

Summer Training

At

Voll Sante Functional Foods and Nutraceuticals

Date (1/04/2019 to 1/06/2019)

PERCEPTION OF PRESCRIBER TOWARDS ALGAL CALCIUM SUPPLEMENT

By

Yewale Harishchandra M.

MBA PHARMACEUTICAL MANAGEMENT

(2018-2020)

UNDER THE GUIDENCE OF

Dr. Abhishek Dadhich

Assistant Professor



INSTITUTE OF HEALTH MANAGEMENT RESEARCH

1.Prabhu Dayal Marg, Sanganer, Jaipur, India

Phone: 91-141-3924700 email: ijhmr@ijhmr.edu.in

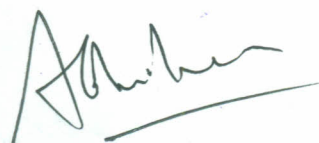
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CERTIFICATE

This is to certify that **Yewale Harishchandra M.** has undergone Summer Training at **Voll Sante Functional Foods and Nutraceutical Pvt. Ltd.** from 1st April 2019 to 31st May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.

A handwritten signature in black ink, appearing to read 'Abhishek Dadhich'.

Dr. Abhishek Dadhich
Assistant Professor
Pharmaceutical Management
IIHMR University, Jaipur

A handwritten signature in black ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula
Dean-in-charge (Associate Professor)
Pharmaceutical Management
IIHMR University, Jaipur

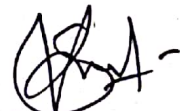
Voll Sante
CERTIFICATE
Of
INTERNSHIP

We present this certificate to

Mr. Harish Chandra Yewale, IIHMR, Jaipur

in appreciation for your successful work as an intern at Mumbai
The internship was conducted between 1st April 2019 and 4th June 2019.

Date : 20th June, 2019



Director - C&OE

Acknowledgement:

I have joined the Voll Sante Functional Foods and Nutraceuticals Pvt. Lmt. For two month Useful Substances and Nutraceuticals was an incredible possibility for learning and expert advancement. Along these lines, I see myself as a fortunate individual as I was furnished with a chance to be a piece of it. I am likewise thankful for getting an opportunity to meet such many magnificent individuals and experts who drove me however this entry level position period.

Remembering past I am utilizing this chance to offer my most profound thanks and exceptional gratitude to the Mr. Satya Dev Tiwari (Chief of Voll Sante Functional Foods and Nutraceuticals) who disregarding being phenomenally occupied with his obligations, invested significant time to hear, guide and keep me on the right way and enabling me to do my task at their regarded association and reaching out during the preparation.

I Heartily thankful for to Mr. Sandeep Narula (Dean of Pharmaceutical Management, IIHMR College, Jaipur) and Mr. Prasenjit Sen Gupta [Zonal Director Voll Sante] for participating in valuable choice and giving essential advices and direction and masterminded all offices to make life simpler. So, the in this industry I have lots of learning and earning to the profession.

Yewale Harishchandra M.

MBA in Pharmaceutical Management

IIHMR University, Jaipur

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Acronyms/Abbreviations:

CME - Continuing Medical Education

MR - Medical Representative

OTC – Over the Counter Drug

CCM- Calcium Citrate Malate

OPD- Out Patient Department

1. Organization Learning

Introduction:

Voll Sante Functional Foods & Nutraceuticals - a private limited company committed to enhance vigour, health & wellbeing and ameliorate nutritional deficiencies by bringing in high-quality affordable, palatable Functional Foods, Beverages & Nutraceuticals for relishing as staple by all as well as for specific health / dietary use.

Voll Sante Functional Foods & Nutraceuticals Private Limited is a Private incorporated on 19 July 2017. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 3,500,000 and its paid-up capital is Rs. 3,500,000. It is involved in Business activities N.E.C.

Voll Sante Functional Foods & Nutraceuticals Private Limited's Annual General Meeting (AGM) was last held on 24 November 2018 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2018.

Concept Testing of Algal Calcium supplement

As we know, our body can't make Calcium, so we need it from food or supplements. Calcium is important for optimal bone health and beyond, throughout one's life!

Although diet is the preferred way to get calcium, the calcium supplements are recommended when a person cannot or does not get enough Calcium from the diet or when there is an increased need of Calcium as in growing children, pregnancy, lactation and osteoporosis.

- Follows a vegan diet / has lactose intolerance and limit dairy products
- Consumes large amounts of protein or sodium, causing the body to excrete more calcium

Since ages, the calcium supplements being used have been the traditional ones – derived from limestone, dolomite, oyster shell and even bone meal which may contain heavy metals/ lead.

We take the pleasure of introducing a novel plant-based calcium supplement, derived from red marine algae species Lithothamnion - containing high levels of calcium, magnesium plus 72 additional trace minerals.

Aquamin is a unique marine multi-mineral complex which contains bio-active calcium, magnesium, plus 72 trace minerals. ... Marigot is committed to improving quality of life and has a dedicated scientific program with numerous studies to prove the positive impact of Aquamin on bone, joint and digestive health.

This product contains Vitamin D3 400 IU: Vitamin D3 enhances the osteogenic potential of marine derived multimineral Calcium supplement.

This product contains Magnesium sulphate 50 mg: several studies suggest that calcium supplemented with magnesium improves cardiovascular health and bone mineral density. Magnesium available in Aquamin is bioavailable to a significantly greater degree than magnesium oxide.

Numerous minerals present in this product: known to have anti-inflammatory and antioxidant properties – helpful in osteoarthritis in post-menopausal women and elderly people.

This product is balanced with presence of Vitamin K2: “To the elevated consumption of calcium supplements may raise the risk for heart disease and can relate to accelerated deposit of calcium in blood-vessel walls and soft tissues. In contrast, vitamin K2 is associated with the inhibition of arterial calcification and arterial stiffening. An adequate intake of vitamin K2 has been shown to lower the risk of vascular damage because it activates matrix GLA protein (MGP), which inhibits the deposits of calcium on the walls. The purpose of the Vitamin K2 is to work with the Vitamin D3, as a co-factor, to clean the calcium deposits from arteries and deposit them into the bone structure. Vitamin K2 provides major protection from osteoporosis, cardiovascular blockages and pathological calcification”.

“Calcium is a key nutrient in the human body. The primary emphasis on calcium consumption during its initial scientific discovery was focused on early human life primarily during growth periods of infancy and childhood. The interest on calcium requirements during the last decade has been expanded to apply to the entire life cycle from birth through elder years. Many commercial food and nutrition supplement products contain calcium fortification today in response to a wider audience”.

Objective:

- To collect the data from major hospitals in Nasik city and gather insights from doctors and Dietician regarding our product categories.
- ❖ To understand business and the strategy to win in the marketplace.

Idea Testing of Algal Calcium supplement

As we probably are aware, our body can't make Calcium, so we need it from sustenance or enhancements. Calcium is significant for ideal bone wellbeing and past, for an incredible duration!

In spite of the fact that diet is the favored method to get calcium, the calcium enhancements are suggested when an individual can't or does not get enough Calcium from the eating regimen or when there is an expanded need of Calcium as in developing kids, pregnancy, lactation and osteoporosis.

Despite eating a sound, adjusted eating regimen, one may think that it's hard to get enough calcium on the off chance that he/she:

Follows a veggie lover diet/has lactose bigotry and farthest point dairy items

Consumes a lot of protein or sodium, making the body discharge more calcium

Is accepting long haul treatment with corticosteroids

Has certain inside or stomach related illnesses that decline capacity to retain calcium, for example, incendiary gut infection or celiac sickness

Since ages, the calcium enhancements being utilized have been the conventional ones – got from limestone, dolomite, clam shell and even bone dinner which may contain substantial metals/lead.

We take the delight of presenting a novel plant-based calcium supplement, got from red marine green growth species Lithothamnion - containing large amounts of calcium, magnesium in addition to 72 extra follow minerals.

Aquamin Calcium is a marine multi-mineral complex which contains bio-dynamic calcium, magnesium, in addition to 72 follow minerals. ... Marigot is focused on improving personal satisfaction and has a committed logical program with various examinations to demonstrate the constructive effect of Aquamin on bone, joint and stomach related wellbeing.

Nutrient D3 400 IU: Nutrient D3 improves the osteogenic capability of marine determined multimineral Calcium supplement.

Magnesium sulfate 50 mg: a few examinations propose that calcium enhanced with magnesium improves cardiovascular wellbeing and bone mineral thickness. Magnesium accessible in Aquamin is bioavailable to an altogether more prominent degree than magnesium oxide.

Numerous minerals present in this item: known to have mitigating and cell reinforcement properties – supportive in osteoarthritis in post-menopausal ladies and old individuals.

Nutrient Vitamin K27: raised utilization of calcium enhancements may raise the hazard for coronary illness and can identify with quickened store of calcium in vein dividers and delicate tissues. Conversely, nutrient K2 is related with the restraint of blood vessel calcification and blood vessel hardening. A satisfactory admission of nutrient K2 has been appeared to bring down the danger of vascular harm since it enacts network GLA protein (MGP), which represses the stores of calcium on the dividers. The reason for the Nutrient K2 is to work with the Nutrient D3, as a co-factor, to clean the calcium stores from veins and store them into the bone structure.

Nutrient K2 gives significant assurance from osteoporosis, cardiovascular blockages and obsessive calcification.

Calcium is a key supplement in the human body. The essential accentuation on calcium utilization during its underlying logical disclosure was centered around early human life fundamentally during development times of earliest stages and youth. The enthusiasm on calcium necessities during the most recent decade has been extended to apply to the whole life push from birth through senior years. Numerous business sustenance and nourishment supplement items contain calcium stronghold today considering a more extensive group of spectators.

Purpose

To enhance vigor, health & wellbeing and ameliorate nutritional deficiencies by providing better options that all people at all ages relish and which also help them nourish to flourish.

Mission

Devoted to Full Health through 'Food as Medicine', we will be doing our utmost to develop and market high-quality, affordable Functional Foods & Beverages and Nutraceuticals which are natural, nutritious, tasty, convenient and preventive. This will be our endeavor to reduce healthcare cost, support overall economic development of nations while reducing burden of pills & procedures; thus, shifting the focus of healthcare from sickness to wellness & fitness.

Vision

To be a leading global Functional Food & Nutraceutical company, highly admired for its pioneering efforts, innovative products and stewardship of convergence of Food & Healthcare – beyond its basic nutritional benefits.

Business Segment

Under the current leadership of **Mr. Satya Dev Tiwari** (Chairman & Managing Director) and **Mr. Aradhana Tiwari** (Director), Voll Sante Functional Foods and Nutraceuticals has evolved into a diversified Proteins manufacturing company with products.

Voll Sante Functional Foods & Nutraceuticals Private Limited, built up in the year **2017**, is included among the confided in names in Wholesale Supplying a selective scope of Omega 3 Flakes. To deal with our quality principles, we are bolstered with a complex infrastructural office that spreads over an expansive territory. We have separated our infrastructural base into different offices, for example, creation, quality testing, investigate and advancement, warehousing and bundling, and so forth. With the assistance of cutting-edge machines introduced at our foundation base, we are providing these prepared items to our customers with an aggressive market cost of generation. To meet the variegated necessities of customers, our certified and experienced experts work nonstop inside submitted time allotment. (Sante, 2019)

Mode of Data Collection:

Type of Study: Observational Study

Data Collection: Secondary Data

Technique: Observational data is collected from Voll Sante Functional Foods & Nutraceuticals website and by carefully observing company's working in Nashik.

Departmental observation

Marketing Team: For every pharmaceutical company the marketing team is very important because marketing team and their effort is very important in growth of the company. Marketing teams makes strategy. And sales team's responsibility is to execute that strategy in the effective and efficient way. To grow faster in competitive market pharmaceutical company needs good coordination between sales team and marketing team.

But it is observed that there is a lack of coordination between Marketing team and sales team. Marketing team not have meetings before making strategies. Marketing team must take inputs from sales team because they are working in the field and they know what is going on in the market.

Medical Representative's (MR): Medical representatives are also known as sales team of the pharmaceutical companies. MR's must do lots of work in the field they have to Visit doctors to give detailing's of the products. They must work on different types of campaigns organised by the company for doctors. As an intern in Voll Sante Functional Foods & Nutraceuticals I've visited to different doctors with my guide (MR) and worked on Summer Cool Campaign under which we distributed Juice Packs to doctors. MR's also must take orders from Retailers and take it to stockist. MR's also must do closings in the ending of the month for that they have to do paper works for that they didn't have any office. It's difficult for them to do paperwork in open market.

Conclusive Learning

As I observed the job of Medical Representative is a tough as well it requires lots of skills for working. Like conversation with doctors and convince them for prescribing our product. Medical representatives also required lots of patience and the job is tough it means they must work in the field and must do multitasking works like MR's have to visit doctors in a city as well as in the other cities as well. And must execute different campaigns for doctors. Sometimes they must wait hours to meet a doctor. Which disturbs the hole day schedule to meet with other doctors.

Research Methodology:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Field survey using Questionnaire

Sampling technique: Purposive sampling

Data collection: Primary data

Study Timeline: Two months (April 2019-June 2019).

Sample size: 76 doctors

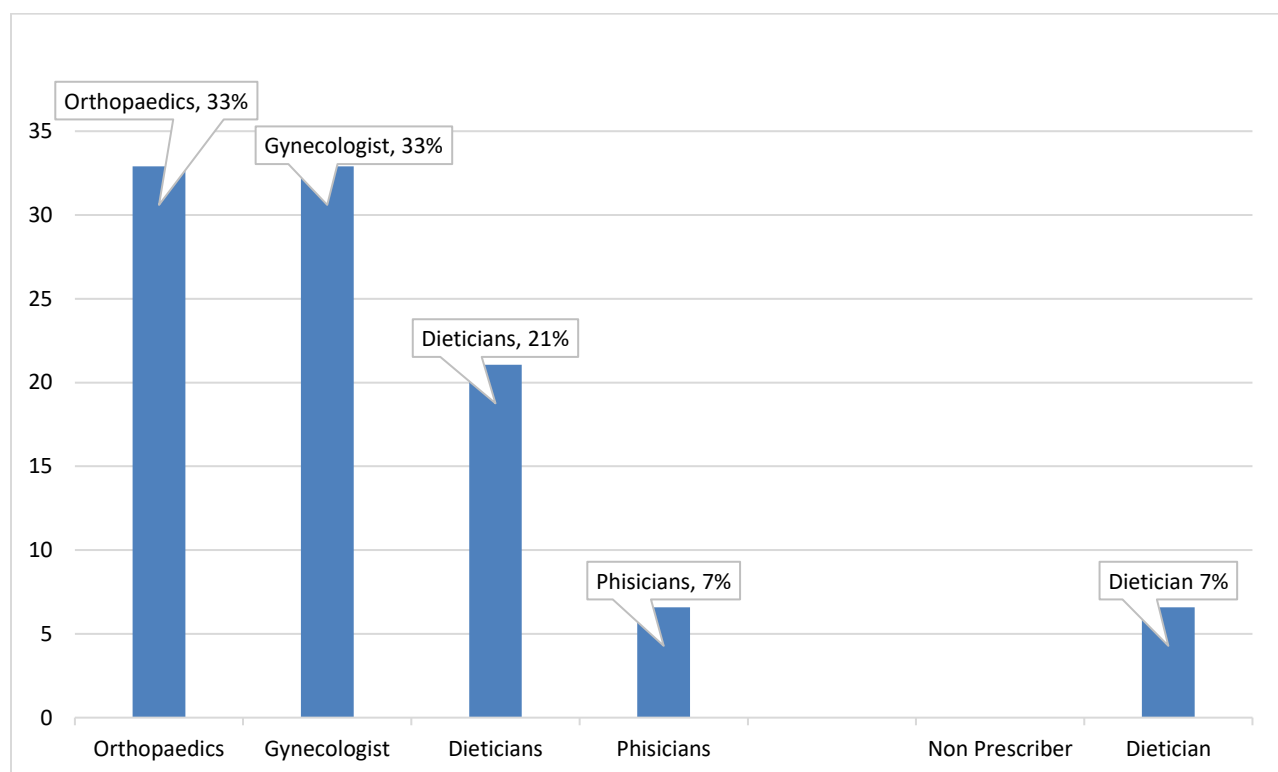
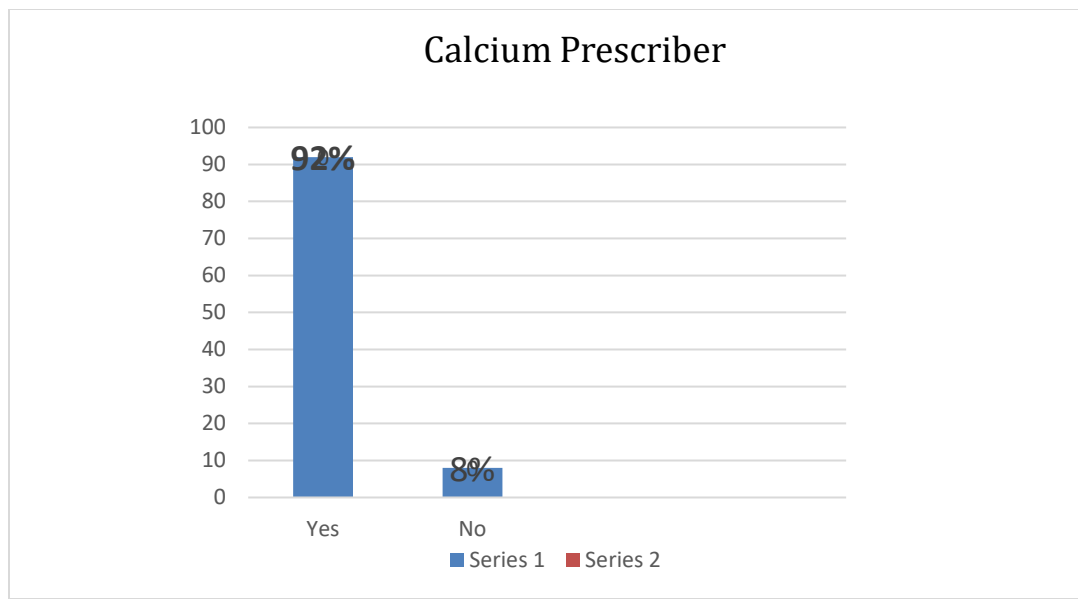
Sampling Unit: I interviewed Orthopaedic, Gynaecologist, General Physician Doctors and Dietician Clinic and hospitals location Provided by Nashik.

Data Analysis and Interpretation:

There are various questions, been asked with stakeholder (Doctors) the results of the same are discussed below:

1) Do you prescribe Calcium?

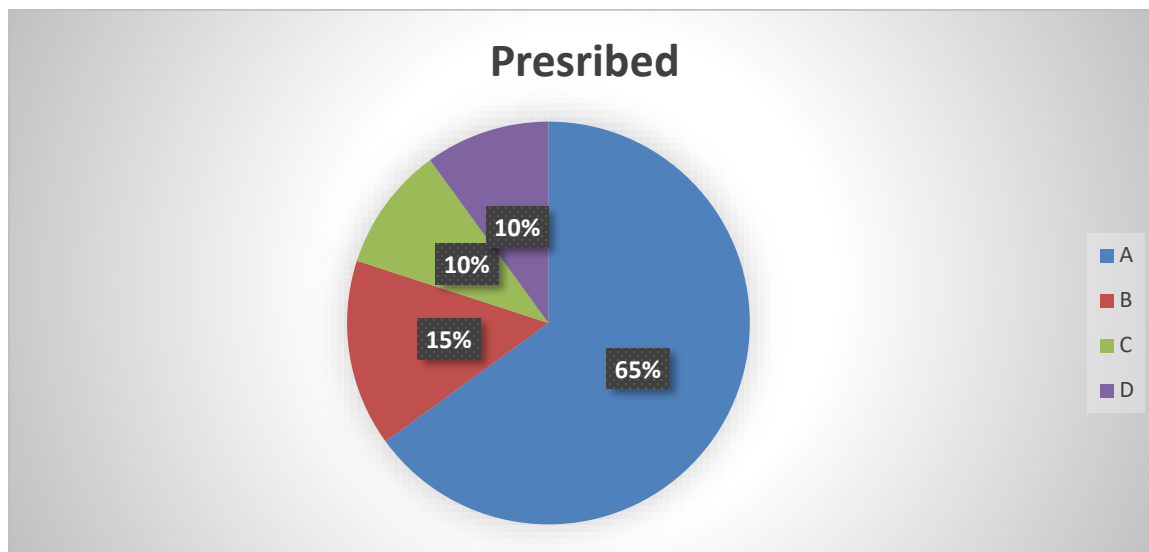
Response	Responded
Yes	71
No	5



Interpretation: Calcium is Prescribed in almost all the Doctors. Most of Doctors are prescribed in Calcium, Like Orthopaedic in 33%, Gynaecologist 33%, General Physician 7%, and Dieticians 21%. And Non-Prescriber in 7% doctors.

2) Average number of Calcium you prescribed per day?

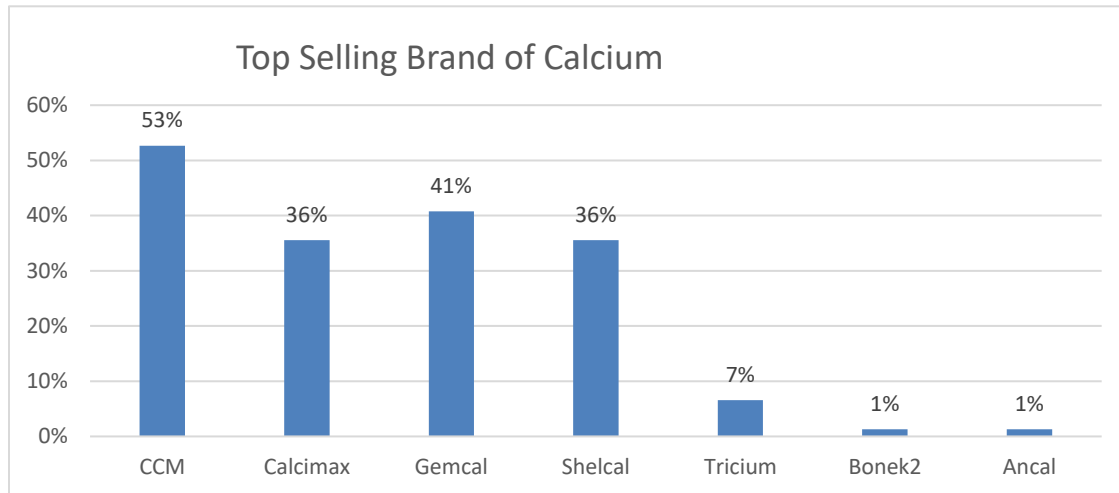
Response	Responded
A- 1-10	35
B- 10-20	20
C- 20-30	8
D- Above 30	8
Total	71



Interpretation: Most of the Doctors which was surveyed and present in Nashik has prescribe of 1-10 Calcium Supplement a day.

So, the Maximum Ortho and Gynaecologist Doctors has prescribed Calcium Tablets. Then the Average of Dietician doctors has Prescribed for Calcium Tablets.

3) Which are the top selling brands of Calcium substitute at your outlet?

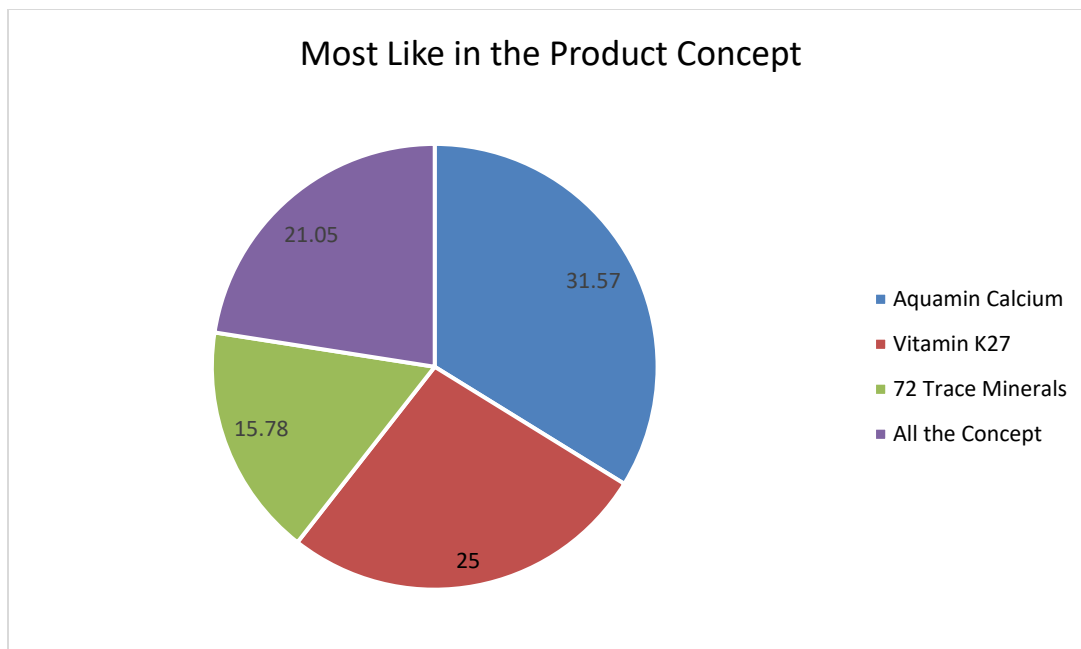


- 1) CCM (GSK)
- 2) Calcimax (Meyer Organics Pvt. Ltd.)
- 3) Gemcal (Alkem Laboratories Ltd)
- 4) Shelcal (Torrent Pharma)
- 5) Tritium (Corona Remedy's)
- 6) Bon K2 (Glenmark Pharma)
- 7) Ancal (A N Pharmacia)

Interpretation: Maximum no. of Doctors Prescribe CCM and Calcimax because it is biggest competitor in Algal Calcium of market.

4) What did you like most in this product concept?

Contains	Response
Aquamin Calcium	24
Vitamin K27	19
72 Trace Minerals	12
All the Concept	16

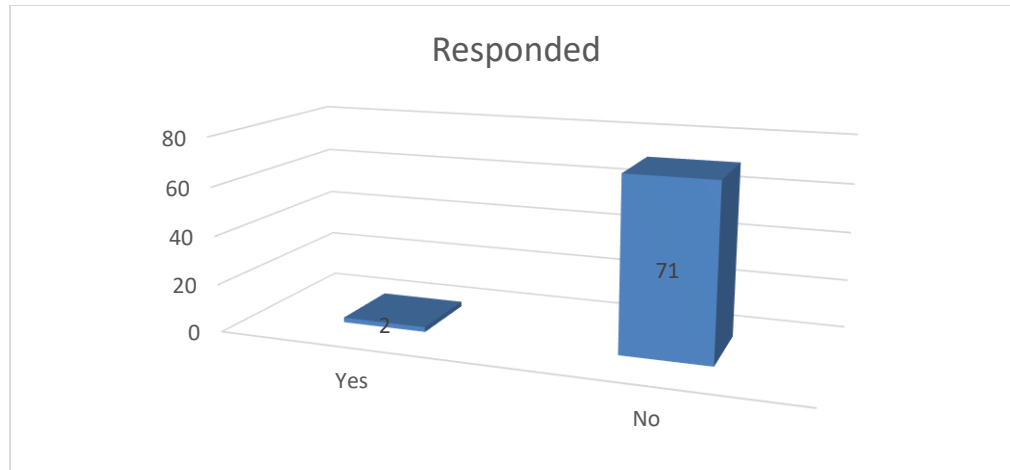


Interpretation: “Most of Doctors Says that Aquamin Calcium is good component in Algal Calcium. Because Aquamin Calcium is used in To Prove the Positive impact of Aquamin on Bone Joint and Digestive Health”.

Vitamin K27- “Vitamin K2 is associated with the inhibition of arterial calcification and arterial stiffening. An adequate intake of vitamin K2 has been shown to lower the risk of vascular damage because it activates matrix GLA Protein (MGP), which inhibits the deposit of calcium on the walls. Vitamin K2 provides major protection from osteoporosis, Cardiovascular blockages and Pathological Calcification”.

5) Any suggestion to improve this product concept?

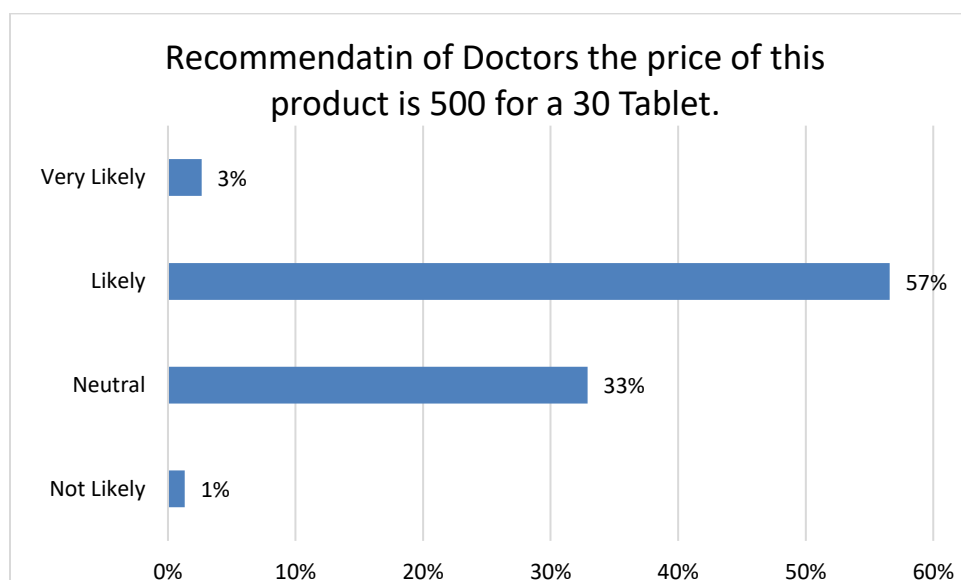
Response	Responded
Yes	2
No	69



Interpretation: Maximum Doctors Responses is the Algal Calcium Concept is better. Few of the doctors suggested that we should increase the level of vitamin D3 from 400 IU- 600 IU in the Body. Also, few of them suggested that Vitamin k27 should not be add. Aquamin Calcium, Magnesium Sulphate, Zinc Sulphate it's enough for Body.

6) Assuming the price of this product is ₹ 500 for a bottle of 30 tablets, how likely are you to prescribe / recommend this product to your patients?

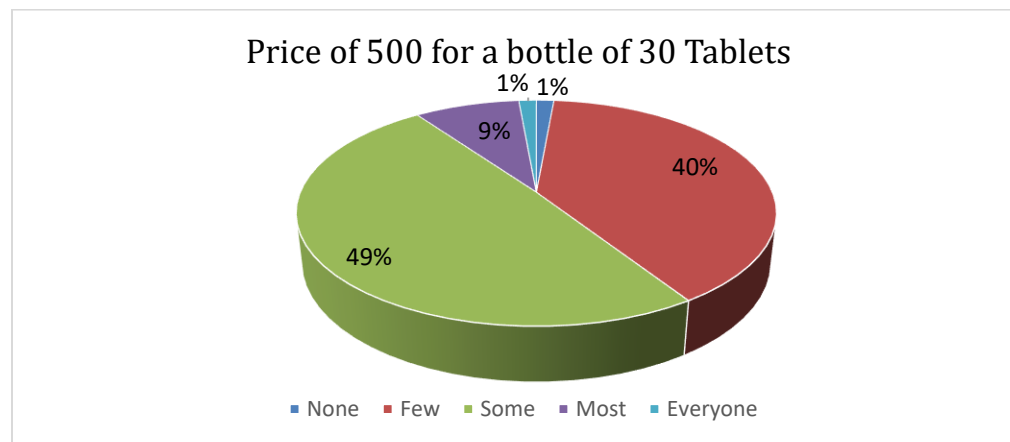
<u>Not Likely</u>	<u>Neutral</u>	<u>Likely</u>	<u>Very Likely</u>
1	25	43	2



Interpretation: The total doctors surveyed, 57% of the doctors are “likely” to recommend the product. Also, around 33% of the doctors remained “neutral” for the choice of product. Only a very few doctors are either “very likely” or “not likely” for the product.

- 7) To how many of your patients needing calcium supplements would you prescribe / recommend this novel product at the above price of ₹ 500 for a bottle of 30 tablets?

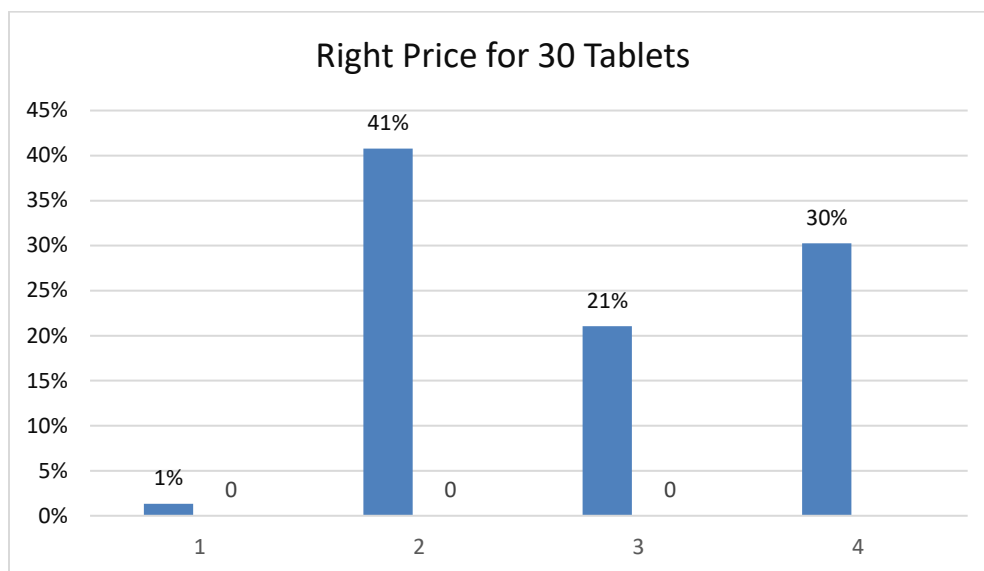
<u>None</u>	<u>Few</u>	<u>Some</u>	<u>Most</u>	<u>Everyone</u>
1	28	35	6	1



Interpretation Around 49% doctors would prescribe some and 40% doctors would prescribe a few of the products. Only 9%, 1%, and 1% doctors resp. in favour of most everyone or a few patients to prescribe the product.

- 8) What is the right price for a bottle of 30 tablets, which can help you prescribe to Most of your patients, as per your assessment of the differential benefits this novel product offers over the traditional calcium supplements?

Response for Doctors	Right price for a bottle of 30 tablets (500rs)
200-299 (for 30 Tablets)	1
300-350 (for 30 Tablets)	31
350-400 (for 30 Tablets)	16
500 (for 30 Tablets)	23



Interpretation : Most of doctors(31) preferred the right choice of price to vary between 300-350, whereas 23 doctors agreed to pay 500 or more for the same product. 16 doctors also placed the price range between 350-400. Only a single response was obtained for a price less than 300.

Conclusion:

During the study it was found that the report on the doctors perception on the concept testing of Calgal XT a novel voll santé product conducted at various hospitals and standalone clinics suggest that Calgal XT is one of the best quality Product contains Aquamin Calcium 1000mg, Vitamin D3 400 IU, Magnesium Sulphate 50mg, Zinc Sulphate 50mg, Vitamin K27 50mg. Algal Calcium also have Best price compare to other competitors. Most of the respondent suggested that 400 to 500 costing of the product for 30 tablets of Calgal XT is affordable for the consumers. There are very good numbers of chances that Algal Calcium is become like an OTC product. Just a need is to work on its aggressive campaigning to chemists and doctors as it also has lots of benefits over other brands.

Recommendations:

- ❖ Organization should emphasis more on promotional activities which will help them to increase their business and revenue.
- ❖ As a result of statistics of study states that the pricing of Algal Calcium tablet is high which is (500 for 30) tablet should be reduced accordingly, 40% of doctors states this statement.
- ❖ Organization should also expand their business in different verticals also.
- ❖ organization should increase their interest in digital and social media marketing also.

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