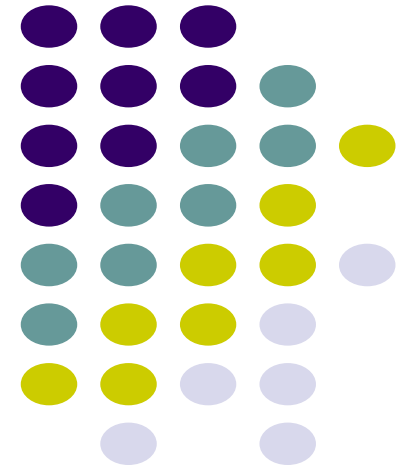


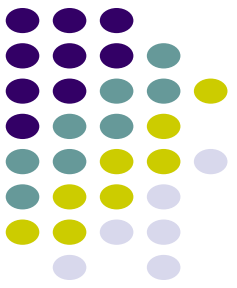
Summer Training Report

From May 11, 2021, Tuesday
to July 2, 2021, Friday

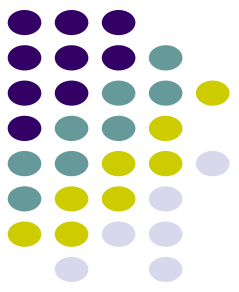
By Akshat Heera Chhabra
MBA Pharmaceutical Management
2020-2022



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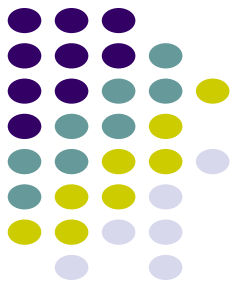
1. Introduction
2. Organisation Profile
3. About the project
4. Objectives
5. Methodology
 - 4.1. Patient Journey
 - 4.2. Brand Plan
 - 4.3. Digital Strategies and Content Creation
 - 4.4. Field Work
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1. Introduction

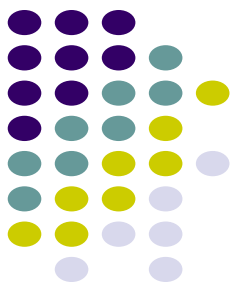
- Project Title – “Innovation and Sustainability in Healthcare Sector”
- Aimed at identifying the changes in marketing strategies of healthcare industry when we go digital
- There we need innovations that are sustainable for the healthcare sector
- To aid us in our project we were provided with the company’s corporate presentation and visual aid detailing story
- The visual aid contained details of the company’s existing 21 SKUs which were already launched in the market till date
- We were also provided with product portfolio having specialty wise formulations planned to launch in this FY21-22
- The SKU which I was assigned was Lizogood (Linezolid 60mg) which is used in Osteomyelitis (bone infection)

2. Organization

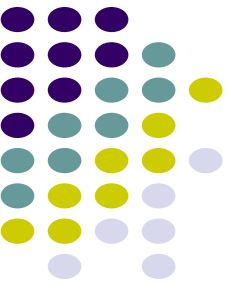


- Pharmaceutical company based in Mumbai
- Found in 2020 to make innovations in prescription drugs manufacturing
- The full form of GHC is Good Health Care
- Their mission is to provide quality medicines to the people which would achieve “Good Health Care” in the country
- They have facilities for manufacturing active pharmaceutical ingredients, oral solid doses, and injectables
- Currently, they are operating the divisions of pediatrics, ortho, gynae, ENT and derma

3. About the project



- *First Step*
 - Read a range of articles and journals relevant to the topic
 - Studied, compiled them, and made a presentation on them
- *Second step*
 - Studied about various diseases relevant to the portfolio
 - Made patient journeys
- *Third step*
 - Brand plans or annual operating plans for the brands
- *Fourth step*
 - Content creation for brand promotion on various social media platforms like FB, Insta, LinkedIn, YouTube, etc.
 - Digital marketing strategies for the products
- *Final step*
 - Assigned field work by company Area Sales Manager
 - Compiled information of physicians in hospitals and clinics in my area
 - Promoted my brand along the way



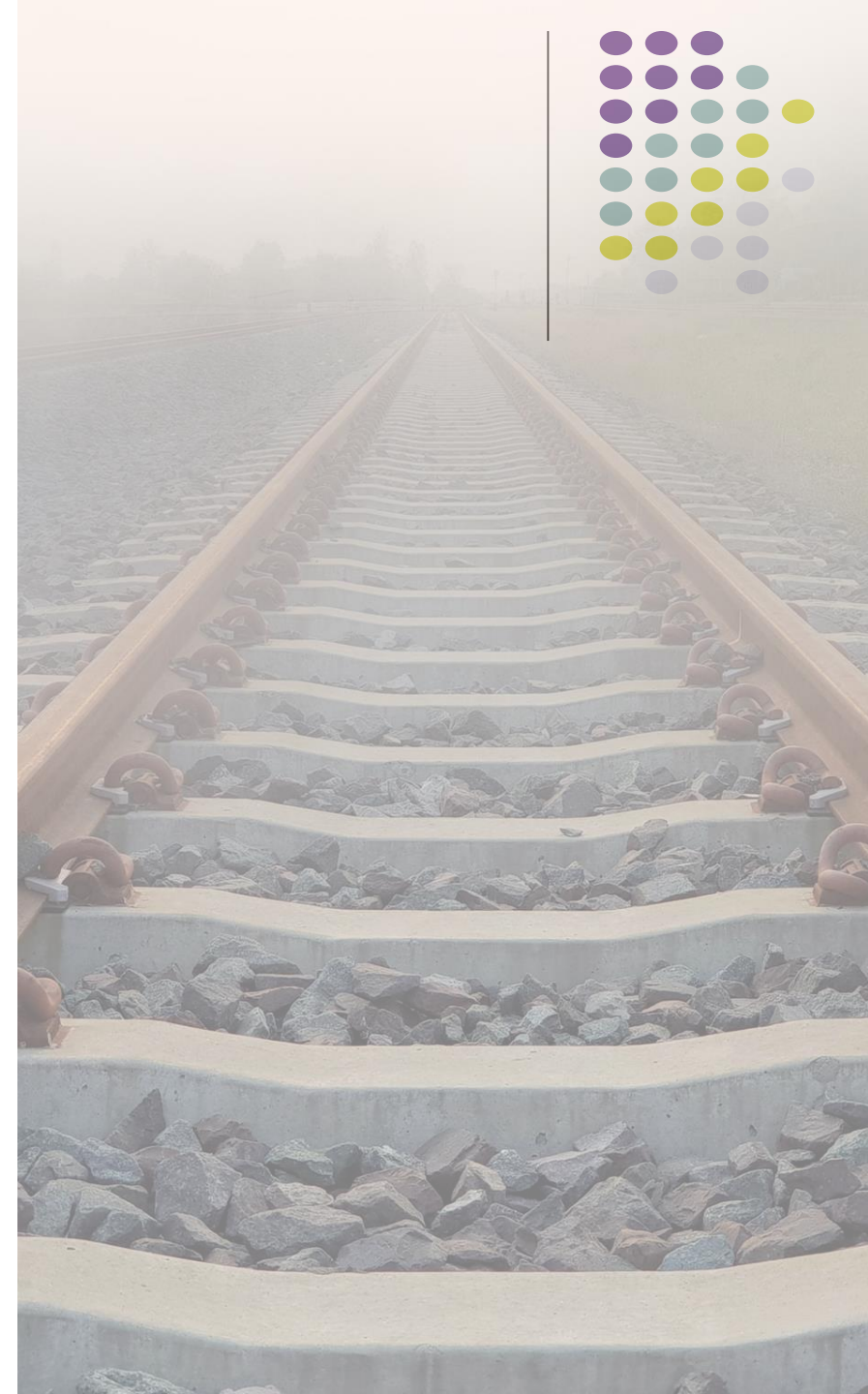
4. Objectives

- Understanding the topic
- Learn about the organization and their portfolios
- Brand plan preparation
- Digital marketing strategies
- Content creation for promotion on digital platforms
- Field work

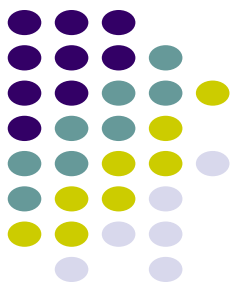
5. Methodology

5.1. Patient journey

- Pre-diagnosis
- Diagnosis
- Post-diagnosis
- Treatment selection
- Brand selection
- Recovery
- Remission or maintenance
- Follow-up



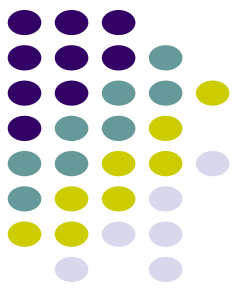
5.2. Brand Plan



Outline:

- Executive summary
 - Summarization of the situation of the disease in the world and the country
 - How our brand will bring something innovative in the disease segment
 - What is the market share of the treatments for the disease?
- Market overview
 - a. AWACS analysis – market, brand, competition
 - b. Competitor analysis
 - c. Competitor inference
 - d. Pricing analysis
 - e. Competitors' positioning

Continued...



- Situation analysis: Brand SWOT
 - STRENGTHS
 - Innovative production methods
 - Experience in distribution channels
 - WEAKNESSES
 - Not a renowned brand for drug resistant infections
 - No insights from customers right now
 - OPPORTUNITIES
 - Large market
 - Market growing faster than current sales
 - THREATS
 - Strong competition with concentrated market shares
 - Possibility of new market entries

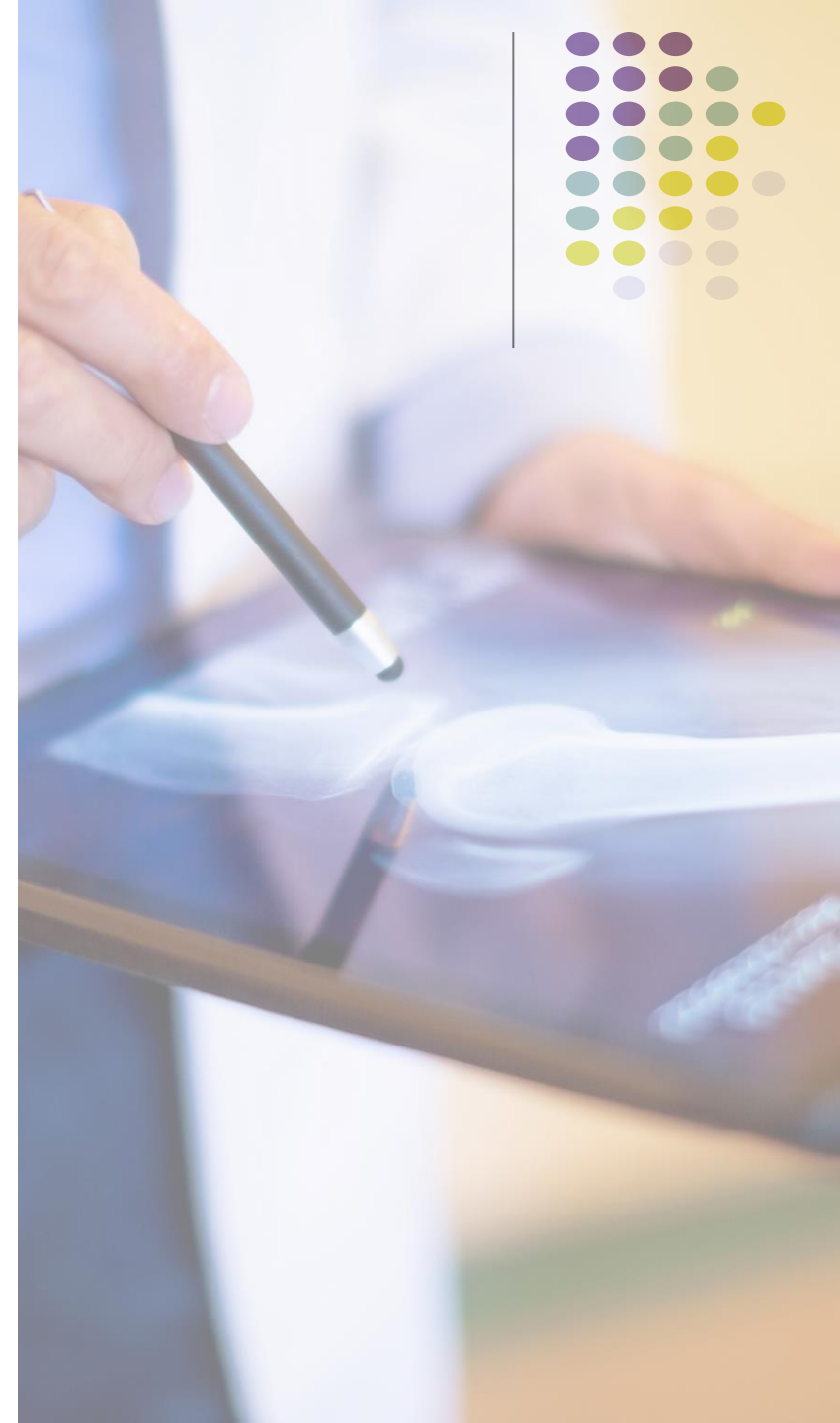
• Brand Objectives

- Communication & positioning on Resistant, Refractory & Recurrent bacterial Infections.
- Special campaign on Lizogood against MRSA infections in bones
- Creating niche space for orthopedics to try new brand
- General physicians and MBBS interns' activities in educating on rational use of antibacterial, antimicrobials and antibiotics
- Activities to reduce antibiotic resistant bacterial infections
- Patient awareness activities which are much needed as insisted by orthopedics



- # Segmentation

- Target segments
 - Consulting physicians
 - Orthopedics
 - General Physicians
- Mainly those doctors who prescribe competitor brands
- Patients in need or showing symptoms
 - Fever
 - Swelling, warmth, and redness over the infected area
 - Pain in infected area
 - Fatigue



- **Positioning**

- Differentiation from the competition
- Positioning statement
- Positioning message
- USP of brand
- Value proposition of brand

- **Financials**

These include

- Forecasting
- P&L statement

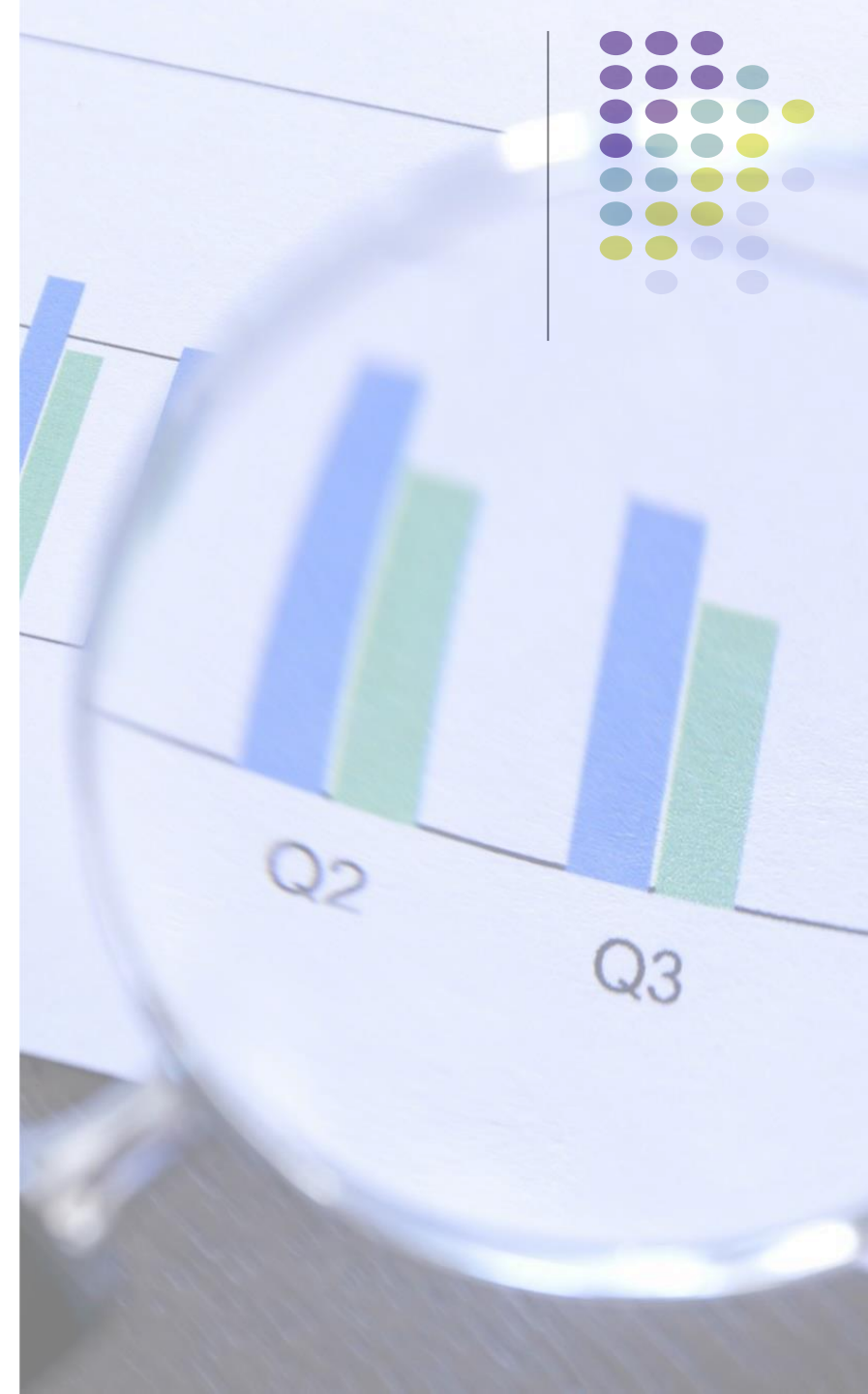


• Forecasting

- If 500 sales reps are working and each quarter, they sell 30 and 50 strips in each quarter respectively, and each strip costs Rs 300
- Expected sales in Quarter 1 and 2 = $[(30+50)500\{\text{MR}\}]$
- = 40,000 strips

• P&L statement

- MRP = Rs 300 per strip
- Minus GST @ 18% = Rs. 246
- Minus Margin to retailer @ 20% of Rs 246 = Rs 196.8
- Minus Wholesale margin @ 10% of Rs 196.8 = Rs 177.12
- Minus margin to C&F @ 1% of Rs 177.12 = Rs 175.35
- Net Realizable Value: Rs. 300 – Rs 175.35 = Rs 124.65
- Sales Revenue will be NRV X 40,000 strips sold during both quarters = Rs 124.65 X 40,000 = Rs 49,86,000/-



5.3. Digital Strategies & Content Creation

- We created content for digital platforms: Instagram, FB, Twitter, LinkedIn, and videos for YouTube
- How to use these platforms?
 - Build a tech-savvy team
 - Identify the target audience
 - Create recurring content (posts, stories, videos, etc.) according to the target audience
 - Regularly update the website containing new material
 - Regularly update the social media handles of the company
- ALL the content posted on social media platforms could also be posted on the official company website



OSTEOMYELITIS



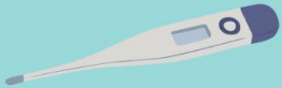
It is a bacterial infection of bones

Bacteria such as *Staphylococcus aureus* get to the bone through the bloodstream or from surrounding tissue (a cut or wound). Children are at higher risk for osteomyelitis as their immune system is not fully developed.



1 signs and symptoms

- redness and swelling
- difficulty moving the affected area
- pain
- fever



2 diagnosis

- blood tests
- X-rays
- MRI
- bone scan



3 when to see a doctor

- injuries with open wounds
- worsening of bone pain
- persisting fever
- bone fractures



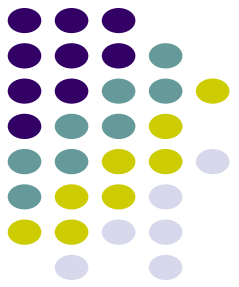
4 prevention

- make sure immunizations and vaccinations are up-to-date
- healthy diet
- don't smoke



For more information, follow and visit:
www.ghcpharma.com

Posts on introduction of disease and preventive measures



Osteomyelitis

HOW TO PREVENT INFECTION OF BONES



Wash your hands often



Make sure immunizations and vaccinations are up-to-date (including tetanus shots)



Don't smoke



Healthy diet and exercise

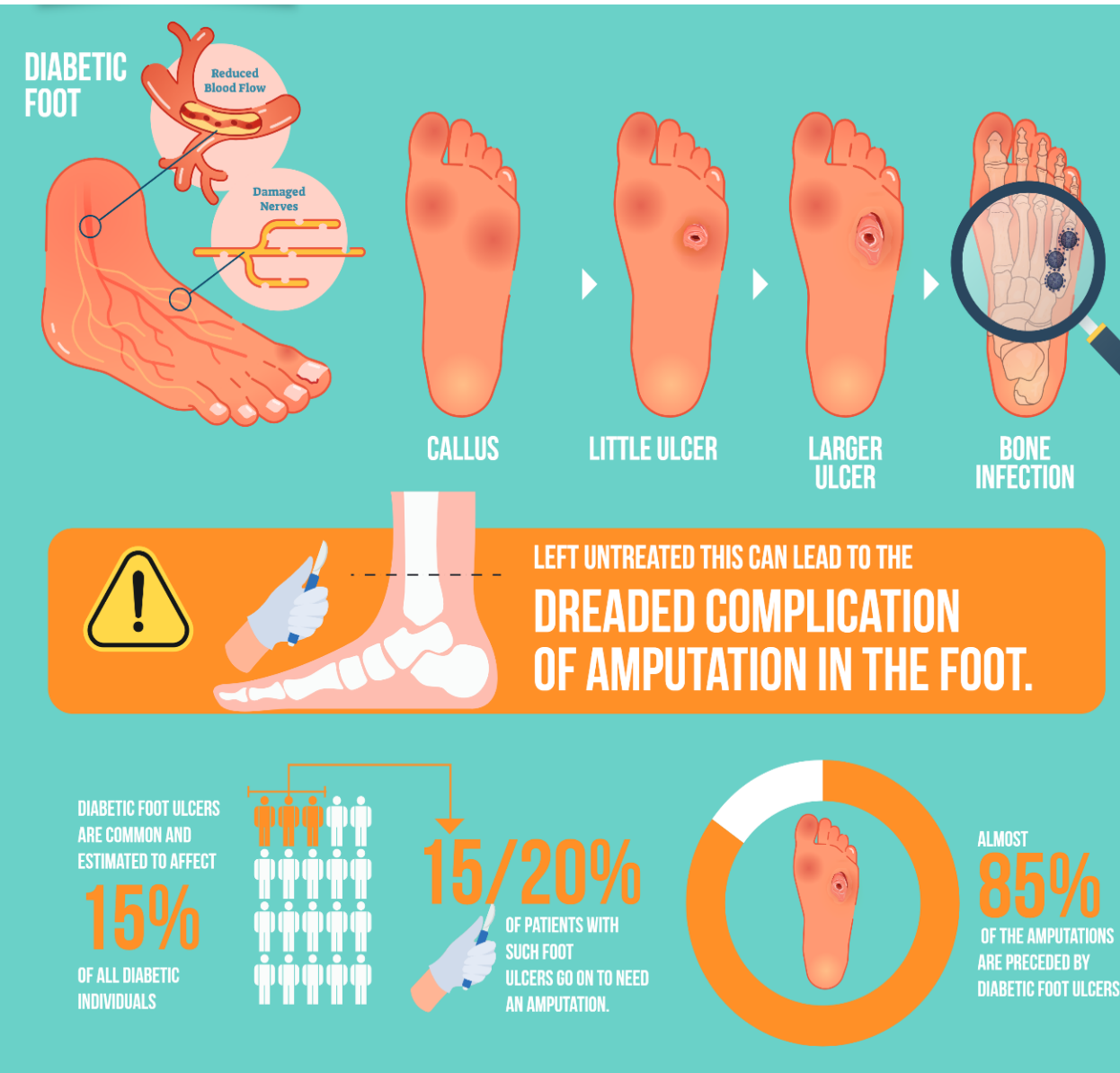


Consult your doctor if you see signs of infection





Infographics on osteomyelitis which could intrigue HCPs



5 THINGS YOU SHOULD KNOW ABOUT OSTEOMYELITIS



STAPH AUREUS IS THE MOST COMMON CAUSATIVE ORGANISM



MOST COMMON TYPE OF OSTEOMYELITIS IN ADULTS IS DIRECT SPREAD



OSTEOMYELITIS DOESN'T HAPPEN OVERNIGHT



WHY IS OSTEOMYELITIS SO DIFFICULT TO TREAT?



TREATMENT WITH ANTIBIOTICS OR SURGICAL DEBRIDEMENT

In conditions resulting in a weaker immune system, infections persist and can spread further

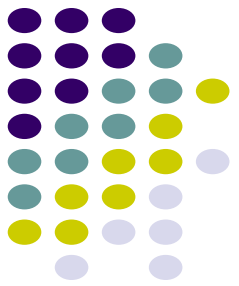
Bacteria infects the skin and proceeds to the soft tissues until the bone. This must be broken down in the skin to prevent further trauma

It takes time for the bacteria to reach the bone from the skin even if the skin is overlying directly on the bone

As the bacteria infects the bone, body's immune system starts acting which starts forming new bone (involucrum) with bacteria within

The bacteria involved (*S.aureus*) is often resistant to antibiotics like methicillin (MRSA). Antibiotics effective against MRSA is used





Rx **LIZOGOOD**
LINEZOLID 600MG TAB
LETHAL ON TOUGH INFECTIONS



Linezolid
Antibiotic

- Treatment against serious Gram +ve bacterial infections
- Vancomycin resistant *Enterococci* and methicillin resistant *Staph aureus* infections of bones (Osteomyelitis)
- Shows an immunomodulatory effect such as inhibition of inflammatory cytokine



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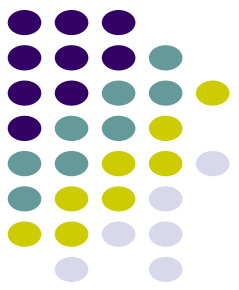


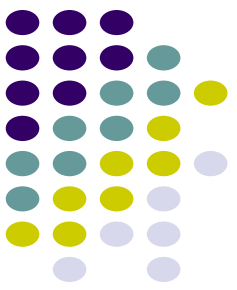
Visual aid for the sales team

5.4. Field work

The focus of field work was on ***RCPA (Retail Chemist Prescription Audit)***

- To compile a list of hospitals and private clinics with available pediatricians, orthopedics doctors and general physicians in Sanganer area
- Collect the contact information of the mentioned doctors
- Collect the information of their timings of pharma sales teams
- Interact with the associated pharmacy shops
- Collect contact information from these pharmacy shops
- Collect some information regarding the doctors' drugs of choice in management of diseases such as osteomyelitis
- Talk about various schemes that other pharma companies offer them
- Get an idea of the competition between the brands





6. KEY LEARNINGS AND CONCLUSIONS

- Key learnings from digital marketing strategies and brand plan
 - How to make the assigned brand a successful one in the pharmaceutical market
 - How to execute the brand plan
 - How to identify the competitors
 - How to create social media content
 - How to plan the social media strategy for a pharmaceutical brand
- Key learnings from Field Work
 - RCPA
 - How to approach doctors and HCPs
 - How to interact with pharmacists
 - How to compile data from such resources

Thank You...

