

Summer Training

at

GHC Drugs and Pharmaceuticals Pvt Ltd



From

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A Report by

Chaitali Dilip Desale

MBA Pharmaceutical Management

2020-22



Acknowledgement

In the present world of competition, there is a race of existence in which only those who have the will to come forward, will succeed. This summer training is like a bridge between theoretical and practical working. With this willingness, I started this summer training as marketing intern at GHC Drugs and Pharmaceuticals Pvt Ltd.

Initially, I would like to thank the Almighty God who has always guided me to work on the right path of life. Without his grace, this summer training could not have become a reality. Next to him are my parents, whom I am greatly indebted to for having brought me up to this stage with love and encouragement.

It is a genuine pleasure to express my deep sense of thanks and gratitude to my mentor, philosopher, and guide **Dr Saurabh Kumar** (Dean In-Charge, School of Pharmaceutical Management, IIHMR University, Jaipur), his dedication, keen interest and above all his overwhelming attitude to help his students had been solely and mainly responsible for completing my work and learning from summer training.

I want to thank my teacher who gave me opportunity for summer training in GHC Drugs and Pharmaceuticals, **Dr Sandeep Narula** (Associate Professor, School of Pharmaceutical Management, IIHMR University, Jaipur).

Special thanks to **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 availing opportunity for field work. Sincere thanks to **Mr. Rahul Patil** sir, Area Manager, for giving me whole knowledge of field work and teaching me skills required for my future work. Also thanks to **Mr. Ejaj Shah** sir, Medical Representative, for giving me market insights.

I thank profusely, all the Faculty of School of Pharmaceutical Management, IIHMR University, Jaipur for their kind help and cooperation throughout my Summer Training.

I am extremely thankful to all my friends who have always been helpful and encouraging me throughout this period.

I extend my gratitude to the Indian Institute of Health Management and Research University, Jaipur for giving me this opportunity.

Any omission in this brief acknowledgement does not mean a lack of gratitude or is intentional, only the absence of valuable words to express my thanks.

Name: Chaitali Dilip Desale

MBA In Pharmaceutical Management

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Acronyms/Abbreviations

CBO - Congressional Board Organization

RCPA - Retail Chemist Prescription Audit

CFA -Clearing and forwarding agents

VA -Visual Aid

LBL -Leave behind literature

SKU -Stock keeping Unit

USP -Unique Selling Point

CAGR -Compound Annual Growth Rate

Observational learnings

Introduction



Good Quality for all

GHC Drugs And Pharmaceuticals Pvt Ltd is a private company incorporated on 17 July 2020. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai.

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**onoring Healthcare Heroes.

With mission to serve community through Good Quality Medicines for all, GHC drugs and pharmaceuticals is joining hands with Healthcare Professionals through Honor Your Healthcare Heroes programme.

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 Paedia range.

- Pedia – 28 SKU's
- Ortho – 12 SKU's

- 10 more SKU's of pedia and ortho, 10 injectables in discussion
- 14 Pedia and 7 Ortho products already launched

Product status:

SKU's already received-

Sr.No.	Products
1	GOODMINIC SYRUP
2	GOODMINIC DROPS
3	GOODMINIC DX SYRUP
4	GOODMINIC LS SYRUP
5	GOODMINIC LS DROPS
6	GOODMINIC LS+ SYRUP
7	GOODMINIC P Susp.
8	GOODMINIC P250 Susp..
9	GOODCLAUSI
10	GOODMOX CV
11	GOOD D3 Drops
12	AZIGOOD 100/200 Susp.
13	AZIGOOD 200 Susp.
14	GOODFLEX T Tab
15	GOODFLEX SP Tab
16	DICLOGOOD T Gel
17	LIDOPENT Gel
18	GOODNERV Tab
19	GOODNERV PLUS Tab
20	GHCAL K2 Tab
21	GHCAL XT Tab

Goal:

- To be in top 10 ranking in IPM by 2030
- With their Mission to serve community through Good Quality Medicines for all, they are joining hands with Healthcare Professional by Honouring them through GHC Flagship Program.

Mode of Data Collection

1. CBO MobileReporting:



CBO software lets pharmaceutical companies control important aspects of their business ranging from daily activities.

It helps in keeping daily records and daily planning of visits to physicians.

Time and date of visits are daily marked by MR.

After visiting the physician MR needs to update in the app.

Products selected by physicians are entered in the app by MR.

Designation of the person who will go for visit are mentioned before going to visit like area manager, MR.

Name of the doctors and their details are also mentioned in the app.

Reminders are also set by the app for physician visits.

Details and complete data regarding Dr sample, chemist, stockist, and mails are also included and used for the further process of company.

2. For digital marketing and content creation of allotted brand:

Industrial documents used to collect data

- Visual aids
- Visual aid detailing document
- LBL
- Covered Market excel sheet

Others

- Articles
- Newsletter
- Research Papers
- Websites for specific diseases

General Findings on learning

1. Knowledge about manufacturing of products and its availability to the consumers.

We got to know the process of manufacturing of products of the company from 3rd party manufacturing and how it is made available to the consumers.

Basically, it is divided in 3 parts as primary, secondary and tertiary part.

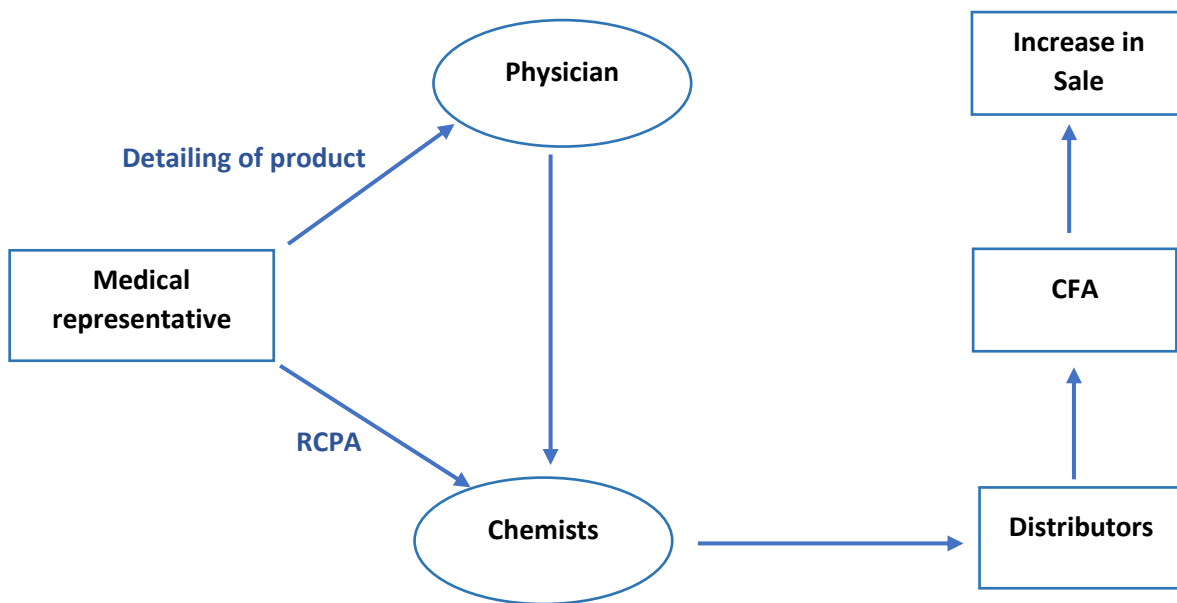
- ✓ Primary –Supply of products from manufacturing company to the distributors
- ✓ Secondary – Distribution of products from distributors to the chemist
- ✓ Tertiary- Saling of products from chemists to the consumer

While working in the field with our area manager, we got to know the process of salesforce and how is the structure of salesforce-

- ✓ After manufacturing of the products there is a CFA agent (Clearing and Forwarding agents) who keeps all the record of available products and handles all the demand of the products from the distributors located in different areas.
- ✓ MR helps in taking tentative overview of the sale of products and plays a key role in increasing demand of the product.
- ✓ For this purpose, MR visits chemist and physicians and performs RCPA and details about the product to the physician.
- ✓ Physicians may prescribe the product which ultimately leads to the demand of that product.
- ✓ Chemists contacts those distributors and orders specific amount of that product.
- ✓ Distributors already has those stock quantity as requested and approved by area manager.

Thus, overall supply and demand chain goes on and it includes approval from area manager and also other respective people.

We can sum up this process as:



2. Learning from field work

- RCPA- Retail Chemist Prescription Audit
Feedback and tentative market analysis of the product before and after visiting the chemist.
- Detailing:
 - Brief intro about company
 - Detailing about the SKU's by showing VA
 - Detailing about specific product by showing VA
 - Intro about special offerings, activities by the company. For GHC, it included detailing about the GHC flagship program that is HHH.
 - Gifting (in some cases)
 - Giving LBL to the physician

3. Stockist details

In the start of the month, how much quantity of the product is required is noted and demand of that quantity is made.

Saling of that quantity is done during whole month and field work is done for increasing the sale of that quantity.

At the end of the month, stockist will inform about the total sale of the product to the area manager by sending them mail regarding sale.

Following is the email received from stockist to our area manger during our field work:

RUDRAKSH PHARMA SHOP NO-1 GR FLR, FIRST FLR & SEC FLR HEM VARSHA BUILDING, SURVEY NO 622/6B/, 665/10 GHAR NO-704/0480/K/002 GOLE COLONY NASHIK Phone : 0253-2316711/12/13/98/9823222381 E-Mail : rudrakshpharma@gmail.com D.L.No. : MH/NZ1/20B-361223/21B-24/20C-25/20D-26/20F-27 GHC DRUGS AND PHARMACEUTICALS PVT.LTD STOCK & SALES STATEMENT 01-06-2021 - 30-06-2021									
PRODUCT DESCRIPTION	OPENING STOCK	OPENING VALUE	RECEIVE QUANTITY	RECEIVE VALUE	ISSUE QUANTITY	ISSUE VALUE	CLOSING STOCK	CLOSING VALUE	
DICLOGOOD T 30 GM 30GM									
GOODCLAUSI 5ML SUSP 10*5ML									
GOODFLEX SP TAB 10S									
GOODFLEX T TAB 10S									
GOODMINIC DROP 15ML									
GOODMINIC DX SYRUP 100ML									
GOODMINIC LS DROPS 15ML									
GOODMINIC LS PLUS SYRUP 100ML									
GOODMINIC LS SYRUP 60ML									
GOODMINIC P 250 SYRUP 60ML									
GOODMINIC P SYRUP 60ML									
GOODMINIC SYRUP 60ML 60ML									
TOTAL									

- ✓ At the end of the month, this type of email is generated by stockist and sent to the area manager.
- ✓ Area manager analyses the total sale and hence place order according to previous sale

Critical Factors affecting the functioning of the department:

- Miscommunication between distributors, chemists, CFA agents.
- Improper detailing about product.
- Change in visiting schedule (irregular visits)
- Lack of competitors brand knowledge. It should be regularly updated during performing analysis of products while taking feedback from chemists.
- Activities done by other competitors.
- 10% change might occur due to seasons.

Conclusive Learning:

- **By performing field work**, we got to know about salesforce structure, detailing of the product, current market analysis by keeping our product in mind, competitors analysis and communication aspects while detailing, process of demand and supply of the product in detail.
- **By preparing brand plan**, we got to know about how annual planning of a brand is done.
Its SWOT analysis, competitors aspects, and the changes needed to be done for improved sale of the product.
- **By preparing digital marketing strategies**, we learnt various key points of digital marketing. Content creation, social media handling, marketing using different social media like Facebook, email, LinkedIn, SMS etc and strategies which should be implemented for successful digital marketing.

Limitations:

- Time required for detailing.
- Visiting time and date given by physicians.
- Chemists feedback.
- Information given by MR during detailing.

Suggestions for improvement :

- Stay updated by competitors brand in more effective way like focusing more on chemist feedback.
- Keeping information about activities performed by competitors for physician.
- Need to focus on in-clinic effectiveness

Project Report

Introduction

Considering the current situation, digital marketing is the effective way for promoting the products. It is the most cost effective way to reach maximum audience. It helps in creating brand awareness effectively and thus results in engaging audience with our brand. Thus, for effective digital marketing, some strategies should be derived so that our product will reach to maximum targeted consumers. A brand plan should be made for the overall success of product.

While working as marketing intern in GHC drugs and pharmaceuticals, we explored many more strategies and different ways to reach maximum audience digitally.

We worked on deriving different digital marketing strategies, preparing content for the marketing of products assigned to us, and made complete brand plan for the respective products and its SKU's as a part of our project.

Apart from the project work we worked in the field with our area manager, medical representative, and marketing head of GHC. This helped us in improving our skills and knowledge about marketing and sales of the product.

Rationale:

As GHC has launched its ortho and pedia range products, we needed to make it successful by digitally marketing those products as a part of our project.

Using social media platforms for creating brand awareness makes maximum reach to the targeted customers. It lets you directly communicate with your audience through posts, different audio/video content, messages, reviews, and website comments.

It gets easy to earn trust of customers and let them know about what you care about so that they get engage with our brand.

Therefore, we worked on making digital marketing strategies for different social media platforms like Facebook, Instagram, text messages, email, LinkedIn.

Research Question:

What could be the effective brand plan and digital marketing strategies to reach maximum targeted audience for Diclogood T gel?

Objectives:

- To formulate brand plan for Diclogood T
- To formulate digital marketing strategies for promotion of Diclogood T

Research methodology, sampling, and data collection:

- **Type of study:** Descriptive study
- **Data Collection:** Secondary data received from the GHC drugs and pharmaceuticals
- **Sample size:** Total sample size taken was 77 physicians among which 7 consulting physician, 2 ENT, 14 general physician, 6 orthopaedic, 47 paediatrician, 1 TB and chest. (for SMS marketing)
- **Data analysis:** The data analysis for the present study was done by using simple statistical tools such as those in MS Excel

Brand Plan

We made annual operating plan for Diclogood T gel and it's one more SKU.

In this, we worked on:

- Market overview
- Communication Strategy
- Situation analysis: Customer Insights and SWOT
- 2021 Brand strategy

Product:

SKU- Composition	Year of launch
Diclogood T Gel (Thiocolchicoside, Diclofenac Diethyl ammonium, Virgin Linseed Oil, Menthol, Methyl Salicylate)	2021-22
Diclogood T Inj. (Diclofenac Sodium, Thiocolchicoside)	2021-22

Insights and Market summary:

- Diclofenac in Diclogood T is a NSAID that relieves Pain, Inflammation, and joint stiffness, Thiocolchicoside is a Muscle relaxant that treats painful muscular conditions, Oleum Lini is a Anti-inflammatory that relieves the symptoms of rheumatoid arthritis, helps in the lubrication of joints, lessens stiffness and joint pain, Methyl Salicylate & Menthol are Topical Analgesics & Counterirritants that work by causing the skin to feel cool and then warm.
- Diclogood T relieves Pain, Inflammation & Swelling in Rheumatoid arthritis, Ankylosing spondylitis, Osteoarthritis.
- It is available in market as a gel dosage form and as injection for IV administration.
- Attractive packaging of competitor products
- Easy to apply a thin layer of the medicine to the affected area no more than 3 to 4 times a day and rub in gently and thoroughly.

Market size:

Market size of topical pain relief product

The global topical pain relief market size was - \$8,864.0 million in 2019

It is projected to reach \$12,219.7 million by 2027 at a CAGR of 5.2% from 2020 to 2027.

Communication Strategy:

Specialties:	Key Message (communicated through VAF)
Specialty 1: General physician	1.Effective medication for pain, swelling, and inflammation. Also used for stiffness of joints. 2.Medication which relieves Pain, Inflammation & Swelling in Rheumatoid arthritis, Ankylosing spondylitis, Osteoarthritis.
Specialty 2: Orthopaedist	3. Works as muscle relaxant, helps in lubrication of joints. 4. Instant relief from pain, inflammation and swelling after administration.
Specialty 3: Consultant Physician	5. Lesser side effects like skin irritation, redness of skin after application.

Key challenges and Critical success factors:

Key challenges	Critical success factors
Making our brand position in the competitive market	Knowledge of the medication for physician
Changes and the trends in competitive market	Physician's prescribing behaviour

Use of digital platforms for reaching maximum physicians

Developing patient insights from emerging data sources and integrating it into marketing of brand

Brand 2021 objective:

To make Diclogood T as top selling pain relief product and most preferred brand in treatment of pain, inflammation and swelling in Rheumatoid arthritis, Ankylosing spondylitis, Osteoarthritis.

Brand SWOT Analysis:

Strengths:

1. Higher efficacy and effectivity of the formulation.
2. Faster onset of action.
3. Available in gel as well as injection dosage form.

Weakness:

1. May cause skin irritation and drowsiness for some time after administration of IV dose.
2. It can cause skin rash due to thiocolchicoside present in it.

Opportunities:

1. High sales achievement due increased reach for GP/CP and orthopedist.
2. Conducting campaigns and engaging stakeholders with the brand.

Threats:

1. Emerging dosage forms with the same content in the competitive market.
2. Change in the packaging of competitors brand which make it more attractive and hence increases demand.

Segmentation

Key Market Segments

Segmentation by **Therapeutic Class**:

Opioids

- Natural Opium alkaloids
 - Codeine
 - Morphine
- Semisynthetic Alkaloids
 - Diacetylmorphine
 - Pholcodine
 - Ethylmorphine
- Synthetic opioids
 - Pethidine
 - Fentanyl
 - Tramadol
 - Tapentadol

Non-opioids

- Methyl Salicylate
- Capsaicin
- Lidocaine

Segmentation by **formulation**:

- Gel
- Spray
- Patch
- Cream
- Ointment

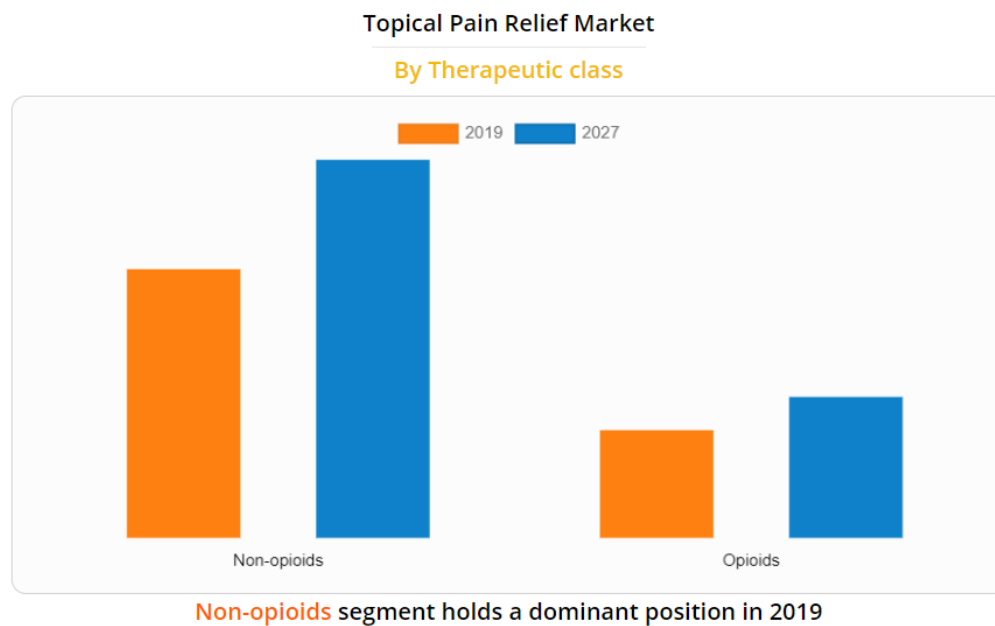
Segmentation by **type**:

- Over-the-counter (OTC)
- Prescribed by physician

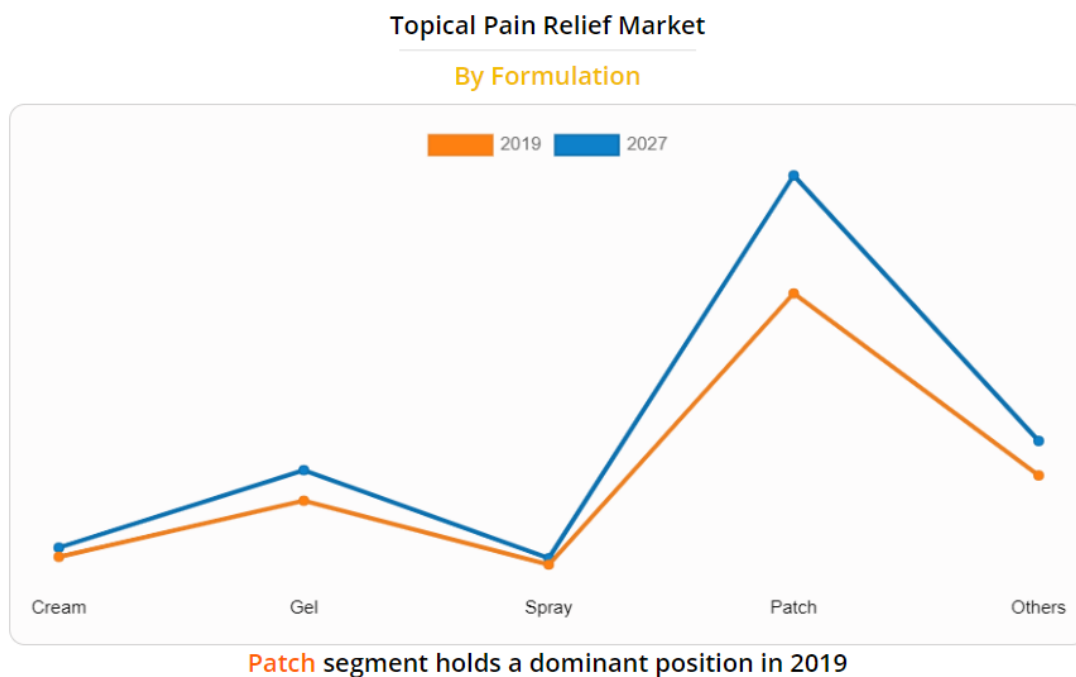
Segmentation by **distribution channel**:

- Pharmacy and drug store
- Retail and Grocery Store
- e-Commerce

According to Allied market research, non-opioid analgesics are the preferred choice for treatment over opioid analgesics



Increase in awareness of health and continuously change in lifestyle of people, prevalence of joint pain is increasing. This is driving growth to non-opioid segment. Adoption to transdermal drug delivery patches is also increasing over the time.



Digital Marketing Strategies

Objective of digital marketing

- ✓ Brand Awareness
- ✓ Generate Lead
- ✓ Drive traffic to company website
- ✓ Increase reach of Honour your Heroes programme
- ✓ Educate community
- ✓ Build a trustworthy brand
- ✓ Relationship building with community

Derived digital marketing strategies for following social media platforms:

1. SMS Marketing
2. Email Marketing
3. LinkedIn Marketing
4. Facebook Marketing
5. Blog Marketing

1.Strategies derived for SMS marketing:

Target customer: Orthopaedist, General Physician

(SMS is 5X more effective than email, with 98% open rates vs email's 18%)

- ✓ Take physician's contact details from company
- ✓ Find SMS provider who can set up an account for company and send bulk SMS at a time. Also we can follow our targeted physicians on WhatsApp.
- ✓ Example of such service provider:
 - www.gupshup.io
 - www.textlocal.in
 - www.textmysms.in
- ✓ SMS provider will then provide with marketing tools and a management desk that allows you to set up a campaign and send messages.
- ✓ Provide journal links, real world evidence (RWE)

- ✓ Utilize our 1 on 1 chat feature to seamlessly connect in real-time and a time that works for both schedules
- ✓ Follow up on any important email campaigns with an SMS text alert to accelerate awareness
- ✓ Automatize scheduled reminders in advance of remote meetings or slide presentations

Content for SMS Marketing:

“Observation, Reason, Human

Understanding, Courage; these make the physician.”

We respect your efforts in serving for community!

We brought something for you and community to live painless life.

For more details please click on the link below:

www.diclogoodT.com

“We do it for them..yes.. For our community”

Bringing new **Osteoarthritis clinical data !**

Click on the link below

<https://www.centerwatch.com/clinical-trials/listings/condition/109/osteoarthritis/>

Opportunity to get updated with latest information about arthritis. Know more about arthritis from eminent speakers at the Arthritis conference 2021, Las Vegas , USA.

To register for conference, click on the link below

<https://arthritis.conferenceseries.com/2021>

2. Email Marketing Strategy:

Target customer: Orthopaedist, General Physician

- Collection of email details of target customer from the company.
- Use of Catchy subject lines.
- Send short articles, videos, or flyers 5 times a week.
- Use some other websites such as mailchimp.com, HindSoft etc to send mail in bulk at a particular time.
- Include e-detailing of our product in mail.
- E-detailing for Diclogood T is given below.

Content of email:

Sub: Quick relief from Joint pain solution

Hello Doctor,

Hope you are safe and doing well during this pandemic!

We, GHC (Good HealthCare) Drugs and Pharmaceuticals Pvt Ltd, with our mission to serve community through "Good Quality Medicines For All" brought some insights for you.

We are extremely happy to announce that we have launched a new brand "Diclogood T". Effective in pain, swelling and inflammation in rheumatoid arthritis, osteoarthritis, and ankylosing spondylitis.

Along with product details, we have given some insightful articles.

Please have a look at attached details of our brand.

Thank You

Team GHC Drugs and Pharmaceuticals

Ankleshwar, Gujarat, India

Contact

We can embed a poster giving brief about our brand, for example:



3.LinkedIn Marketing Strategies:

(45% of users in 30-54 age group)

- ✓ Making business page of the company.
- ✓ Making connections with target customers via different groups and some social awareness groups, healthcare related groups.
- ✓ Posting below mentioned things daily
- ✓ Arranging poll based on disease
- ✓ Using hashtags# to increase reach

LinkedIn posts regarding

- ✓ Disease awareness
- ✓ News articles related to disease
- ✓ Awareness posters
- ✓ Special Days celebration poster
- ✓ Short video clips

Content for LinkedIn post:

Hope you are safe and doing well during this pandemic!

Good Health care of community is always our first concern. So, let's have a look at our most important body function that is "Joint movement".

Joint Pain is getting a major concern these days.

Lockdown has good as well as bad effect on our health. Let's take a quick look at the video for more understanding of joint pain and its causes and measures to reduce pain.

We are joining hands with Healthcare Professionals through our Flagship program "Honor Your Healthcare Heroes". Series of activities have been conducted to create awareness about the importance of doctors in society.

#Healthcare #Osteo #Orthopaedist #Physician #SocialAwareness #Health #Self-HealthManagement

Video link : <https://app.animaker.com/video/DIFHZUE3EYWRQSBZ>



The infographic is titled "Do not ignore your JOINT PAIN" in green and blue text. It features a logo for "GHC DRUGS & PHARMACEUTICALS" in the top right corner. On the left, there is an illustration of an elderly man with a beard and glasses, wearing a white polo shirt and blue trousers, pointing to a circular inset showing a detailed view of a knee joint. Below this, the text "If you are experiencing following symptoms" is followed by a bulleted list: "Clicking or cracking sounds in joints", "Mild swelling", "Joint stiffness", "Bone spurs", "Restricted movement of joints", and "Fatigue". To the right of the list, there is an illustration of a doctor in a white lab coat with a stethoscope around his neck, standing next to the same elderly man who now has a red lightning bolt symbol on his knee, indicating pain. Below the list, the text "Seek medical advice immediately" is written in large, bold black letters. At the bottom, it says "For more information about joint pain please visit the link given below".

Do not ignore your JOINT PAIN

If you are experiencing following symptoms

- Clicking or cracking sounds in joints
- Mild swelling
- Joint stiffness
- Bone spurs
- Restricted movement of joints
- Fatigue

Seek medical advice immediately

For more information about joint pain please visit the link given below

4. Facebook Marketing Strategies

(34% of users in 30-54 age group)

Area specific advertising :

- Use data from field work (MR).
- Target areas where our MR have done offline detailing to physicians.
- Show advertisements or short post about disease awareness.
- Engage Facebook users with the information about disease.
- Keep posting about recent social issues in health sector.

Strategies:

- Make a company page
- Join health related pages/ groups, health awareness groups, target customer groups.
- Focus on social issues in current days
- Keep your content ready for post
- Posting images related to diseases
- Disease awareness post, short videos
- Add tags in posts
- Keep updated with current health affairs
- Days celebration posts, videos etc

Content for Facebook post:

Hope you are safe and doing well during this pandemic!

Good Healthcare of community is always our first concern. So, lets have a look at our most important body function that is “**Joint movement**”.

Joint Pain is getting a major concern these days.

Lockdown has good as well as bad effect on our health. Let's take a quick look at the post to know more about management of joint pain.

Video Link : <https://app.animaker.com/video/DIFHZUE3EYWRQSBZ>



5. Blog Marketing Strategies:

1. Target popular search terms and phrases
2. Use On-page SEO best practices
3. Leverage search engine marketing
4. Use key words which are used most for this purpose we can use different google tool like "Google PageSpeed Insights" to get customized tips to speed up your site
5. Promote Content through paid social media Ads
6. Write educational/ informative content in blog
7. Use hyperlinks which will redirect to company's website
8. Use of posters, videos for more effective blog

Content for Blog:

Joint pain in Ankylosing spondylitis

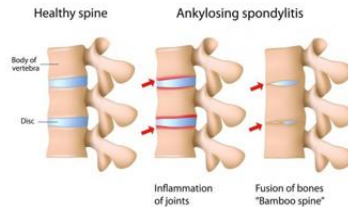
Pandemic has affected our day-to-day life in many ways. Lot of health issues regarding joints are arising these days. Sitting for hours using laptop and doing work from home, lack of exercise, stress factor, less intake of water and many more reasons are there which are affecting our skeletal system in many ways.

One of the disorder which has affected millions of people worldwide is "Ankylosing spondylitis".

What is Ankylosing spondylitis?

Ankylosing spondylitis is an inflammatory disease that, over time, can cause some of the small bones in your spine (vertebrae) to fuse. This fusing makes the spine less flexible and can result in a hunched-forward posture. If ribs are affected, it can be difficult to breathe deeply.

Ankylosing spondylitis affects men more often than women. [Signs and symptoms](#) typically begin in early adulthood. Inflammation also can occur in other parts of your body — most commonly, your eyes.



Causes:



Ankylosing spondylitis has no known specific cause, though genetic factors seem to be involved. In particular, people who have a gene called HLA-B27 are at a greatly increased risk of developing ankylosing spondylitis. However, only some people with the gene develop the condition.

For management of disease and its treatment visit "[website](#)"

Contact us



LIVE PAIN FREE...

Symptoms of Ankylosing Spondylitis



- Pain in jaw, fever, fatigue
- Pain in ribcage
- Eye redness, inflammation
- Chronic pain and stiffness in lower back
- Pain in your heel or foot
- Pain that gets worse with inactivity or sitting for long period such as while you sleep



Consult with your physician if you are suffering from these symptoms



For more information, visit www.ghcwebsite.com

Use of SEO in effective way

- Create area specific physicians list
- Whenever consumer will search in google about “orthopaedist near me” then our company website can give them suggestion about selected physicians with some data.
- We can enter physician name with whom we are in contact

Data Analysis:

For analysing the data, we used “Covered Market Data” given by GHC.

It included data of competitors brand as well as GHC brand.

The analysis done during preparing brand plan for Diclogood T gel and its SKU that is Diclogood T Inj is given below:

For Diclogood T Gel:

Parameter	Diclogood T Gel	Lysoflam	Dicloran
Positioning	Relieves Inflammation and joint stiffness, Muscle relaxant, relieves the symptoms of rheumatoid arthritis, Topical Analgesic & Counterirritant, Ankylosing spondylitis, Osteoarthritis.	Joint pain of arthritis, musculoskeletal pain	Migraine, sprains of muscles and joints, rheumatoid arthritis, in some cases mild to moderate fever
Key Specialty	General Practitioners/Consultant Physicians/Orthopedist	GP/CP/Orthopedist	GP/CP/Orthopedist
Packaging	Round 20*10 Tablets in Aluminum strips / 60 ml flavored syrup with sunset yellow FCF color in plastic bottle & 15 ml flavored syrupy drops with Tartrazine color in plastic bottle	30gm gel	30gm gel

Sales force size	704	-	-
Strength	Most trusted brand with highest efficacy in instant pain relief and inflammation cure	Marketed well	Good packaging
Weakness	May cause drowsiness	Skin irritation, itching	Skin rash
Key Interpretations from Data analytics	Expected Value Growth of 10.1%	9.2% Growth	-14.1% degrowth
Taglines	Unlock your pain free life!	-	-

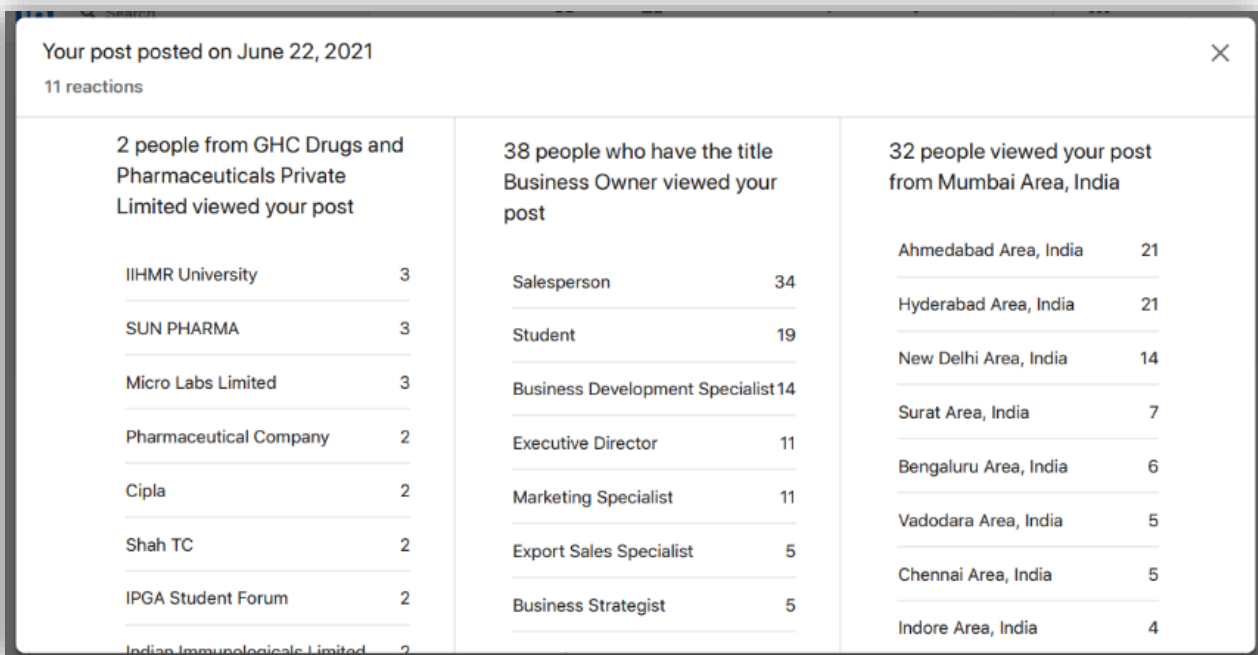
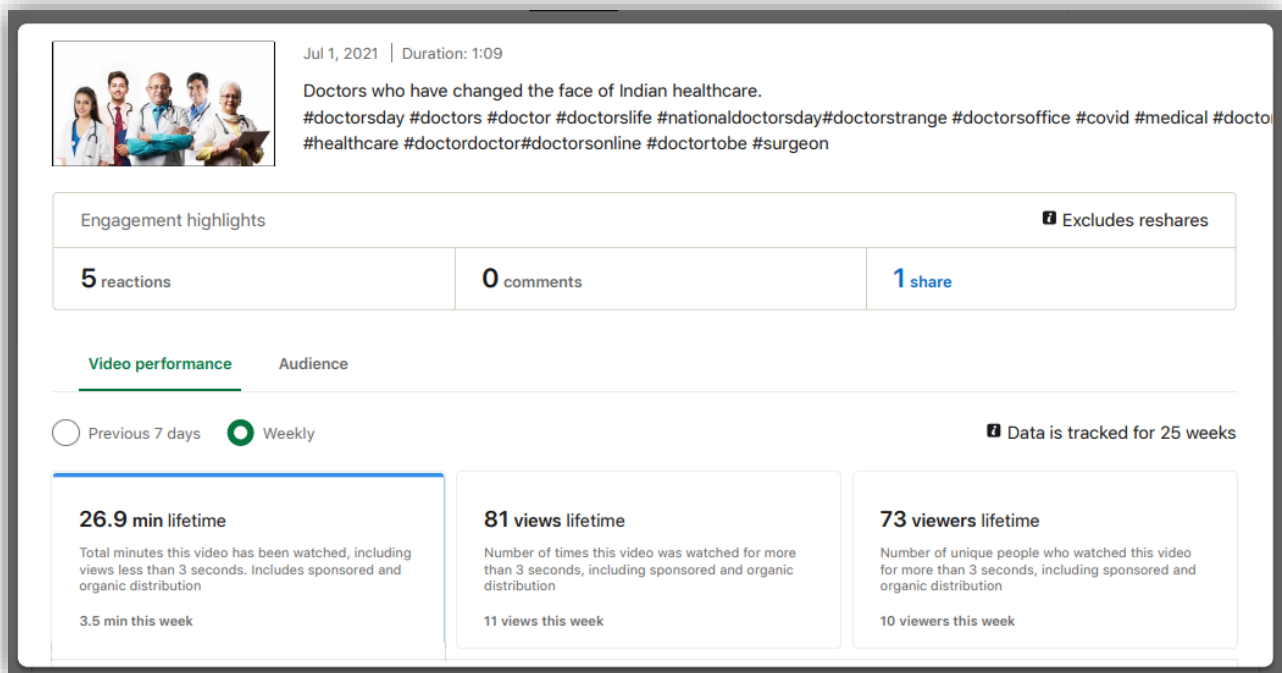
For Diclogood T Inj:

Parameter	Diclogood T injection	Dicloran Inj	Spafast-d
Positioning	Ankylosing spondylitis, Osteoarthritis, Rheumatoid Arthritis	Migraine, sprains of muscles and joints, rheumatoid arthritis, in some cases mild to moderate fever	Pain due to muscle spasm
Key Specialty	General Practitioners/Consultant Physicians/Orthopedist	GP/CP/Orthopedist	GP/CP/Orthopedist
Packaging	10 X 5 X 2ml INJ	25mg INJ	75 mg INJ

Sales force size	704	-	-
Strength	Availability and faster relief (relieve Pain, Inflammation & Swelling)	Reduces the formation of pain and swelling causing substances	Blocks the secretion of chemical messengers that causes pain and inflammation
Weakness	May cause skin irritation for some time	Sleepiness	Heartburn, Stomach pain/epigastric pain
Key Interpretations from Data analytics	Expected value growth of 10.5%	2.1% growth	-3.1% Growth

Data Analysis of posts on social media:

Analysis of LinkedIn post-



Your post posted on June 30, 2021

10 reactions

2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post

IIHMR University4

Brane Enterprises Pvt Ltd2

Stallion Laboratories pvt. ltd2

Alembic Pharmaceuticals Limited2

Bajaj Healthcare Ltd1

Limagrain Cereal Seeds, LLC1

JSS University (Jagadguru Sri Shivarathreeshwara University),Mysore1

19 people who have the title Salesperson viewed your post

Student18

Business Owner16

Business Development Specialist8

Export Sales Specialist5

Marketing Specialist4

Research Fellow3

Corporate Finance Specialist3

Business Strategist2

16 people viewed your post from Mumbai Area, India

Hyderabad Area, India13

Ahmedabad Area, India8

Vadodara Area, India7

Bengaluru Area, India6

New Delhi Area, India6

Surat Area, India4

Indore Area, India3

Chennai Area, India3

Conclusion:

- Diclogood T gel is getting accepted by physicians due to its differentiating properties.
- Diclogood T has great opportunity to increase its sale by conducting campaigns and engaging stakeholders with the brand.
- Digital marketing for Diclogood T has its own benefit as it also comes under OTC product. Hence, digital marketing of this brand will have huge effect on its sale.
- GHC flagship program, "Honor your Healthcare Heroes" has its best impact for making a good relation with the healthcare heroes and it's a great initiative taken by GHC for saluting our Healthcare Heroes.

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Annexure:

We visited physicians with our area manager, marketing head and medical representative.

Details of the visit are given below:

Sr. No.	Area Manager	STATE	Doctor Name	Speciality	Area
1	Rahul Patil	MAHARASHTRA	AARTI SURANA IDS	GENERAL PHYSICIAN	NASHIK
2	Rahul Patil	MAHARASHTRA	ABHIJEET M CHAUDHARI	PEDIATRICIAN	NASIK ROAD
3	Rahul Patil	MAHARASHTRA	TUSHAR P BHOGE	GENERAL PHYSICIAN	NASIK ROAD
4	Rahul Patil	MAHARASHTRA	BHUSHAN SALUNKE	PEDIATRICIAN	SINNAR
5	Rahul Patil	MAHARASHTRA	JITEN KSHATRIYA	PEDIATRICIAN	SINNAR
6	Rahul Patil	MAHARASHTRA	SANJAY S NATHE	GENERAL PHYSICIAN	NASIK ROAD
7	Rahul Patil	MAHARASHTRA	PRAMOD PATIL	GENERAL PHYSICIAN	NASIK ROAD
8	Rahul Patil	MAHARASHTRA	DEEPAK AVHAD	PEDIATRICIAN	SINNAR
9	Rahul Patil	MAHARASHTRA	MILLIND GANGURDE	PEDIATRICIAN	NASHIK
10	Rahul Patil	MAHARASHTRA	SUJIT GANGADHAR PHADKE	PEDIATRICIAN	NASHIK
11	Rahul Patil	MAHARASHTRA	YOGESH ARUN PATIL	PEDIATRICIAN	NASHIK
12	Rahul Patil	MAHARASHTRA	RAVINDRA SONAWANE	PEDIATRICIAN	NASHIK
13	Rahul Patil	MAHARASHTRA	SAGAR V SONAWANE	PEDIATRICIAN	NASHIK
14	Rahul Patil	MAHARASHTRA	MILIND BADRINARYAN BHARADIA	PEDIATRICIAN	NASHIK
15	Rahul Patil	MAHARASHTRA	JAYANT RANDHIVE	PEDIATRICIAN	NASHIK
16	Rahul Patil	MAHARASHTRA	SANGITA LODHA	PEDIATRICIAN	NASHIK
17	Rahul Patil	MAHARASHTRA	SURESH AHER	GENERAL PHYSICIAN	NASIK ROAD
18	Rahul Patil	MAHARASHTRA	SANJAY S MHASKE	GENERAL PHYSICIAN	NASIK ROAD
19	Rahul Patil	MAHARASHTRA	ASHOK NIRGUDE	GENERAL PHYSICIAN	NASIK ROAD
20	Rahul Patil	MAHARASHTRA	YOGESH SONI	PEDIATRICIAN	BHAGUR
21	Rahul Patil	MAHARASHTRA	HARSHAD ADHAV IDS	ORTHOPAEDIC	NASHIK
22	Rahul Patil	MAHARASHTRA	VIJAY KAKATKAR IST	ORTHOPAEDIC	NASHIK
23	Rahul Patil	MAHARASHTRA	RAVINDRANATH GAIKWAD IDS	ORTHOPAEDIC	NASIK ROAD
24	Rahul Patil	MAHARASHTRA	VIJAY NEMADE IDS	ORTHOPAEDIC	NASHIK
25	Rahul Patil	MAHARASHTRA	KEDAR MALWATKAR	PEDIATRICIAN	NASHIK
26	Rahul Patil	MAHARASHTRA	ROHAN SHAH	PEDIATRICIAN	NASHIK
27	Rahul Patil	MAHARASHTRA	KRUSHNA GORE	PEDIATRICIAN	NASHIK
28	Rahul Patil	MAHARASHTRA	YOGESH V HANODE	PEDIATRICIAN	SINNAR
29	Rahul Patil	MAHARASHTRA	ARTI V SURANA	GENERAL PHYSICIAN	NASIK ROAD
30	Rahul Patil	MAHARASHTRA	MANJU K GUPTA	PEDIATRICIAN	NASIK ROAD
31	Rahul Patil	MAHARASHTRA	NITIN S MEHKARKAR	PEDIATRICIAN	NASHIK

32	Rahul Patil	MAHARASHTRA	MANISH DEORE	PEDIATRICIAN	NASHIK
33	Rahul Patil	MAHARASHTRA	RAHUL PATIL	PEDIATRICIAN	NASHIK
34	Rahul Patil	MAHARASHTRA	C G LAKARIYA	GENERAL PHYSICIAN	BHAGUR
35	Rahul Patil	MAHARASHTRA	SANJAY WADEKAR	GENERAL PHYSICIAN	NASHIK
36	Rahul Patil	MAHARASHTRA	VISHNU . DHADHWAD	PEDIATRICIAN	SINNAR
37	Rahul Patil	MAHARASHTRA	NITIN BIRLA	PEDIATRICIAN	NASHIK
38	Rahul Patil	MAHARASHTRA	ANUPAMA ATUL DAHALE	PEDIATRICIAN	NASHIK
39	Rahul Patil	MAHARASHTRA	ANIKET K GANGURDE	CONSULTING PHYSICIAN	NASHIK
40	Rahul Patil	MAHARASHTRA	RAKESH PATIL IDS	CONSULTING PHYSICIAN	NASIK ROAD
41	Rahul Patil	MAHARASHTRA	ABHIJIT SADGIR IDS	CONSULTING PHYSICIAN	SINNAR
42	Rahul Patil	MAHARASHTRA	KUNAL NIKAM IDS	CONSULTING PHYSICIAN	NASHIK
43	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR	CONSULTING PHYSICIAN	NASHIK
44	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR IDS	CONSULTING PHYSICIAN	NASHIK
45	Rahul Patil	MAHARASHTRA	VIJAY SURANA IST	CONSULTING PHYSICIAN	NASIK ROAD
46	Rahul Patil	MAHARASHTRA	RAVINDRA CHAVAN IDS	ORTHOPAEDIC	NASHIK
47	Rahul Patil	MAHARASHTRA	JAYESH DHAKE IDS	ORTHOPAEDIC	NASHIK
48	Rahul Patil	MAHARASHTRA	SHRIKANT BHADANGE	PEDIATRICIAN	SINNAR
49	Rahul Patil	MAHARASHTRA	ANAND D NAGARE	PEDIATRICIAN	SINNAR
50	Rahul Patil	MAHARASHTRA	KUNAL NIKAM IDS	CONSULTING PHYSICIAN	NASHIK
51	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR	CONSULTING PHYSICIAN	NASHIK
52	Rahul Patil	MAHARASHTRA	JITENDRA VISHNU KODILKAR IDS	CONSULTING PHYSICIAN	NASHIK
53	Rahul Patil	MAHARASHTRA	VIJAY SURANA IST	CONSULTING PHYSICIAN	NASIK ROAD
54	Rahul Patil	MAHARASHTRA	RAVINDRA CHAVAN IDS	ORTHOPAEDIC	NASHIK
55	Rahul Patil	MAHARASHTRA	JAYESH DHAKE IDS	ORTHOPAEDIC	NASHIK
56	Rahul Patil	MAHARASHTRA	SHRIKANT BHADANGE	PEDIATRICIAN	SINNAR
57	Rahul Patil	MAHARASHTRA	ANAND D NAGARE	PEDIATRICIAN	SINNAR
58	Rahul Patil	MAHARASHTRA	AMIT VIJAY DESHMUKH	PEDIATRICIAN	NASIK ROAD
59	Rahul Patil	MAHARASHTRA	HANUMANT SHRIRANG GIRI	E.N.T.	SINNAR
60	Rahul Patil	MAHARASHTRA	NARENDRA BAGUL	PEDIATRICIAN	NASHIK
61	Rahul Patil	MAHARASHTRA	ABHIJEET NAIK	PEDIATRICIAN	NASHIK
62	Rahul Patil	MAHARASHTRA	ABHIJIT NAIK	PEDIATRICIAN	NASHIK
63	Rahul Patil	MAHARASHTRA	KUNAL NIKAM IDS	CONSULTING PHYSICIAN	NASHIK
64	Rahul Patil	MAHARASHTRA	ROHAN SHAH	PEDIATRICIAN	NASHIK
65	Rahul Patil	MAHARASHTRA	KRUSHNA GORE	PEDIATRICIAN	NASHIK
66	Rahul Patil	MAHARASHTRA	YOGESH V HANODE	PEDIATRICIAN	SINNAR

67	Rahul Patil	MAHARASHTRA	ARTI V SURANA	GENERAL PHYSICIAN	NASIK ROAD
68	Rahul Patil	MAHARASHTRA	MANJU K GUPTA	PEDIATRICIAN	NASIK ROAD
69	Rahul Patil	MAHARASHTRA	NITIN S MEHKARKAR	PEDIATRICIAN	NASHIK
70	Rahul Patil	MAHARASHTRA	MANISH DEORE	PEDIATRICIAN	NASHIK
71	Rahul Patil	MAHARASHTRA	RAHUL PATIL	PEDIATRICIAN	NASHIK

Thank You!