

**Summer Training at
Delcure Lifesciences Ltd. Kolkata**

**Perception Analysis of Omega3 Rx by Pediatricians and Market Positioning
of Cogni3**

**By
Snehangshu Roy**

**Under the guidance of
Dr. Ashok Peepliwal**

**MBA Pharmaceutical Management
2017-2019**

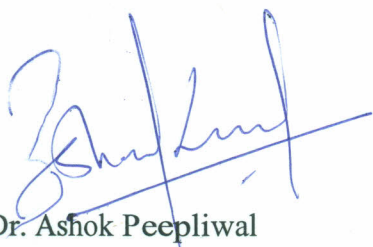

School of Pharmaceutical Management
**The IIHMR University, Jaipur
2018**

CERTIFICATE

This is to certify that **Snehangshu Roy**, student of MBA in Pharmaceutical Management, IIHMR University, Jaipur has undergone internship training at **Delcure Lifesciences Ltd.** Kolkata from **2nd April to 2nd June 2018**.

The candidate has successfully completed the project assigned to him during summer internship training. His approach to the project was sincere, scientific and analytical. The internship is partial fulfillment of the course requirement.

I wish success in his all future endeavors.



Dr. Ashok Peepliwal

Associate Professor

IIHMR University, Jaipur



Dr. Sandeep Narula

Dean in charge

Pharmaceutical Management
IIHMR University, Jaipur

DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Snehangshu Roy**, student of Master of Business Administration program of The IIHMR University, Jaipur, has successfully completed 8 weeks Summer Internship under the guidance of Mr. Ajinkya Dalal - Group Product Manager at Delcure Life Sciences Ltd.

During the period of training from **02nd April 2018 to 02nd June 2018**, Mr. Snehangshu Roy was found to be sincere, dedicated and committed.

We wish him the very best in all his future endeavours.

For DelCure LifeSciences Ltd.



Shirish Vankudre
GM - Human Resources

Acknowledgement

Firstly, i would like to show deep sense of gratitude towards Delcure Lifesciences Ltd. for providing me an opportunity to work as a summer intern in Kolkata.

I'm extremely thankful to Mr. Ajinkya Dalal (Senior product manager) and my organisation mentor Mr. Partha pratim Bhadra (Regional business manager, Kolkata) for their valuable insights, constant guidance throughout internship.

I'm also thankful to Area business managers Mr. Kushal Nath, Mr. Sourav kanjilal and medical representatives with whom i worked, for providing the best of working environment and constructive suggestions.

For successful completion of the internship project i like to express gratitude to my university mentor Dr. Ashok Peepliwal and Dr. Sandeep Narula

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Acronyms / Abbreviations

ADHD – attention deficit hyperactivity disorder

ADD – attention deficit disorder

APD – audio processing disorder

ALA – alpha linolenic acid

ABM – area business manager

C&F – carrying and forwarding agency

DLL – Delcure Lifesciences Ltd.

ENT – ear, nose and throat

MR – medical representative

Dr. – Doctor

EPA – eicosapentaenoic acid

DHA - docosahexaenoic acid

Rx – prescribed by doctor

Organization Profile

DelCure LifeSciences Ltd. (DLL) is an indian pharmaceutical company with an aim to bring high quality pharmaceutical products through international collaboration with innovator companies from the USA, Switzerland, and European countries.

DelCure LifeSciences Ltd. has been recognised among 30 most admired companies in 2017 and the “Most Trusted Brand for the year” in 2018

Purpose, Culture and Value at DelCure LifeSciences:

DelCure LifeSciences strongly believes in promoting the purpose of **Happiness** and creating the culture of **Helpfulness** for DLL family members and the society, with the learning from mother nature, promoting sustainability and augmenting life with growth. DLL firmly believes in value of **Truthfulness**.

Delcure Lifesciences Ltd. started marketing operations from June 2013. The first multispecialty division **WINSPIRE** was launched with 300 members targeting Paediatrics, ENT and Chest specialities.

Winspire supports Paediatric, ENT & Chest division with innovative marketing activities like scientific data support in association with Elsevier, technology based activities like android app, CMEs and conference participation etc.

DELVOICE is the second division of DLL launched in August 2013, is a multispecialty division targeted towards Orthopedics, Gastroenterologists and Consulting physicians.

Delcure LifeSciences Limited, has a strategic long term manufacturing collaboration with **Akums Drugs & Pharmaceutical Limited**, known for state of art facility & capable of manufacturing all dosage forms, is an internationally recognized WHO-GMP certified and one of the leading contract manufacturing pharmaceutical companies in India.

Delcure Lifesciences Ltd. has four international pharmaceutical collaborations mentioned below

- ✓ Pharmabase from Switzerland
- ✓ Helixor from Germany
- ✓ Cymbiotics from USA
- ✓ Amarillo Biosciences from USA

Increasing attacks on the doctors by the relatives of the patient, is not uncommon today. To address the emerging issue DelCure LifeSciences Ltd has taken an initiative called **Honour Your Doctor**.

Star Card is a innovative wealth creation program for all Business Executives employing in the company, rewards employees for their high performance and longevity of association with Delcure Lifesciences Ltd. Promotion to ABM, increase in increment are some of the features of Star Card program.

Top Products of Winspire :

- Udcament : suspension for viral hepatitis
- Delpomont : montelukast suspension for chronic asthma
- D-Liq : drops as india's first micellized vit D supplement
- Lidozone : drops for pain relief in acute otitis with intact tympanic membrane
- Weltone Z drop : drops for diarrhoea
- Delpoclav : tablet , suspension form (Amoxicilin + Clavulanic acid) antibiotic
- Delpocure : tablet , suspension form cephalosporin antibiotic

Introduction

Three types of Omega3 fatty acids functional in human physiology found from external sources are -

1. ALA found in plant oils,
2. EPA found in marine fish oils.
3. DHA found in marine fish oils

Omega3 in combination with EPA, DHA has good effect in indications like -

Cognitive disorders e.g Amnesia, Delirium

Learning disorders e.g Dyslexia, APD

Brain development in children

Cardiovascular health

Ocular health

Mental health e.g Bipolar disorder and ADHD

Cognitive learning disorders are Dyscalculia, Dysgraphia, Visual motor deficit etc.

Observational Learning

- After pharmaceutical manufacturing products come to C&F. Primary selling happens when products move to stockists from C&F
- Secondary selling takes place when products move to retailers from stockists.
- Doctors prescribe assuming medicines are available in the retail pharmacies. In some cases retailers want to keep products only after getting some prescriptions. This problem should be dealt in a careful way so that patients get the medicine showing the prescription from the retail pharmacy. Prescribed medicines should not be bounced creating a negative impression in the patient and doctor's mind. Prescribed product should be available in the retail pharmacy through stockists.

Methodology

➤ Research Type - Qualitative & Quantitative

➤ Data collection - Primary

➤ Geographic location – Kolkata

North Kolkata :

Sodepur, Khardah, Agarpara, Dunlop, Dumdum, Barrackpore, Belghoria

Central Kolkata :

Park circus, Sealdah

South Kolkata :

Behala, Khidirpore, New Alipore, Kalighat, Jadavpur, Dhakuria

➤ Sample Size - Pharmacist - 100

Paediatrician – 110

Total - 210

➤ Sample population - Pharmacists from retail pharmacy, pharmacy chain

Paediatricians

➤ Sampling technique - Cluster sampling

➤ Tool - Survey Questionnaire

➤ Analysis technique - MS Excel

➤ Time period – 2nd April to 2nd June , 2018

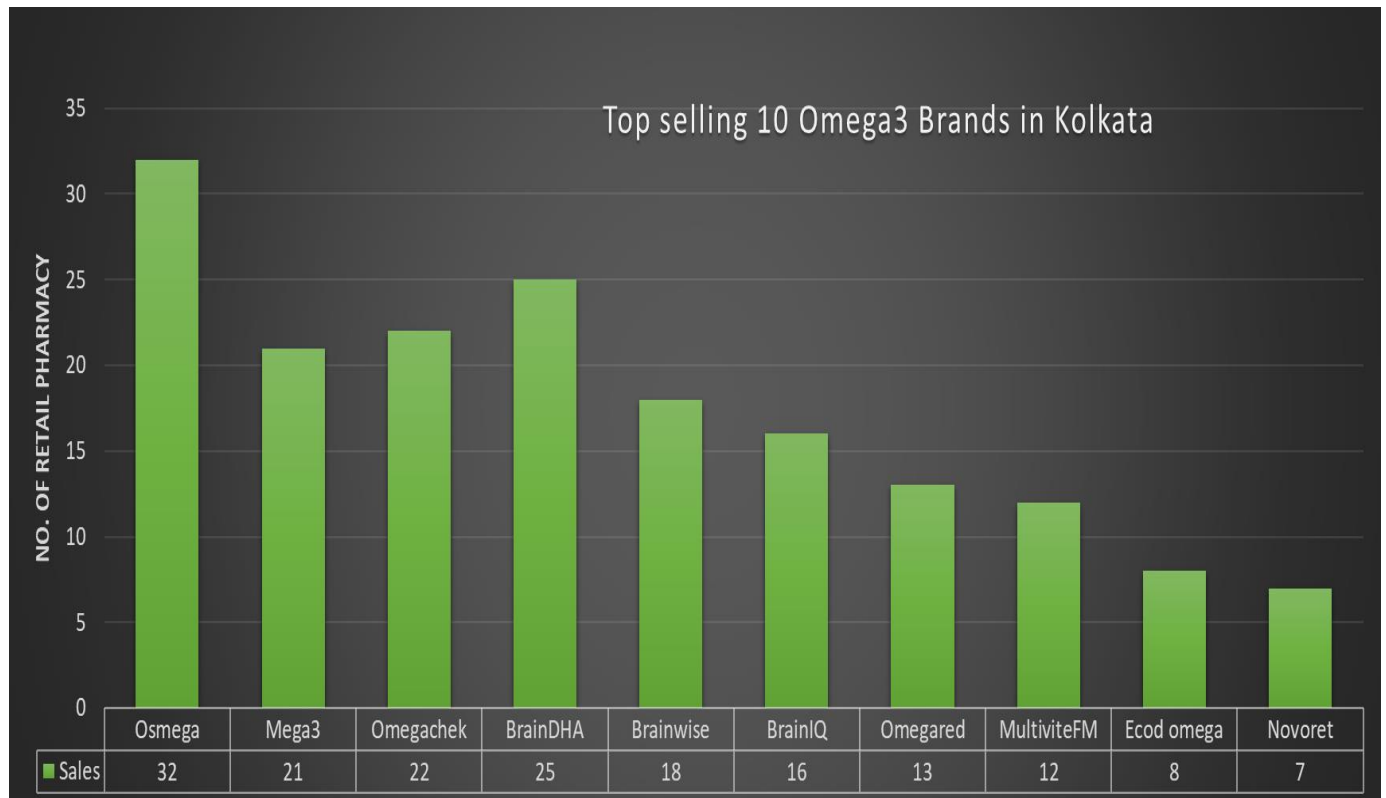
Objective of the Project

- To study the different attributes and preferences considered by paediatricians before prescribing Omega3 in EPA & DHA combination
- To understand marketing research techniques, market survey and analysis procedure, strategies for launching of pharmaceutical product
- To study & analyse current top selling Omega3 competitor brands in kolkata
- Findings of this study are believed to be beneficial to the pharmaceutical company. Recommendations are listed for the launching strategy of Cogni3

Findings in Kolkata

- Paediatricians prefer Aptamil, Groviva, Pediasure, Fish oil, DHA based feeds, Horlics growth plus as omega3 supplement.
- Mainly cost of the product and taste, occasional discontinuation from medication, awareness about omega3 among parents of the children are the challenging factors to Rx for paediatricians.
- 28% paediatricians prefer Fish oil or cod liver oil as omega3 supplement.
- Since birth and upto 10 year mostly within 5 year and after 2 year Omega3 has been prescribed by paediatricians.
- Omega3 are available in market mostly as soft gel capsules and syrup in liquid dosage form.
- Only BrainDHA, BrainIQ, Brainwise are available for paediatric use in liquid dosage form in kolkata
- 6% doctors after birth, 20% doctors after 6 months, 20% doctors after 1 year , 34% doctors after 2 year prescribe Omega3
- Current stock and monthly sale of Brainwise, BrainIQ in retail pharmacies below 5
- Current stock of top selling Omega3 brands in retail pharmacy in Kolkata remain maximum 5 or its below
- Monthly sale of top selling Omega3 brands in retail pharmacy in Kolkata are maximum 12 or below
- Out of 100 retail pharmacy in capsule form Osmega is top selling Omega3 brand in 32 retail pharmacy
- Out of 100 retail pharmacy in liquid dosage form BrainDHA is top selling Omega3 brand in 25 retail pharmacy

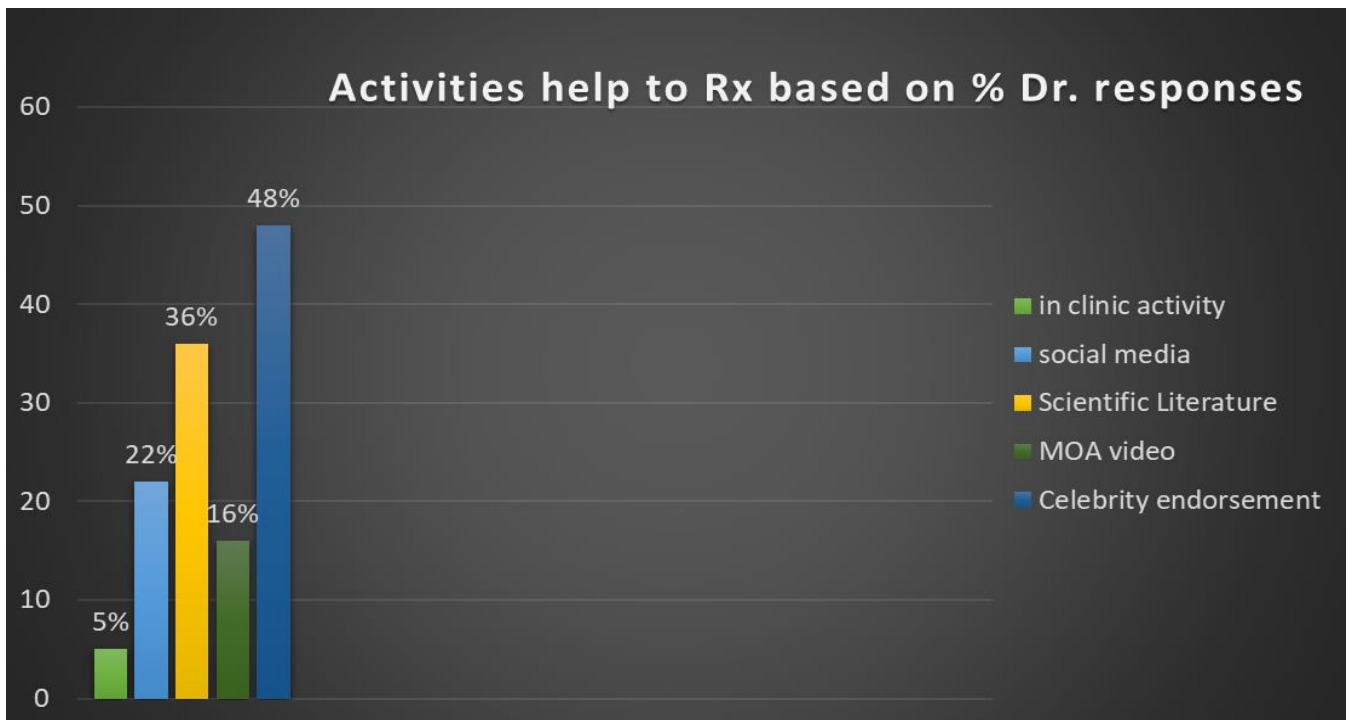
RCPA Q 1. Top selling Omega3 brands in kolkata



Interpretation :

- Overall Osmega is top selling Omega3 brand in 32 retail pharmacy in Kolkata
- BrainDHA is top selling Omega3 brand in liquid dosage form in 25 retail pharmacy
- BrainDHA, BrainIQ, Brainwise are Omega3 brands sold in liquid dosage form
- Out of 10 top selling Omega3 brands 7 brands are in capsule softgel form
- There is a competition between Mega3, Omegachek and BrainDHA in terms of sales.

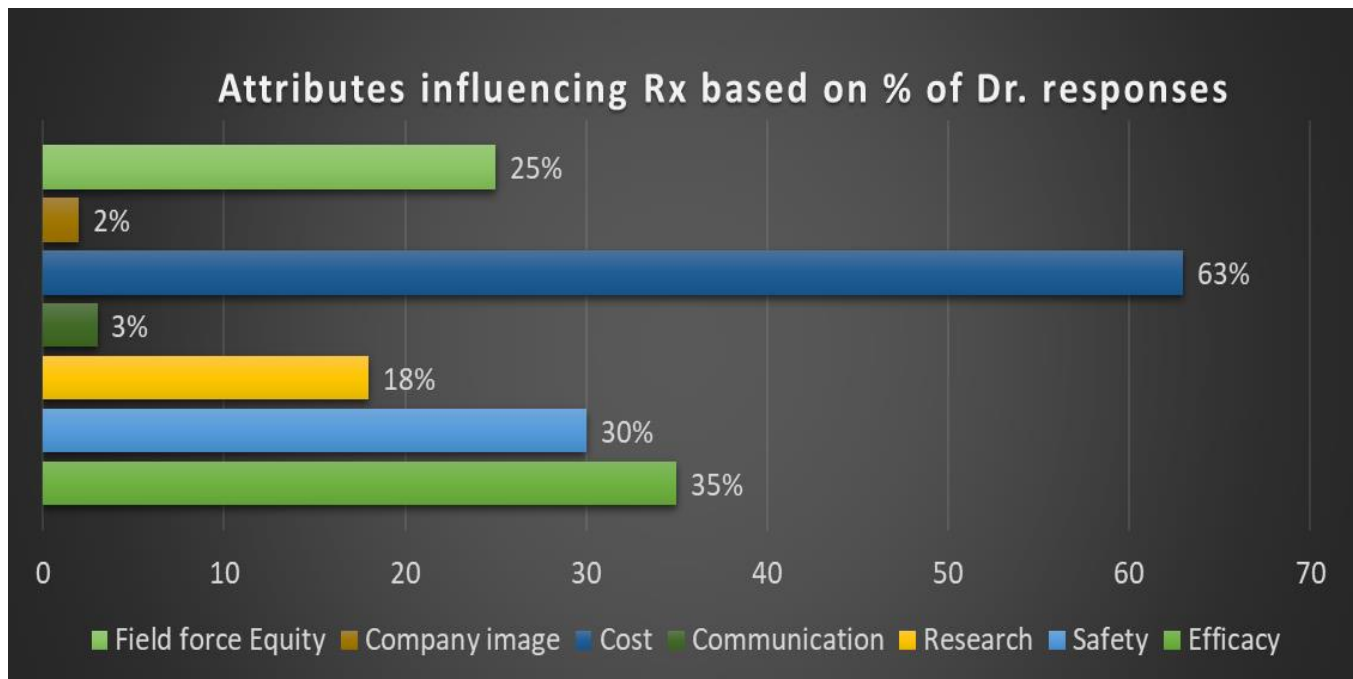
Q 9. Activities helping to Rx Omega3, EPA, DHA more



Interpretation :

- 48% paediatricians prefer celebrity endorsed pages to prescribe the nutraceutical product.
- 36% paediatricians want scientific literature, clinical studies evidence
- 22% paediatricians want social media presence of the company as well as the product
- 16% paediatricians prefer mechanism of action video
- Only 5% paediatricians want some in clinic activities.

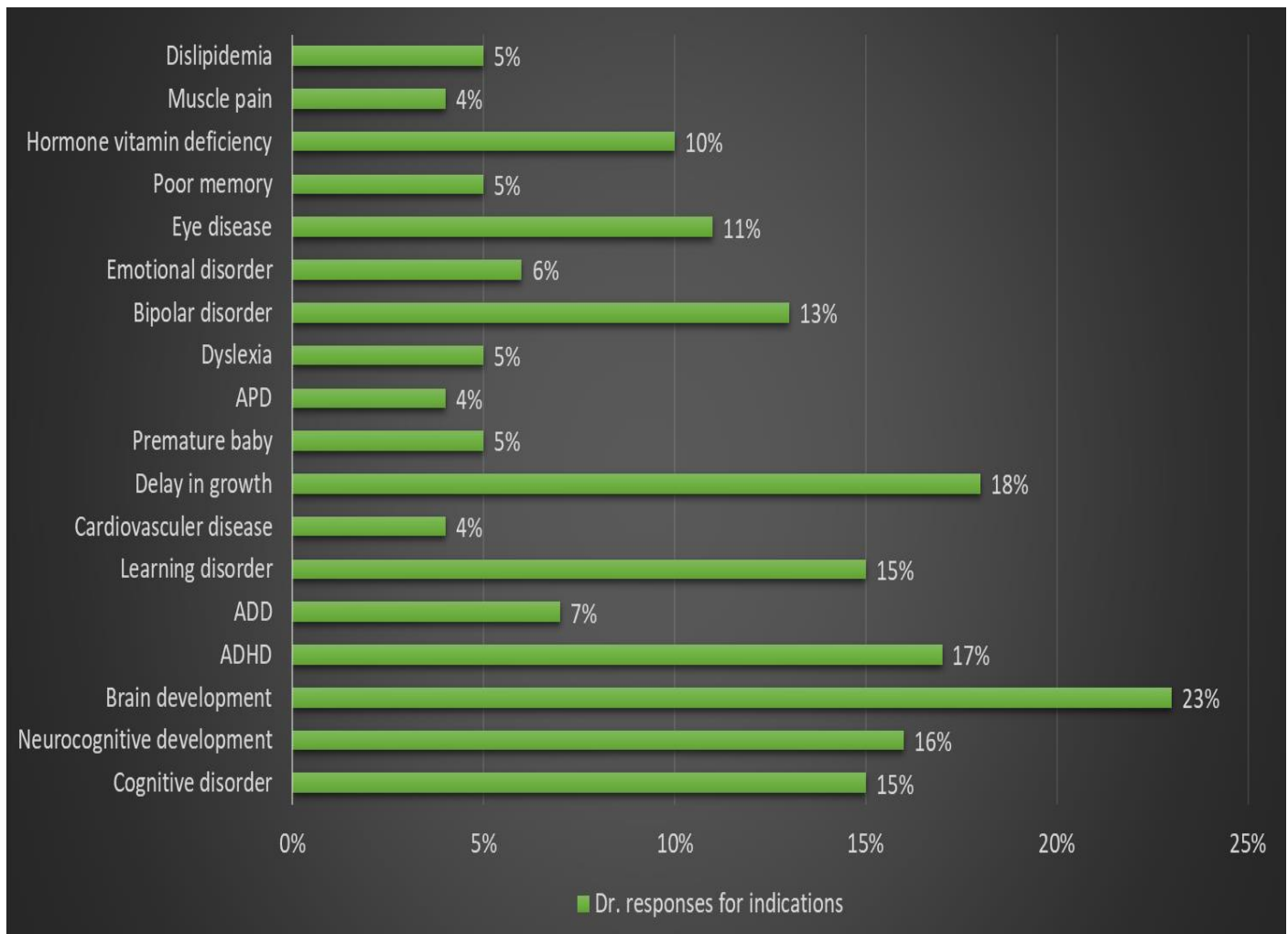
Q 8. Attributes influencing Dr. Rx



Interpretation :

- 63% paediatricians consider cost of the product a major factor
- Company image and communication are least preferred as factors to prescribe Omega3
- 30% paediatricians consider safety of the molecule to prescribe
- 35% paediatricians consider efficacy of the molecule to prescribe.
- 25% paediatricians consider field force equity, product availability as a prescribing factor.

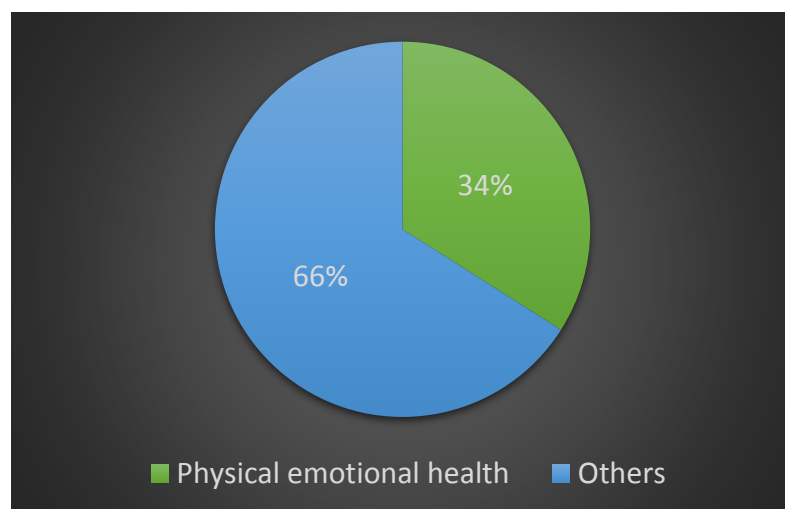
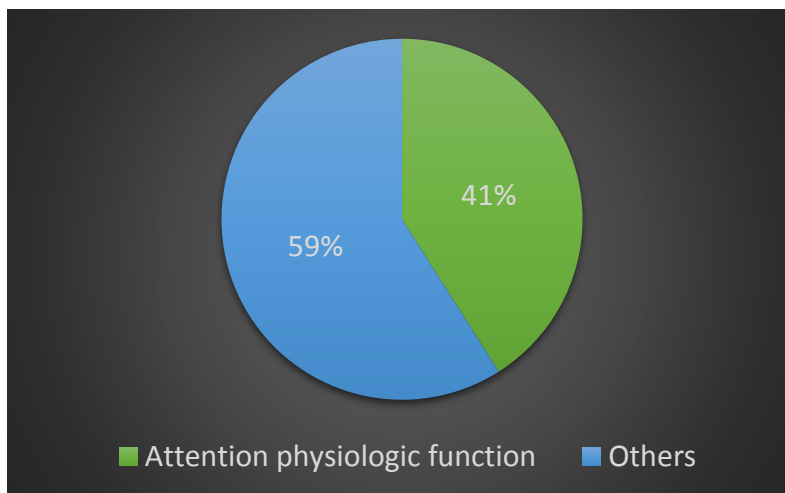
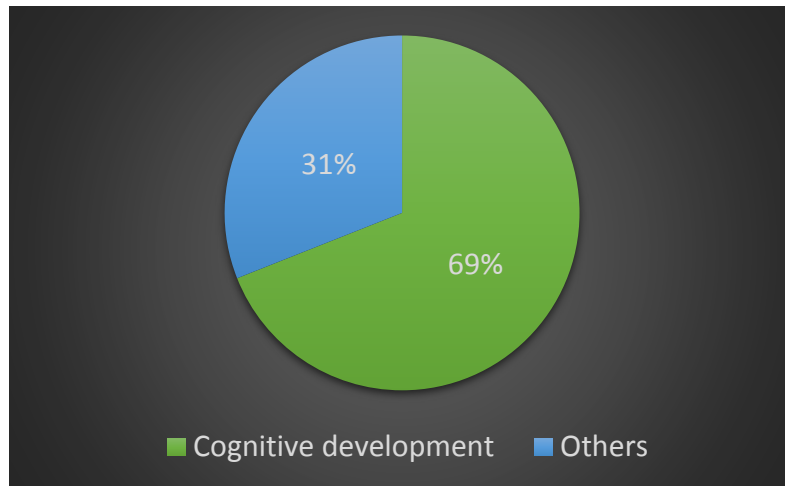
Q 1. Indications for Rx Omega3, EPA, DHA in children



Interpretation :

- Majority of the paediatricians prescribe Omega3 for brain development in children, cognitive disorders and neurocognitive development, learning disorders.
- 18% paediatricians prescribe accounting mental effect like bipolar emotional disorders.
- 24% paediatricians prescribe for ADD, ADHD
- Other important indications are delay in growth, dislipidemia, cardiovascular and ocular health, poor memory

Q 6. Indication parameters to Rx



Interpretation :

- 69% paediatricians prefer Omega3 for cognitive development, indications like learning disorders, dyslexia, autism, APD, neurocognitive disorders
- 41% paediatricians prefer Omega3 for attention physiologic function, indication like ADD, ADHD, poor memory
- 34% paediatricians prefer Omega3 for physical emotional health, indications like cardiovascular health, ocular health, bipolar emotional disorders, dyslipidaemia, hormone vitamin deficiency, delay in growth, premature baby, muscular pain

Limitations

- For personal attitude, own values, government & private hospital policies some paediatricians did not want to disclose reasons, attributes and preferences for prescribing Omega3 .
- Out of 130 paediatricians only 110 paediatricians responded and in case of retail pharmacy out of 130 pharmacies responses came from total 100 pharmacies. Some of them did not give full reply to the survey questionnaire. 84.6% doctors and 76.9% pharmacists replied to survey
- Matching with busy schedule of the doctors, taking appointments in different locations of the city, constrained finance, limited specific time to carry out the project posed a limitation to the research.

Recommendation

- Delcure should launch the product at a competitive price as cost of a nutraceutical product is a concern for Doctors to prescribe & for parents of the children to purchase the same.
- Product should be available through pharmacy chain like Medplus, Franc Ross, Appolo as they give discounts for their own central bulk purchasing power. People go to these pharmacies first to buy medicine.
- Though Omega3 sales volume is low in individual retail pharmacy but it is observed that Omega3 brands in suspension, syrup form preferred by the paediatricians for children are few in number in kolkata. Mostly Omega3 brands are available in capsule, softgel form. Only the names of BrainDHA, Brainwise came as top selling Omega3 brands in liquid dosage form. Also more than 200 paediatricians are present in Kolkata. So the market condition seems ideal for launching of Cogni3 in kolkata.
- Fishes are heavily consumed in Kolkata. So awareness about omega3 found in marine fish oil with celebrity endorsement shows a good prospect lies ahead

Annexure

Pharmacy Name -

Location -

1. Top selling brands of Omega 3 (combination of EPA & DHA)

	Current Stock	Monthly Sale
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2. Which brands are available?

	Current stock	Monthly sale
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☐ Brainwise		
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☐ Brain IQ		
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☐ Kidzomega		
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☐ Brain UP		
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☐ Ten on Ten		
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3. Doctors prescribing Omega 3 (combination of EPA & DHA) brands

1. Dr

2. Dr

Dr.

Place –

Ph. no. -

1. For which indications do you Rx the Omega 3, EPA & DHA health supplements in pedia patients?
2. Which health supplements (omega 3, EPA & DHA combination) do you Rx in pedia patients for their overall development?
3. At what age do you Rx the health supplements (omega 3, EPA & DHA) in pedia patients
4. What dosage form you prefer the most for pedia patients?
 - Drops
 - Syrup
5. Which brands do you prefer?
 1. Brain wise
 2. Brain IQ
 3. Kidzomega
 4. Brain UP
 5. Ten on Ten
6. Parameter
 - Cognitive development
 - Improvement in attention, physiologic function
 - Improvement in physical, emotional health

7 What are the challenges that you face with Rx such supplements?

At Pedia patient's level:

At mother's level:

8 Which of the following attributes influence your Rx?

- Efficacy/ Quality of Molecule
- Safety of the molecule
- Research/ scientific points of the Molecule
- Creative communication/ in clinic activity
- Cost of the molecule
- Company Image
- Equity with Field force

9 Which of the following activities will help you Rx the Omega 3 EPA &DHA more?

- In clinic gimmick activity
- Social media platform
- Scientific leave behind literature
- MOA video
- Celebrity Endorsed VA pages