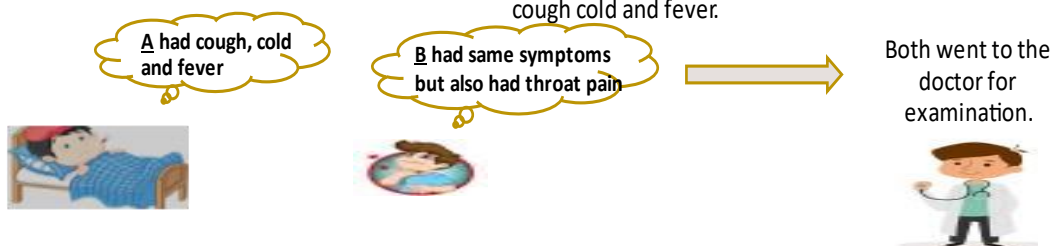
- ❖ Chlorpheniramine Maleate + Paracetamol + Phenylephrine helps relieve symptoms of cold and flu such as headache, sore throat, runny nose, muscular pain, and fever.
- ❖ According to U.S. National library of medicine this fixed dose combination is considered safe and efficacious and this is said based 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.

Brand positioning statement

Goodminic p/p250- a cocktail of drugs including paracetamol, chlorpheniramine maleate and phenylephrine HCl in a luscious mango flavored base used to treat common cold symptoms like runny nose, cold, cough, fever, fatigue etc.

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.



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

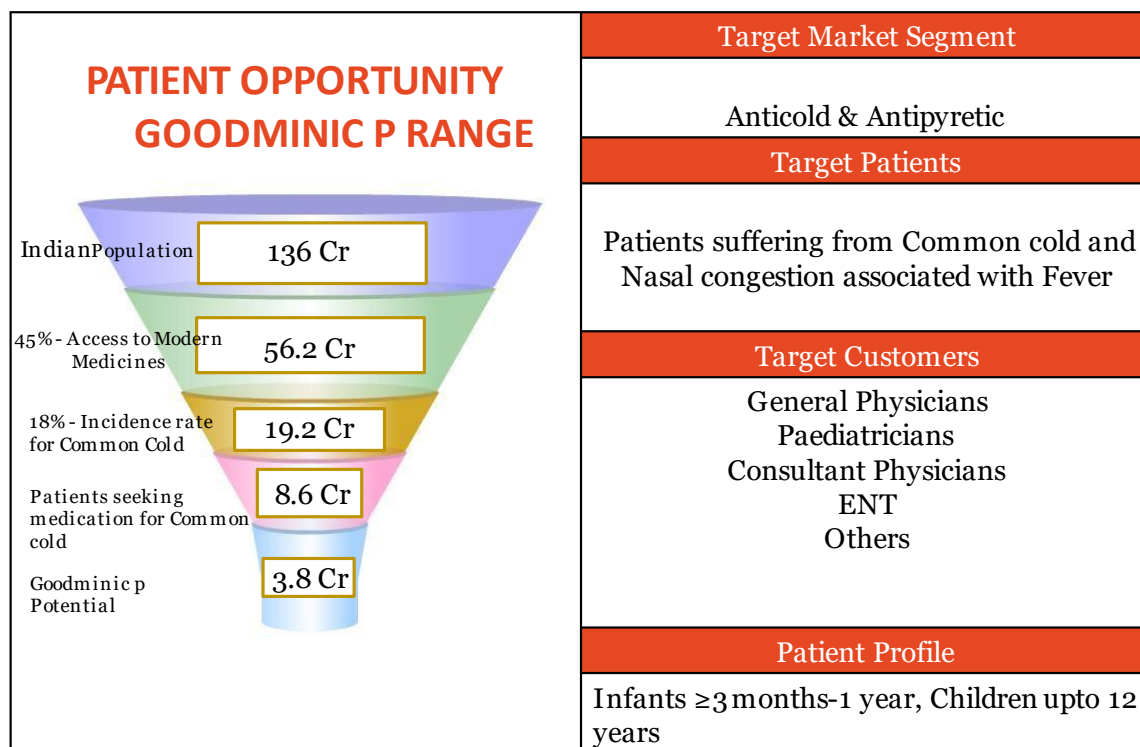
A: goodminic p suspension- 5-10 ml twice daily which contains paracetamol 125 mg, 5 mg phenylphrine hcl and 1 mg chlorpheniramine maleate.

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.

Patient opportunity



Customer insights

1. DOCTORS

- i. **Key Customers:** General Physician, Consultant Physician, ENT, Paediatrician
- ii. **Type:** Personal Clinic practice, Trade doctors, RMP's, Nursing home, & Small hospitals
- iii. **Profile:** Patient outflow- seasonal
- iv. **Needs:** To understand the state & suffering of the patient through probing, diagnosis, etc. & giving the required aid & medication to ensure faster & effective relief.
- v. e.g., Symptomatic relief from cold & nasal congestion/fever through anticold & antipyretic medications (antihistamic & decongestants)

2. PATIENTS

- i. **Profile:**
 - a. Patients suffering with common cold & nasal congestion.
 - b. Patients having cold & nasal congestion associated with fever.
 - c. Allergic Rhinitis & Tonsillitis/ Seasonal Cold
- ii. **Needs & Trends:** Effective & Sustained relief from cold & nasal congestion in a cost-effective way.
- iii. Patients prefer to consult family physicians.
- iv. Consults a specialist if it is not cured after a required time.

Communication strategy

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

- ❖ Create a strong niche marketed customer base.
- ❖ Ensure effective supply to tapped market.
- ❖ Tap 1000+ physicians using digital tools.
- ❖ Ensure double digit growth in value and unit wise sales.

Key strategic initiatives

1. For creating customer base
 - a. Special day celebrations.
 - b. Personalised gifts
 - c. Free samples
 - d. E- mail marketing
2. For uninterrupted supply
 - a. Regular Chemist and distributor level follow ups.
 - b. 10+2 schemes to distributors.
3. For employee training
 - a. Once a week training of MRs by their respective ASMs.
4. To tap KOLs
 - a. CME programs for doctors in medical institutes and other KOLs.
 - b. Provide subscription of medical journals.
 - c. Provide clinical trial data and rationale for the combination of Goodminic P range to the KOLs.
5. For patient centricity
 - a. Post relevant content regarding product and general affairs to make the people aware of the situation and conditions on various social media sites.
 - b. Posts on festivals and other special days.
 - c. Carry out campaigns to educate the patients.
 - d. Hold webinars inviting KOLs and other doctors to burst the myths prevailing in the society.

Brand campaigns

- *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

- 7 JUNE- WORLD FOOD SAFETY DAY

Patient awareness on foods to avoid during cold, cough and fever.

Patient awareness on how to keep food safe and bacteria free.

- 14 JUNE- WORLD BLOOD DONAR DAY

Organize blood donation camp for employees.

- 21 JUNE- INTERNATIONAL YOGA DAY

Live yoga session for KOLs

- 1 JULY- NATIONAL DOCTORS DAY

Send personalized thank you notes to all connections along with a personalized mug to recognize their efforts.

Summary

To make GOODMINIC P the most preferred decongestant in the Indian market: --

1. Need to focus on in-clinic effectiveness.
2. Implementing campaigns and strategies effectively
3. Proper and judicious utilisation of inputs
4. Counter competition through sales planning.
5. Rigorous follow-up & generating prescription, to get incremental order from the retailers.
6. Achieving the target month-on-month (Take care of months-year will take care of itself)

SOCIAL MEDIA CONTENT AND PROMOTIONAL STRATEGIES

E MAIL MARKETING

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 mails to doctors

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

For the use of registered medical practitioners only by the makers of GOODMINIC P



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



- 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.

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GOODMINIC P

BLOGGING

Why Blogging?

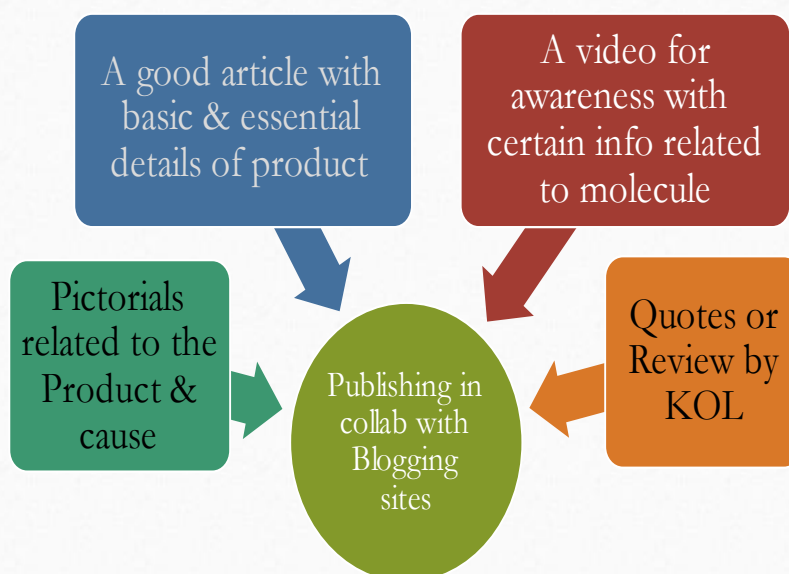
- 70% Doctors are regular readers on various blogging sites.
- Blog in collaboration with specific pages/websites can make most of the doctors aware about our molecule.
- Hence, easy to reach the physicians.

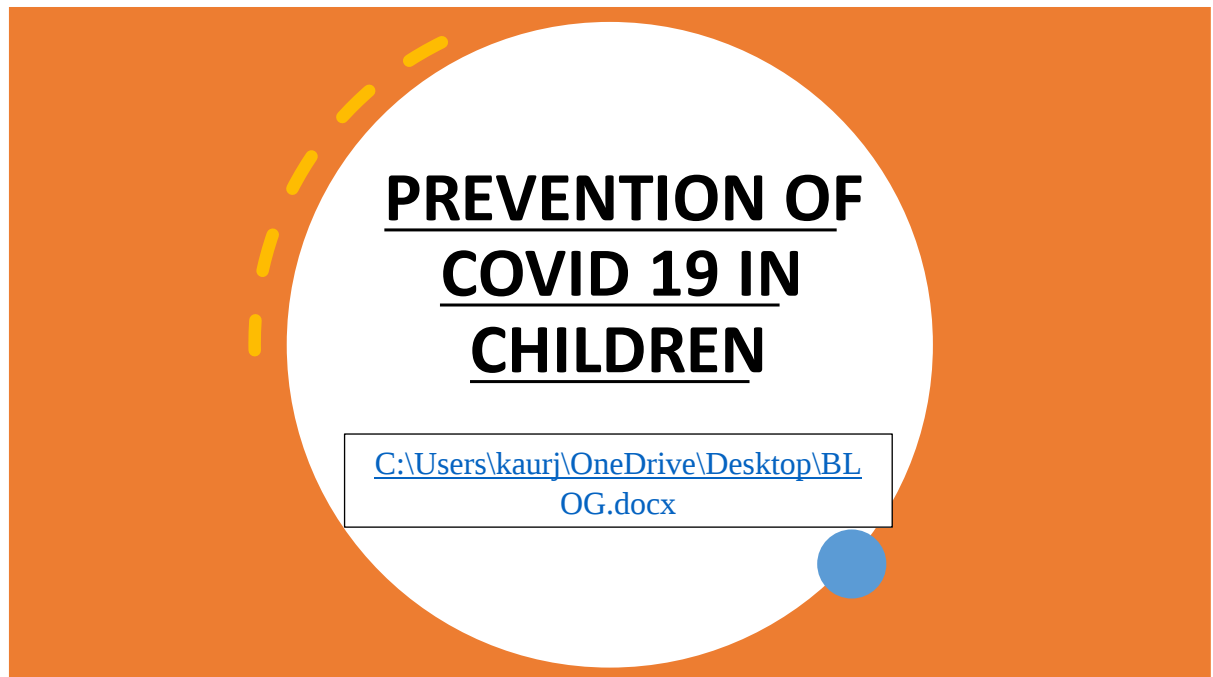
Where blog could be published?

Example

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

How to write & Publish a Blog?





INFLUENCER MARKETING

- ❑ Pharmacy influencer marketing can help brands build trust with their target audience.
- ❑ If pharmacy brands remember to follow the rules set up by the FDA and FTC, influencer marketing can be an effective way to connect with consumers who might otherwise tune out pharma messages.
- ❑ 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.

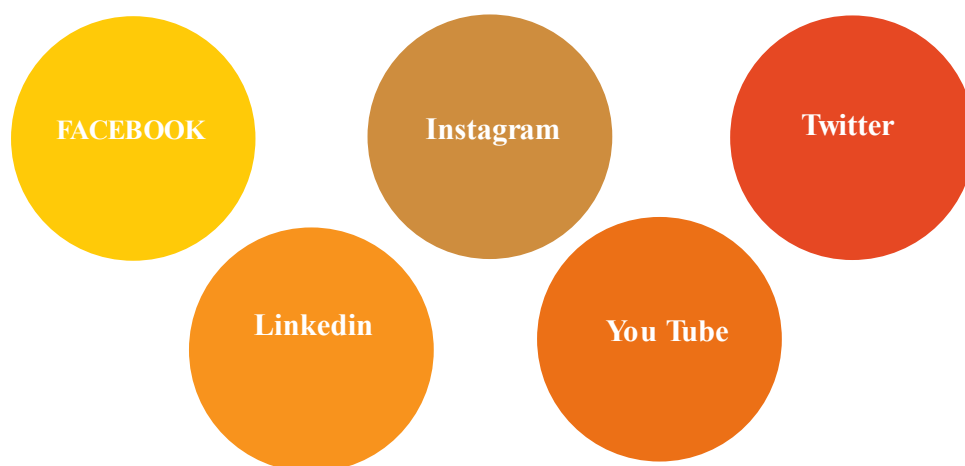
Ways to connect to pharma influencers.

1. Video Content
2. Paid Social Campaigns
3. Industry Events

4. Webinars for KOL, Gynaecologist.
5. Webinars for Retailers.

SOCIAL MEDIA MARKETING

Social Media Platforms



CONTENT SHARING PLAN



	Facebook	LinkedIn	Twitter	YouTube
SAME DAY POST	●	●	●	
ON PUBLISH DAY	●		●	
DAY AFTER POST	●			●
WEEK AFTER POST	●			●
MONTH AFTER POST	●	●	●	
CUSTOM DATE	●			●

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

CONTENT FOR VARIOUS SOCIAL MEDIA SITES

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)

*Issued in public interest by the makers of
GOODMINIC P*

BASICS OF COMMON COLD



VIRAL ILLNESS
Rhinovirus most common.



Late autumn to spring



Symptoms peak at 2-3 days



Issued in public interest by the makers of GOODMINIC P¹⁵

COLD / COVID OR SOMETHING ELSE ???

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



Issued in public interest by the makers of GOODMINIC P





#PRIDE MONTH

- Pride month is going on.
- At GHC, we can take pride on our campaign of
- HOUNOUR YOUR HEALTH CARE HEROS.
- Hashtags such as #pride.month
#healthcare.heros #

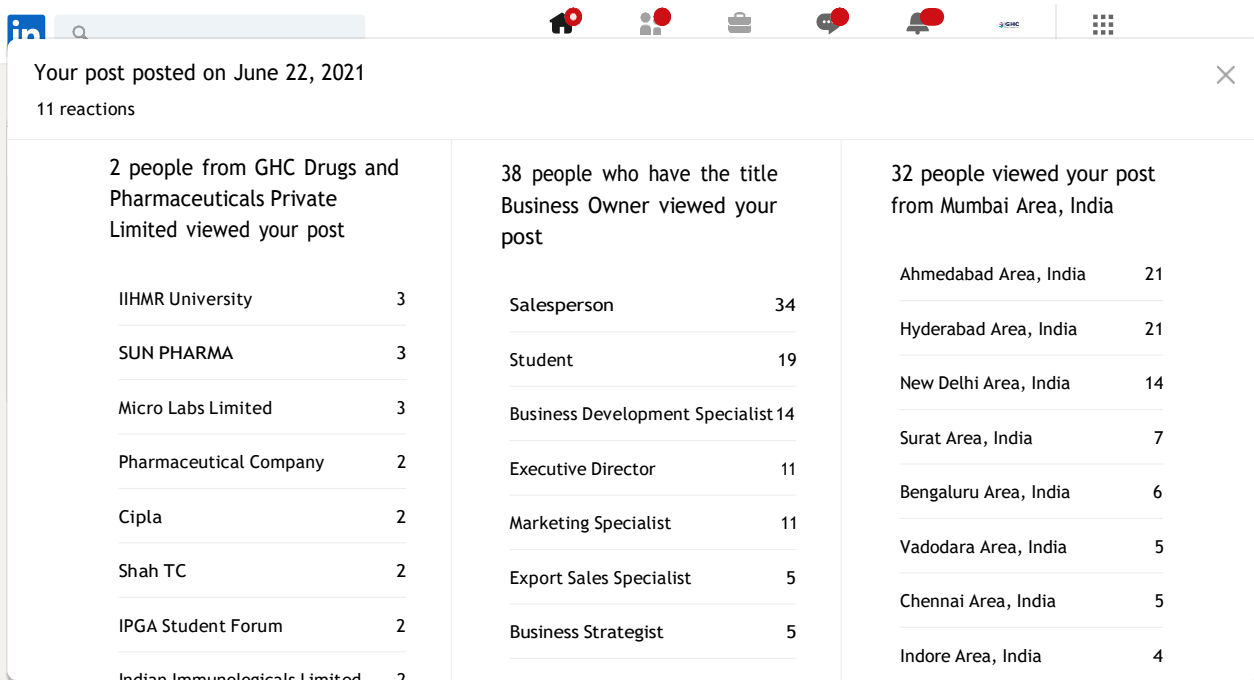
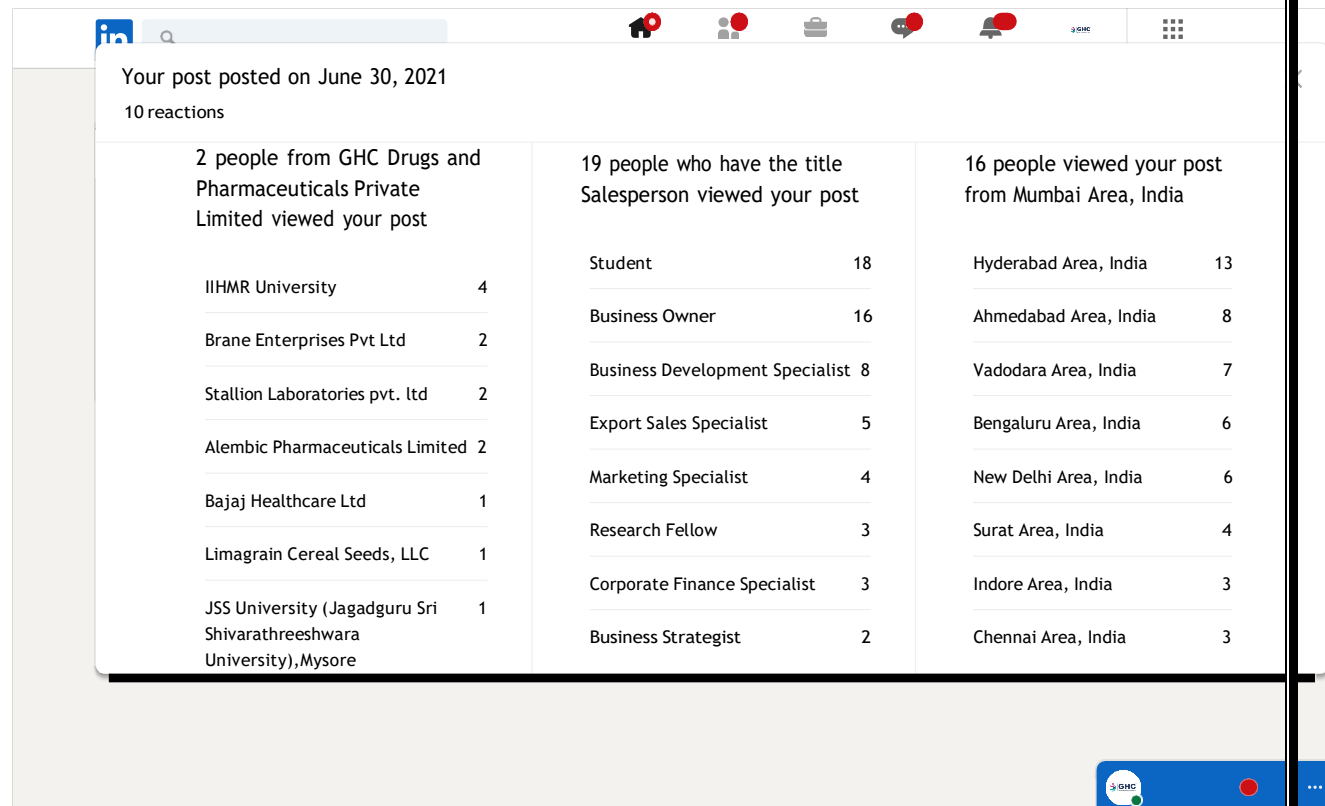


VIDEO FOR PATIENT AWARENESS REGARDING COMMON COLD



VID-20210607-WA0
024.mp4

ANALYSIS OF ENGAGEMENT OF POSTED CONTENT ON LINKEDIN





Jul 1, 2021 | Duration: 1:09

Doctors who have changed the face of Indian healthcare.

#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday#doctorstrange #doctorsoffice #covid #medical #docto
#healthcare #doctordoctor#doctorsonline #doctortobe #surgeon

Engagement highlights

Excludes reshares

5 reactions

0 comments

1 share

Video performance

Audience



Previous 7 days



Weekly



Data is tracked for 25 weeks

26.9 min lifetime

Total minutes this video has been watched, including views less than 3 seconds. Includes sponsored and organic distribution

3.5 min this week

81 views lifetime

Number of times this video was watched for more than 3 seconds, including sponsored and organic distribution

11 views this week

73 viewers lifetime

Number of unique people who watched this video for more than 3 seconds, including sponsored and organic distribution

10 viewers this week



ANALYSIS OD ENGAGEMENT OF POSTED CONTENT ON INSTAGRAM

12:42 PM

VoLTE 96



Reach

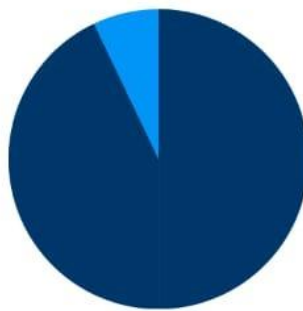


Last 30 Days ▾

Jun 7 - Jul 6

Followers and Non-Followers

Based on reach



37

Followers

485

Non-Followers

You reached +2,325% more accounts that weren't following you compared to May 8 - Jun 6.

Content Type

Based on reach

IGTV Videos



426

Posts



168

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