

Summer Training
at
GHC DRUGS & PHARMACEUTICALS
(11th May 2021 to 4th July 2021)

A Report
by
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MBA (Pharmaceutical Management)
Batch (2020-22)



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ACKNOWLEDGEMENT

Initially, I would like to thank my organization, **Indian Institute of Health Management and Research, Jaipur** for giving me such a good opportunity in Summer Training, which helped me in improving my knowledge on the Digital Marketing of Brands promotion.

Now, I would like to thank to **Mr. Prashant Bhamare (Head, Marketing and Sales)** and **Mr. Arun Kapoor (CMO and Corp. Communication)** for being such a great mentors and for guiding me throughout the internship. I am grateful for their presence and helping us out in making the presentations.

I express my deep sense of gratitude to my mentor **Dr. Sandeep Narula (Assistant Dean and Associate Professor, The IIHMR University)** for encouraging me to take part at this organization GHC Drugs & Pharmaceuticals and I am very much thankful for constant support and guidance.

Finally, I would like to thank my Team Members – “**TEAM HAWK**” for making this internship joyful and enjoyable by supporting each other.

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MBA-PM (2020-22)

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INTRODUCTION

The title of this project is “**Innovation and Sustainability in HealthCare Sector**”. 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 are provided to us in this project, and they have wide range of pharmaceuticals and I got to work with GOODNERV & GOODNERV-PLUS, which is used in treatment of nerve pain.

1.1 ORGANIZATION PROFILE



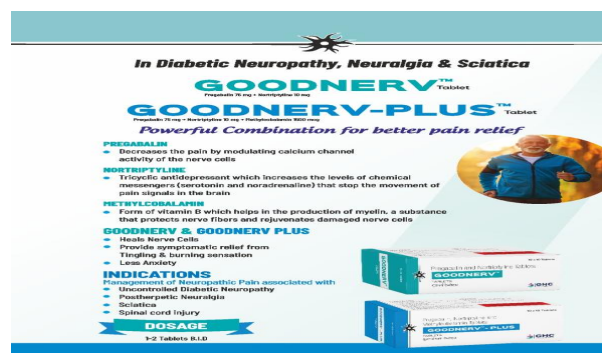
GHC Drugs and Pharmaceuticals is one of the quickest developing Indian drug organization, settled in Mumbai. GHC was set up in year 2020 with a goal to bring inventive and excellent prescriptions. GHC is committed to empowering people to live healthier at every stage of life. With one of our global centres in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectables facilities manufacture highquality medicines for global markets.

1.2 PRODUCT OVERVIEW

In Diabetic Neuropathy, Neuralgia & Sciatica, presenting **GOODNERV Tablets** that contains Pregabalin 75 mg + Nortriptyline 10 mg and **GOODNERV PLUS Tablets** that contains Pregabalin 75 mg + Nortriptyline 10 mg + Methylcobalamin 1500 mcg.

Goodnerv is a Powerful Combination for better pain relief.

Pregabalin in Goodnerv Decreases the pain by modulating calcium channel activity of the nerve cells, Nortriptyline is a Tricyclic antidepressant which increases the levels of chemical messengers (serotonin and noradrenaline) that stop the movement of pain signals in the brain while Methylcobalamin is a form of vitamin B which helps in the production of myelin, a substance that protects nerve fiber's and rejuvenates damaged nerve cells.



ABOUT THE PROJECT

This project is all about **making innovative strategies to sustain in the healthcare industry**. Each of us are allotted with different brands of GHC and we need to prepare a strategy for marketing these brands.

We started with collecting **multiple articles and journals** related to innovation, sustainability in healthcare sector. Then we studied them thoroughly and made presentations on them. Then we studied in depth about the diseases and the patient journey. We the team HAWK made a presentation on **Patient Journey** for all the diseases allocated to us.

Further on, we started to make **Digital Strategies** for the product allotted to us and finally we have done the complete marketing plan or the Annual operating plan for the given product. Based on this plan we prepared content for the Product Promotion Strategy and **content for Digital Marketing**. The promotion of product is done on various **social media platforms** like Instagram, Facebook, Twitter, YouTube, Blogs, Email and LinkedIn.

Then we have been allotted with some area managers of GHC for the field work. After that, **Field work** with the field force was done to identify market scenario and promote product physically along with continuation of Digital promotion.

OBJECTIVES

- Preparation of Annual Operating Plan (AOP)
- Making Strategies for Digital Marketing
- Content for promoting digital marketing of products on social media platforms
- Field work

METHODOLOGY

Now, this project was distributed into 4 parts:

1. Patient Journey
2. Brand Plan

3. Digital Strategies and Content Creation
4. Field Work

PATIENT JOURNEY

Patient journey is a term used to describe a patient's interaction with the healthcare system which starts with the patient developing symptoms, seeking information and eventually care from a healthcare provider and continues from there through diagnosis and treatment, to recovery, adjustment to a new way of life.

Patient Journey is generally explained in

5 steps: 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

I made A Patient Journey For **SCIATICA** .

AWARENESS AND RECOGNITION:

This is the 1st step in the patient journey process. It includes symptoms, emotions, experiences, and actions taken prior to seeking care.

feel the discomfort almost anywhere along the nerve pathway, but it's especially likely to follow a path from your low back to your buttock and the back of your thigh and calf.

PRESENTATION & DIAGNOSIS:

This is the 2nd step in the patient journey phase. It includes motivators to seeking care and identify different tests for diagnosis.

Some of the adverse symptoms include

First, your healthcare provider will review your medical history. Next, they'll ask about your symptoms. Depending on what your healthcare provider discovers during your physical exam, imaging and other tests might be done. These may include:

- Spinal X-rays
- MRI
- Nerve conduction velocity studies.

TREATMENT SELECTION:

The goal of treatment is to decrease your pain and increase your mobility. Depending on the cause, many cases of sciatica go away over time with some simple self-care treatments.

BRAND SELECTION AND ACCESS:

GHC Drugs and pharmaceutical ,GOODNERV & GOODNERV-PLUS Tablet powerful combination for better pain relief.

GOODNERV Tablets that contains Pregabalin 75 mg + Nortriptyline 10 mg and GOODNERV PLUS Tablets that contains Pregabalin 75 mg + Nortriptyline 10 mg + Methylcobalamin 1500 mcg.

In Diabetic Neuropathy, Neuralgia & Sciatica

GOODNERV™ Tablet
Pregabalin 75 mg + Nortriptyline 10 mg

GOODNERV-PLUS™ Tablet
Pregabalin 75 mg + Nortriptyline 10 mg + Methylcobalamin 1500 mcg

Powerful Combination for better pain relief

PREGABALIN

- Decreases the pain by modulating calcium channel activity of the nerve cells

NORTRIPTYLINE

- Tricyclic antidepressant which increases the levels of chemical messengers (serotonin and noradrenaline) that stop the movement of pain signals in the brain

METHYLCOBALAMIN

- Form of vitamin B which helps in the production of myelin, a substance that protects nerve fibers and rejuvenates damaged nerve cells

GOODNERV & GOODNERV PLUS

- Heals Nerve Cells
- Provides symptomatic relief from Tingling & burning sensation
- Less Anxiety

INDICATIONS

Management of Neuropathic Pain associated with

- Uncontrolled Diabetic Neuropathy
- Postherpetic Neuralgia
- Sciatica
- Spinal cord injury

DOSAGE

1-2 Tablets B.I.D

SWITCHING AND PERSISTENCY:

- Goodnerv Decreases the pain by modulating calcium channel activity of the nerve cells.
- Nortriptyline is a Tricyclic antidepressant which increases the levels of chemical messengers (serotonin and noradrenaline) that stop the movement of pain signals in the brain
- while Methylcobalamin is a form of vitamin B which helps in the production of myelin, a substance that protects nerve fibers and rejuvenates damaged nerve cells.
- Heals Nerve Cells
- Provide symptomatic relief from Tingling & burning sensation
- Causes less Anxiety

BRAND PLAN

Brand plan or annual operating plan of brand GOODNERV consists of the following steps. Such as :

- ❖ Executive Summary
- ❖ Market Overview
- ❖ Situational Analysis – SWOT Analysis
- ❖ Brand Strategy-2021
- ❖ VA / Communication strategy

Here is the brand description mentioned in detail along with the self-made visual aid (VA). I have also given a catching line called “**GOODNERV- Powerful Combination for better pain relief**” for my brand. The brand GOODNERV consists of 2 products. They are

1. GOODNERV
2. GOODNERV-PLUS

Brand name :	Goodnerv
Brand launch date :	Apr 19
Generic name :	Pregabalin , Nortriptyline
Formulation:	75/10 mg
Packs:	20*10 Tablets
Key Indication(s):	protects nerve fibers and rejuvenates damaged nerve cells
Target Market Segment (s):	

EXECUTIVE SUMMARY:

INSIGHTS 2020

- Goodnerv Range has grown by double digit of 16%
- Chemist-tie up campaign was the driving factor in the favorable season . goodnerv registered highest sales of 1 cr just two months.
- Field force requires more competency in terms of implementation to achieve the numbers

STRATEGY 2021

- To make Goodnerv the most preferred decongestant in the Indian market & achieve incremental double digit growth (both volume & value wise)
- Special day campaigns to enhance the brand visibility & recall of Goodnerv for incremental prescriptions
- Chemist tie-up campaign for leveraging stockiest orders.

Indian Pharmaceutical Market (IPM) :

This analysis shows that the major competitors or the **top 4 Brands** of pregabalin & Nortriptyline molecule are:

1. INTAS PHARMACEUTICALS LTD
2. INTEGRACE HEALTH
3. DR. REDDYS LABORATORIES LTD
4. MEDLEY PHARMACEUTICALS

This analysis shows:

1. 🏆 Highest market share is for INTAS PHARMACEUTICALS LTD with **17%**.
5. 📈 Highest growth rate is for INTEGRACE HEALTH with **26%**.

PRICING ANALYSIS :

Parameter	Goodnerv	pregabid nt	Dubinor	Nortryptomer-p
Positioning	Goodnerv comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Pregabid nt comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Dubinor comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Nortryptomer-p comes under the category of nerve pain relief Preparations & is positioned for the following indications:
Daily cost of Therapy	217.56	301	187.5	217.75
Key Specialty	GP/CP	GP/CP	GP/CP	GP/CP
Packaging	Round 10*10 Tablets in Aluminum strips	Round 10*10 Tablets in Aluminum strips	Round 10*10 Tablets in Aluminum strips	Round 10*10 Tablets in Aluminum strips
Sales force size				
Strength	The most trusted brand amongst physicians .	Transparency (packaging)	Good packaging	Marketed well
Weakness	New in this market	High price	Nausea, Headache	Excitability in children, Anticholinergic effects
Key Interpretations from Data analytics				

PRESCRIBER ANALYSIS:

- Data as relevant for your brand and situation to be presented
- Present the inferences that will impact actions for your brand
- Annexures indicate the deep dives possible for your brand

Competition analysis of GOODNERV brands:

Parameter	Goodnerv	pregabid nt	Dubinor	Nortryptomer-p
Positioning	Goodnerv comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Pregabid nt comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Dubinor comes under the category of nerve pain relief Preparations & is positioned for the following indications:	Nortryptomer-p comes under the category of nerve pain relief Preparations & is positioned for the following indications:
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MARKET SUMMARY AND INSIGHTS :

- Goodnerv Decreases the pain by modulating calcium channel activity of the nerve cells.
- Nortriptyline is a Tricyclic antidepressant which increases the levels of chemical messengers (serotonin and noradrenaline) that stop the movement of pain signals in the brain.
- Methylcobalamin is a form of vitamin B which helps in the production of myelin, a substance that protects nerve fibers and rejuvenates damaged nerve cells.
- Attractive packaging of competitor products
- 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

PATIENT OPPURTUNITY AND TARGET MARKET – BRAND GOODNERV

125cr

Indian Population

5cr

45% - Access to
Modern
Medicines

3.5 cr

18% - Incidence rate for
Common Cold

3 cr

Patients seeking medication for
Common cold

2cr

Delcon Potential

1.2 cr

Patients on Delcon Range (41%)

Target Market Segment
nerve segment
Target Patients
protects nerve fibers and rejuvenates damaged nerve cells
Target Customers with numbers
General Physicians : 6582 orthopaedics : 4215 Consultant Physicians : 642 Healthcare physicians : 968 Others : 501 Total : 17324
Patient Profile
adults above 45+ years

SWOT ANALYSIS:

Strengths

- Heals Nerve Cells
- Provide symptomatic relief from Tingling & burning sensation
- Causes less Anxiety

Weaknesses

- Our company enter into the market in before 2 months.

Opportunities

1. Untapped reach of competitor prescribers.
2. Sales order generation at the retailer & chemist level needs judicious field tap.

Threats

1. Me-too fixed-dose combinations of formulations.
2. Attractive packaging of competitor products.

COMMUNICATION STRATEGY 2021:

Specialties:	Key Message (Communicated through VAF)	What will Work
Specialty 1: orthopaedics	Goodnerv Decreases the pain by modulating calcium channel activity of the nerve	Simple & understandable language used in the VA
	production of myelin, a substance that protects nerve fibers and rejuvenates damaged nerve cells.	
Specialty 2: Healthcare physicians		Pictorial representation is explanatory & is presentable
Specialty 3: General physicians	vitamin B which helps in the	One common communication for all the targeted specialties

BRAND STRATEGY:

GOODNERV : Key Strategic initiatives

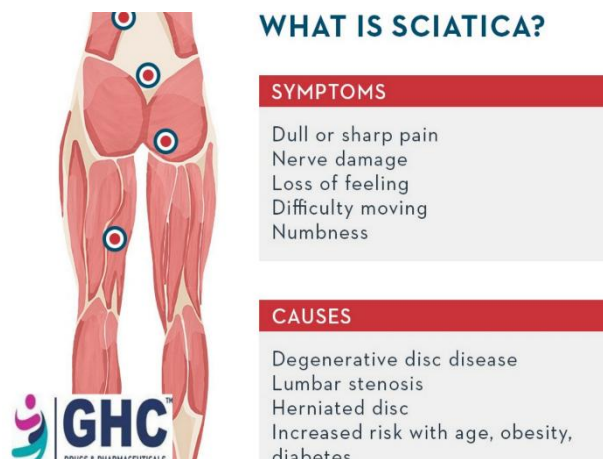
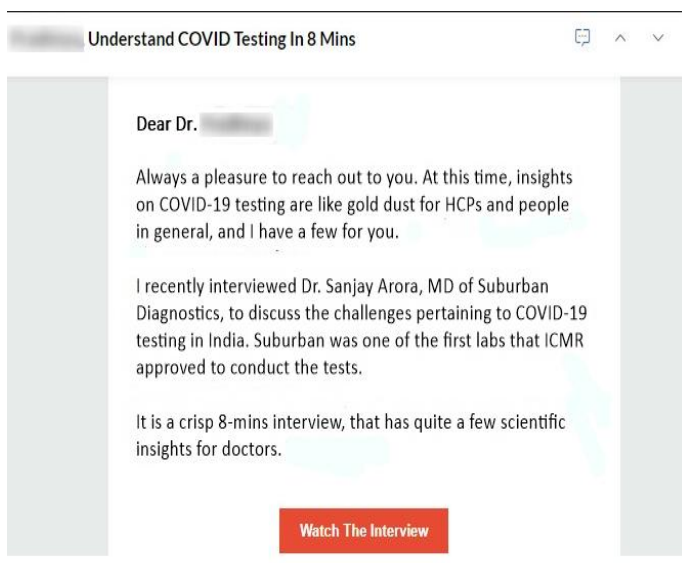
Core Brand Strategy:- To make **GOODNERV** the most preferred drug for the Indian Market

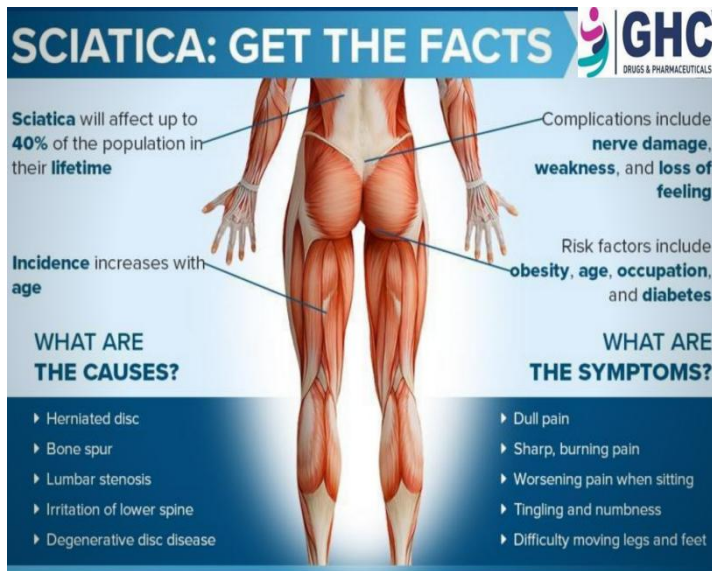
STRATEGIC PLANNING:

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.

Content Includes:

1. AWARENESS VIDEOS
2. INSTAGRAM / LINKEDIN / FACEBOOK POSTS
3. QUORA MARKETING
4. EMAIL CONTENT
5. INFOGRAPHICS
6. BLOGS etc.,





Field Work:

I visited around 135 doctors (Mainly General Practitioners, Consulting Physician, ENT).