

INTRODUCTION

Optimus is a division of Dr.Reddy's created to serve diabetes patients with focus on Cardiologists, Diabetologists, Endocrinologists & Consultant physicians.

The company wants to improve its prescription share especially among specialists like Endocrinologists, Diabetologists & Cardiologists.

For this purpose communication & activities are designed to gain higher Rx share among specialists. There are plans to design & develop N=1 engagements also among specialists.

This project will do baseline analysis of current position of Optimus among specialists & also understand the baseline competency of PSR/ASM in communication & activities.

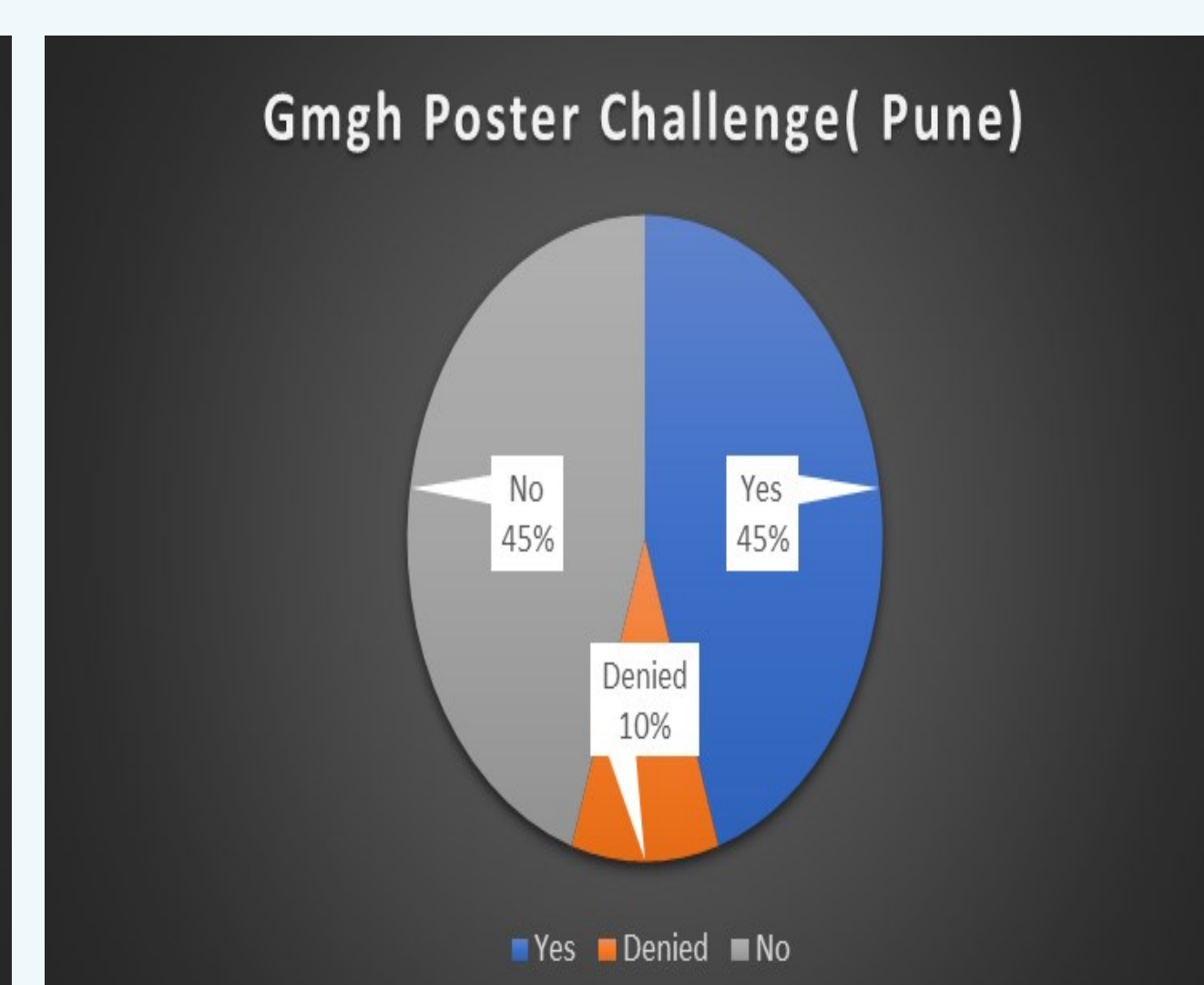
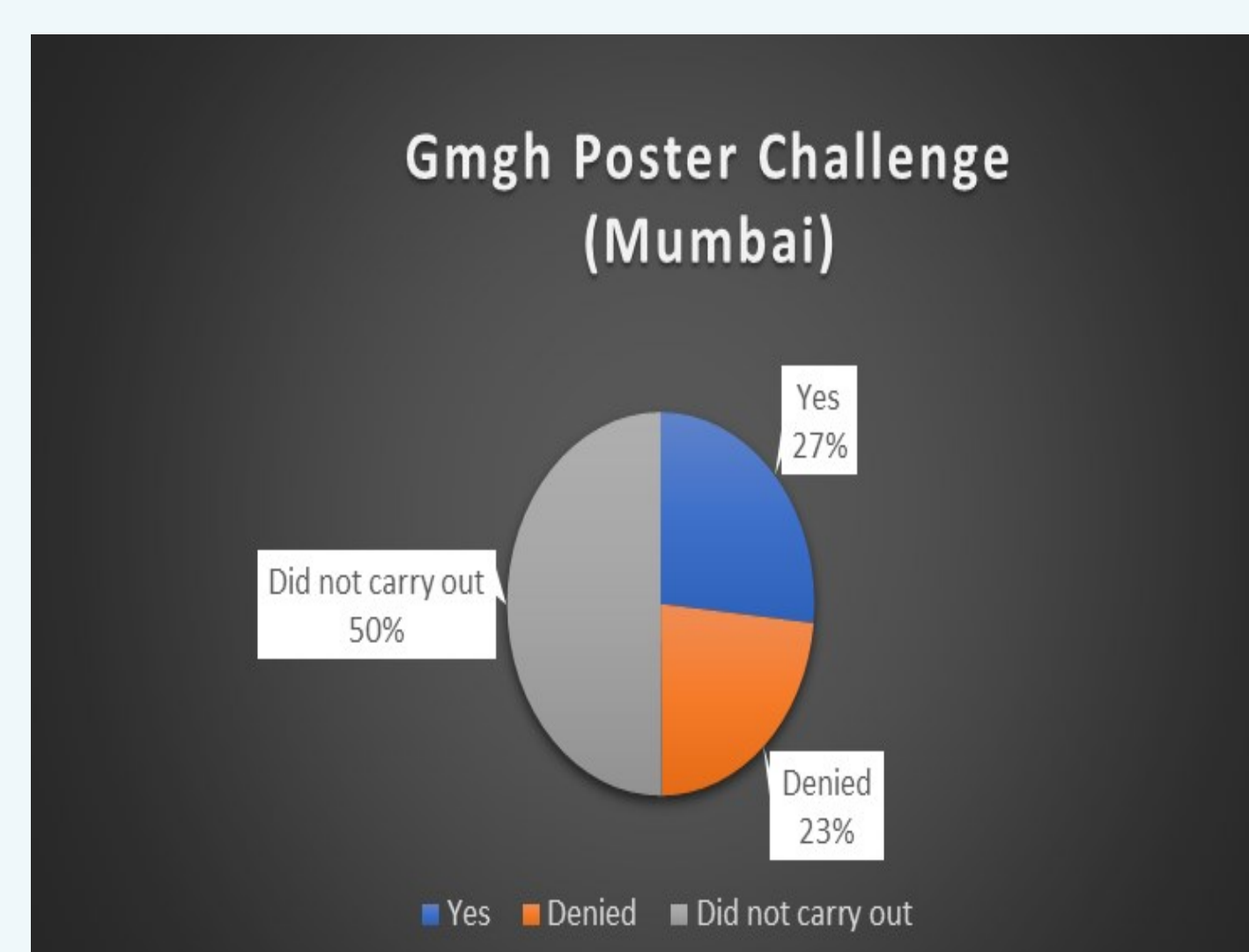
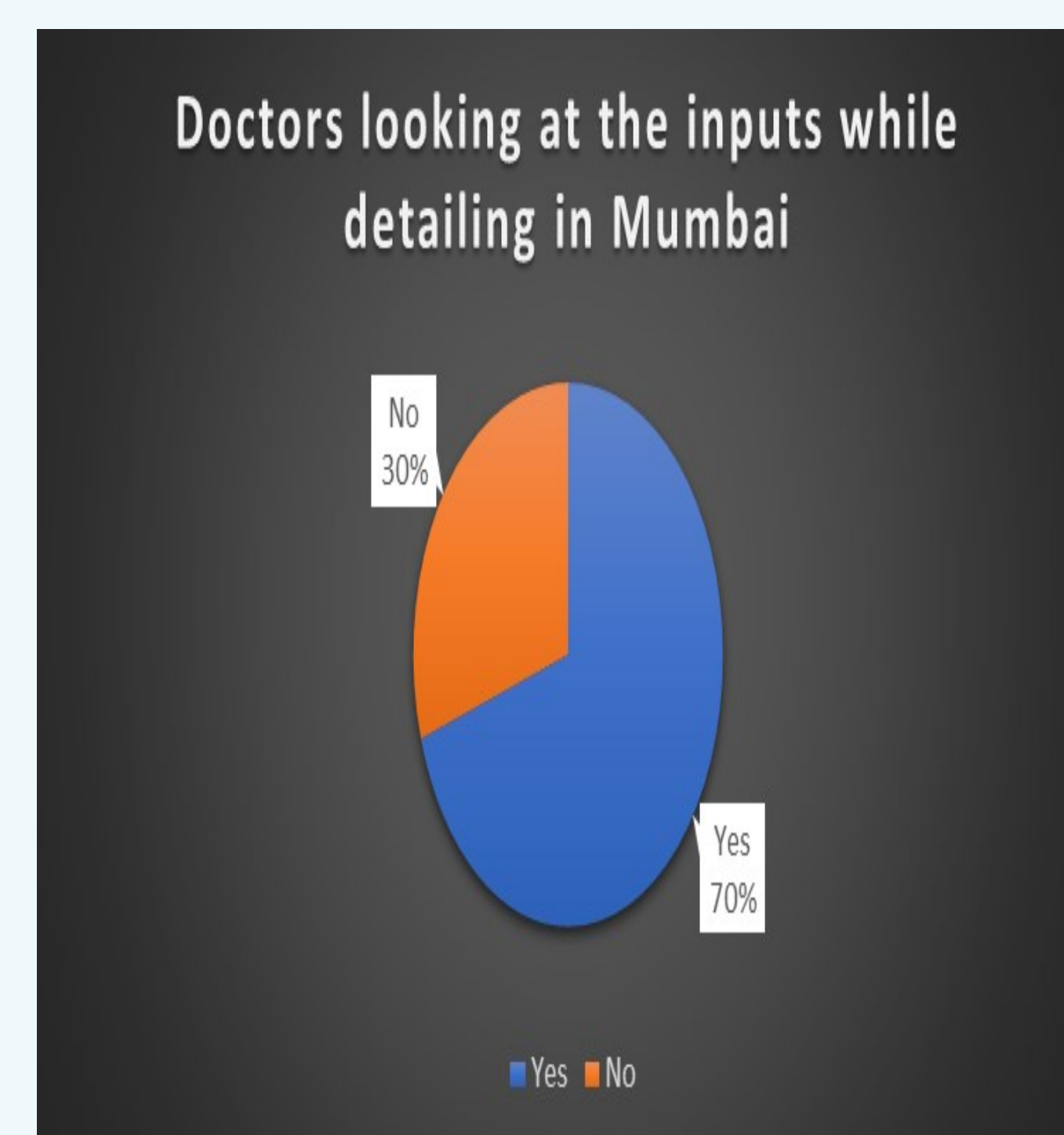
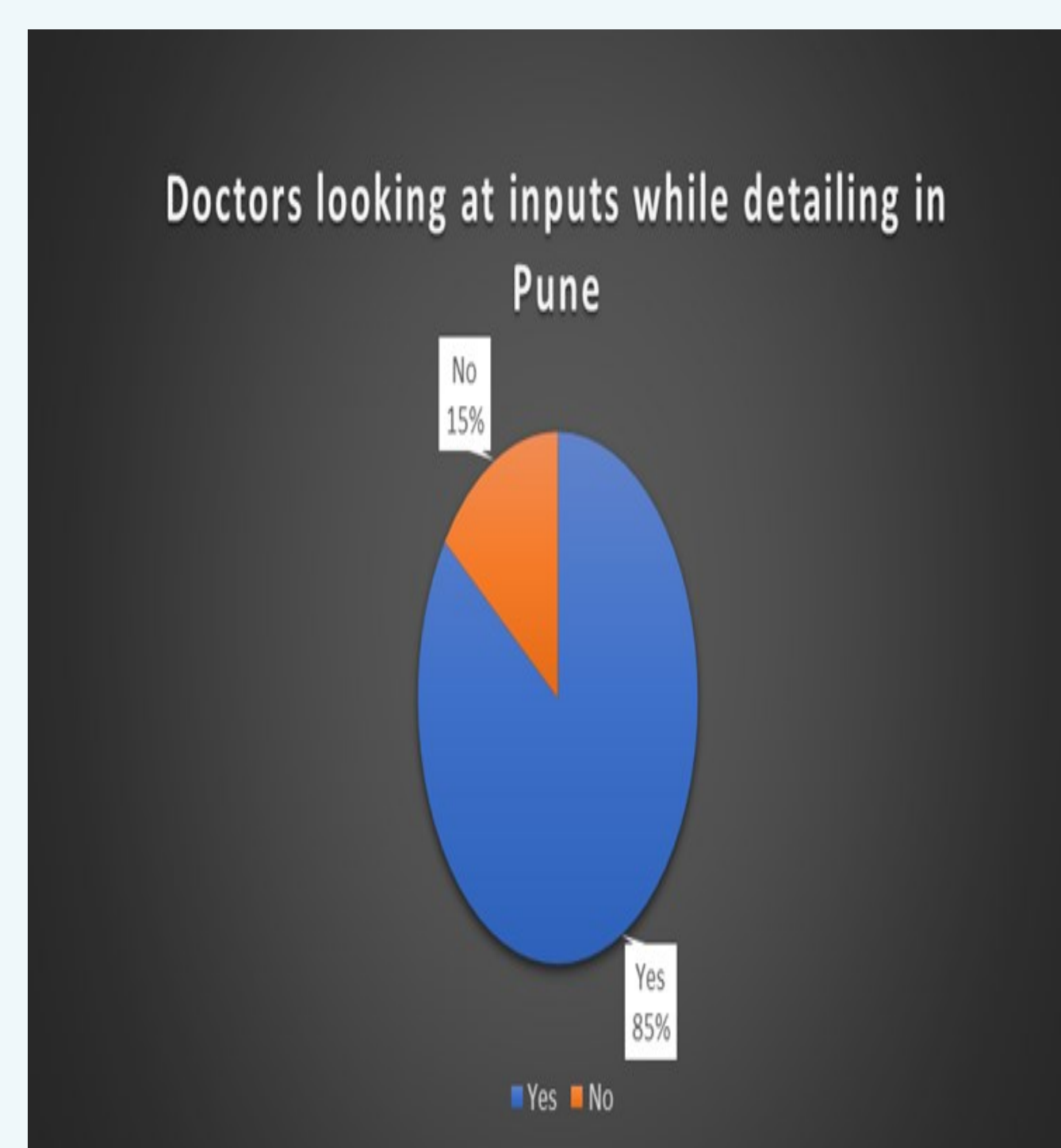
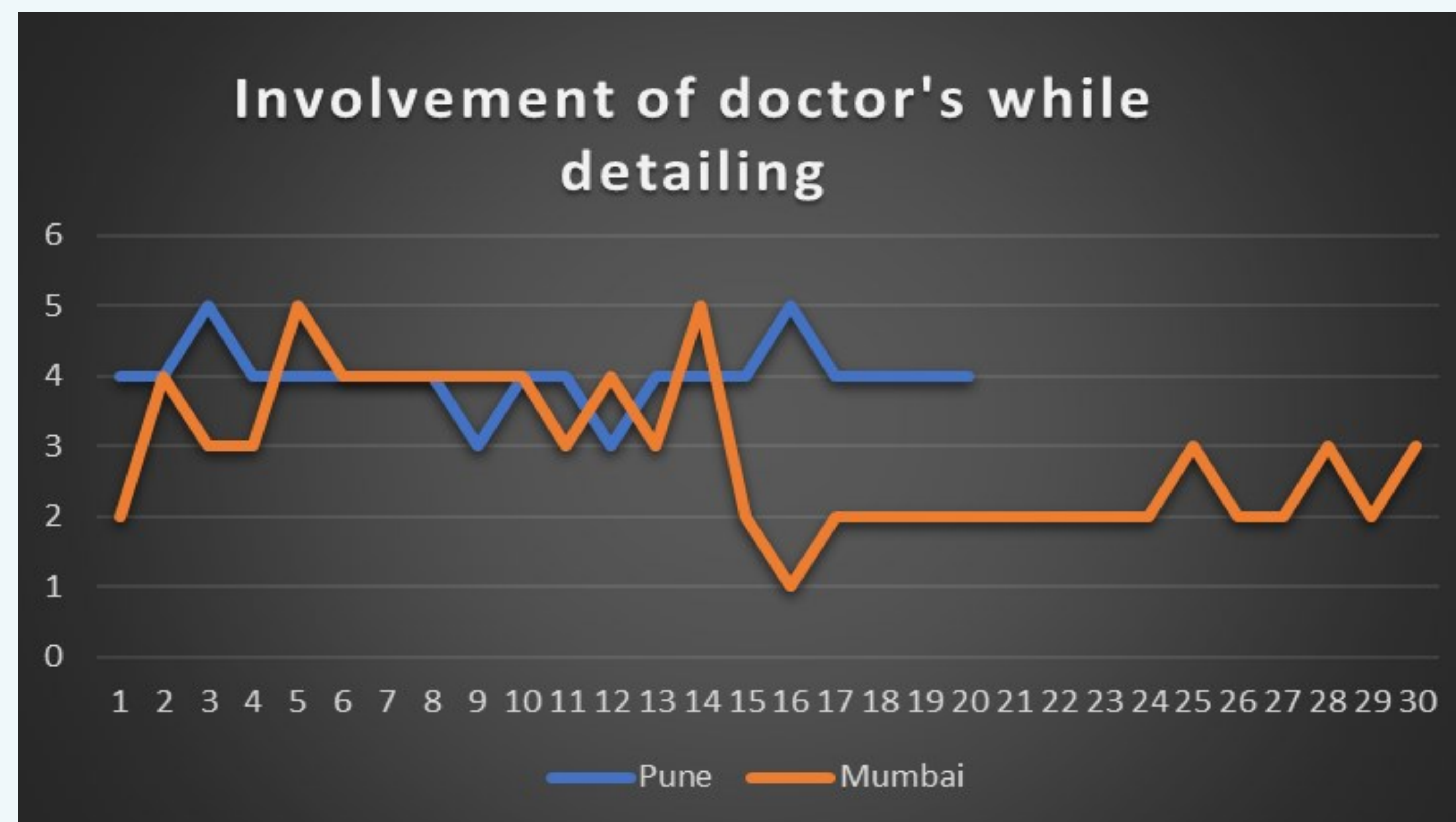
OBJECTIVES

1. To evaluate the impact of PSR's & ASM's competitiveness with respect to marketing communication & activities among specialists.
2. To assess the in-clinic effectiveness of marketing strategies on PSR and ASM.
3. To compare the execution patterns of Marketing strategies of Sales teams in Mumbai and Pune.

METHODOLOGY

- **Study Design:**
- **Sampling Method:** Purposive Sampling
- **Sample population:** Speciality Doctors(Endocrinologists, Diabetologists, Cardiologists)
- **Sample Size:** Doctors:50, Medical Representatives:22, Area Sales Managers: 6
- **Sample Area:** Mumbai , Pune
- **Time Period:** 60 days
- **Data Collection:** Separate Questionnaire was used to collect data from Doctors and Observations were made for the Medical representatives and Area Sales managers.

ANALYSIS AND FINDINGS



FINDINGS

- 23.33% of doctors on Mumbai did not look at the I-pad/ input while the PSR was detailing to the doctor.
- The in-clinic time for the PSR and ASM in very less approximately 45-60 seconds in Mumbai as compared to the in-clinic time for the PSR and ASM in Pune which is approximately 240-300 seconds.
- The relation and interaction of PSR and ASM in Pune is well established with the doctor as compared to the PSR and ASM in Mumbai.
- The doctor was interested in having a conversation along with the PSR in Pune.
- Due to the less in-clinic time there is very less acknowledgement from the doctors to the PSR in Mumbai resulting in doctors looking less at the I-pad.
- The above chart shows that almost 23% of doctors in Mumbai denied to give the photograph for the Gmgh Poster challenge and did not allow to stick the poster in their clinic due to various reasons.
- On the contrary the doctors in Pune were willing to give their photographs and allowed to stick the posters in their clinic with only 10% doctors denying for the activity.

SUGGESTIONS

- More activities like CME's can result in more interaction between the doctors and PSR in Mumbai so that the relation may develop between the two.
- Taking Appointments and then meeting the doctors at least once a month along with the ASM and RSM can result in the better improvement in the relation with the doctor.
- The Glimy MV expert advice programme can be done with doctors that are willing to share the information instantly as the collection of cases from the doctors was difficult in the field. Inputs like a box of rubber gloves with our brand mentioned can be given to potential cardiologists, Endocrinologists and Diabetologists.
- The inputs and the marketing strategies need to short and effective so as to be more effective in the marketing of our brand in MUMBAI.

CONCLUSION

- The PSR's and ASM's were more competitive in Pune as compared to the PSR's and ASM's in Mumbai with respect to the marketing strategies.
- The in-clinic effectiveness of PSR's and ASM's in Mumbai and Pune was effective and has improved due to the marketing strategies discussed in the meetings.
- The execution pattern of marketing strategies of Sales team Pune were more effective as compared to sales teams in Mumbai.

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