

**Summer Internship training
At
Dr.Reddy's Laboratories Pvt Ltd.**

From 4th April 2019 to 4th June 2019

**A report on
A study of Execution and Impact of marketing campaigns at
Endocrinologists, Diabetologists and cardiologists.**

by

Vikrant Girish Athavle

MBA Pharmaceutical Management (10th Batch)

(2018-2020)

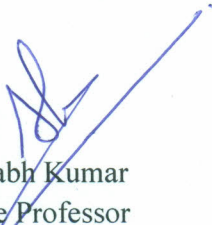


CERTIFICATE

This is to certify that **Vikrant Athavle** has undergone Summer Training at **Dr.Reddy's Laboratories. 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.



Dr. Saurabh Kumar
Associate Professor
IIHMR University, Jaipur



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

June 26th 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Vikrant Athavle completed his Internship with Dr Reddy's Laboratories, Hyderabad from 4th April 2019 to 3rd June 2019

During the course of the Internship Vikrant Athavle has shown keen interest and has performed well.

We wish him all the best in future.

Dr Reddy's laboratories Ltd.
(Authorized Signatory)



“DECLARATION”

I hereby declare that the project entitled “To impact competitiveness of PSR’s & ASM’s (with respect to marketing communication & activities among specialists) and to measure impact at Specialists.” has been prepared by me under guidance and supervision of **Mr. Prahlad Katte** and **Mr. Surya Kumar Phani** in the fulfillment of the project.

Date:

Place: _____ **Vikrant Girish Athavle**

ACKNOWLEDGEMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations.

I remain indebted to those entire individuals without whose help this project would not have been completed. A special gratitude to my mentor **Mr. Prahlad Katte** for their guidance also special thanks to **Mr. Surya Kumar Phani** for their guidance and constant support in completing the project.

I would like to extend my gratitude towards my parents & the PSR's and ASM's for their kind co-operation which help me in completion of this project.

Project Objective:

To impact competitiveness of PSR's & ASM's (with respect to marketing communication & activities among specialists) and to measure impact at Specialists.

Project description:

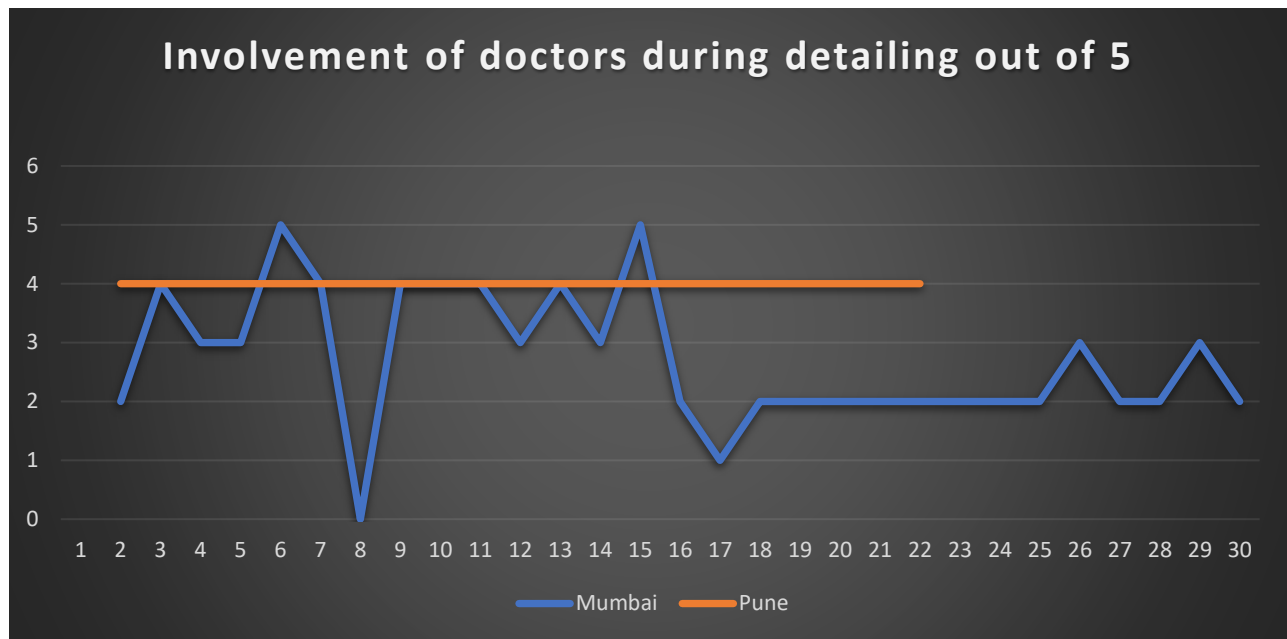
Working with PSR's (Pharmaceutical Sales representative) and ASM's (Area Sales manager) in Mumbai and Pune and meet 50 doctors and measure the following details:

- a) Base-lining competency of PSRs/ASMs (their understanding & execution of the marketing campaigns.
- b) Base-lining of specialists to understand brand equity
- c) Measuring the Improvement in understanding & execution of the marketing campaigns of PSRs/ASMs
- d) Measuring the progression & impact of Communication, Brand activities at specialists.
- e) In-Clinic communication of first message, 4X2 matrix messaging relevant to endo, Diabeto & cardio, Hard to forget messaging.
- f) In-Clinic activities covering digital initiatives, Camps, expert's advice & specialty specific journals

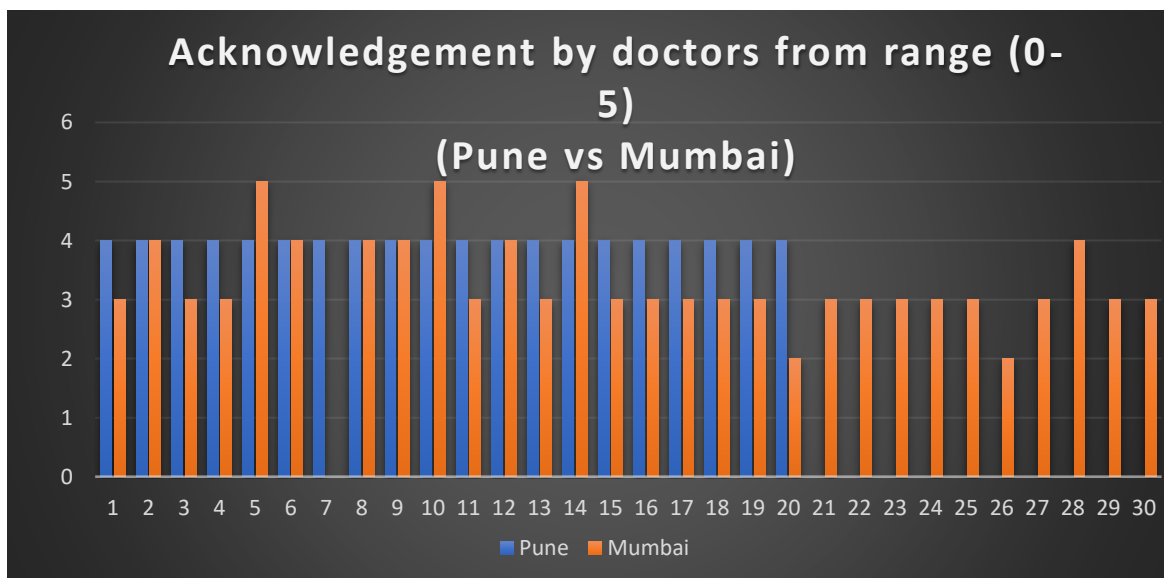
ANALYSIS AND INTERPRETATION:

Phase 1

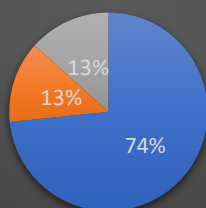
1. The following graph shows the **involvement of doctors** in Pune and Mumbai with the PSR in which 5 - complete involvement 0 - no involvement.



2. The following graph shows the **acknowledgement by doctors** in Pune and Mumbai with the PSR in which 5 - complete involvement 0 - no involvement.



Percentage of Rx demand accepted by doctor in Mumbai



■ Yes ■ No ■ No response

Percentage of Rx demand accepted by doctor in Pune

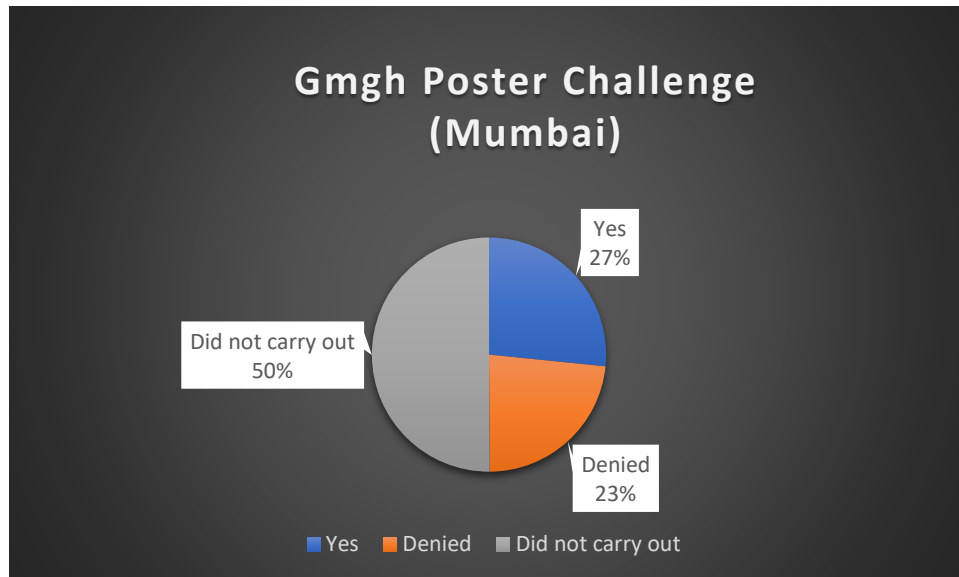


■ Yes ■ No ■ No response

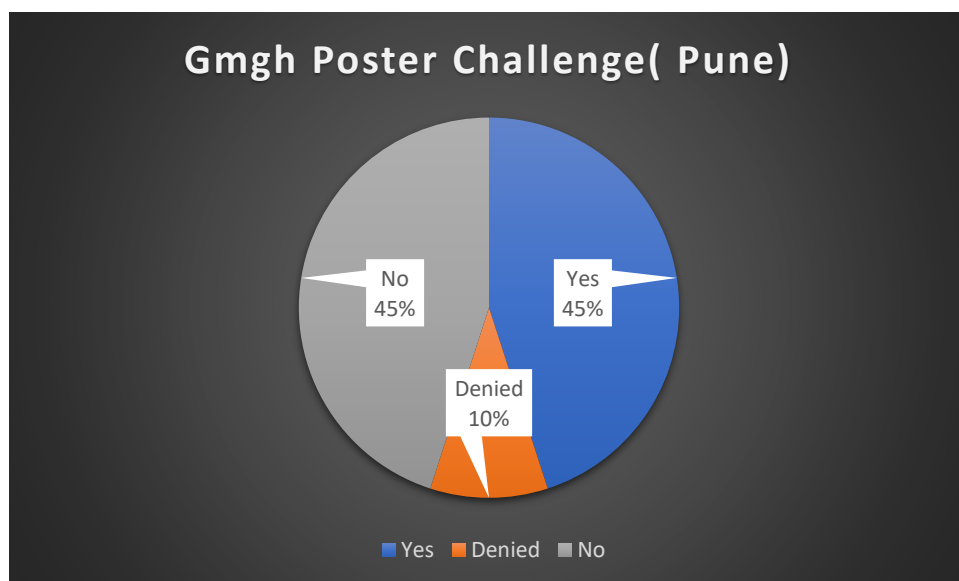
INTERPRETATION:

1. 23.33% of doctors on Mumbai did not look at the I-pad/input while the PSR was detailing to the doctor.
2. The in-clinic time for the PSR and ASM is 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 105-120 seconds.
3. 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.
4. The doctor was interested in having a conversation along with the PSR in Pune.
5. 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.

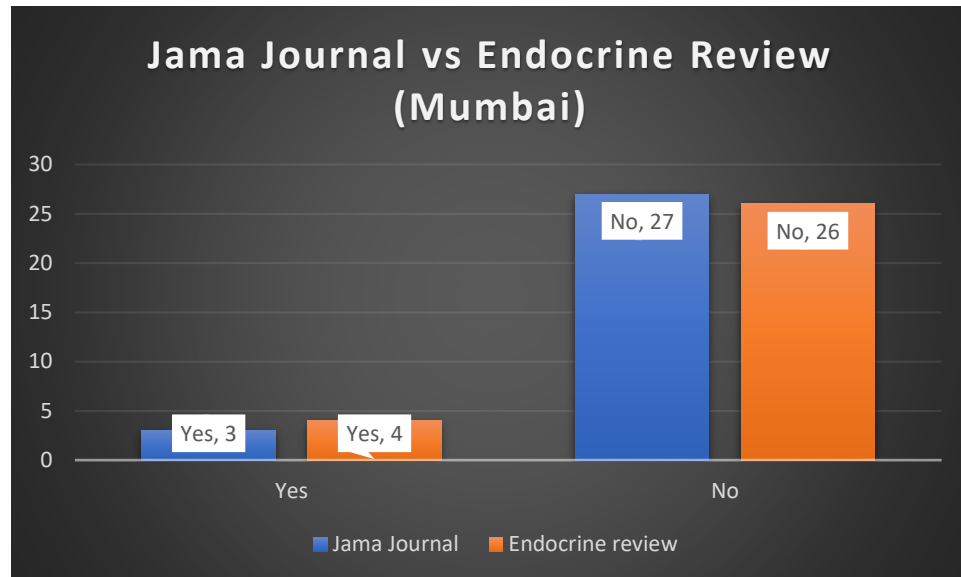
Phase 2;



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.

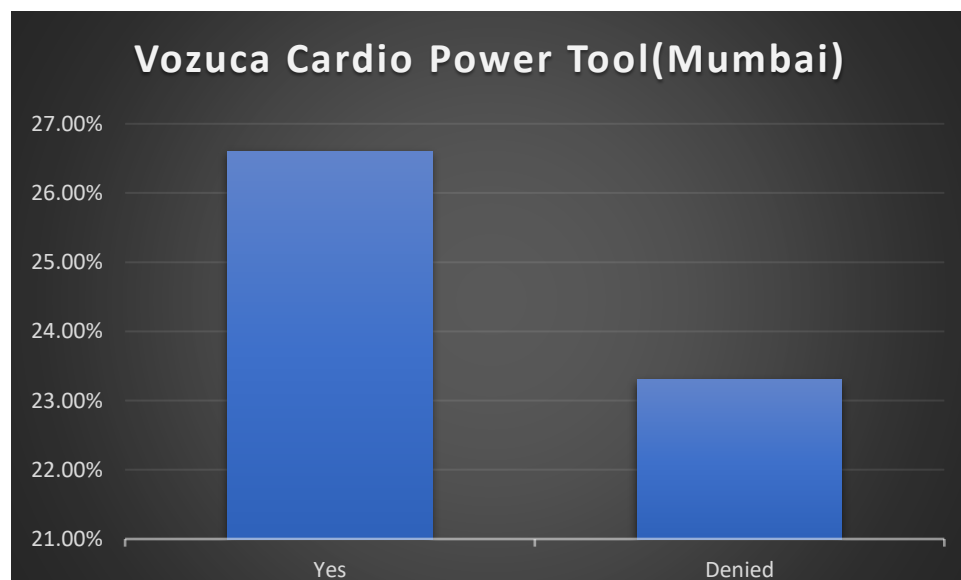


On the contrary the doctors in Pune were willing to give their photographs and allowed to stick the posters in their clinic with only 10% doctors denying for the activity.



The above graph indicates that the response for the JAMA JOURNAL and the Endocrine Review was approximately the same for the doctors in Mumbai and Pune.

The Doctors in Pune were familiar and the PSR has maintained strong relations with the doctors.



The Doctors in Mumbai had already read about the case study that was mentioned in our input of Vozuca cardio power tool which resulted in doctors not accepting it and denying.

Conclusions based on the sales data:

- 1) The sales of Vozuca is at equal costs with the competitor brands in Mumbai region.
- 2) The sales of Glimy M, Glimy MV, were less as compared to the other brands in Mumbai.
- 3) The co ordinations and the relationship between the doctor's in Mumbai need to be more stronger so as to increase the outputs from them.

Recommendations:

1. 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.
2. 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.
3. The activities ruled out must be carried out efficiently in the field by PSR so as to get more familiar with the doctor.
4. Since we understood from the data that the in clinic time for the PSR is less in Mumbai, We can develop more effective marketing strategies which can be carried out in less time with more effectiveness.
5. The customized detailing that was discussed in the cycle meeting was effective in detailing the doctors. Also the patient profile's mentioned in the presentation's can be made more effective in future.
6. The doctors in Mumbai were reluctant to listen to the Hard to Forget story of Nithin and emphasized more on knowing about the brand than the story.
7. 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.

8. Inputs like a box of rubber gloves with our brand mentioned can be given to potential cardiologists and other doctors.
9. Also other inputs like samples with “NOT FOR SALE” mentioned on them can be shared with doctors, since it was observed that the doctor’s were demanding for it, which can have results on our end.
10. The initiative of Hard to Forget India’s world cup campaign was a innovative idea to remind doctors of our brand.
11. 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.
12. In Pune the Activities were carried out efficiently and the doctors and PSR relations were well established as compared to Mumbai resulting in better sales output in Mumbai