

**Summer Training at
Micro Labs Ltd, Pune**

Retail Strategy for Lubrex Marketing Strategy for Lubrex E – Detailing

**By
Shubham Ashok kumar Borana**

**Under the guidance of
Mr. Rahul Sharma**

**MBA Pharmaceutical Management
2017-2019**

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

CERTIFICATE

This is to certify that **Mr. Shubham Borana** has undergone summer training at **Micro Labs Ltd, Pune** from 10th April to 10th June 2018.

The candidate himself completed the project assigned to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Hospital and Health management.

I wish him success in all his future endeavors.



Mr. Rahul Sharma
Assistant Professor

IIHMR UNIVERSITY, JAIPUR



Dr. Sandeep Narula
Dean – in – Charge

(School of Pharmaceutical Management)

IIHMR UNIVERSITY, JAIPUR

Date: 30-06-18



MICRO LABS LIMITED

REGD. & CORPORATE OFFICE: # 27, RACE COURSE ROAD, BANGALORE 560 001, KARNATAKA, INDIA
Tel.: +91-80-2237 0451- 57 Fax: +91-80-2237 0463 CIN: U24232KA1973PLC002401 Website: www.microlabsltd.com Email: info@microlabs.in

Date: August 2, 2018

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Shubham Borana**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed his internship entitled “**Market Research**” at Pune headquarter of Micro Labs Limited, Bangalore, for two months starting from April 10, 2018 to June 9, 2018.

We found him sincere, hardworking, technically sound and result oriented. He worked well as a part of team during his tenure. We wish him all the best for his future.

For **MICRO LABS LIMITED**


Krishnamurthy
GM - Human Resources

Acknowledgements

As a part of summer training project, I was required to complete a project report on 'Impact of digital gadgets on eye health' based on collection of primary and secondary data. This project is a great opportunity to express my healthy thanks to all those people who timely supported me a long way in completion of my project report.

I am very thankful to my organizational mentor Mr. Narendra Surve (Area Manager), he assigned me to respective marketing representatives in Pune city, Mr. Ashok Kumar (Vice President) who always guided us on whats app group, Mr. Navneet Pathak (Product Manager) who gave us the project topics and helped in data collection, lastly all the marketing representatives of Pune city for giving insights on detailing with doctors.

I am thankful to Mr. Sandeep Narula (Associate Professor) for always guiding throughout project and my college mentor Mr. Rahul Sharma for keeping track on my work details.

Finally, sincere thanks to my parents and friends who have always been moral support and strong pillars at all walks of my life and at every stage with a cheer enthusiasm.

Table of Contents

Contents

Acknowledgements	2
Abbreviations	4
Organizational Profile	5
Introduction	11
Rationale.....	14
Objectives	16
Product Information	17
Research Methodology	18
Data Processing, Analysis and Interpretation.....	19
Retail strategy for improving Lubrex sales (Recommendations).....	49
In – clinic Promotion Program (Recommendations).....	51
Conclusion (E – Detailing).....	53
Recommendations (E – Detailing)	54
References	55

Abbreviations

IT – Information Technology

PC – Personal Computer

CVS – Computer Vision Syndrome

CMC – Carboxymethyl Cellulose

HPMC – Hydroxypropyl methylcellulose

CME – Continuing Medical Education

OPD – Out Patient Department

OTC – Over-The-Counter

Organizational Profile

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centers that are at par with international standards. All this, robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

Ranking 14th among prescriptions (as per SMSRC May 16') and 19th in sales (as per AWACS MAT May'16), Micro's brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infectives, Ophthalmology, Pain, etc. Amidst our proud achievers is Dolo, an award-winning brand highly prescribed for fever management.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health. Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry. Backed by a profound and resolute vision, we now have our eyes set on attaining the \$1 billion mark by 2020.

Mission:

To become an organization answering to the highest standards of professionalism, Micro Labs aspires to deliver value through high quality pharmaceutical products and build strong brands across therapy segments. This can be achieved through our scientifically supported segments and processes, and strong implementation capabilities.

Vision:

Our vision is built around a desire to being not just the best, but a leader in the development, manufacture and sales of premium pharmaceutical products. We wish to raise the flag of Micro Labs in India as well as abroad. Micro Labs is dedicated to manufacturing medicine of the highest standard and market it at affordable prices across the globe.

Business Beliefs:

Micro Labs is built around certain beliefs and ethics that propelled us to the place where we are today – a frontrunner in the pharmaceutical industry. Our four pillars of Business Beliefs are:

Quality: A driving force for the organization across the value chain

Ethics: Manage businesses by imbibing best practices of governance and Ethics

Customer Focus: Seek to understand customer needs and focus on Customer Satisfaction

Respect for People: Our most important belief: Respect people and their contribution

Corporate Social Responsibilities:

Micro Labs Ltd. has been conducting various health camps, health recovery programs, free medical treatment camps and many other educational programs for patients and doctors.

“It is our understanding that through our business we make a worthwhile contribution to the society by introducing new and advanced medicines in the market at affordable prices. Our effort is to establish benevolence and trust in people.” Dilip Surana, CMD, Micro Labs Limited

Patient Support Welfare Activities

- Sponsored the construction of Diabetics care centre at Vasanthnagar and J.P. Nagar, Bangalore.
- Contributions to the Heart Care Foundations at Jain Hospital, Narayana Hrudhayalaya Charitable Trust, Jayadeva Institute of Cardiology, Bangalore to perform heart surgeries on poor and needy patients.
- Runs Sri. G. C. Surana eye care project ‘Drushti’ at Bangalore.
- Rehabilitation centre in Bangalore for mentally challenged children.

- Patient sponsorship programs for severe ailments like – Cancer, Parkinson, Renal disorders and Mentally challenged children.
- Contributions to Dental care and research centre, Bangalore, Kidwai Memorial Institute for cancer care, Manipal Foundation for renal patients and Bhagavan Mahaveer trust for renal patients.

Social Welfare Activities

- Active participation in supporting disaster relief fund – Flood rehabilitation in Karnataka.
- Sponsored a residential block for Dharmashala at Sri Jain teerth, Ram Deora, Rajasthan.
- Contributed to the Sindhi foundation Bangalore for health-related activities.
- Contributed to Narayan Seva Sanstha for social welfare.
- Formed a trust which runs Susheel Parshwa Dham, a Jain temple in Bangalore.
- Contributed to Karnataka Marvadi Youth Federation for flood rehabilitation.
- Contributed to Rotaries Bangalore Brigade trust Bharatiya Vidya Bhavan.
- Contribution towards social welfare for Jain Mahilamandal and Sevamandal.
- Formed GDA foundation which runs Surana College and Surana PG centre in Bangalore.

- Contributed to Baba Saheb Ambedkar Sahata Manavatha Seva Samithy Trust for providing scholarship to the under privileged students.
- Contribution to various infrastructure needs of hospitals and nursing homes.

Education Forum

- Sponsorship of scholarship funds for under privileged children.
- Providing support to education needs (graduation & post-graduation) of youth through own college institutions.
- Providing foundation training and scholarship to the poor and meritorious students.

Other Contributions

- Constructed a new building for a police station in Chamarajapet, Bangalore and contributed to the police welfare funds.
- Contributed to the JITO training foundation providing scholarship to the poor and meritorious students.

Micro Vision's product list:

Sr. No	Name	Composition	Pack	MRP
1	Lubrex	Carboxymethylcellulose (0.5% w/v)	10ml	102.74
2	Lubrex DS	Carboxymethylcellulose (1% w/v) + Oxychloro Complex (0.0075% w/v)	10ml	179.98
3	Moxigram	Moxifloxacin (0.5% w/v)	5ml	129
4	Moxigram D	Moxifloxacin (0.5% w/v) + Dexamethasone (0.1% w/v)	10ml	108
5	Moxigram LX	Loteprednol (0.5% w/v) + Moxifloxacin (0.5% w/v)	5ml	142
6	Moxigram KT	Ketorolac (0.5% w/v) + Moxifloxacin (0.5% w/v)	5ml	108
7	Moistane	Polyethylene glycol (0.4% w/v) + Propylene glycol (0.3% w/v)	10ml	349
8	Rapidon OD	Olopatadine (0.2% w/v)	3ml	140
9	Cornigel	Lanolin (0.2%) + Mineral oil (42.5%) +	5g	128

		White soft paraffin (57.3%)		
10	Herperax	Acyclovir (5% w/v)	5g	51.71
11	Moxigram ointment	Moxifloxacin (0.5% w/v)	5g	59
12	FBN	Flurbiprofen (0.03% w/v)	5ml	63
13	Oflacin	Ofloxacin (0.30%)	5ml	47.50
14	BFN	Bromfebac (0.09% w/v)	5ml	118.50
15	Travo Z	Travoprost (0.004% w/v)	3ml	540
16	Misopt	Dorzolamide (2% w/v) + Timolol (0.5% w/v)	5ml	359
17	Lopres	Timolol (0.5% w/v)	5ml	60.59
18	Monosopt	Dorzolamide (2% w/v)	5ml	380
19	Lutivit NF	Capsules of Antioxidant + Vitamins + Minerals + Amino Acid	10's	172
20	Nextane	Sodium hyaluronate (0.1% w/v)	10ml	535
21	Betafree	Brinzolamide (1% w/v) + Brimonidine (0.2% w/v)	5ml	395

Introduction

Dry eye syndrome has become a common syndrome nowadays. With increase in use of digital gadgets from children to adult it affects our eyes. To help with dryness many companies are trying to promote lubricants which are preservative free and which contains CMC. These lubricants help in keeping the ocular surface moist for a longer period of time. Some issues on how it affects our eyes are as follows:

Computer Vision Syndrome:

Computer Vision Syndrome is caused when a user focuses his/her eyes on digital screen for a long time, without any breaks causing eye strain, headaches, neck pain, dryness, blurred vision and so on. In extreme cases it can also cause fatigue.

Blue Light:

Electronic gadgets emit blue light which has a negative effect on our eyes. It can penetrate through our eyes by easily bypassing our eye's natural filters. The blue light can cause permanent damage to our eyes if exposed for a longer duration. Children are more vulnerable to this than an adult as the protective pigments are not fully developed in them.

Dry Eye Syndrome:

Dry eye syndrome is caused by chronic lack to lubricant and moisture on the surface of eye. It can lead to burning sensation, sore eyes, itchy eyes, dryness sensation, aching sensations, red eyes, heavy eyes, light sensitivity, fatigue and blurred vision.

Today we live in a digital era, it all started from late 1950s to the late 1970s where there was a shift from mechanical work to digitalization. This era is still continuing to present day and recently life have been too dependent on digital gadgets that it will be continuing in the future as well. From introduction of PC to Smart Phones, the research and development in IT industry have changed rapidly. It had change the way people used to live their lives, from ordering food online to booking a cab or watching movies on smart phones there is always a digital screen in-front of us.

A survey conducted by Common Sense Media found that on an average an adult spends 9 hours and 22 mins every day in-front of certain screens which includes smart phones, laptops, tablets, televisions, etc. On the other hand, teenagers spend 75 to 80 percent of their daily time on digital gadgets. A digital screen in-front of our eyes for 9 hours and 22 mins can affect our eyes as well as brain in many ways. This project was conducted to find out the impact of digital gadgets on eye health. We have become so habitual to these things that it has become an addiction.

As every coin have two sides even digital gadgets have its own benefits and ill effects. Most common ill effects are related to eye and most common are CVS, dryness, eye strain, red eyes, itchy eyes and in extreme cases eye fatigue. Eye problems due to overuse of digital gadgets are found from children's to working IT professionals. To cure these problems ophthalmologists mostly prefer to prescribe lubricants containing CMC, while some of the ophthalmologists do believe that by taking regular breaks and blinking more dryness can be managed.

CMC stays for a longer period of time on the ocular surface and keeps the eye moist. It helps to reduce irritation and burning sensations in eyes. It is recommended to use one or two drops daily as needed to relieve dryness. CMC comes in two forms the first one is drops and second is ointment. Ointment stays for longer duration on the eye lids which has prolong effects for dry eyes.

E - Detailing

The process of communicating or giving information of a pharmaceutical product to healthcare professionals is known as detailing. As advertisement of pharmaceutical products is not allowed in India for promoting it to general public, the method of detailing is used to provide necessary information to health representatives. Detailing is used as a marketing tool by the pharmaceutical companies to give product information to the physicians, to change the prescription behavior of physicians. The tools that were used for promoting their products are visual aids, catch covers, product reminder cards, carton printing, label, offset printing, poster and leave behind literature. Most of these requires a marketing representative to promote the products and it is been surveyed that pharma companies spend 60 to 70 percent of their promotion budget on these promotional acts. Though the detailing takes only few minutes the waiting time is long. It is being studied that out of 100 marketing representatives visiting physicians only 8 are actually able to meet them.

To challenge these limitations of traditional detailing process now a day's pharma companies are taking use of internet for promoting their products. This is popularly known as e – detailing, e – promotion, interactive detailing, or video e – detailing. E – detailing is defined as use of online medium and electronic gadgets to promote a pharmaceutical product. It uses 3d visual graphics as well as interactive images for a better understanding in less time. Many physicians have already accepted this concept and says that it is a better way of detailing the products rather than visual aids. Some companies also show their recent studies on pharmaceutical product via e – detailing process.

If companies start adopting technological advancement in detailing process it will save time and money which can be spent on different promotional methods.

Rationale

Ophthalmology is a very niche market and hence it requires proper planning and strategy for promotion of its product. From doctors to distributors to retailers each of them has a role to play. Just by focusing on doctors to prescribe a product won't help as even retailers should have that product to sell it to the patient.

Most marketing representatives of ophthalmology department only focus on those retailers which are nearby to ophthalmologist while ignore or doesn't frequently visit those who are far away. To increase sales of eye drops a company should even focus on these retailers.

This research is conducted so that one can find out what does independent retailers want from a company which is not nearby any ophthalmologist and how companies can form a retail strategy to increase their sales in these medical shops.

The IT industry have boomed at a whole new level from the past two decades. In India itself the total number of population working in IT sector is approximately 3 to 3.1 million, this amounts to huge manpower. Use of digital gadgets have been more common in all industries and by each and every person. From children to an adult, digital screen has been a part of their life. On an average 9 hours 22 minutes are spend in front of digital screens by an adult.

As the usage of digital gadgets is so high in our day to day life there is some serious damage done to our eyes. Problems like eye irritation, eye strain, red eyes, dryness and in extreme cases eye fatigue are on a rise. Most of the people ignores such problems and will wash their eyes with cold water, well washing eyes with cold water is just a temporary relief and will face such problems again within hours and that's why doctors prescribe lubricants for such problems. It is also seen that patients visiting ophthalmologists and complaining about these problems have

also rose. Lubricants gives prolong effects for dryness and people can use it without worrying about the side effects as most of them are preservative free. Some ophthalmologists prescribe it for a certain time period like a month or so and some of the ophthalmologists prescribe it until patient eyes gets cured.

Most of the lubricants contains Carboxymethyl cellulose 0.5% which helps in forming the tear film stability and keeps the ocular surface moist solving the problems of eye irritation, eye strain and dryness. Many companies focus on CMC eye drops for dry eyes. Some of the popular brand names are Lubrex (Micro Labs), Tear drop (Sun Pharma), Eco tears (Intas), Systane ultra (Alcon) and so on. These companies are also spreading awareness for the dry eyes as many people still ignore such problems.

Healthcare in India is growing at a rapid pace not only in India but all over the world. It is 3rd largest by volume and 13th largest by value. People visiting ophthalmologists have also increased in recent times. As use of digital gadgets are on increasing rate the eye problems such as eye strain, dryness, itchiness has also rose. Digital gadgets have affected all age groups from children to teenagers to working population.

These electronic gadgets can be put in a good use by pharmaceutical companies for promoting their products in a more interactive and eye catchy way. It is also being researched that interactive video is retained more in memory than literature.

In India the concept of e – detailing has witnessed a transformational change in recent times. It is adopted by many pharmaceutical companies for delivering product information via laptops, iPads and computer screens. They use internet for more interactive purpose. The most common practice adopted in India is use of iPads with necessary information loaded in it as they are small portable and have larger screens compared to mobile phones. To know the doctors acceptability of using e – gadgets for detailing a product this study is being conducted.

Objectives

1. To formulate a retail strategy for independent pharmacies to increase Lubrex sales.
2. To devise an in-clinic promotion program to increase the awareness, detection and prescription of Lubrex.
3. To assess and identify the scope of E – Communication.

Product Information

Product Name: Lubrex.

Company: Micro Labs Ltd.

Class: Eye Lubricants.

Active Constituent: CMC 0.5% (Carboxymethyl Cellulose).

Indication: Dry Eyes.

Price: Rs. 102.74

Packing Size: 10ml.

Competitors: Refresh Tears, Tear Eye drop, Just Tears, Addtears, Eco Tears, Systane Ultra, Eye – Mist.

Research Methodology

1. Study Design:

Descriptive Study.

2. Sample Size:

150 pharmacies for retail project and 150 doctors. (100 doctors for marketing project and 50 for E – Detailing).

3. Sampling Method:

Pharmacies and doctors were selected by purposive sampling method.

4. Method of data collection:

On the basis of nature of study, data was collected by two methods viz, primary and secondary data. Primary data was collected through questionnaire and secondary data was collected by browsing on internet and various articles.

5. Sample Design:

a) Sampling Units: Pharmacies and doctors from Pune city.

b) Sampling Area: Deccan, Satara road, PCMC, Chandannagar, Camp, Swargate, Bibewadi, Koregaon Park, Karve road, Kothrud, Kondhwa.

c) Time: From 10th April to 10th June for retail and marketing project, 26th May to 10th June for E – Detailing project.

Data Processing, Analysis and Interpretation

Retail Project:

Q.1) Do you stock eye drops?

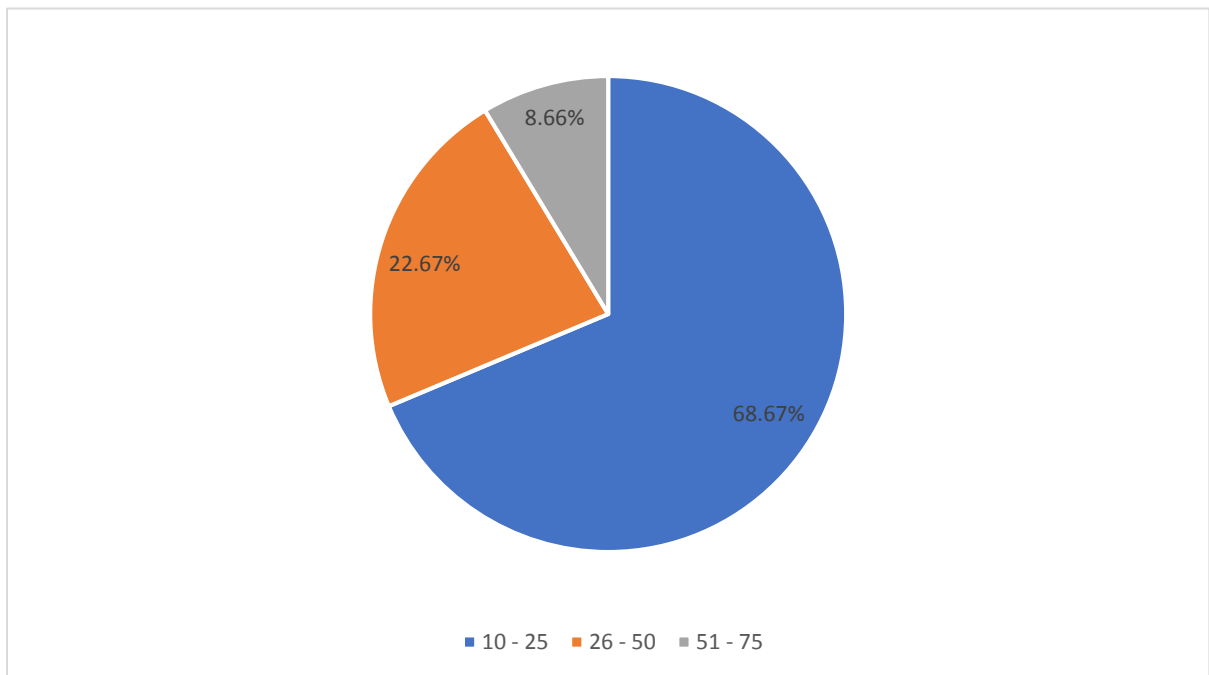
Responses	Respondents
Yes	150
No	0
Total	150

Interpretation:

All the pharmacies surveyed stored some kind of eye drops.

Q.2) Average number of Eye drops bottle you sell per day?

Responses	Respondents
10 – 25	103
26 – 50	34
51 – 75	13
Above 75	0
Total	150

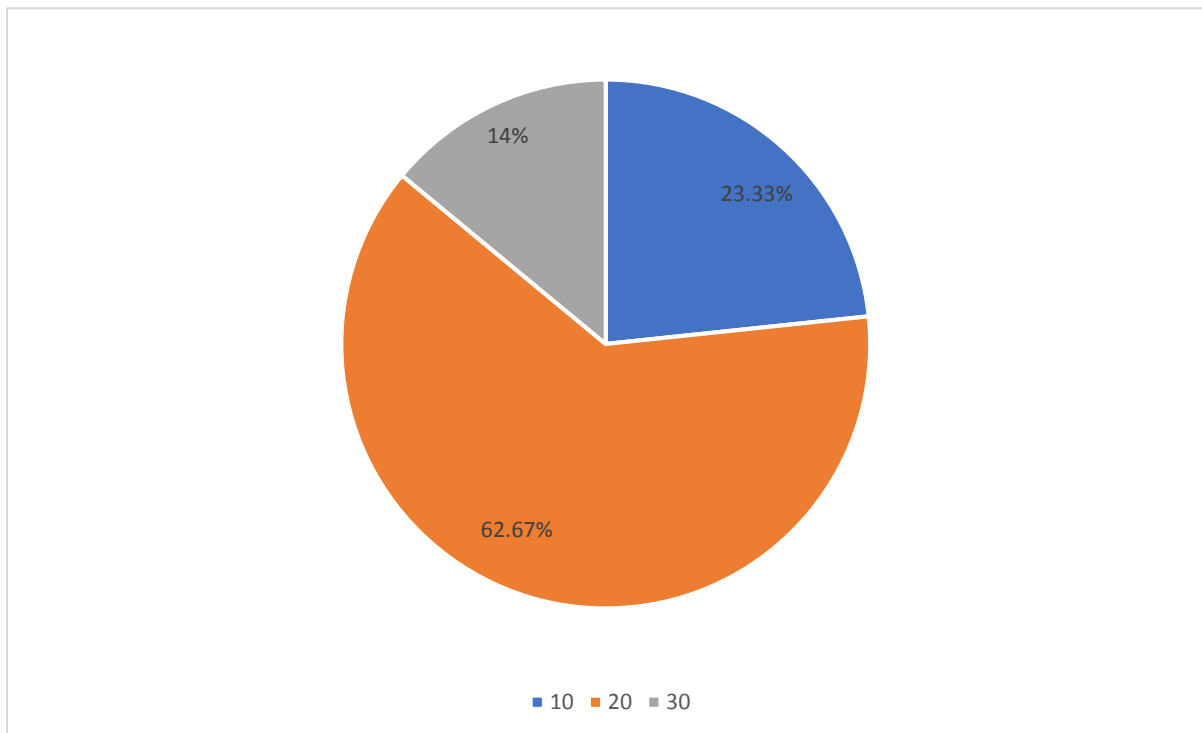


Interpretation:

Most of the pharmacies (68.67%) sell 10 – 25 eyes drop bottles per day.

Q.3) How many Tear substitute eye drop bottles you sell per day?

Responses	Respondents
10	35
20	94
30	21
Above 30	0
Total	150



Interpretation:

86 percent of respondents says that they sell 10 to 20 bottles of tear substitute eye drops per day.

Q.4) Which are the top selling brands of tear substitutes at your outlet?

Responses:

Sr. No	Brand Name	Company	Quantity	Strength	MRP
1	Refresh Tears	Allergan	10ml	0.5% w/v	134.26
2	Tear Drop	Sun Pharmaceutical	10ml	0.5% w/v	129.75
3	Eco Tears	Intas Pharmaceutical	15ml	0.5%w/v	95.57
4	Just Tears	Sunways	10ml	0.5% w/v	88.00
5	Soft Drops	Ajanta Pharmaceuticals	10ml	0.5% w/v	167.00
6	CMC	Java Pharmaceuticals	10ml	0.5% w/v	126.32
7	Lubistar	Mankind Pharma	10ml	0.5% w/v	80.65
8	ON Tears	Sentiss Pharma	15ml	0.5% w/v	141.25
9	Veldrop	Alembic Pharmaceutical	10ml	0.5% w/v	127.52
10	Flogel	Cipla	10ml	1.0% w/v	142.72

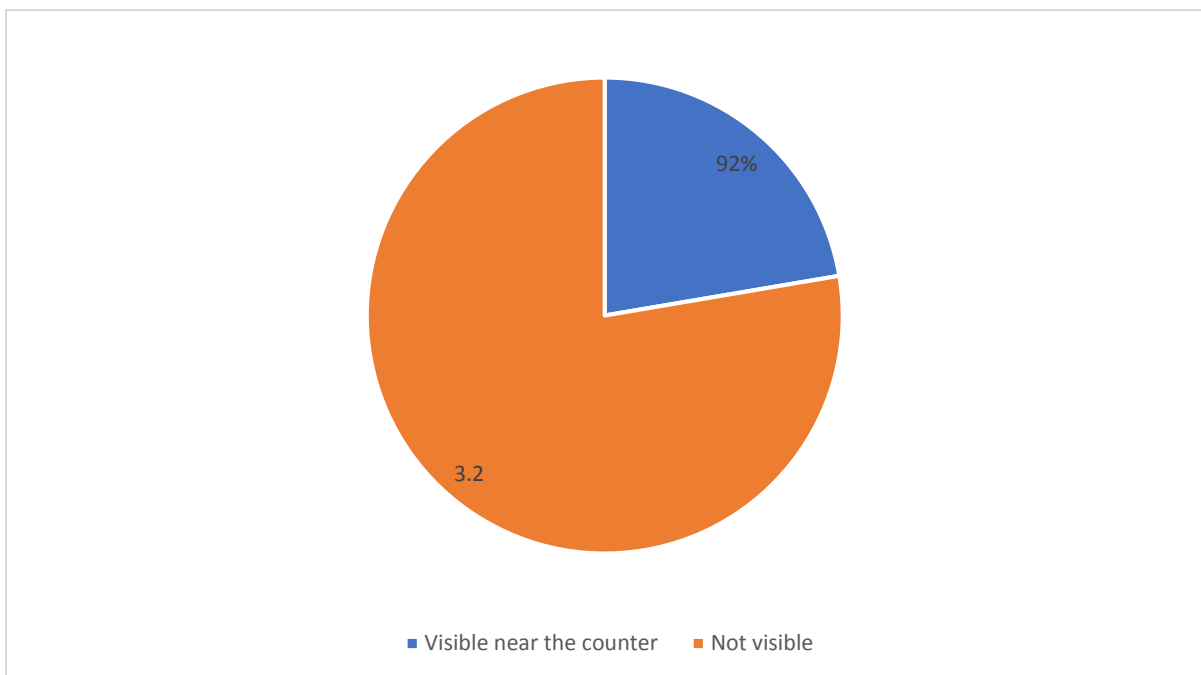
Note: Responses like Ceflox, Ceflox – D, Festive, Systane Ultra, Eye Spa and all the other eye drops that doesn't contains CMC as their major constituent were ignored.

Interpretation:

These are the top 10 responses collected from respondents for eye drops containing CMC, they are the direct competitors of Lubrex.

Q.5) Where are tear substitutes stocked?

Responses	Respondents
Visible near the counter	138
Far away from the counter, not visible	12
Total	150

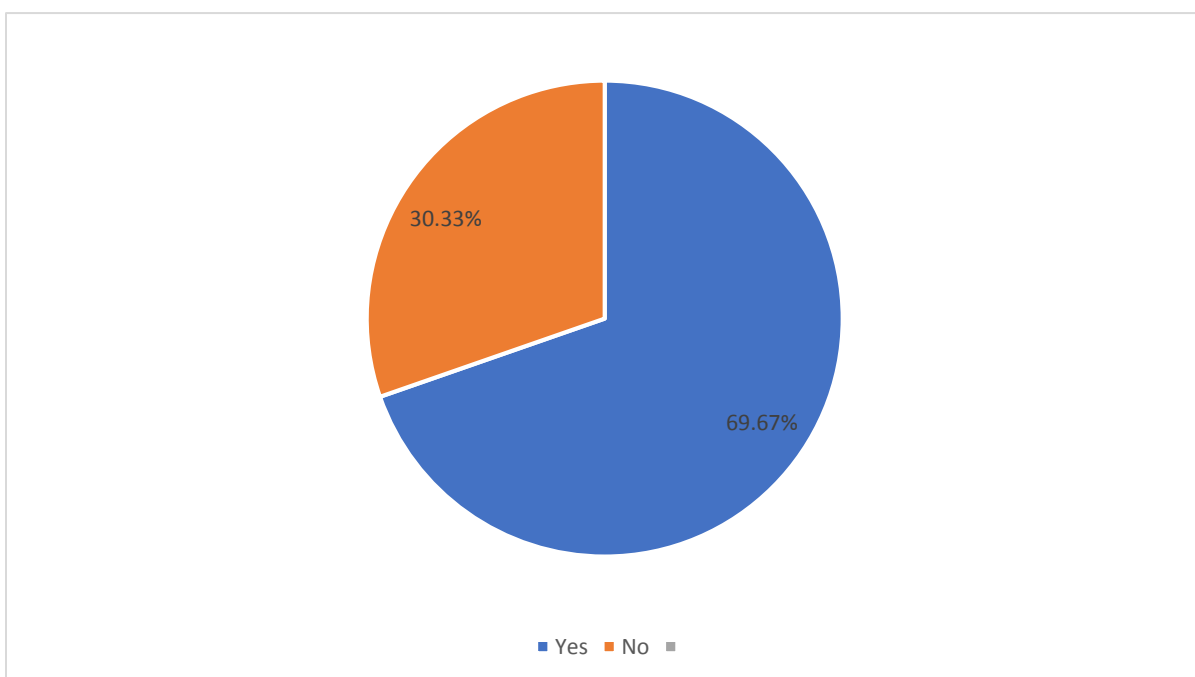


Interpretation:

92 percent of respondent's stock tear substitutes near the counter.

Q.6) Do you get schemes on Tear substitutes? What are the schemes?

Responses	Respondents
Yes	85
No	37
Total	122

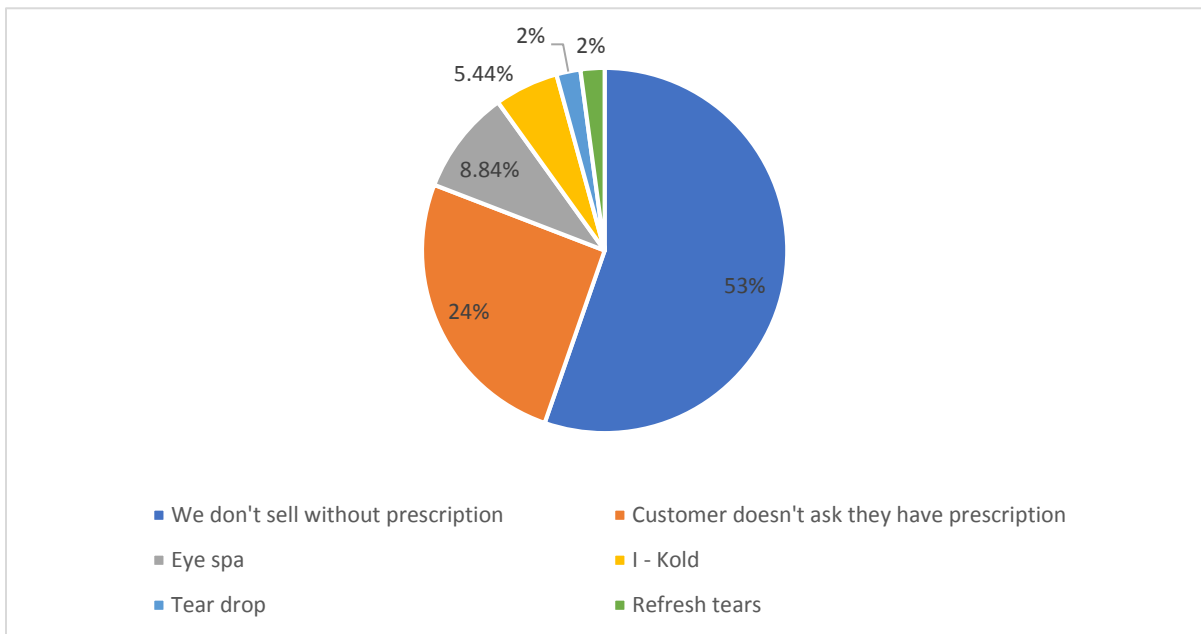


Interpretation:

- i. Most of the pharmacies says that they get schemes on tear substitutes like 10 + 2, while some of the pharmacies said that wholesalers use net rate instead of schemes.
- ii. 18.67 percent of pharmacies didn't respond to the question.

Q.7) Which eye drops are sold over the counter or customer ask by name?

Responses	Respondents
We don't sell without prescription	78
Customer doesn't ask they have prescription	36
Eye spa	13
I – kold	8
Tear drop	3
Refresh tears	3
Total	147



Interpretation:

- i. Most of them replied that they don't sell eye drops without prescription or customer does't have any preferences.
- ii. Most of the prescriptions were found from nearby doctors.

- iii. Eye spa was found most otc sold product.

Q.8) Do you sell over the counter eye drops?

Responses	Respondents
Yes	143
No	0
Total	143

Interpretation:

- i. All respondent who answered the question said that they sell OTC eye drops.
- ii. Responses collected from this question are contradicting the above question because most of the pharmacist thought that I was talking about prescribed eye drop in above question.

When asked what kind of customers ask for the eye drops by themselves these were the following responses:

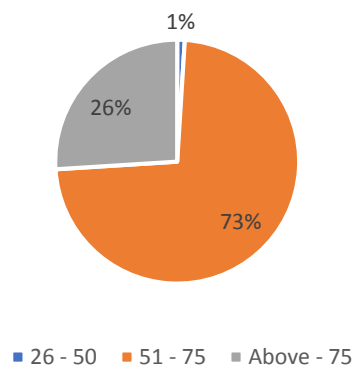
- i. Educated customers
- ii. Browsed through internet
- iii. Patient having similar problems in the past

Marketing Project:

Q.1) How many percent of patients complain for itchy eyes, eye irritation, eye fatigue or similar problems every day?

Responses	Respondents
1 – 25	0
26 – 50	1
51 – 75	73
Above – 75	26
Total	100

Patients complaining about itchy eyes, eye irritation, eye fatigue or similar problems.

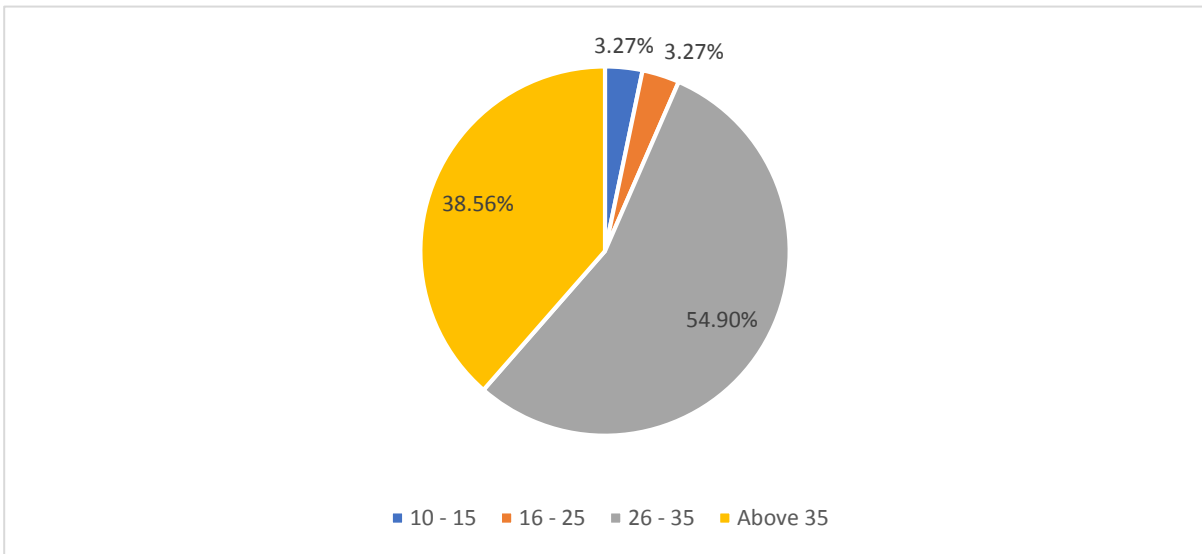


Interpretation:

Most of the patients visiting ophthalmologists complain about itchy eyes, eye irritation, eye fatigue or similar problems.

Q.2) What are the age groups most patient complain for itchy eyes, eye irritation, eye fatigue or similar problems?

Responses	Respondents	Percent
10 – 15 years	5	3.27%
16 – 25 years	5	3.27%
26 – 35 years	84	54.90%
Above 35 years	59	38.56%
Total	153	100%

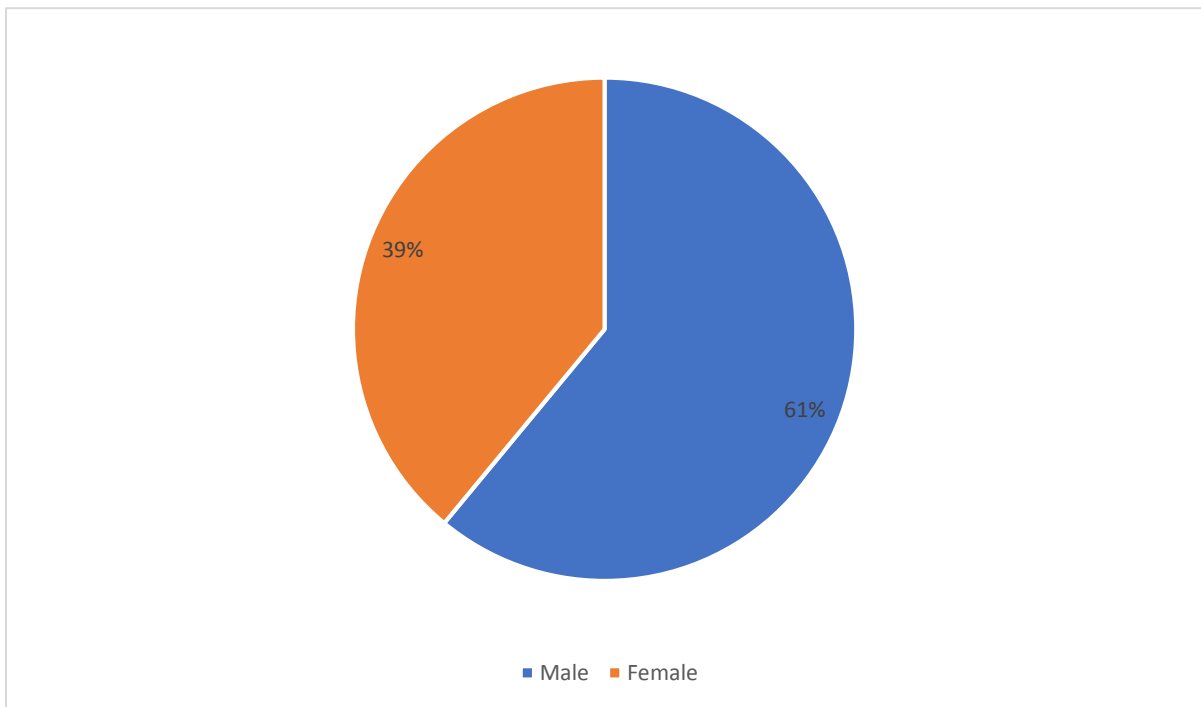


Interpretation:

- i. Most of the complains were found with patients above 26 years (almost 98%).
- ii. Some ophthalmologists also believed that these problems are also found in children and not just adults.

Q.3) The prevalence of above complains are found most among?

Responses	Respondents
Male	61
Female	39
Total	100

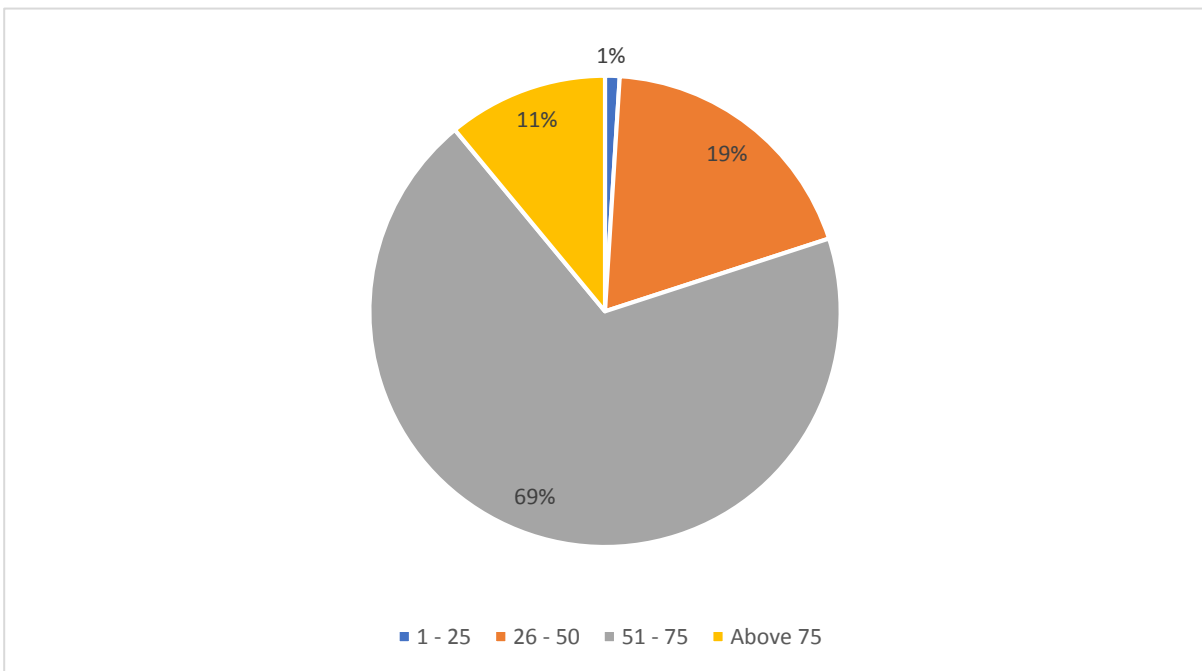


Interpretation:

It was prevalent in both the cases but male was found more complaining about above problems.

Q.4) Out of these how many percent of them complain due to over uses of digital gadgets?

Responses	Respondents
1 – 25	1
26 – 50	19
51 – 75	69
Above 75	11
Total	100

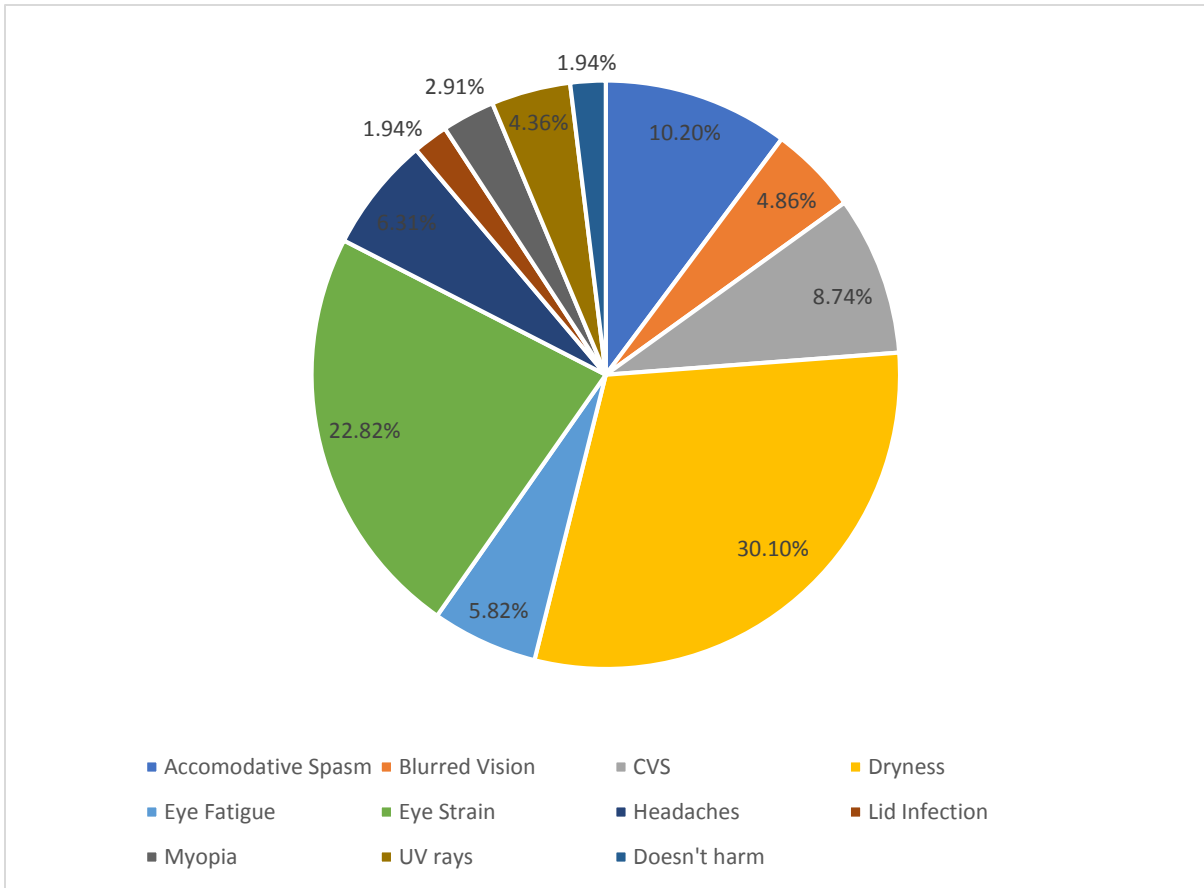


Interpretation:

Out of all the patients visiting ophthalmologists for itchy eyes, eye irritation, eye fatigue or similar problems about 75% says it is due to over use of digital display gadgets.

Q.5) In your opinion how does over use of digital gadget harm the eyes?

Responses	Respondents	Percent
Accommodative Spasm	21	10.20%
Blurred Vision	10	4.86%
CVS	18	8.74%
Dryness	62	30.10%
Eye Fatigue	12	5.82%
Eye Strain	47	22.82%
Headaches	13	6.31%
Lid Infection	4	1.94%
Myopia	6	2.91%
UV rays radiation	9	4.36%
Doesn't harm	4	1.94%
Total	206	100%

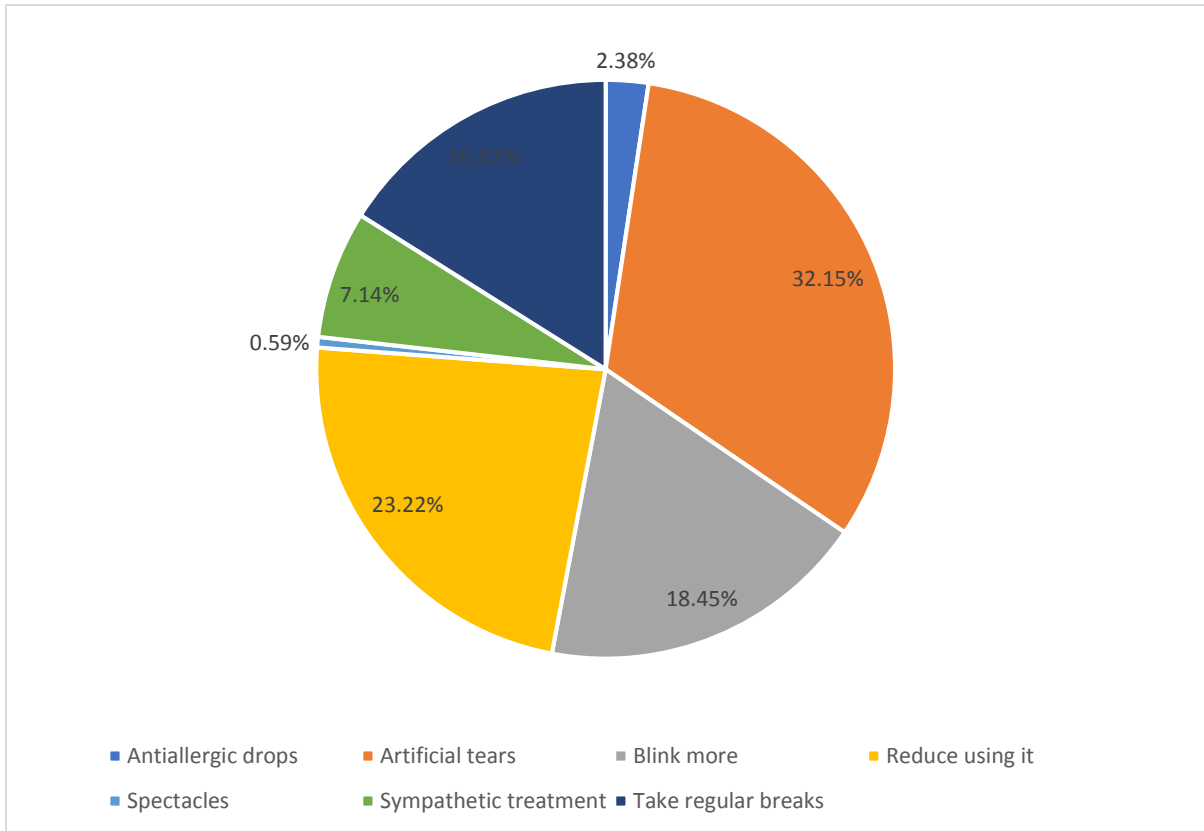


Interpretation:

- i. 52.91 percent of respondents believes that dryness and eye strain are major causes that harm eyes.
- ii. In extreme cases it can also cause eye fatigue.
- iii. Some child ophthalmologists believe that it can cause Myopia in children.

Q.6) How do you treat the above disorders

Responses	Respondents	Percent
Antiallergic drops	4	2.38%
Artificial tears / Lubricants	54	32.15%
Blink more	31	18.45%
Reduce using it	39	23.22%
Spectacles	1	0.59%
Sympathetic treatment	12	7.14%
Take regular breaks	27	16.07%
Total	168	100%

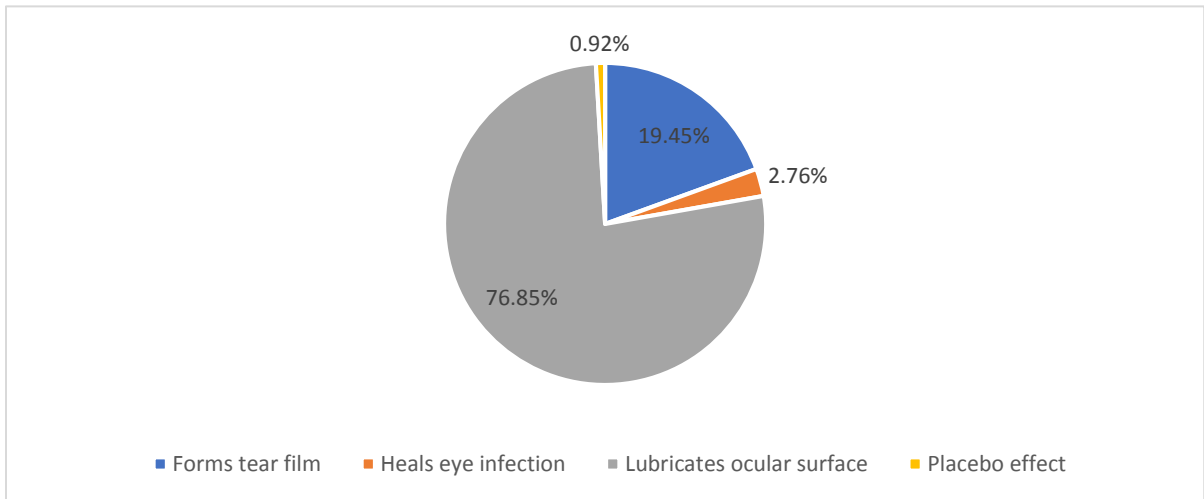


Interpretation:

- i. Almost 60 percent of respondents says that by taking regular breaks, reduce using digital gadgets and by blinking more the above disorders can be treated.
- ii. Many respondents said that they prescribe eye drops only in extreme dryness as our eyes can reduce dryness naturally by taking regular breaks and by blinking more.
- iii. 34.52 percent of respondents says that eye drops can treat the above disorders.

Q.7) How does the use of eye drops help in treating the above conditions?

Responses	Respondents
Forms tear film	21
Heals eye infection	3
Lubricates ocular surface	83
Placebo effect	1
Total	108



Interpretation:

- i. 76.85 percent of respondents said that eye drops lubricates the ocular surface which makes our eyes moist and reduce dryness.
- ii. One respondent said that it is a placebo effect as our eyes can lubricate itself naturally.

Q.8) Which brands you prefer to prescribe?

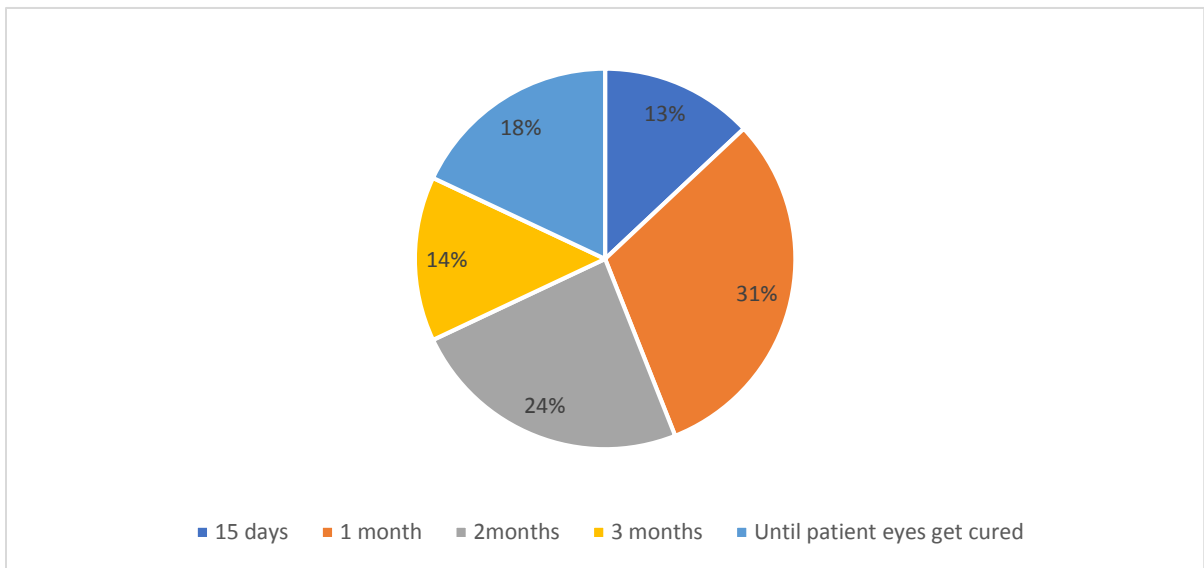
Responses	Respondents
Anything containing CMC	11
Anything containing HPMC	4
Anything which is preservative free	17
Can't Disclose	10
Depends upon patient	1
Eyemist	1
Generic	2
Lubrex	1
Lubrex DS	2
Refresh Tears	1
Tear Drop	1
No preference	49
Total	100

Interpretation:

- i. Almost 50 percent of respondents doesn't have any preference which can be targeted by company for Lubrex.
- ii. Most of the respondents want an eye drop either containing CMC or HPMC and it should be preservative free.

Q.9) How long do you advise patients to use the eye drop?

Responses	Respondents
15 days	13
1 month	31
2 months	24
3 months	14
Until patient eyes get cured	18
Total	100

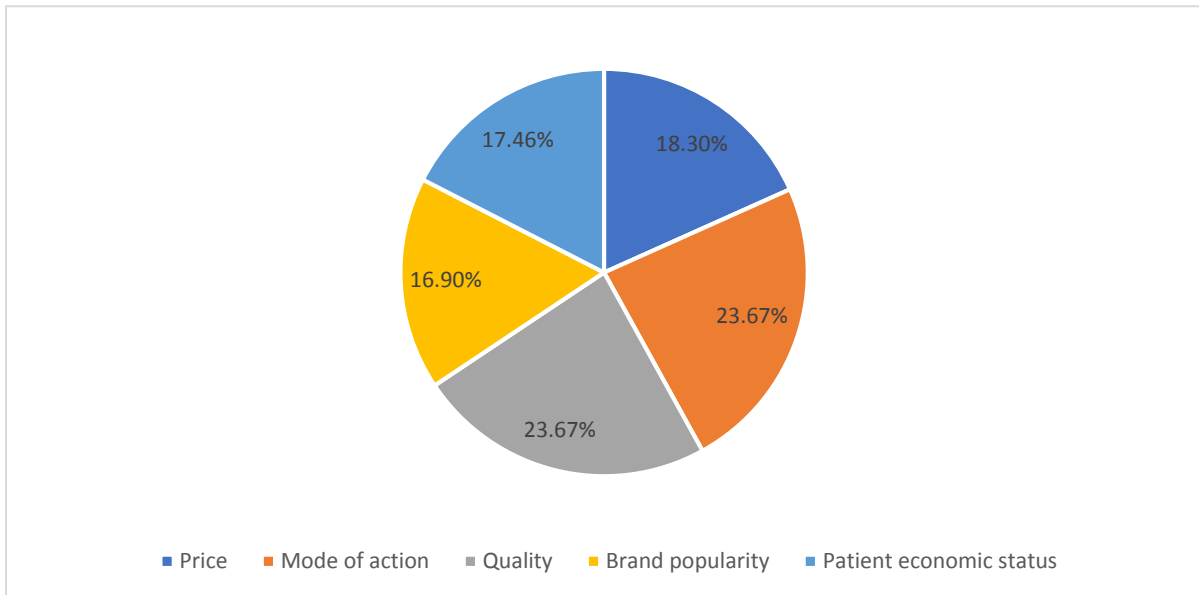


Interpretation:

18 percent of respondents prescribe eye drop until the patient eyes are cured while 82 percent of respondents prescribe it for a particular period of time.

Q.10) On what basis you prefer to prescribe a tear substitute brand?

Responses	Respondents	Percentage
Price	65	18.30%
Mode of action	84	23.67%
Quality	84	23.67%
Brand popularity	60	16.90%
Patient economic status	62	17.46%
Total	355	100%

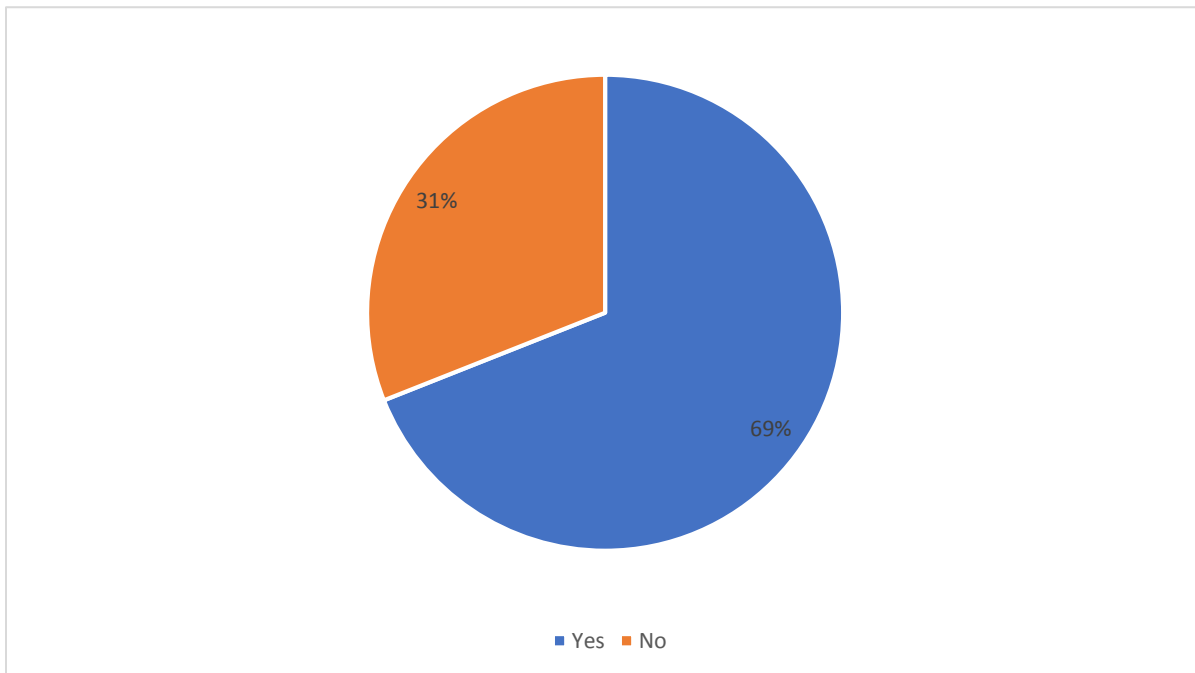


Interpretation:

Respondents mostly focused on quality and mode of action before prescribing a tear substitute.

Q.11) Is any company or association is doing something to create awareness on eye health?

Responses	Respondents
Yes	69
No	31
Total	100



Interpretation:

Many companies like Allergan, Sun pharma, Cipla, Ajanta pharma and so on were doing things like campaigns, posters, CD's to create eye awareness.

Q.12) Do you want to suggest an activity or initiative to create awareness?

Responses	Respondents
Awareness through social media	3
Blindness Control Programme	2
Campaigns	14
CME	5
Awareness Programme	7
Giving Literature	5
Posters	5
Total	41

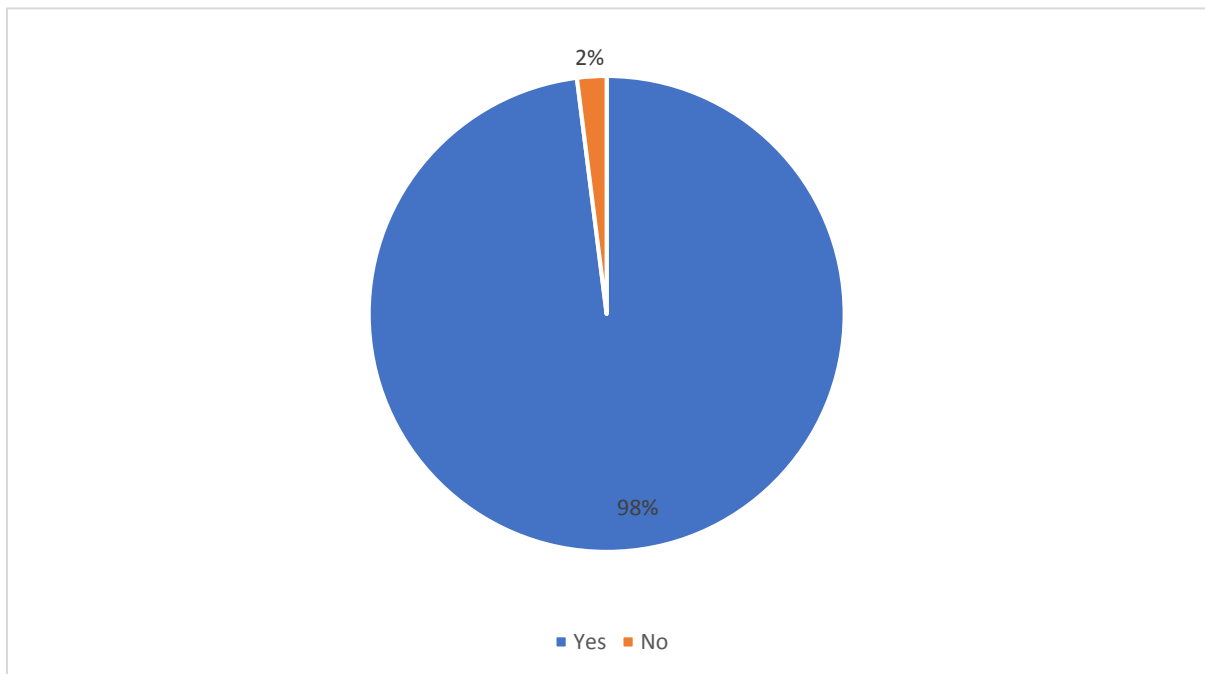
Interpretation:

Very few respondents responded to this question and most of them supported campaigns to create awareness.

E – Detailing:

Q.1) Nowadays, do you come across company representative who does their communication with the help of a Tab or any other electronic gadget?

Responses	Respondents
Yes	49
No	1
Total	50

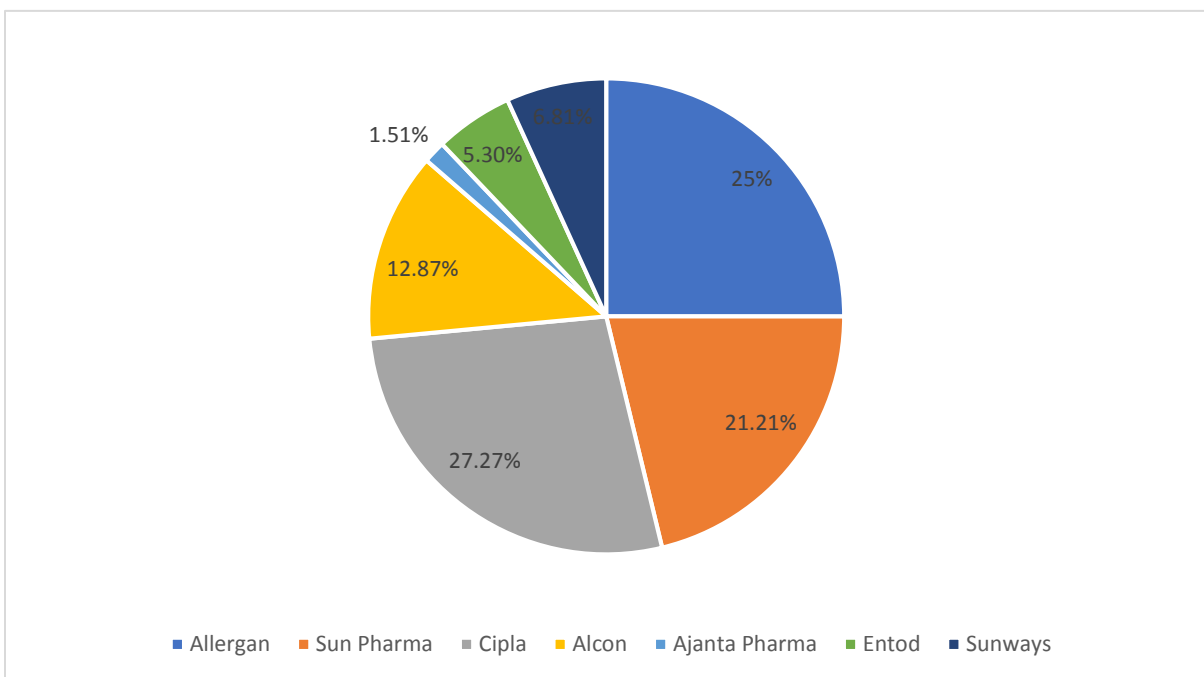


Interpretation:

98 percent of respondents said that they have come across company representative who does their communication with the help of a Tab or any other electronic gadgets. Detailing through electronic gadgets have become trendier than ever.

Q.2) Can you name some Pharma companies who are using E – Communication as one of their major tools for promoting their products?

Responses	Respondents	Percentage
Allergan	33	25%
Sun Pharma	28	21.21%
Cipla	36	27.27%
Alcon	17	12.87%
Ajanta Pharma	2	1.51%
Entod	7	5.30%
Sunways	9	6.81%
Total	132	100%



Interpretation:

Top three companies whose name was common are Cipla, Allergan and Sun Pharma for E – Communication.

Q.3) How do you feel about the communication that is done by the companies using electronic gadgets?

Responses	Respondents
Excellent	2
Good	47
Average	0
Bad	0
Total	49



Interpretation:

Almost all the respondents said that they feel good about the communication done through electronic gadgets.

When asked to justify the above grading I got following responses:

- Respondents think that it is a good way of communication through 3D visuals.
- Respondents think that information provided through E – Communication is more accessible and easy to understand.
- Respondents also responded that it takes less time to deliver more information.

Q.4) Companies who are using electronic gadgets have a good discussion with you on the latest studies or in other words have much better scientific communication with you.

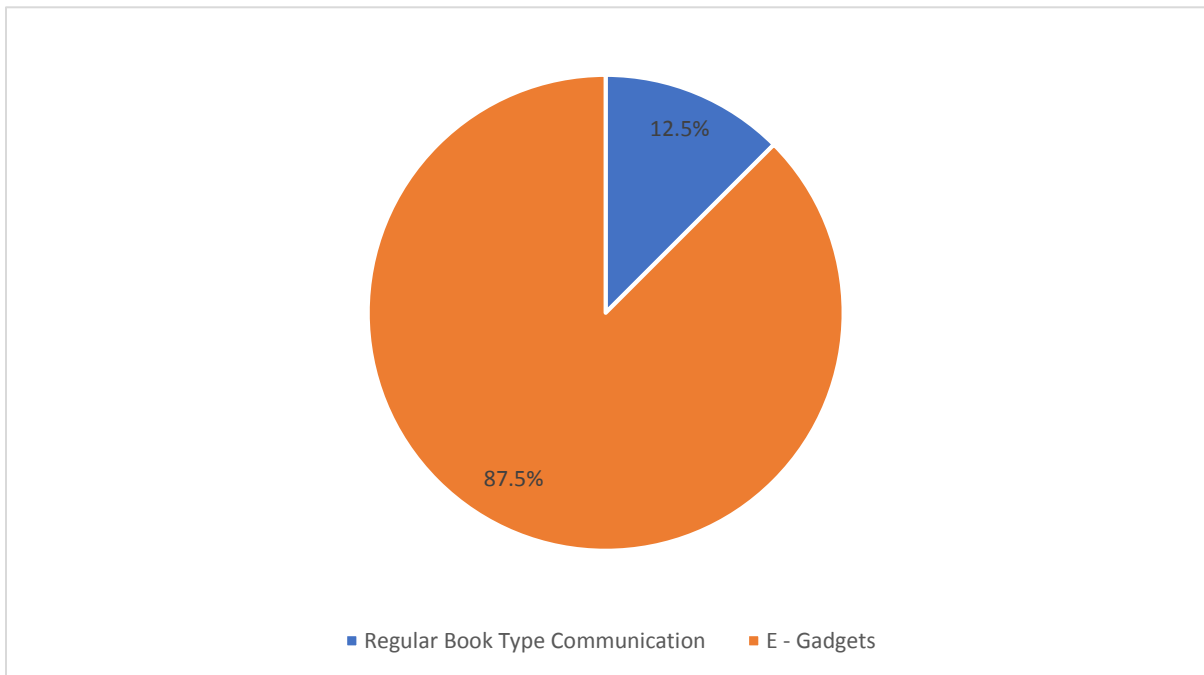
Responses	Respondents
Yes	49
No	0
Total	49

Interpretation:

Many respondents believe that E – Communication is a better way to discuss latest studies and scientific communication.

Q.5) According to you which Communication tool do you think is less time consuming and more interactive and will help Micro Vision's communication more qualitative?

Responses	Respondents
Regular Book Type Communication	6
E – Gadgets	42
Total	48

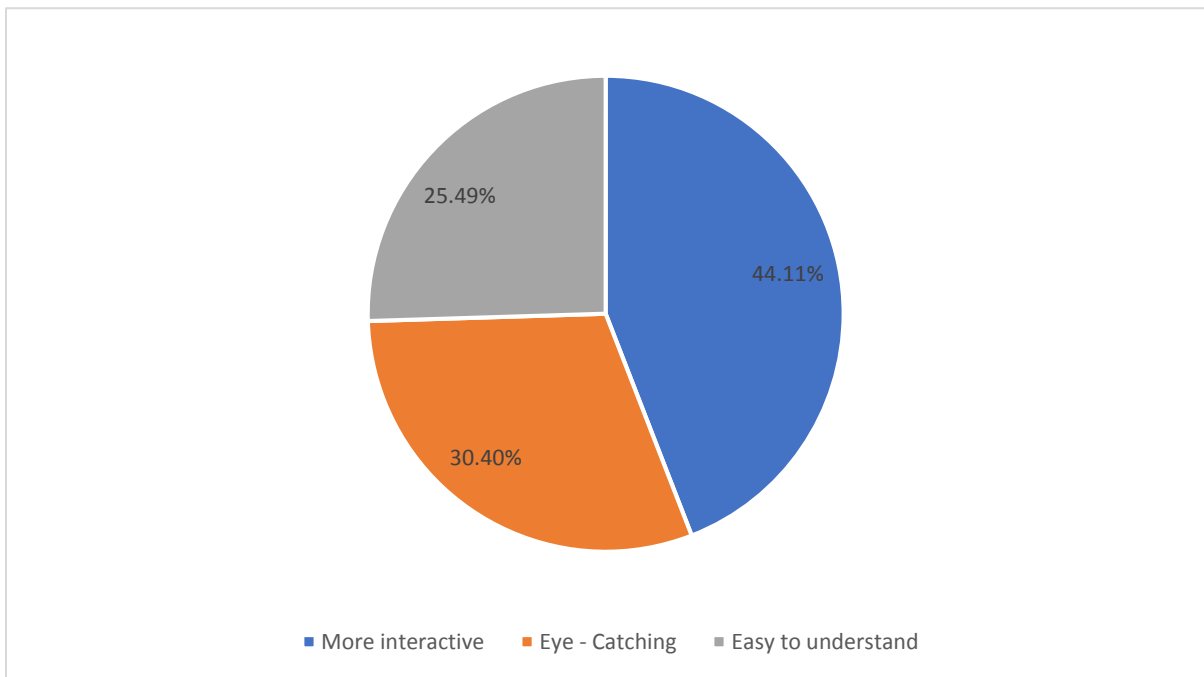


Interpretation:

72 percent of respondents thinks E – Gadgets is less time consuming and more interactive and will help Micro Vision's communication more qualitative.

Q.6) What do you think are the advantages of E – Detailing over printed visual aid detailing?

Responses	Respondents	Percent
More Interactive	45	44.11%
Eye - Catching	31	30.40%
Easy understand	26	25.49%
Total	102	100%



Interpretation:

Most of the respondents think that E – Detailing is more interactive and eye – catching over printed visual aid detailing.

Q.7) Would you recommend Micro Vision to come out with this E – Communication using the latest electronic gadgets?

Responses	Respondents
Yes	49
No	0
Total	49

Interpretation:

All respondent who have attempted to answer this question responded ‘Yes’.

Retail strategy for improving Lubrex sales (Recommendations)

After meeting many chemists and data collected from them I have come across some plans which can be used to boost lubrex sales:

Schemes:

Many retailers said that they don't get any schemes from stockist so they don't order it. Some schemes which other companies gives is 5 + 1 or 10 + 2.

Having stocks in the market for 12 months around the clock:

Some retailers also complained that some stockist doesn't have any stocks of lubrex when required. To boost sales of lubrex it is necessary that stocks should be available in the market around the clock for 12 months.

Marketing representative and Retailer relationship:

After surveying the market, I found out that medical representative mostly concentrates only on medical shops that are nearby to ophthalmologist. To improve sales in independent pharmacies quality visits to these shops is a must.

Gifts:

Gifts like diaries, pen or calendar can be given to pharmacist for prolong relationship with the company.

Design of bottle:

There is no doubt that packaging of lubrex is good but bottle design can be made more attractive like Eubri eye drop from Pfizer. Retailer says that people don't mind spending extra bucks if they see something creative.



Though lubrex is a prescribed product but after talking to many pharmacists some of them told that if patients like IT professionals or someone who works in front of digital screens for longer durations suffers from irritation and dryness again they prefer buying the same product and they ask the product by brand name.

.

In – clinic Promotion Program (Recommendations)

Posters:

Posters in OPD is one of the best ways for creating awareness on dry eyes. Many companies are already using this method but most of them are promoting Glaucoma and Myopia. Some things which a poster should consist are causes of dryness and preventive measures for dryness.

Literature:

Giving literature on an A4 size paper in their local language can be used to spread awareness about dry eyes and lubricants.

Visuals:

3D visuals of an eye can be used for screening it on a TV in OPD department for creating awareness on how dryness is caused? and how lubricants help in making our eyes moist?

Campaigns:

Lubrex cool care campaign is a good idea for promoting it. Dehydrated body and dry eyes were very well linked by giving fruit juices in summer season to doctors.

Sample Starter Pack:

Giving sample starter pack in the morning or evening OPD sessions to doctors is a good way for promoting Lubrex.

IT Companies:

As Pune city is known as an IT hub some ophthalmologists suggested to be an intermediary between doctors and IT companies, if managed properly it gives a very good opportunity to promote the product to the people who needs it the most.

Conclusion (E – Detailing)

From the data collected from 50 doctors in Pune city from various locations, it is seen that:

- All doctors have accepted the E – Detailing concept.
- They feel that E – Detailing is more interactive and eye – catching.
- Companies like Allergan, Cipla, Sun Pharma and Entod are already using this concept for promoting their products.
- Physicians have also accepted that they feel good about the communication done using E – Gadgets.
- They even believe that communication of scientific studies and latest studies done through electronic gadgets are much better than traditional method.
- Doctors said that detailing done through electronic gadgets is much more better because of 3d visuals or interactive visuals, eye catchy images, more amount of information is delivered in less time and information provided is easy to understand.
- Some doctors also recommended that it depends upon the marketing representative as how he/she is able to deliver the information rather than the tool used to deliver information.
- Respondent wants Micro Vision to come out with E – Communication using the latest electronic gadgets.

Recommendations (E – Detailing)

- E – Detailing may increase some cost to Micro Vision but it will be fruitful in the future. As competitor companies are already using this tool it is still not too late for Micro Vision for adapting this change. E – Detailing combined with medical representative visits will leave a greater impact on doctors compared to traditional promotional methods used by Micro Vision.
- E – Detailing is still in baby stage it would require more time to evolve it fully so proper caution should be taken before implementing any plans for it.
- E – Detailing doesn't replace the traditional marketing representative visits it is just an upgrade to the old method.
- The visuals used for e – detailing should small and to the point.
- Marketing Representatives should properly have trained on e – detailing method before going to field.
- There should be a tech team on the company's side to provide software and hardware support whenever required.
- Regular updates on the e - communication should be supervised as even doctors get bored seeing and listening to the same thing again and again.
- E – Detailing should be effective and used to make good relationship with physicians rather than just promotion of products.

References

- Janowitz, A., & Biagi, L. (2016, July 12). Health & Pharmaceuticals. Retrieved from <https://www.statista.com/markets/412/health-pharmaceuticals/>
- Stone, K. (2014, June 16.). Learn What Marketing Tactics Pharmaceutical Companies Can Legally Use. Retrieved from <https://www.thebalance.com/pharma-market-strategies-to-reach-doctors-2663218>
- Care, C. P. (2015, January 20). The Negative Effects of Electronics on Your Eyes – Optometrist, Eye Doctor in Castle Pines, CO | Castle Pines Eye Care. Retrieved from <http://visionsource-castlerock.com/2016/01/06/the-negative-effects-of-electronics-on-your-eyes/>
- Kozeis, N. (2009). Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2776336/>
- Hill, S. (2015, March 03). Does staring at screens all day really damage your eyes? We asked an expert. Retrieved from <https://www.digitaltrends.com/mobile/does-your-phone-damage-your-eyes-an-experts-advice/>
- Tribune News Service. (2015, March 29). Gadget effect: Dry eyes, loss of vision. Retrieved from <http://www.tribuneindia.com/news/ludhiana/community/gadget-effect-dry-eyes-loss-of-vision/59866.html>
- How digital devices are affecting vision. (2014, August 18). Retrieved from <http://www.optometrytimes.com/modern-medicine-cases/how-digital-devices-are-affecting-vision>
- Myers, K. D. (2014, November 15). Marketing to Professionals: Tomorrow's Changes Today. Retrieved from <http://www.pharmexec.com/marketing-professionals-tomorrows-changes-today>
- Saikat Banerjee and Sampada Kumar Das; Effectiveness of e-detailing as an innovative pharmaceutical marketing tool in emerging economies: Views of health care professionals of India; Journal of Medical Marketing; 2011; 11(3) 204-214.

- Andy E. Wang; Effective e-Detailing: Building trust and convenience into the physician relationship; IBM Institute for Business Value; 1-8.
- Berenewitz; E-detailing where does it fit in pharmaceutical sales; ZS associate 2001.
- Eun-SeonKwak and Hyejung Chang; Medical Representatives' Intention to Use Information Technology in Pharmaceutical Marketing; Healthcare Informatics Research; October 2016; 22(4) 342-350.