

Summer Internship

Report Presentation

Education & Learnings By
Mr. TAVINDER JIT SINGH VASUDEVA

Mentored By
Mr. ASHOK PEEPALIWAL

Presented By:
Anup Nivrutti Shelke

Objective of Summer Internship

- Importance of Disease & Dosage Knowledge.
- Steps to develop brand plan.
- Important factors to be considered for developing brand plan.
- Importance/Significance of brand name & Visual aids.





Roadmap of Internship

Allotment of compound
(Olanzapine)



Branding & its
importance



Designing of
Marketing plan



Finding information of
compound including
the clinical trial data



Giving a brand name
to the compound
(OlanCare)



Designing LBL
for the brand

Drug Information

- Compound name: Olanzapine
- Class: Thienobenzodiazepine
- 2nd generation atypical anti-psychotic
- Prescribed to the patients older than 13 years
- Lower incidence of extrapyramidal symptoms



Disease Overview

Schizophrenia:

- It is mental illness involving a psychosis
- Chronic & sever psychotic disorder
- **Causes:**
 - ❖ The exact cause of Schizophrenia is still unknown.
 - ❖ Believed to be caused by the combination of the factors
- **Symptoms:**
 - i. **Positive Symptoms:** Hallucination, Delusions, Disorganized Thoughts, Restlessness, Insomnia, Anxiety, Fighting, Aggressions
 - ii. **Negative Symptoms:** Apathy, Loss of Insight & Volition, Emotional Blunting, Affective Flattening, Poverty of Speech, Social Withdrawal



Prevalence of Schizophrenia

01

0.2% - 0.4%
across globe
Estimated 20
Million People
are affected
worldwide



02

**More in
Rural**
0.44 in Rural
0.34-0.36 in
Urban



03

1.5% - 2.5%
of India
This ratio is per
1000 people.



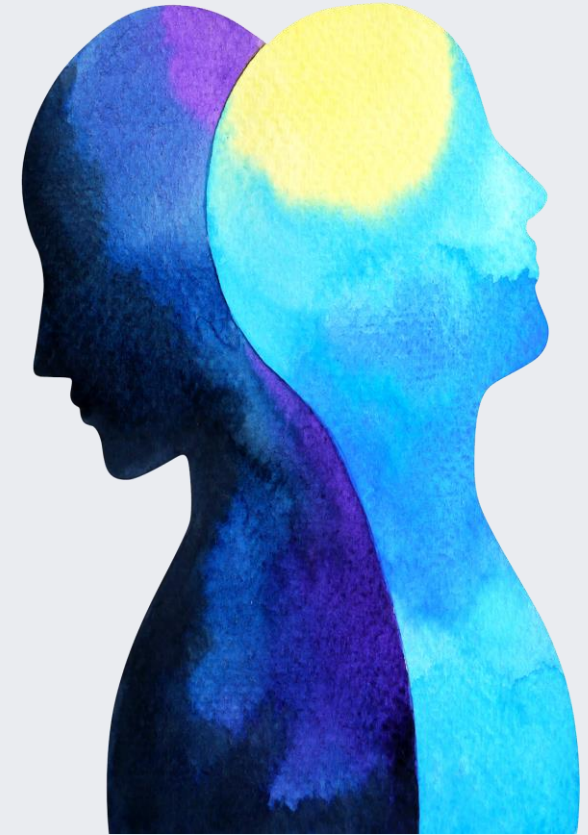
04

**Slightly
More in Men**
Around 10
Million Each

Disease Overview

Bipolar Disorder:

- Also known as manic depression
- Mental illness that brings severe high and low moods and changes in sleep, energy, thinking, and behavior.
- **Causes:**
 - ❖ There is no single cause of bipolar disorder.
 - ❖ For example, sometimes it can genetics.
- **Symptoms:**
 - High Symptoms**
 - Low Symptoms**



OlanCare

- Tablet dosage form containing OLANZAPINE an Atypical Antipsychotics.
- Used as a 2nd line of treatment in the psychosis.
- 5 Mg, 10 Mg, 15 Mg



Mechanism of Action

Olanzapine acts by binding with the monoaminergic receptor

Rebalances the concentration of dopamine & serotonin

The binding of olanzapine to the dopamine D2 receptors & 5HT2A receptors is easily dissociable

Contraindications

- Hypersensitivity
- Cimetidine and Antacids
- Carbamazepine
- Ethanol
- Auoxetine
- Valproate
- Warfarin

Side Effects

- Dizziness, Feeling Unsteady, Trouble Keeping Balance
- Restlessness
- Unusual Behaviour
- Depression
- Difficulty in sleeping
- Weakness
- Difficulty Walking

Precautions

- Orthostatic Hypotension
- Seizures
- Hyperprolactinemia
- Transaminase Elevations
- Body Temperature
- Dysphagia
- Pregnancy

Marketing Plan for OlanCare

Pre Launch

- SWOT Analysis
- Segmentation
- Targeting
- Positioning
- USP

Launch

- CME program
- Digital Launching
- RTMs

Post Launch

- Free Samples
- Visual Aids
- Traditional Marketing
- Customer Engagement
- Customer Education

SWOT Analysis

STRENGTHS

- Can be prescribed to younger patients
- Low Dose
- No Extrapramidal Effects
- Cost Effective

S

WEAKNESSES

- Can not be prescribed to elderly patients
 - Unawareness about psychotic diseases
- Changing market demand

W

- Large & Growing Market
- Implementation of New therapies
- New market openings
- Best alternative for 1st line of medicines.

OPPORTUNITIES

O

- High Entry Cost
- Competition from Generic & Branded drug
- Covid related restrictions
 - High Marketing Cost

THREATS

T

Market Segmentation

Geographics

- Region: Southeast Asia & Europe Region
- Country: India, China, Middle Europe

Demographics

- Age: Age group 15-40 years
- Gender: Male more susceptible than female
- Life Stage: Adults

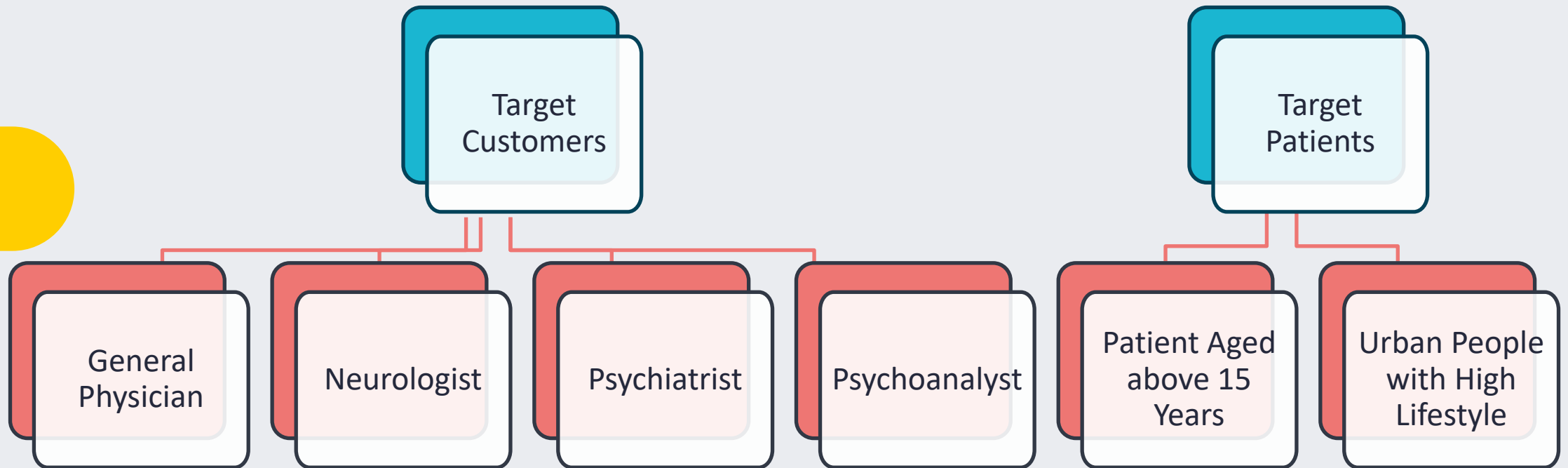
Physiographic

- Lifestyle: Sedentary Behavior, Overweight and Obesity, Smoking Status

Behavioural

- Buyer Stage: Patients Diagnosed with Schizophrenia & Bipolar Disorder

Targeting



Positioning:

- **Positioning Statement:** For the patients with Schizophrenia & BPII **OlanCare** is a cost effective and convenient antipsychotic therapy option which significantly improves & control the signs and symptoms related to both diseases, according to clinical evidence.
- **Target:** schizophrenic patients & BPII patients
- **Benefit:** improved signs & symptoms
- Reason to believe leading atypical antipsychotic drug with clinically proven results & less side effects.
- **Point of difference:** Low Cost, Once a Day Dose

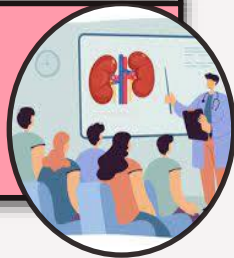
Launching Strategy for Olancare

- 1 Segmentation & Targeting
- 2 Visiting Target Customer
- 3 Building Customer Advocacy
- 4 Leave Behind Leaflets
- 5 Customer Education
- 6 Providing Clinical Trial Data
- 7 Webinars for Target Customers
- 8 Blogging & Email Marketing
- 9 Free Samples

Launching Strategy of OlanCare

- To help the medical practitioner in learning the recent advancements & drugs therapies.
- Using digital platform to send newsletters, blogs by KOLs & research scholars
- Arranging the webinars of eminent speakers

CME Program:



- RTM stands for **Route To Marketing** in this a product is introduced to right customer.
- Visiting the target customers periodically to inform them that we are coming with new product by giving relevant hints to generate the excitement.

RTM:



- Digital media is one of the growing & preferred platforms by the physicians these days & right use of this platform could be the best stage for product launch.
- This includes webinars, blogging, emailing newsletters etc

Digital Media Campaigning



Indications

- Schizophrenia
- Bipolar Disorder 2

Benifits

- Rebalances Serotonin & Dopamine Level
- Improves thinking, mood & behaviour.



A Dose of Love & Care

OLANCARE

Tablet

5 Mg, 10 Mg, 15 Mg
Contains: Olanzapine



OlanCare

Tablet dosage form
containing
OLANZAPINE
Atypical
Antipsychotics.

It is used as a 2nd
line of treatment in
the psychosis.

Post-Launch Strategy

Customer Engagement:

- Physical Visits
- Email Marketing
- Newsletters
- Webinars

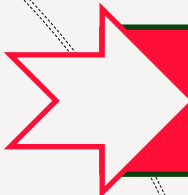
Building Customer Advocacy:

- Taking Feedbacks
- Sharing Videos
- Effectiveness Of Medicines
- Engaging In Development Of Patient Education Policy.

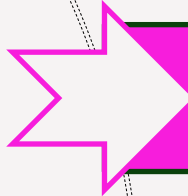
Customer Education:

- Spreading Awareness About The Psychic Diseases
- Engaging Physicians
- Developing The Mental Health Helping Campaigning
- CSR Policy

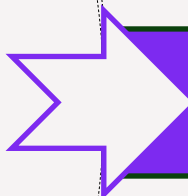
Key learnings from internship



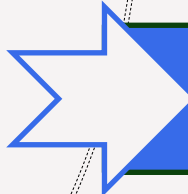
After completion of my summer internship, I came to know about the Psychotic Disorder & its lack of awareness.



Deep understanding of the compound Olanzapine.



I also learnt, the importance of brand name in the branding and how to give a brand name to a product.



Basic & essential Requirements for making a marketing plan for any compound.



Various Marketing/Promotional strategies.

Thank You!!!



LIHMR UNIVERSITY