

Summer Training Report

By

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MBA (Pharmaceutical Management)

2019-21



Acknowledgements

My Sincere thanks to Dr Ashok Peepliwal for keeping me motivated with unstinted support and guidance for the completion of my Summer Training.

Further, I would like to thank Mr.Tavinder Singh, Mr. Neeraj Alawadhi and his team including Ms. Pragati Arora from Micro Labs Ltd, Gurugram for their valuable inputs in completing my assignments.

Report Part 1

Work from Home Assigned by the Organization

Report Part 2

Online Course - Become A Product Manager

FUNDAMENTALS OF MARKETING CAMPAIGN. MARKETING CAMPAIGN CITICOLINE.

- ETIQUETTES
- MARKETING CAMPAIGN AND UNDERSTANDING
- IMPORTANCE OF MARKETING CAMPAIGN IN PHARMA SECTOR
- CREATING E- LIBRARY
- STEPS TO DESIGN A MARKETING CAMPAIGN
- MARKETING CAMPAIGN CITICOLINE

ETIQUETTE

- Formal manners and rules that are followed in social or professional settings.

NETIQUETTE

- It means to know one's manners when using technology.
- Communication over internet, social media, emails, chats.
- Respect other people's privacy, check messages and respond promptly.
- Do not use rude or bad language.

TYPES-NETIQUETTE

- BASIC: Research before communicating.
- SENDING: Be brief; Stay on topic ; Send attachments carefully ; Pay attention to formatting.
- REPLYING: Be updated with the current information ; Summarize for the group.
- Confidentiality: Never send any data which you have not read yourself ; Respect copyright.

CORPORATE ETIQUETTE

- ETIQUETTE : Formal manners and rules that are followed in social or professional settings.
- CORPORATE ETIQUETTE: Set of rules an individual must follow while at work.
- Dress formally; Be punctual ; Avoid casual attitude; Keep your workstation clean and tidy; Respect all; Be polite.

TYPES - CORPORATE ETIQUETTE

- OFFICE ETIQUETTE: Listen carefully ; Be concise and articulate when speaking.
- EXECUTIVE ETIQUETTE: Appropriate introduction ; A firm handshake.
- EMAIL ETIQUETTE: Professionalism ; Efficiency; Protection from liability.
- TELEPHONE ETIQUETTE: Feel free to call us anytime ; Pleasure talking to you.

BUSINESS COMMUNICATION ETIQUETTE

- Building Blocks: Face to face meeting ; Phone call ; Email; Video Conference ; Social Media.
- Effective Communication: Confident; Competent; Calm; Clear ; Concise ; Consideration ; Creativity.
- Avoid personal involvement.
- Respect: Time; Skilled Listening; Problem Solving; Choice of Medium ; Tone ; Empathy.

BUSINESS COMMUNICATION ETIQUETTE.

- Mannerism ; Kindness ; Courtesy ; Assertiveness in business.
- Body Language: Convey confidence and sincerity, practice smiling and looking pleasant, eye contact.
- Work with dignity: Know your gadgets before usage , listen before speaking , do not be arrogant or boastful.



Marketing Campaign and Understanding

MARKETING CAMPAIGN AND UNDERSTANDING

- Is a series of activities carried out by a company for informing, reminding or persuading its target customers about the product or service.
- To promote:
 BRAND - PRODUCT



COMMUNICATION- MEDIUMS

- ADVERTISING

TV Ads/ Radio Ads
Outdoor Advertising
In Store Display
Newspaper/Magazine
Ads



COMMUNICATION - MEDIUMS

- DIGITAL ADVERTISING
- Social Media – Facebook, Instagram, Twitter
- Internet –
 - Company Website (high quality)
 - Email Campaign



COMMUNICATION- MEDIUMS

- Sales Promotion -
Coupons, Sampling ,
Free Schemes(1+1)
- Personal Selling –
Trade Shows /
Exhibitions
- Events/Public Relations-
Sport Events, Festivals ,
Seminars , Press
Releases.



UNDERSTANDING- MARKETING CAMPAIGN

- Perfect way to reach your customers , clients and leads.
- Promote your Products, Services or Brand even further.
- Important activity to support Sales Revenue





Importance of Marketing Campaign in Pharma Sector

IMPORTANCE OF MARKETING CAMPAIGN IN PHARMA SECTOR

- Enables Pharma Companies to boost their Products and Brand.
- Ability to understand and influence their customers.



IMPORTANCE OF MARKETING CAMPAIGN IN PHARMA SECTOR

- Product Launch- Usually for the launch of a new product.
(SANOFI launches “Aubagio” for Multiple Sclerosis).
- Rebranding- Promoting a new identity as in cases of Mergers & Acquisitions.



IMPORTANCE OF MARKETING CAMPAIGN IN PHARMA SECTOR

- Brand Launch- Building brand identity, brand promise. It may include products and services.
(Mankind Pharma announces Amitabh Bachchan as Brand Ambassador).
- Relaunch- Promote the same product or brand with additional or improved promise.



IMPORTANCE OF MARKETING CAMPAIGN IN PHARMA SECTOR

- Enhance Customer Relationships- It is necessary to get products in front of healthcare professionals and patients.

Towards physicians.

Directly to consumers for OTC products.(Zantac).



E- LIBRARY

- CNS AND DIABETES



Assignment 2- E - Library.zip



Steps to Design a Marketing Campaign

STEP-1

- *Goals-*

What is the objective of marketing campaign

Launch new products or services.

Target new customers.

Enter new markets internationally or locally.

Increase sales.

Build brand awareness.

GOAL



STEP-2

- *Target Market-*

Target market is the specific group of people you want to reach with your marketing message.

Three main activities are

Segmenting

Targeting

Positioning

Referred to as the S-T-P Marketing Process.

STEP-3

- *Offering-*

Is more than the product itself and includes elements that represent additional value to your customers, such as availability, convenient delivery, technical support or quality of service.

STEP-4

- *Message-*

A good message should be engaging, to the point, memorable, and lead to a purchase decision.

Focus on a few themes and simple message.

Differentiate your product or service from competition.

Emphasize what is new about your products or services.

STEP-5

- *Medium-*

Select the mediums to be used-

Print newspapers , magazines, journals

Television

Radio

Telemarketing

Internet, email

Social media

STEP-6

- *Budget-*

Is the planned amount of money you will spend for the campaign.

Time frame- Duration of the campaign.

STEP-7

- *Campaign Effectiveness-*

Understand what elements of the campaign worked well , not so well.

Learn the response of the target audience.

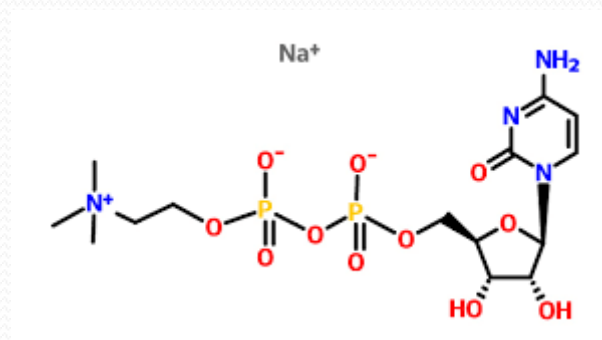
Review effectiveness of the campaign versus objectives.

Discuss the campaign with key stakeholders.

Marketing Campaign ***NeuroBoost***
(Citicoline)

MARKETING CAMPAIGN

NeuroBoost – Live Better



Citicoline

- Traditional Name: Neurocholine
- Other Name: Cytidine diphosphate choline.(CDP-Choline) or Cytidine 5-diphosphate.
- IUPAC Name: 5-O-[hydroxy({hydroxy[2-(trimethylamine)ethoxy]phosphoryl}oxy)phosphoryl]cytidine.

MECHANISM OF ACTION OF Citicoline

- Increases blood flow and oxygen consumption in the brain.
- It is also involved in the biosynthesis of Lecithin.
- It also increases a brain chemical called Phosphatidylcholine. This chemical is important for brain function.

PHARMACOKINETICS Citicoline

- Is a water soluble
- More than 90% oral bioavailability
- Excreted as CO₂ in respiration.
- Remaining excreted through urine 24 hours after ingestion.

PHARMACODYNAMICS Citicoline

- Is the only drug that in a number of different clinical stroke trials proves neuroprotective benefit.
- Serves as a choline source in the metabolic pathways for biosynthesis of acetylcholine. It has beneficial effects both in degenerative and in vascular cognitive decline.
- Stimulates brain neurotransmitter systems including dopaminergic system. Dopamine is a major neurotransmitter in retina and postretinal visual pathways.

USES AND EFFECTIVENESS

- Recovery in stroke patients.
- Bleeding in the brain.
- Alzheimer disease.
- Parkinson disease.
- Bipolar disease.
- Amblyopia.
- Improve vision in people with glaucoma.
- Cerebral Malaria.
- Dietary Supplement.

MARKET COMPETITION

CITICOLINE- Injection

• Brand	Company	Price Rs.
• Somazina 2 ml 500mg	Dr, Reddy	120
• Somazina 4ml 1000mg	Dr, Reddy	190
• Citiflo 2ml 500 mg	Mankind Pharma	121
• Citiflo 4 ml 500mg	Mankind Pharma	143
• Citinova 2ml 500mg	Ipca Lab	128
• Citilin 2ml 500mg	Unichem Lab	89
• Citimed 4ml 500mg	Medihealth Lifesciences	98
• Citinex 2ml 500mg	Next Lab	105
• Strocit 4ml 1000mg	Sun Pharma	182
• Strocit 2ml 500mg	Sun Pharma	95
• Neurospark 2ml 500mg	Venus Remedies	98
• Clinaxon 2ml 500mg	Piramal Healthcare	79
• Clinaxon 4ml 1000mg	Piramal Healthcare	110

MARKET COMPETITION

CITICOLINE-500mg 10 tablet

● Brand	Company	Price Rs.
● Somazina	Dr, Reddy	514
● Criticoline	UCB	426
● Storcit	Sun Pharma	430
● Cognolin	Cipla	468
● Citinova	Ipca Labs	473
● Citinerve	USV	481
● Storax	Intas	487
● Prexaron	Intas	531
● Citilin	Unichem	496
● Neurocol	Micro Labs	500
● Clinaxon	Abbot India	506
● Stolin	Torrent Pharma	510
● Citistar	Lupin	543

MARKET COMPETITION

CITICOLINE- Syrup

● Brand	Company	Price Rs
CDP 500mgx5ml – Volume 60ml	Invision Medi Sciences	465
Strocoz 100mgx5ml – Volume 60ml	Emcure Pharma	500
Citicolin 500mgx5ml -- Volume 100ml	Saphnix Lifesciences	450
Ceham 500mgx5ml – Volume 60ml	Alkem	400

MARKET SEGMENTATION

- CITICOLINE MARKET SITUATION:
 - 10+ Brands – Injection suppliers
 - 14+ Brands – Tablet suppliers
 - 4+ Brands – Syrup suppliers
- **Recommended to Launch New Product / Brand for Citicoline as Syrup - 200ml Volume 500mgx5ml**
- Advantages :
 - Less competition
 - More revenue per unit sale
 - Easy to administer to target patients

INDIA DATA - STROKE

- 1.7 million to 2 million new stroke cases every year.
- 258 persons/lakh of population suffers stroke. 13% of these stroke cases are fatal.
- Nearly half of the strokes occurred in 46-65 years group and one thirds in over 65 years age group. Mean age 49.06years ([www.oatext.com>incidence-of-stroke-in – adults-according- to- age-sex-and-subtypes-in-urban-indian-population.php](http://www.oatext.com/incidence-of-stroke-in-adults-according-to-age-sex-and-subtypes-in-urban-indian-population.php))
- Around 3000 Neurologists with 65% living in Metros and State Capitals.

INDIA DATA - ALZHEIMER

- More than 4 million people suffer from Alzheimer's and other forms of dementia.
- Symptoms first appear after age 60. About 3% of people in the age group 65 to 74 have the disease. Nearly half of those age 85 and older have the disease.
- Around 9000 Psychiatrists.

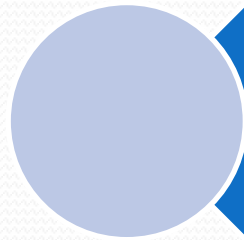
INDIA DATA- Glaucoma/ Amblyopia

- Glaucoma - 12 million patients
Estimated prevalence is 2.65% people above age 40.
- Amblyopia (Lazy Eye)- Affecting 1 to 4% of children below age group 6
- Number of Ophthalmologists - About 12000

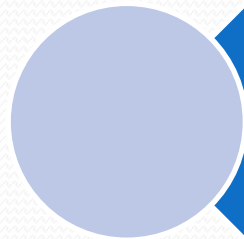
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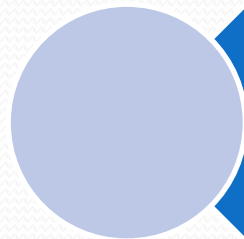
TARGET MARKET



NEUROLOGISTS



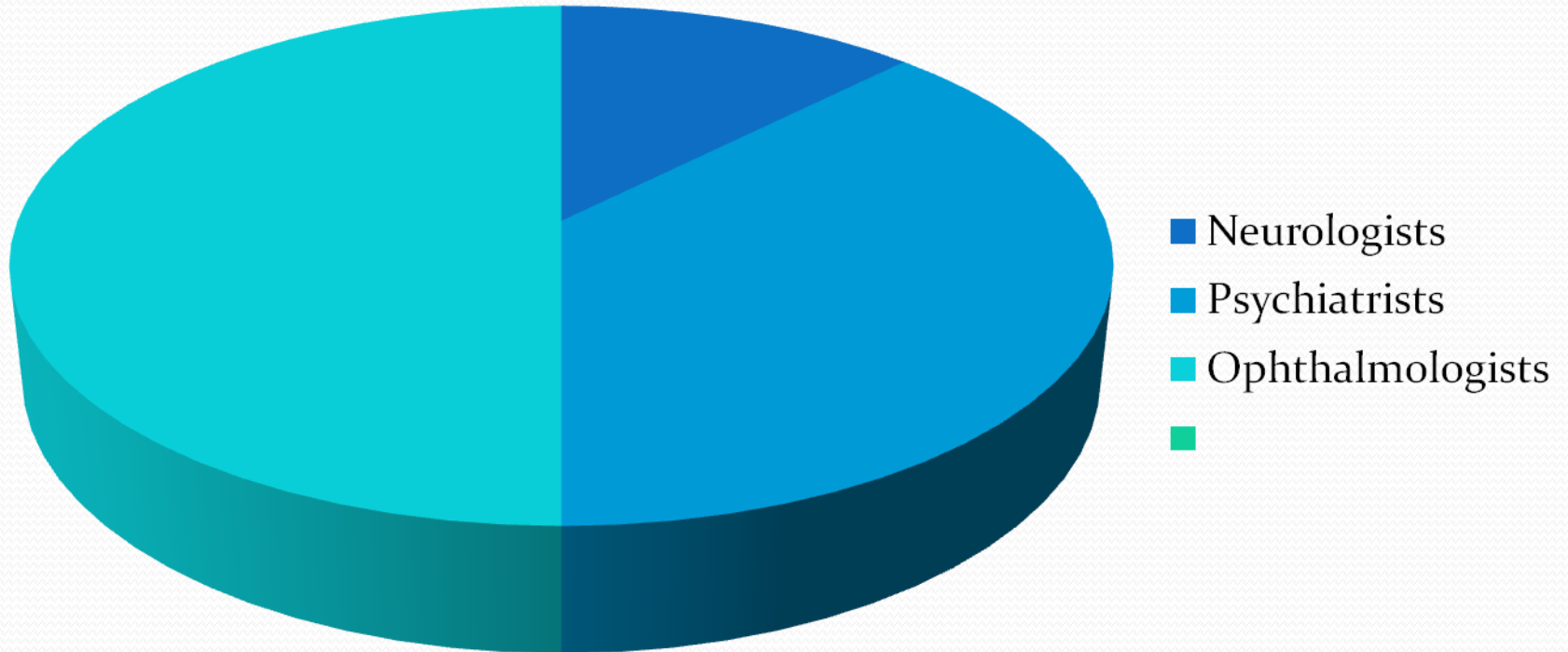
PSYCHIATRISTS



OPHTHALMOLOGISTS

TARGET SPECIALITY

Column1



Marketing Strategy

- Fully responsive medical website design. Research papers for doctors, product details including benefits for customers, company contact details.
- Email Marketing to doctors and distributors.
- Video Testimonials or insights with a research team.
- Compete on brand excellence and quality.
- Distribute foc samples to select doctors and distributors.

ROUND TABLE MEETING

- Company discussion on proposed new product ***NeuroBoost*** Citicoline Syrup.
- Personnel from Sales, Marketing and Finance to attend.
- Feedback will be taken and incorporated in the Marketing Campaign.

MEDICO-MARKETING CME

Do's: Brochures, flyers, electronic content pre- approved by Office of CME

Content, planning and selection of a speaker for a CME activity must be free from commercial interest and influence.

Dont's:

Commercial supporter cannot directly pay the speaker honorarium.

No commercial marketing material in the room where educational activity taking place.

Essentials:

Requirement of laptop, projector ,mike and pen drive.

MEDICO-MARKETING CME

Participate in :

- Neurology CME
- Psychiatry CME
- Ophthalmology CME

GOAL

Objective of Marketing Campaign is :

- 1) Launch of New Product Citicoline Syrup 200ml(500mgx5ml) .
- 2) Brand Name : ***NeuroBoost***
- 3) To achieve sales of Rs 468 lakhs in 12 months of launch.

GOAL

REGION	SALES Rs LAKHS
EAST	108
NORTH	120
WEST	120
SOUTH	120
TOTAL	468

OFFERING

- ***NeuroBoost*** – Citicoline Syrup 200ml Volume – 500mgx5ml.
- Price /Bottle :Rs. 1250/-
- Price/Carton : 20 bottles: Rs 25,000/-
- High Quality Safe product meeting International Standards as per CE and FDA.
- Readily available at the nearest chemist store as well as online availability.
- Research Study papers available at company website:
www.xyzco.com/neuroboost/researchstudypapers

MESSAGE

- 1) **NeuroBoost** Citicoline Syrup 200ml- 500mgx5ml
International Quality CE/ FDA.
- 2) **NeuroBoost** Brain function/Memory/Vision.
- 3) **NeuroBoost** Citicoline Dietary Supplement
- 4) **NeuroBoost** Safe and easy to take.

MEDIUM

- 1) Ads in Medical journals for Psychiatrists, Neurologists and Ophthalmologists.
5 Journals Psychiatry : Total 12Ads
5 Journals Neurology : Total 24 Ads
2 Journals Ophthalmology : Total 12Ads
- 2) Email campaign to select Psychiatrists, Neurologists and Ophthalmologists.
- 3) Stall display at Annual / Regional Conference of Psychiatrists +Neurologists + Ophthalmologists. Total 6 Conference participation in a year.
- 4) Free samples to select doctors and distributors vide sales team.

BUDGET

Planned amount of money to be spent for the campaign of new product **NeuroBoost** is Rs 33 Lakhs (7% of Sales).

Promotional mix- as per previous slide.

Time frame- Duration of the campaign will be one year.

MARKETING CAMPAIGN **NEUROBOOST**

EFFECTIVENESS

Feedback will be obtained from :

- 1) Leading doctors. Will approach 100 neurologist+100 psychiatrists +100 ophthalmologists.
- 2) Wholesalers(100) + Retailers(100)- Regarding product and price acceptance in the market.
- 3) Round table conference. New ideas and inputs from sales and marketing team. Analysis of sales achieved for **NeuroBoost** Vs budgeted sales.

Chemist	Brands	Dosage	SKU	Monthly Sales (19) Tablets
1	Strocit/+	500mg +800 mg Piracetam	10X10	200/250
2	Strocit	500 mg	10X10	50/60
3	Colihen Z	500 mg	10X10	150/250
4	Citico	500 mg	10X10	100/120
5	Storax/PR	+800mg P	10X10	150/200
6	Storax/PR	+800mg	10X10	100/150
7	Citistar	500mg	10X10	80/120

ESSENTIALISM IN BUSINESS

- Is a mental model that acts as a filter to help us make better decisions. Business leadership is about making good decisions and staying focussed by adopting below steps:
- **Essence:** What is the trade off? What to go big on?
- **Explore:** Time to focus on what to pursue increases selectivity and leads to more focussed work.
- **Eliminate:** To evaluate if an existing specific process , if started from a scratch would require changes.
- **Execute :** Routines create behavioural patterns. Schedule should be custom built to allow flow and focus.

PROGRESSIVISM IN BUSINESS

- Against Corruption.
- Against Oppression.
- Against Discrimination.
- For Transparency.
- For Accountability.
- For Authenticity and Integrity.
- For Solidarity.

ESSENTIALISM AND PROGRESSIVISM APPLIED TO CITICOLINE

- Big market segment exists for Citicoline as Dietary Supplement for target group 50 to 85 years. Citicoline in combination form as:
Citicoline 250mg+ Vitamin B6+ Vitamin B12 + Folate
Family Physicians and Internal Medicine Physicians to be covered.
Citicoline slows down cell aging
- Citicoline as 100% vegetarian content will appeal to many patients.

NeuroBoost Citicoline Syrup 200ml- 500mgx5ml:

Supports:

Healthy cognitive function

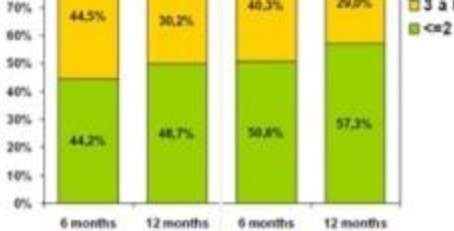
Healthy memory, focus and attention

Optimal brain function

Alertness and mental equity



Indications



107. Alvarez-Sabin and team Long-term treatment with citicoline in cerebral ischaemia. *Stroke* 2013, 35,146-154 Google Scholar. Functional status during follow up. Improvement in mRS score (<2) at 6 and 12 months following strokes.



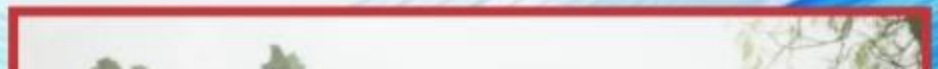
Boost your brain
Boost your vision
Boost your diet
Safe and Easy to take

Gold Standard Production: Your health and safety means everything for us. For this reason citicoline manufactured by us meets International Standards – CE and FDA. We also adhere to GMP practices and observe stringent quality control.

100% Vegetarian and stabilized organically. All ingredients are 100% vegetarian: this product is free of Egg, Fish and Chicken.



Citicoline is a substance produced naturally in the body and is very helpful for optimizing brain function. Research studies show that citicoline: Is the most effective drug inhibiting memory loss in age 50-85 years old. Protects the brain from harmful agents, offers neuro protective properties. Slows down cell aging. Improves mood.



ONLINE COURSE

- **NAME OF THE COURSE :** Become a Product Manager... Udemy Course.... Cole Mercer and Evan Kimbrell 13 hours+ Quiz+Reading Material

COURSE DESCRIPTION

- a) Overview
- b) Introduction to Product Management
- c) Introduction to Product Development
- d) Ideas and User Needs
- e) Competitive and Market Analysis
- f) Customer Development
- g) Designing and Running Experiments
- h) Conceptualizing the Solution
- i) Metrics
- j) Product Project for Product Managers
- k) Working with people Stakeholders
- l) Skills for Product Manager

OBJECTIVES AND LEARNINGS

- **OBJECTIVE OF COURSE:** Understanding the basics of product management and the role of a product manager.
- **LEARNING METHODOLOGIES:** Lectures / Videos/ PDF/ Quiz/ Reading Mate

KEY LEARNINGS FROM THE COURSE

- **Product Manager** is a Communications Hub, prioritizer, a researcher, a presenter and is responsible for the ultimate success of the product.
- **Types Of Product Manager**
 1. **Internal Product Manager:** builds tools for other people inside the company.
 2. **Business to Business Product Manager:** the clients are other companies.
 3. **Business to Consumer Product Manager:** the Client is the average consumer. The Product Manager has to get feedback from the users and analyse the data in order to adapt the product

KEY LEARNINGS

- **Required Qualities Of Product Manager :**

Visionary; Detail Oriented; Analytical; Strategic; Confident; Communicative; Problem Solver..

- **Four Phases Of The Product Life Cycle:**

1. Introduction: There is little to no competition. The business typically losses money on the item. Example : Rythm.co

2. Growth: The sales start to rise. There are a few competators. Example: Snapchat

3. Maturity: Sales will reach their peak. More competators will enter the market. Company finds it difficult to compete. Example: Twitter

4. Decline: The sales begin to diminish. Products are phased out from the market place as they become old or irrelevant. Example: Yahoo

KEY LEARNINGS

- **STEPS Product Development Process:**

1. **Conceive:** Collect user problems and brainstorm solutions
2. **Plan:** Market research on the ideas. Customer interviews and road mapping.
3. **Develop:** Timelines, features list, specifications, user stories.
4. **Iterate:** MVP or the early prototype. Assumptions made and tools for testing different versions of the products.
5. **Launch:** It includes working with marketing team, legal team, sales team and position the product for market launch.
6. **Steady State:** Collecting metrics and optimizing them.
7. **Maintain or Kill:** Analyse the data .

KEY LEARNINGS

- **Origin of Ideas: EMUC**

- 1. Employees:** coworkers, management and yourself
- 2. Metrics:** focus on problems and inefficiencies of the product
- 3. Users:** user feedback from forums, emails, social media.
- 4. Clients:** applies to business to business product managers

KEY LEARNINGS

- **Competitive and Market Analysis:**

Market Size: Top down: based on finding the total market and then estimating what your share of that market which is an optimistic approach. **Bottom up:** based on thinking about the current sales of similar products and estimating how much of those sales you can capture which is a conservative approach.

Feature Triage: As a product manager, one is in charge of feature triage. The features you choose to build have to get you more users, make your users happy, enhance your brand.

Types of Competitors : **Direct**>> Customers have to make a decision between your brand vs. competitors brands. **Indirect**>> Competitors have a different target customer group which might overlap with yours. **Potential**>> They offer something to the same target customer group. **Substitute**>> Customers could substitute your product with theirs.

Product managers are most concerned with direct competitors.

KEY LEARNINGS

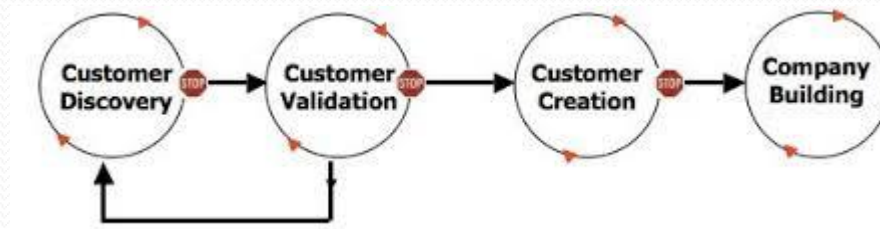
Features	Competitor 1	Competitor 2	Competitorn
Price			
Durability			
Quality Standards			
F ₁			
F ₂			
F _n			

KEY LEARNINGS

- **Customer Development:**

Customer Development Cycle : Is the practice of establishing a continuous and iterative communication line with your customers, so that you can come up with ideas, hypothesis, try them out, get feedback and adapt the product accordingly.

CUSTOMER DEVELOPMENT CYCLE



CUSTOMER DEVELOPEMENT

- Customer development approach depends on:

PRE PRODUCT	POST PRODUCT
Potential Customers	Existing Customers
They do not know you	They know you
Harder to reach	Easier to reach
Focus on pain points and validation	Focus on satisfaction and usability

CUSTOMER DEVELOPMENT

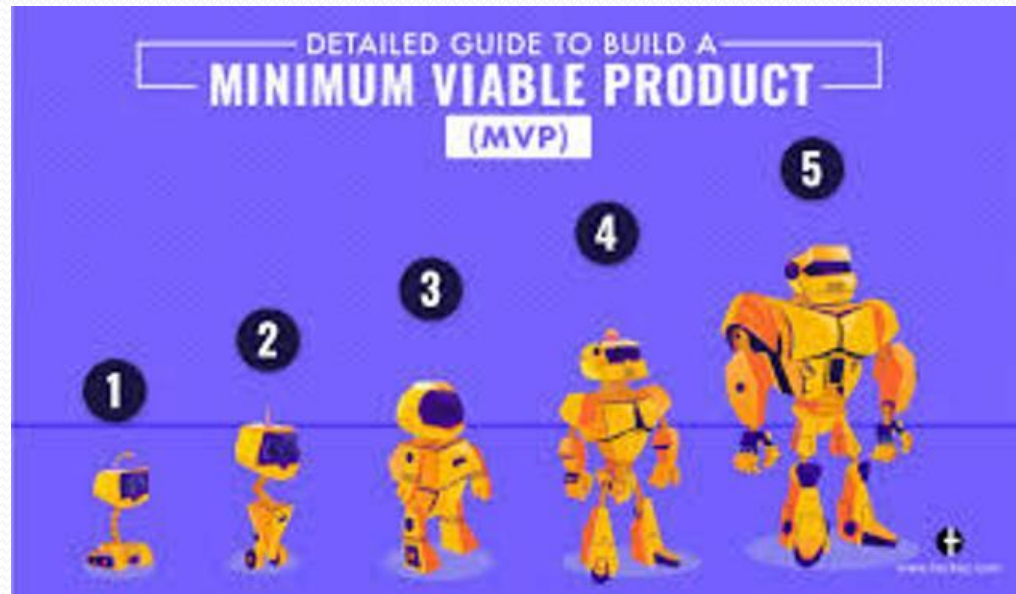
- Best practices for getting customer feedback:

DO NOT	DO
Talk about your solution	Talk about their problems, needs
Share your own opinions	Focus on customer ideas
React negatively to feedback	Create a comfortable environment
Force the conversations	Listen more and guide it
Ask binary, hypothetical or leading questions	Always ask open ended questions

Designing and Running Experiments

- **Minimum Viable Product MVP:** A Minimum Viable Product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort. There are **7 Steps to MVP:**
 - 1. Identifying the problem/solution set.
 - 2. Identifying the assumptions
 - 3. Building testable hypothesis around assumptions.
 - 4. Establishing minimum criteria for success.
 - 5. Deciding on the type of MVP.
 - 6. Executing the MVP experiment.
 - 7. Evaluation and learning from the experiment.

KEY LEARNINGS



Risk Difficulty Square

High Risk
Low Difficulty

Square 1

High Risk
High Difficulty

Square 2

Low Risk
Low Difficulty

Square 3

Low Risk
High Difficulty

Square 4

HYPOTHESIS

90% of MVP experiments end up somewhere in the middle.

☐

Hypothesis is True

☐

Hypothesis is False

☐

Hypothesis is in the Middle

KEY LEARNINGS

- **Terminologies**

Wireframes are visual guides for websites or apps that lay out the rough structure for where the content is going to go. You make these first. Tools: Axure, POP

Mockups are static displays of what the final product looks like. Tools: Photoshop, Sketch

Prototypes they handle usability and highlight potential problems. Tools: Keynote, InVision

METRICS

Metrics are numbers or measurements that describe what's going on with the product also called KPI- Key Performance Indicators. “What gets measured gets managed”- Peter Drucker.

Types of Metrics: Revenue metrics; User happiness metrics; Engagement metrics; Retention metrics; Growth metrics.

Good Metrics should be: Understandable; Rate or Ratio; Correlated; Changeable.

Metrics Tracking Tools : Google Analytics; CrazyEgg; KISSmetrics; Mixpanel.

PRODUCT PROJECT FOR PRODUCT MANAGERS

Epic: Is a grouping of one or more features or functionalities that the company wants to build. This may not result in a new feature for the customer. Epic spec sheets are documents that contain all the requirements for building a product and have four main areas:

- 1.Introduction:** Summary of what the features you are building are for and why you are building them. What metrics you are trying to improve. Marketing plans, legal requirements.
- 2.Product requirements:** What is required for the specific features you want to build.
- 3.Design requirements:** Interacting with designers to complete the sketches, prototypes.
- 4.Engineer requirements:** It contains what must be done on the technology side.

PRIORITIZATION METHODS

- 1.Assumption testing:** Prioritizing by the assumptions, try the riskiest assumptions first.
- 2.The BUC method:** Business benefits, user benefits, cost. Benefits must outweigh the cost.
- 3. The MOSCOW method:** Organise your tasks into these categories:
Must- things you absolutely have to build >> Could- have built >>Should- be built
>>Would- like to build.

KEY LEARNINGS

- **Working with people stakeholders**

Being a communications hub is one of the biggest parts of the products manager job. Learn the art of communicating differently with different types of people.

Meetings; Conference calls; Emails; Informal meetings.

- **Skills for Product Managers**

Technical skills; User-Centricity; Data understanding; Decision making; An eye for design; People skills; Business sense

REFERENCES

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www.ncbi.nlm.nih.gov / www.ibimapublishing.com / www.journals.plos.org / www.medindia.net / www.factmr.com / www.sciencedirect.com / www.europopmc.org / www.scholar.google.com / www.slideshare.net