Summer Training

At

Atisha life sciences private limited

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BY

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MBA PHARMACEUTICAL MANAGEMENT

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ACRONYM/ABBREVIATIONS:

ER - Estrogen Receptor

HR- Hormone Receptor

AI- Active ingredients

EGFR-Epidermal growth factor receptor

DCIS- DUCTAL CARCINOMA IN SITO

BRCA 1- Breast cancer gene 1

BRCA 2- Breast cancer gene 2

BSE- Breast self examination

Bx-Biopsy

INTRODUCTION:-

Company Name- ATISHA LIFE SCIENCES PRIVATE LIMITED

Located At - Hyderabad,Telegana

Company works on- Oncological Products.

Value:-Our mission is to be a leading manufacturer providing superior quality products and services at competetive price

Mission:- To improve and upsurge patient surival rate and ensure a high quality of life with affordability.

The task which was assigned to me :-

To prepare marketing and sales strategies for injection Futran PFS 250mg (Injection Fulvestrant 250mg) and Tylap 250 mg Tab (Lapatanib 250 mg Tab) and Eenib 150mg Tab (Erlotinib 150 mg Tab) .The following things which was done by me is:-

1. **Brand reminders**
2. **Positioning the products with brand leader of fulvestrant and their activities..**
3. **Disease management with the benifits of the products.**
4. **Generating of prescription of the products from the doctors into two cats A & B).**

5. Design strategies where the patients will get benifits financially when they will be treated with our products.

6. Design strategies where the customers will get benifits when they treat by our products.

7. The benifit the sales person will get if the products will sale.

ABOUT THE PRODUCTS:

They are launching 3 products:

- **INJECTION FUTRON PFS 250 mg - (Injection fulvestrant 250 mg)**

Fulvestrant, sold under the brand name Faslodex among others, is a medication used to treat hormone receptor (HR)-positive metastatic breast cancer in postmenopausal women with disease progression as well as HR-positive, HER2-negative advanced breast cancer in combination with palbociclib in women with disease progression after endocrine therapy.It is given by injection into a muscle.

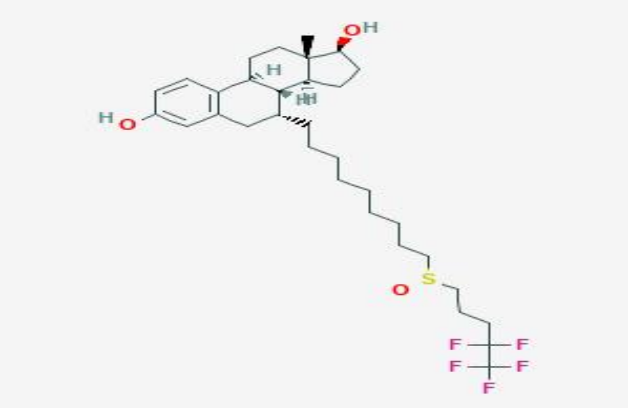
Medical uses:-

Fulvestrant is used for the treatment of hormone receptor positive metastatic breast cancer or locally advanced unresectable disease in postmenopausal women; it is given by injection. A 2017 Cochrane review found it is as safe and effective as first line or second line endocrine therapy.

It is also used to treat HR-positive, HER2-negative advanced or metastatic breast cancer in combination with palbociclib in women with disease progression after first-line endocrine therapy.

Due to the medication's having a chemical structure similar to that of estrogen, it can interact with immunoassays for

blood estradiol concentrations and show falsely elevated results. This can improperly lead to discontinuing the treatment.So they are launching their new product :- FUTRON



Their main objective is to prevent breast cancer who have HR positive metatstatic breast cancer and HER-2 negative advanced breast cancer.

KEY LEARNINGS

Competitors of FUTRON

1. **FULVIGLEN 250 mg- Glenmark**
2. **Fulvenat**
3. **V-Strant**
4. **Fulvetra**
5. **Fasnorm**
6. **Fulvether 250mg**
7. **Strantas**

Their second product which They are launching is:

- **TYLAP 250 mg Tab (Lapatanib 250 mg Tab)**

Lapatinib is a small molecule inhibitor of several tyrosine kinase receptors involved in tumor cell growth that is used in the therapy

of advanced breast cancer and other solid tumors. Lapatinib therapy is associated with transient elevations in serum aminotransferase levels and rare instances of clinically apparent acute liver injury.

It is also used in breast cancer Lapatinib inhibits the tyrosine kinase activity associated with two oncogenes, EGFR (epidermal growth factor receptor) and HER2/neu (human EGFR type 2). Over expression of HER2/neu can be responsible for certain types of high-risk breast cancers in women.

Like sorafenib, lapatinib is a protein kinase inhibitor shown to decrease tumor-causing breast cancer stem cells.

Lapatinib inhibits receptor signal processes by binding to the ATP-binding pocket of the EGFR/HER2 protein kinase domain, preventing self-phosphorylation and subsequent activation of the signal mechanism.

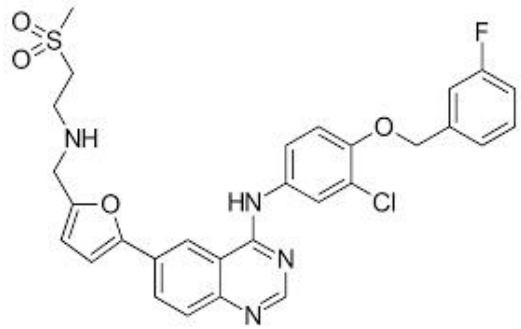
Competitors:-

1.Herduo

2.Abnib

3.Combinib

4.Tykerb

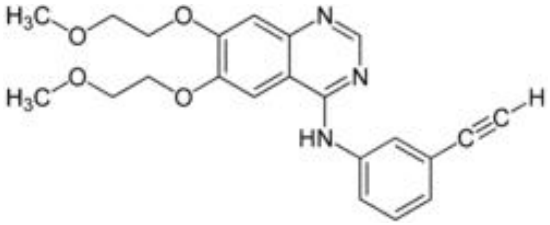


- **Third product which they are launching is:-**

EENIB 150mg Tab (Erlotinib 150 mg Tab)

Erlotinib is an inhibitor of the epidermal growth factor receptor (EGFR) tyrosine kinase that is used in the treatment of non-small

cell lung cancer, pancreatic cancer and several other types of cancer. It is typically marketed under the trade name Tarceva.



Erlotinib in unresectable non-small cell lung cancer when added to chemotherapy improves overall survival by 19%, and improved progression-free survival (PFS) by 29%, when compared to chemotherapy alone. The U.S. Food and Drug Administration (FDA) approved erlotinib for the treatment of locally advanced or metastatic non-small cell lung cancer that has failed at least one prior chemotherapy regimen

the FDA approved erlotinib in combination with gemcitabine for treatment of locally advanced, unresectable, or metastatic pancreatic cancer.

3. Disease management with the benifits of the products.

a) Continous medical education

b) Conducting patient awarness programm

c) Eary detection of cancer by conducting disease management programe

d) By Providing pallivative care with the treatement

e) Conduct Monitoring for Cancer.

f) Educate them about self examination

g) Feedback about drug from our doctors and patients

4. Design strategies where the patient will get benifits financially when they will be treated with our products.

1. When our price is low compare with our competitors.We will use **Penetration pricing**(Low initial price to capture market share)

2. We use pricing methods which is

- **Cost focused**
- **Competition Based**
- **Customer value based pricing**

For fulvestrant where 3 cycles is required in 1 month between each cycle there is 14 days gap (1,15,29) .

3. Dropping drug reimbursement

4. Encouraging to use our low cost drugs by spreading awarness and promoting our brand

5. Design strategies where the customers will get benifits when they treat by our products.

customer

Our customer is our doctors(oncologist) who prescribe our drug for patients.

Its not about benifits ,its about making customer happy with our product and build connections.

Ensure that Our MR have complete knowlege about our products,services and pricing and plans.

Benifits

- Before giving benifits to the doctors we have to know what doctors likes, dislikes, his/her birthday,

Psychology

- We can give them Gifts after analysing his/her needs and wants.
- By remembering his/her birthday
- By Giving them small perks,Gifts like bouquet,Cup..etc

6.What benifit the sales person will get if the product will sale.

We have to give benifits better than our competitors to attract sales person.

By giving them gifts,Tour etc

Incentives after reaching the targets

Company gifts like Cup,pen ,Tea etc

Why it's done

The goal of cancer treatment is to achieve a cure for your cancer, allowing you to live a normal life span. This may or may not be possible, depending on your specific situation. If a cure isn't possible, your treatments may be used to shrink your cancer or slow the growth of your cancer to allow you to live symptom free for as long as possible.

Cancer treatments may be used as:

Primary treatment. The goal of a primary treatment is to completely remove the cancer from your body or kill all the cancer cells.

Any cancer treatment can be used as a primary treatment, but the most common primary cancer treatment for the most common types of cancer is surgery. If your cancer is particularly sensitive to radiation therapy or chemotherapy, you may receive one of those therapies as your primary treatment.

Adjuvant treatment. The goal of adjuvant therapy is to kill any cancer cells that may remain after primary treatment in order to reduce the chance that the cancer will recur.

Any cancer treatment can be used as an adjuvant therapy. Common adjuvant therapies include chemotherapy, radiation therapy and hormone therapy.

Neoadjuvant therapy is similar, but treatments are used before the primary treatment in order to make the primary treatment easier or more effective.

Palliative treatment. Palliative treatments may help relieve side effects of treatment or signs and symptoms caused by cancer itself. Surgery, radiation, chemotherapy and hormone therapy can all be used to relieve symptoms. Other medications may relieve symptoms such as pain and shortness of breath.

Palliative treatment can be used at the same time as other treatments intended to cure your cancer.

What you can expect

Many cancer treatments are available. Your treatment options will depend on several factors, such as the type and stage of your cancer, your general health, and your preferences. Together you and your doctor can weigh the benefits and risks of each cancer treatment to determine which is best for you.

Cancer treatment options include:

- **Surgery.** The goal of surgery is to remove the cancer or as much of the cancer as possible.
- **Chemotherapy.** Chemotherapy uses drugs to kill cancer cells.
- **Radiation therapy.** Radiation therapy uses high-powered energy beams, such as X-rays or protons, to kill cancer cells. Radiation treatment can come from a machine outside your body (external beam radiation), or it can be placed inside your body (brachytherapy).
    -

Bone marrow transplant. Your bone marrow is the material inside your bones that makes blood cells from blood stem cells. A bone marrow transplant, also knowns as a stem cell transplant, can use your own bone marrow stem cells or those from a donor.

A bone marrow transplant allows your doctor to use higher doses of chemotherapy to treat your cancer. It may also be used to replace diseased bone marrow.

- **Immunotherapy.** Immunotherapy, also known as biological therapy, uses your body's immune system to fight cancer. Cancer can survive unchecked in your body because your immune system doesn't recognize it as an intruder. Immunotherapy can help your immune system "see" the cancer and attack it.
- **Hormone therapy.** Some types of cancer are fueled by your body's hormones. Examples include breast cancer and prostate cancer. Removing those hormones from the body or blocking their effects may cause the cancer cells to stop growing.
- **Targeted drug therapy.** Targeted drug treatment focuses on specific abnormalities within cancer cells that allow them to survive.
- **Cryoablation.** This treatment kills cancer cells with cold. During cryoablation, a thin, wandlike needle (cryoprobe) is inserted through your skin and directly into the cancerous tumor. A gas is pumped into the cryoprobe in order to freeze the tissue. Then the tissue is allowed to thaw. The freezing and thawing process is repeated several times during the same treatment session in order to kill the cancer cells.
- **Radiofrequency ablation.** This treatment uses electrical energy to heat cancer cells, causing them to die. During radiofrequency ablation, a doctor guides a thin needle through the skin or through an incision and into the cancer tissue. High-frequency energy passes through the needle and causes the surrounding tissue to heat up, killing the nearby cells.
- **Clinical trials.** Clinical trials are studies to investigate new ways of treating cancer. Thousands of cancer clinical trials are underway.

Other treatments may be available to you, depending on your type of cancer.

What are social and emotional issues related to cancer?

Cancer and cancer treatments can cause physical problems for patients, like hair loss, or nausea and vomiting. They can also cause social and emotional issues. These are problems that affect how a patient feels, or how they relate to their family and community. They are also sometimes called psychological problems. Common reactions to cancer People with cancer (and those close to them) can experience a range of feelings during their cancer journey. These can include:

• anger

• sadness

• fear

• feeling out of control

• feeling that there is nothing they can do to help themselves or their situation.

These feelings are very common around the time of diagnosis, or when there are changes in the course of cancer treatment. Negative feelings related to cancer often come and go. They usually improve with time as the person gets used to their cancer diagnosis and treatment, and learns to cope with the stress of having cancer.

CONCLUSION:-

Cancer is the uncontrolled growth of abnormal cells.
We worked on breast cancer and the lung cancer drugs which they are launching on this july. Futron,eenib and tylap.
Our drugs works by inhibiting the Receptors which promote the growth of the cancer. We completed this internship by making brand reminder and strategies of the oncological drugs.Positioning in general ,rightly positioning a brand which was Futron, Eenib and tylap would lead to the creation of a value proposition that would appeal to the needs of the target market.Finally ,consumers may make their own conclusions about the brand based on their perception of the actual positioning. It is not important to arrive at a positiong strategy .It is equally important to communicate in a meaningful and convincing manner to the customer It is at the heart of marketing strategy. . It is the "act of designing the company's offer and image so that it occupies a distinct and value place in the target customer's minds." As the name implies, positioning means finding the proper "location" in the minds of group of consumers or market segment, so that they think about a product or service in the "right" or desired way to maximize potential benefit to the firm. Good brand positioning helps to guide marketing strategy by clarifying what a brand is all about, how it is unique and how it is different to competitive brands, and why consumers should purchase and use it.We learned how their competitors are different than them .what are their value proposition.We understand the lifecycle of the cell in order to understand the cancer and pharmakokinetics of the drug..It was great learning.