

**Summer Training at
Micro Labs Limited, Mumbai**

**Marketing Project on Doctors Perception on Effect Digital Gadgets on
Human Eye**

**By
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**Under the guidance of
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**MBA Pharmaceutical Management
2017-2019**


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

CERTIFICATE

This is to certify that **Mr. Pathak Gaurav Trivaninath** has undergone summer training at **Micro Labs Limited, Mumbai** from **10 April 2018 to 10 June 2018** on **Marketing Project on Doctors Perception on Effect of Digital Gadgets on Human Eye**.

The candidate himself completed the project assigned to him during the tenure of his 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 Pharmaceutical Management.

I wish him success in all his future endeavors.



Mr. Abhishek Dadhich

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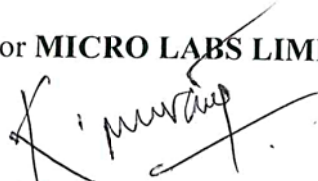
Date: August 2, 2018

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Gaurav Pathak**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed his internship entitled “**Market Research**” at Mumbai 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 eyes 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 (Zonal Manager), he assigned me to respective medical representatives in Mumbai city, Mr. Ashok Kumar (Vice President) who always guided us on WhatsApp group, Mr. Navneet Pathak (Product Manager) who gave us the project topics and helped in data collection, lastly all the medical representatives of Mumbai 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. Abhishek Dadhich 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.

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Abbreviations

AWACS	- Advanced Working, Action & Correction System
CD's	- Compact Discs
CMC	- Carboxy Methyl Cellulose
CMD	- Chairman and Managing Director
E-communication	- Electronic Communication
E-detailing	- Electronic Detailing
E-gadgets	- Electronic gadgets
E-promotion	- Electronic promotion
HPMC	- Hydroxy Propyl Methyl Cellulose
IT	- Information Technology
JITO	- Jain International Trade Organization
MAT	- Moving Annual Turnover
OPD	- Out Patient Department
OTC	- Over the Counter
SMSRC	- Strategic Marketing Solutions and Research Centre
W/V	- Weight by Volume
3D	- Three-Dimensional

Organization Learning

Micro Labs limited is a multi-faceted healthcare organization with a proficient marketing team, state of the art manufacturing facilities and R&D centres 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 specialities like Cardiology, Anti-infectives, Diabetology, 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 Environment 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 Vasanth nagar 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- Parkinson, Cancer, 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 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 Chamrajpet Bangalore and contributed to the police welfare funds.
- Contributed to the JITO training foundation providing scholarship to the poor and meritorious students.

Retail strategy for independent pharmacies to increase Lubrex sales

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 lubricating eye drops which are preservative free and which contains CMC. These lubricating eye drops help in keeping the ocular surface moist for a longer period of time. Some issues on how it affects our eyes are as follows:

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, itchy eyes, dryness sensation, sore eyes, aching sensation, red eyes, heavy eyes, light sensitivity, fatigue and blurred vision.

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, cervical pain, dryness, blurred vision and so on. In extreme case it can also cause fatigue.

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 medical 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.

Research Question

What are the opportunities to increase the sale of Lubrex in medical stores which are not near doctors clinics?

Objective

Main Objective:

To formulate a retail strategy for independent pharmacies to increase Lubrex sales.

Sub-Objectives:

- To know the competitor products of Lubrex.
- To know the promotion strategy of other companies.
- To know the consumer behaviour towards purchasing of eye drop.

Product Information

Product Name: Lubrex.

Company: Micro labs ltd.

Class: Eye lubricants.

Active Constituent: CMC 0.5% (Sodium Carboxymethylcellulose).

Indication: Dry Eyes

Price: Rs. 102.74

Packing Size: 10ml.

Competitors: Refresh Tear, Just Tear, Tear Eye drop, Eye mist, Add tears

Research Methodology

1. Study Design:

Descriptive Study was performed to get market insights.

2. Sample Size:

150 Pharmacies in Mumbai city.

3. Sampling Method:

Purposive sampling i.e. non-probability sampling

4. Method of data collection:

Based on the 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. Time Period:

10th April to 10th June (60 Days)

Data Processing, Analysis and Interpretation

1) Do you stock eye drops?

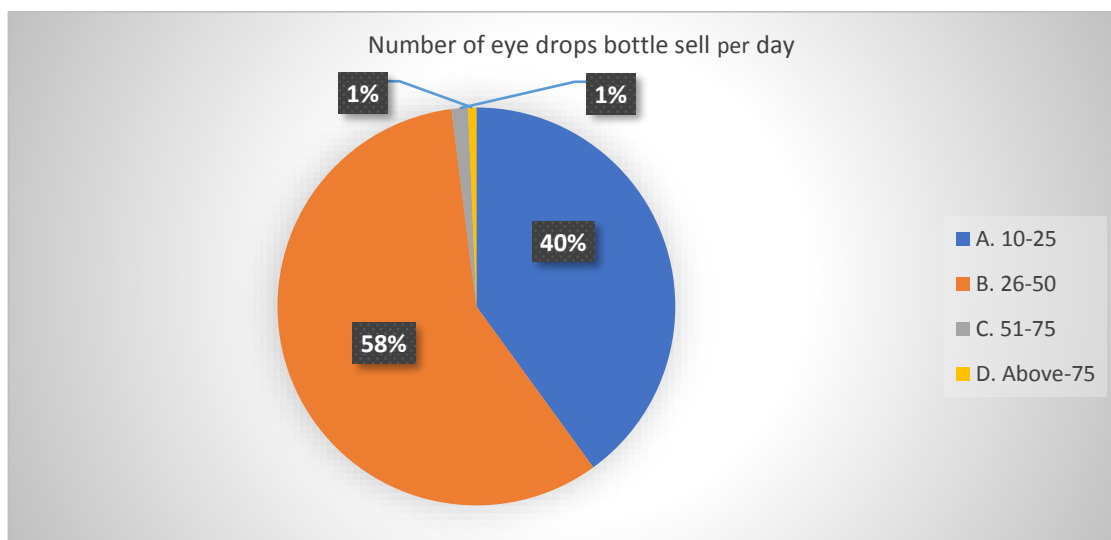
Responses	Respondents
Yes	150
No	0
Total	150

Interpretation:

All medical stores chemist response yes that is all medical stores had eye drops.

2) Average number of eye drops bottle you sell per day?

Responses	Respondents
A. 10-25	60
B. 26-50	87
C. 51-75	2
D. Above-75	1
Total	150

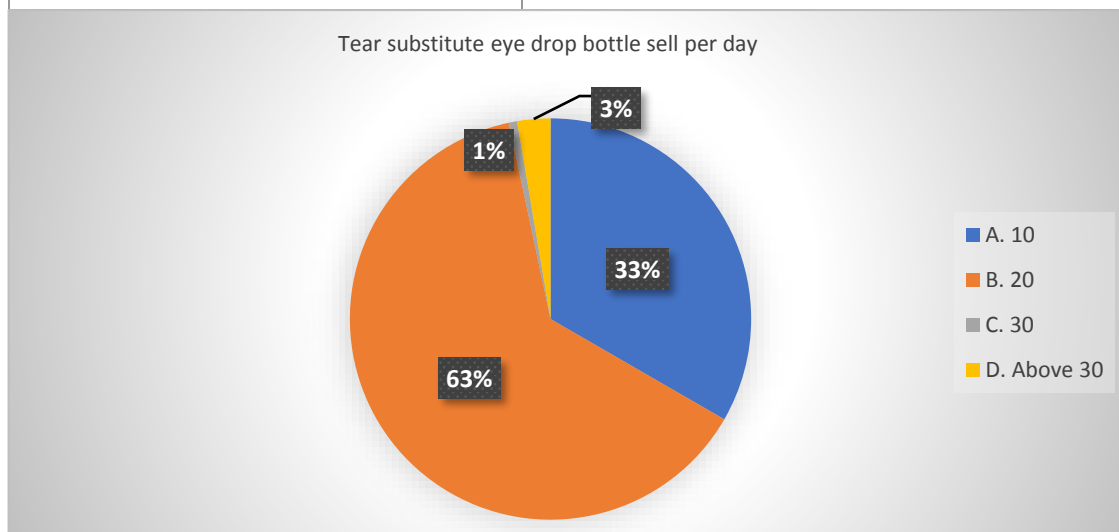


Interpretation:

Most of the pharmacies (58%) sell 26-50 eyes drop bottles per day.

3) How many tear substitute eye drops bottles you sell per day?

Responses	Respondents
A. 10	50
B. 20	95
C. 30	1
D. Above 30	4
Total	150



Interpretation:

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

4) Which are the top selling brands of tear substituents at your outlet?

Sr. No.	Brand name	Company	Quantity	Strength	Prize
1	Refresh tear	Allergan	10ml	0.5%w/v	134.26
2	Tear drops	Sun Pharma	10ml	0.5%w/v	129.75
3	Just Tears	Sunway	10ml	0.5%w/v	88
4	Soft Drop	Ajanta	10ml	0.5%w/v	167
5	Eco Tear	Intas	15ml	0.5%w/v	95.57
6	Vel Drop	Alembic	10ml	0.5%w/v	127.52

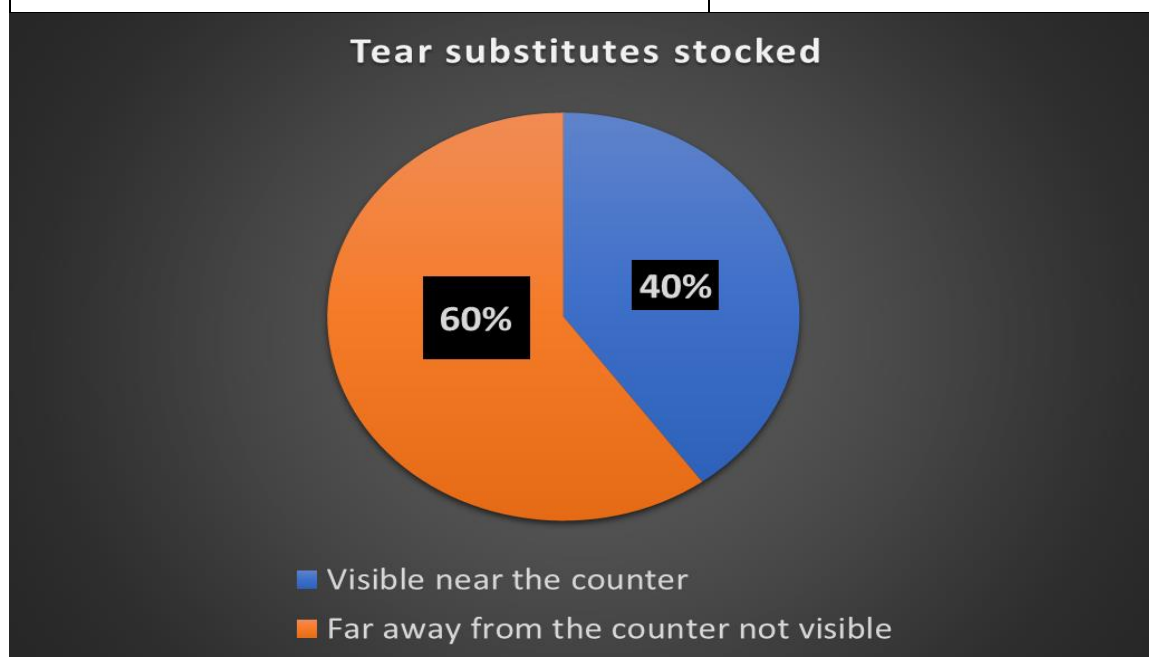
Note: Responses like Ciplox, Ciplox-D, Zoxan, Mosi, Pyrimon and all other eye drops that doesn't contains CMC as their major constituent were ignored.

Interpretation:

These are the top 6 responses collected from respondents for eye drops containing CMC, they are the direct competitors of Lubrex.

5) Where are tear substitutes stocked?

Responses	Respondents
Visible near the counter	60
Far away from the counter not visible	90
Total	150



Interpretation:

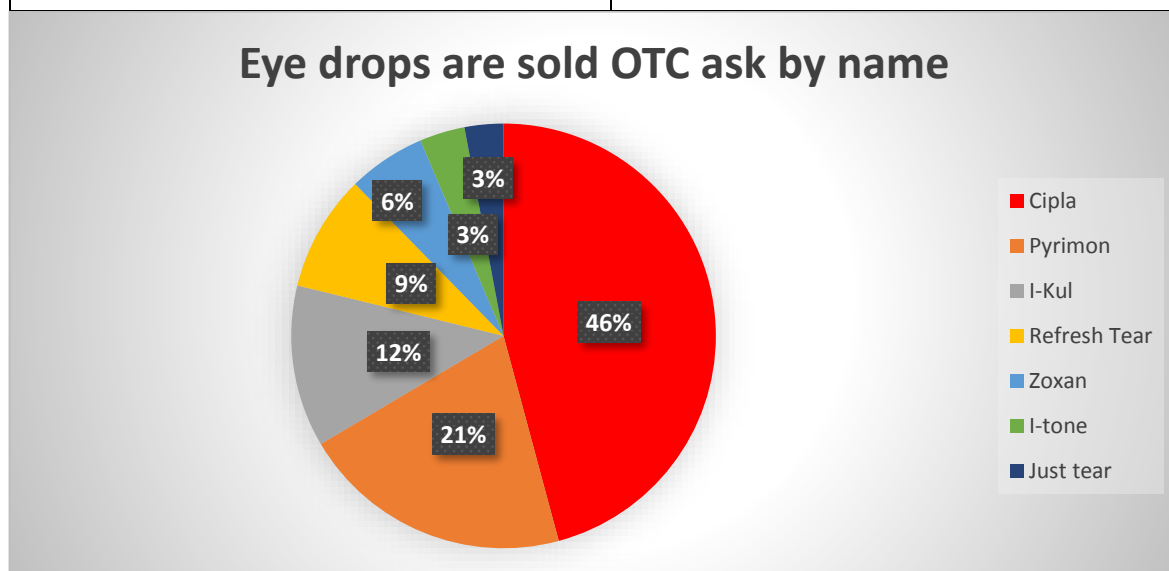
60% of respondents stock tear substitutes far away from the counter not visible.

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

Nil

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

Responses	Respondents
No OTC	32
Ciplox	93
Pyrimon	42
I Kul	25
Refresh Tear	18
Zoxan	12
Just tear	6



Interpretation:

- Most of them replied that they don't sell eye drops without prescription or customer doesn't have any preferences.
- Ciplox was found most OTC sold product.

8) Do you sell over the counter eye drops?

Responses	Respondents
Yes	146
No	4

Total	150
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Interpretation:

All respondent who answered the question yes said that they sell OTC eye drops.

9) What kind of customers ask for the eye drops by themselves these were the following responses:

- a) Educated customers
- b) Patient having similar problems in the past

Retail strategy for improving Lubrex sales

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 scheme from stockist, so they don't order it. Some schemes which other companies gives is 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.

Conclusion

Almost all chemist stores eye drops out of them only few chemists sell that eye drops at over the counter (OTC) and remaining chemists sell that eye drops on doctor prescription. Therefore from chemist it is easy to know the competitor of lubrex and which lubricating eye drops is selling more in their area and from my survey refresh tear is top selling lubricating eye drop in Mumbai.

Doctors perception about effect of digital gadgets on human eyes

Introduction

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 Personal Computer 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 minutes 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.

Digital gadget has its own benefits and ill effects. Most common ill effects are related to eyes and most common are dryness, eye strain, red 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 sensation 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 lids which has prolong effects for dry eyes.

Rationale

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 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. Lubricating 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 drops (Sun Phama), Eco tears (Intas) and so on. These companies are also spreading awareness for the dry eyes as many people still ignore such problem.

Research Question

What are the promotional technique used by doctors to create awareness related eye problem? And what they prescribe to the patients if patients come with eye related problems?

Objective

Main Objective:

To device an in-clinic promotion program to increase the awareness, detection and prescription of Lubrex.

Sub Objectives:

- a) To understand prescription habit of doctors for itchy eyes, eye irritation, red eyes, eye fatigue.
- b) To understand the impact of digital gadgets on eye health and how it can be cured.
- c) To know which company product, they prescribe instead of Lubrex.

Research Methodology

1. Study Design:

Descriptive Study was performed to get market insights.

2. Sample Size:

100 doctors in Mumbai city.

3. Sampling Method:

Purposive sampling

4. Method of data collection:

Based on nature of study, I have collected two types of data viz, primary and secondary data. Primary data was collected through questionnaire and secondary data was collected by browsing on internet and various articles.

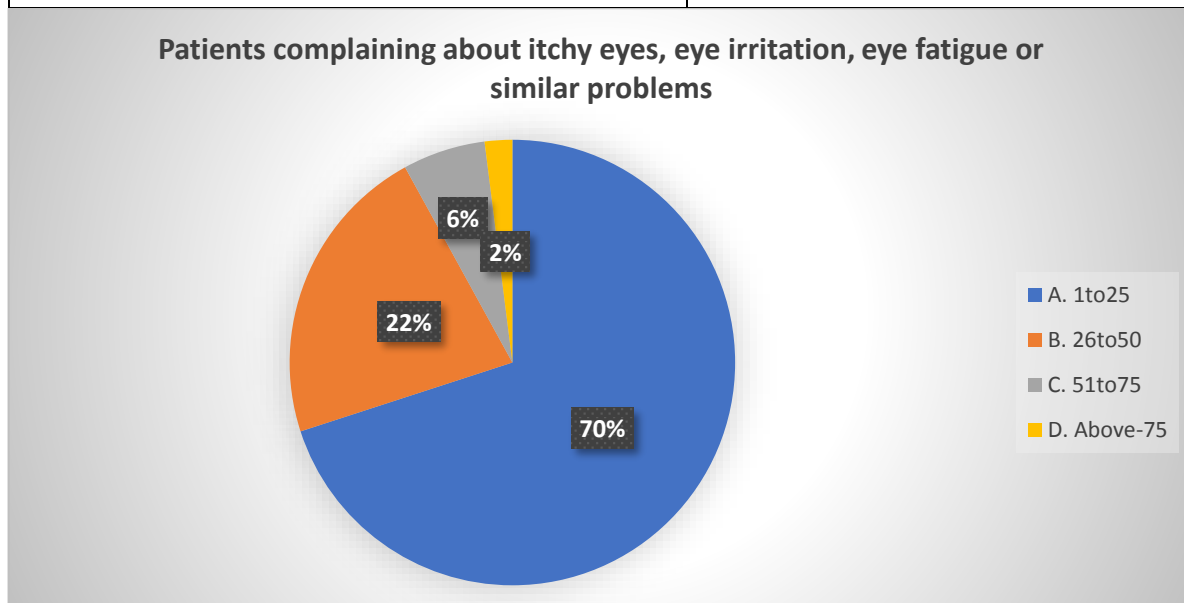
5. Time Period:

10th April to 10th June (60 Days)

Data Processing, Analysis and Interpretation

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

Responses	Respondents
A. 1to25	70
B. 26to50	22
C. 51to75	6
D. Above-75	2
Total	100

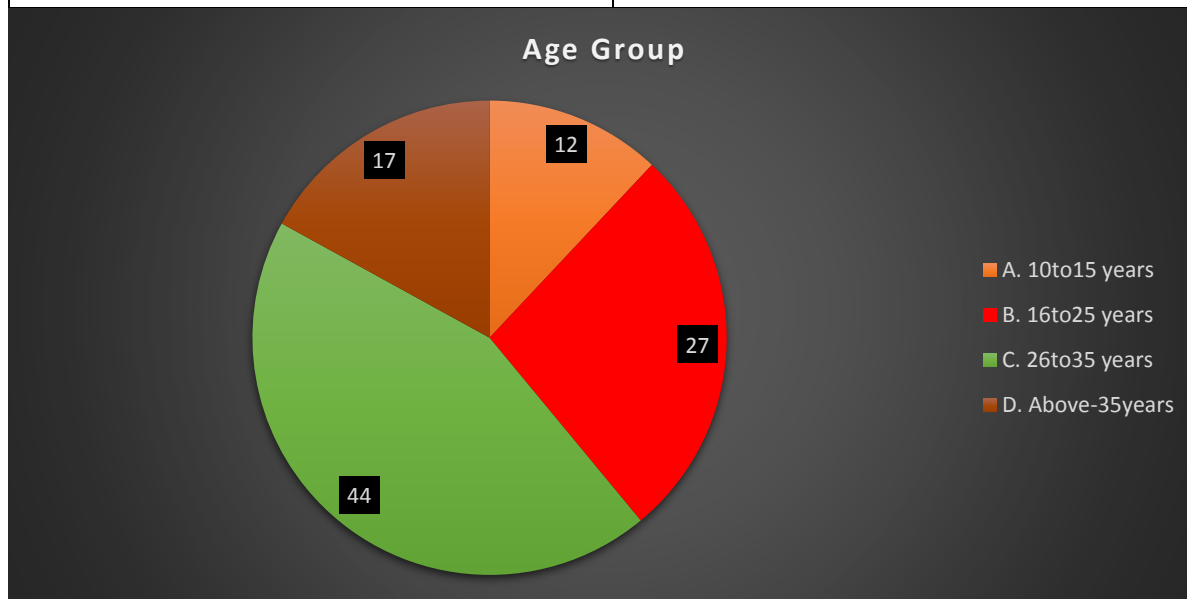


Interpretation:

70 percent of the doctor's tick 1-25 (i.e. option A.) means that 1-25 percent of patients visiting ophthalmologists complain about itchy eyes, eye irritation, eye fatigue or similar problems.

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

Responses	Respondents
A. 10to15 years	12
B. 16to25 years	27
C. 26to35 years	44
D. Above-35years	17
Total	100



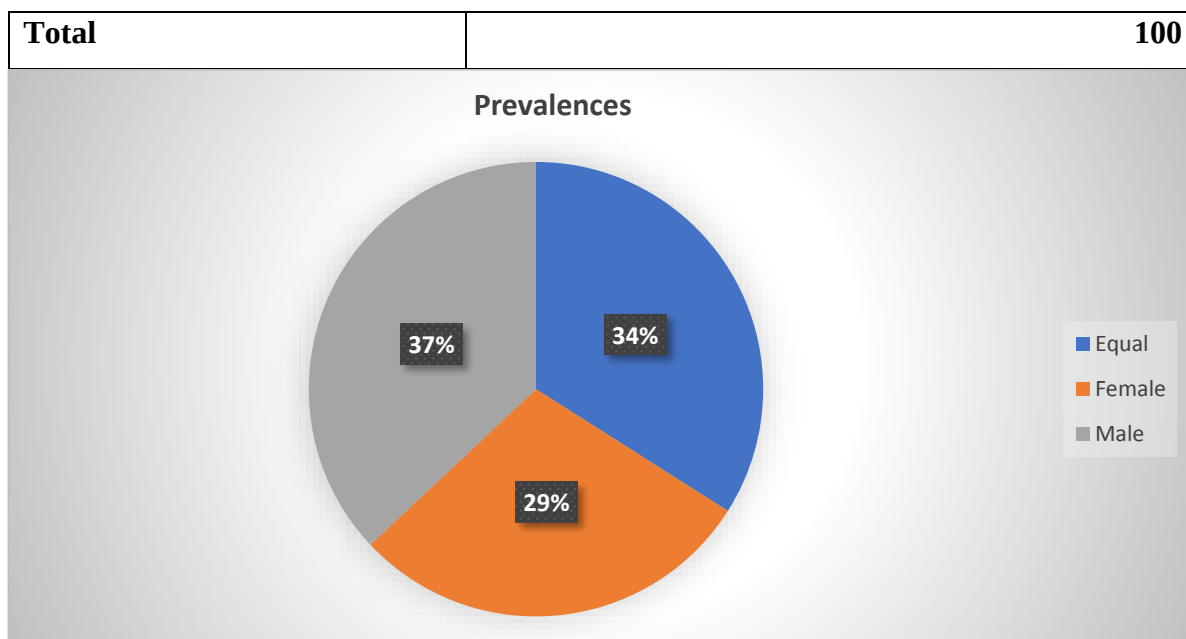
Interpretation:

a) Most of the complains were found with patients above 26-30 years (almost 44%).

b) Some ophthalmologists also believed that these problems are also found in children and not just adults.

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

Responses	Respondent
Equal	34
Female	29
Male	37

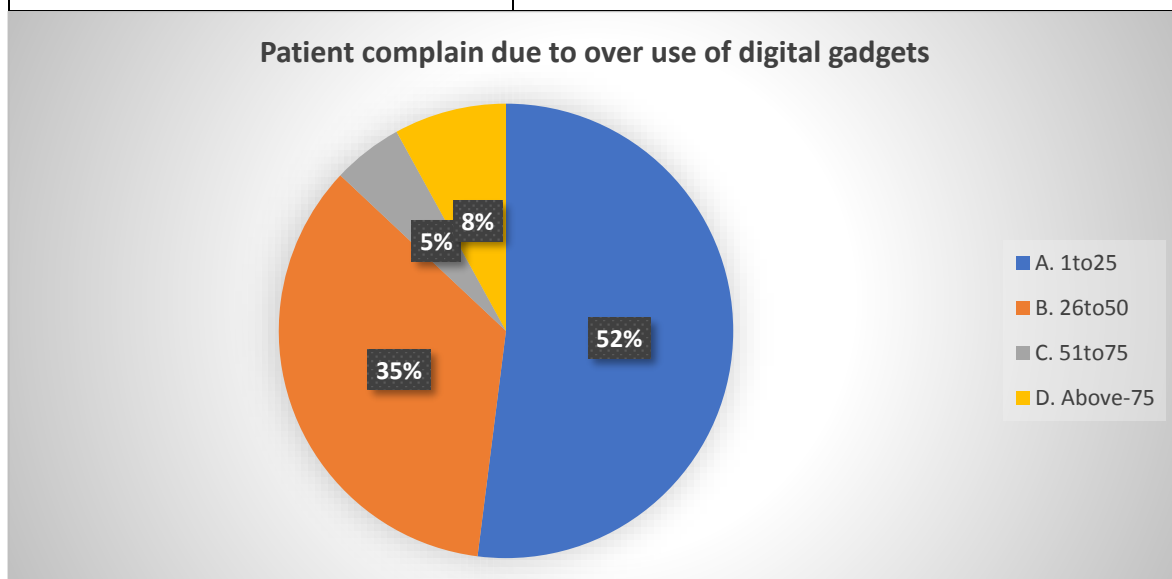


Interpretation:

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

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

Responses	Respondents
A. 1to25	52
B. 26to50	35
C. 51to75	5
D. Above-75	8
Total	100

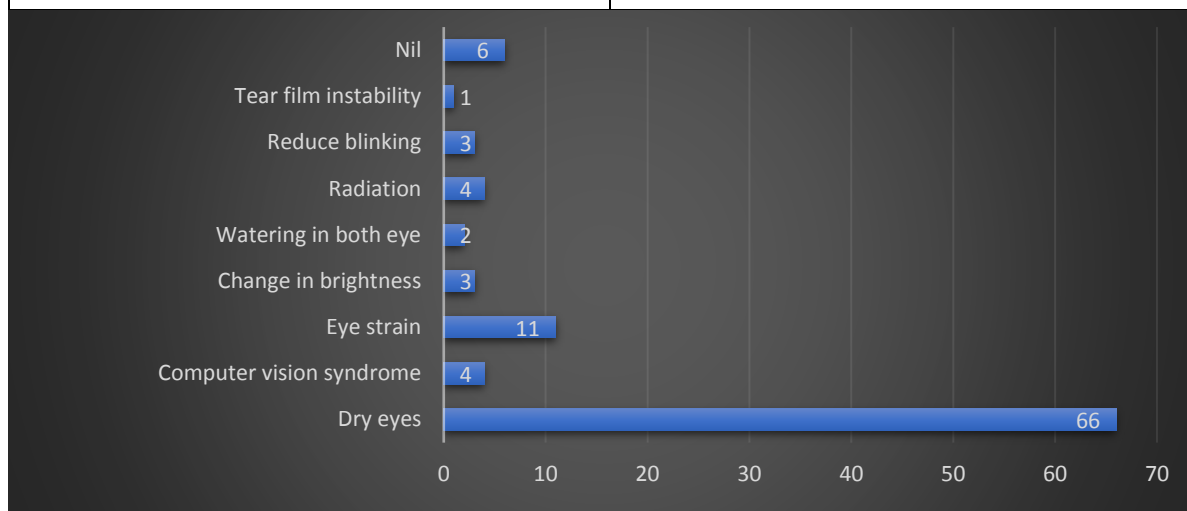


Interpretation:

52 percent of the doctor's tick 1-25 (i.e. option A.) means that 1-25 percent of patients visiting ophthalmologists complain about eye problems due to over use of digital gadgets.

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

Responses	Respondents
Dry eyes	66
Eye strain	11
Nil	6
Computer vision syndrome	4
Radiation	4
Reduce blinking	3
Change in brightness	3
Watery eye	2
Tear film instability	1
Total	100



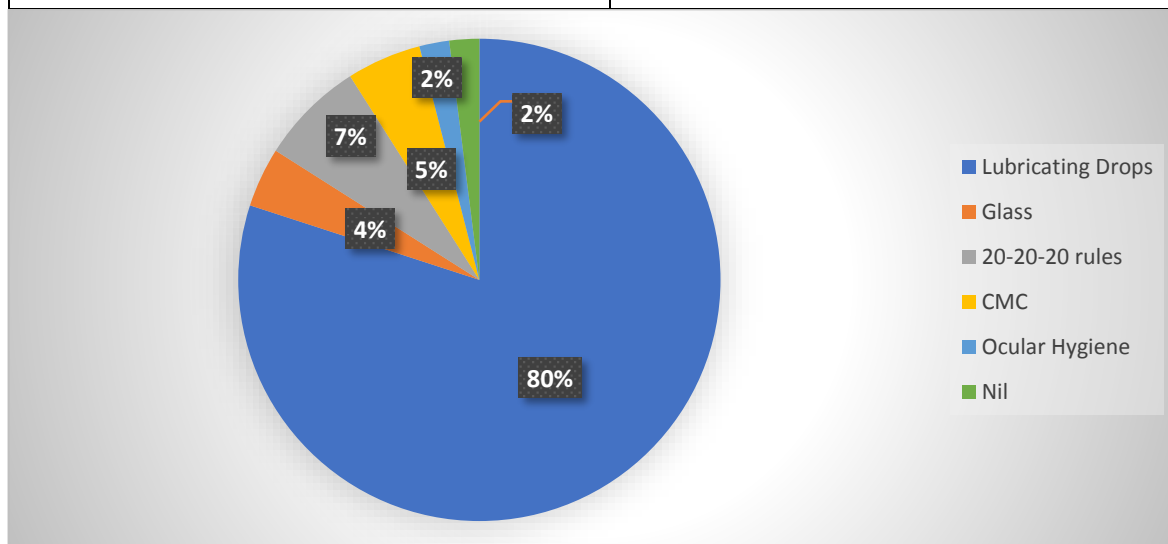
Interpretation:

- a) 66 percent of respondents believes that dryness are major causes that harm eyes.
- b) 11 percent of respondents believe that eye strain are major causes that harm eyes and cause eye fatigue.

6) How do you treat the above disorders?

Responses	Respondents
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Lubricating drops	67
Tear substitutes	13
Anti-glare glass	4
20-20-20 rules	7
CMC	5
Ocular Hygiene	2
Nil	2
Total	100

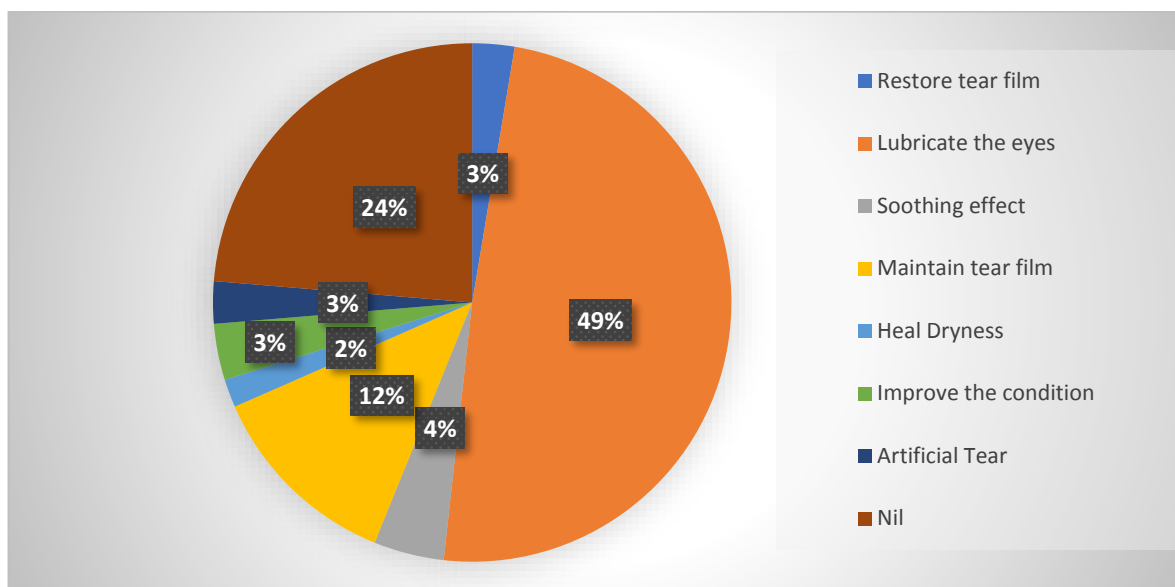


Interpretation:

Almost 80 percent of respondents said that they prescribe lubricating drops in dry eyes.

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

Responses	Respondents
Restore tear film	3
Lubricate the eyes	56
Soothing effect	5
Maintain tear film	14
Heal dryness	2
Improve the condition	4
Artificial Tear	3
Nil	27
Total	100



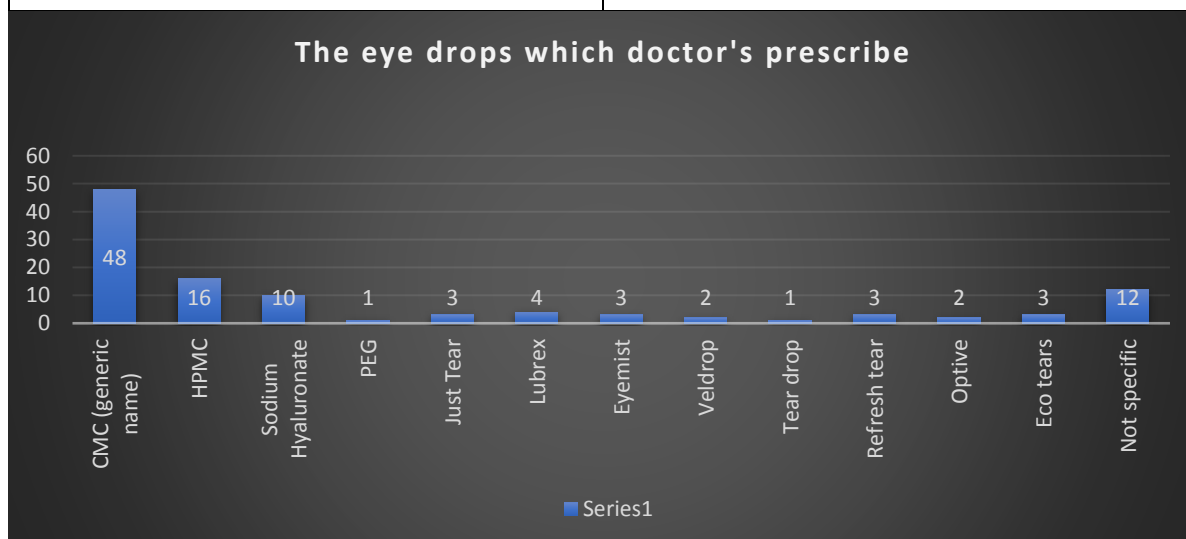
Interpretation:

49 percent of respondents said that eye drops lubricates the ocular surface which makes our eyes moist and reduce dryness.

8) Which brands you prefer to prescribe?

Doctor's did tell the brand name of tear substituents

Responses	Respondents
CMC	48
HPMC	16
Sodium Hyaluronate	10
PEG	1
Total	75

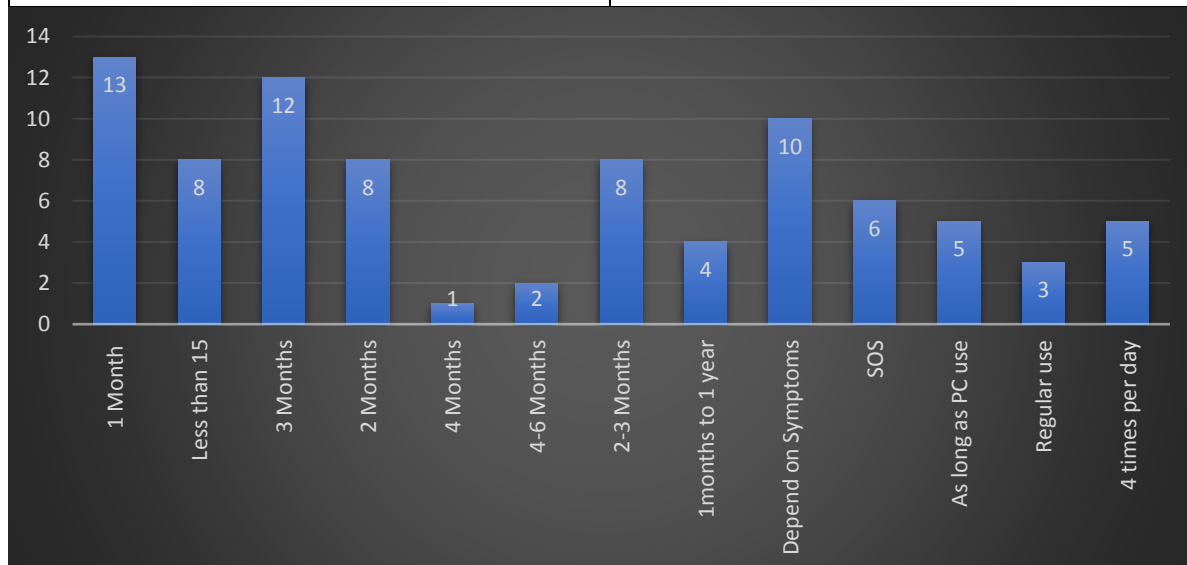


Interpretation:

- a) Almost 48 percent of respondents prefer that eye drops which is contain carboxymethylcellulose (CMC).
- b) That's why most of the respondents want an eye drop either containing CMC or HPMC and it should be preservative free.

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

1 Month	13
Less than 15	8
3 Months	12
2 Months	8
4 Months	1
4-6 Months	2
2-3 Months	8
1month- 1 year	4
Depend on Symptoms	10
SOS	6
As long as PC use	5
Regular use	3
4 time a day	5

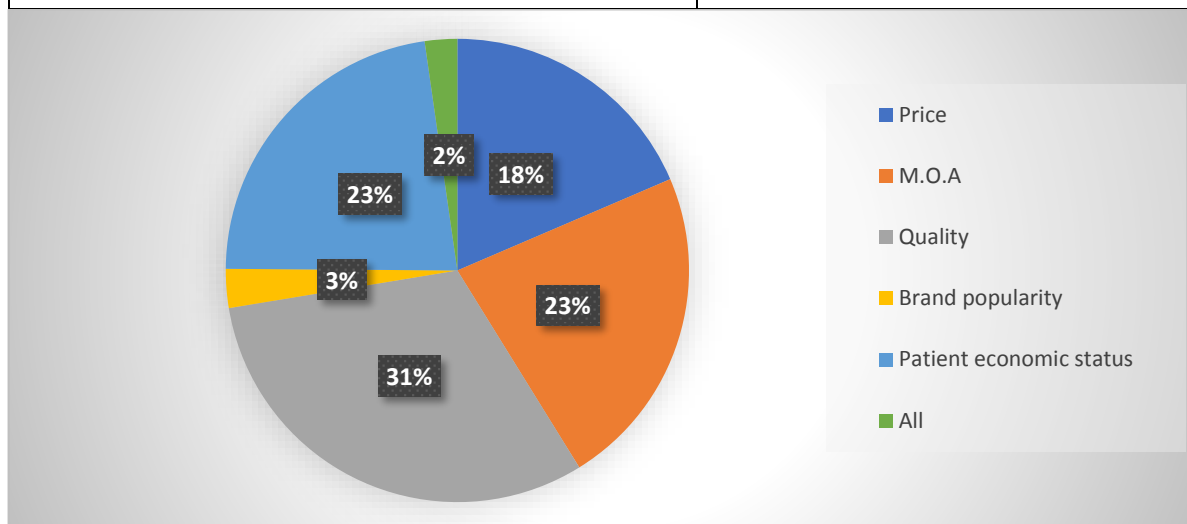


Interpretation:

70 percent of respondents prescribe it for a particular period of time while 15 percent of respondents prescribe eye drop until the patient eyes are cured and 15 percent of remaining respondents didn't respond.

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

Responses	Respondents
Price	41
M. O. A	50
Quality	69
Brand popularity	6
Patient economic status	50
All	5
Total	221

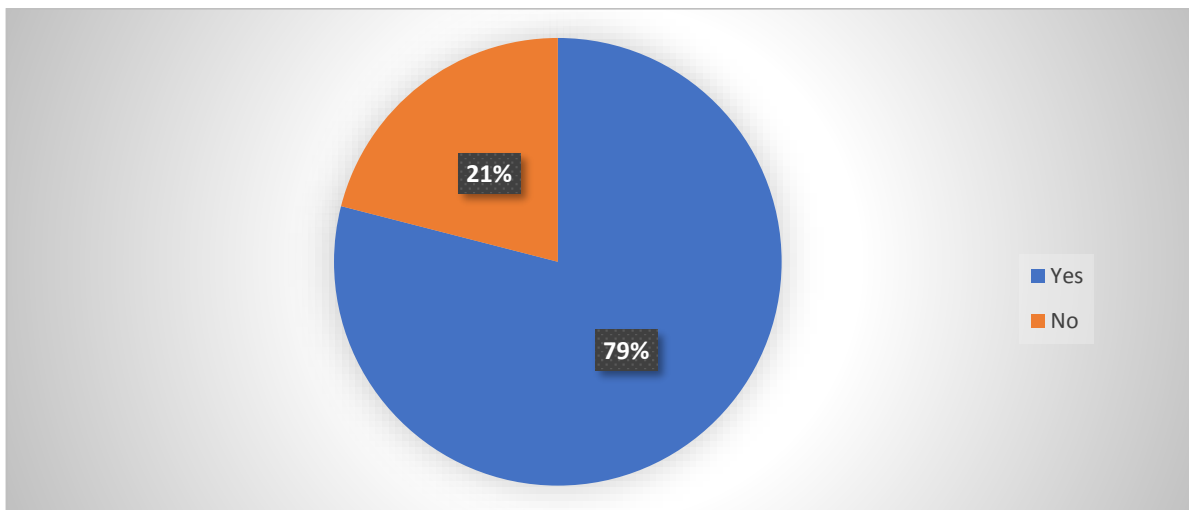


Interpretation:

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

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

Responses	Respondents
Yes	79
No	21
Total	100

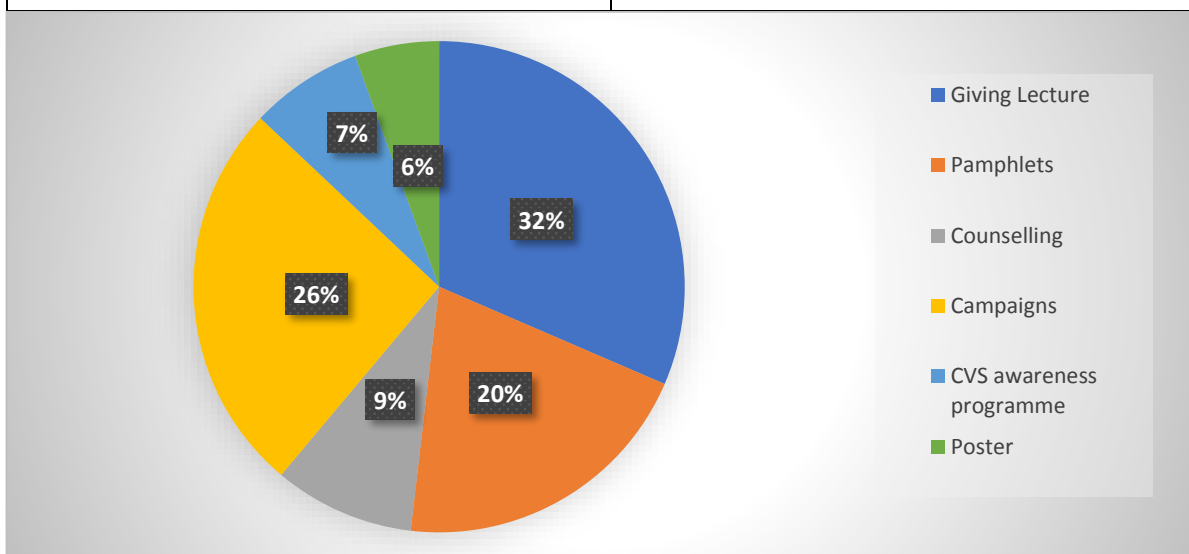


Interpretation:

Many companies like Sun pharma, Alcon, Abbott, Allergan, Ajanta, Cipla, Micro lab and so on were doing things like posters, pamphlets, Compact Discs, campaigns to create eye awareness.

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

Responses	Respondents
Giving Lecture	17
Pamphlets	11
Counselling	5
Campaigns	14
CVS awareness programme	4
Poster	3
Total	54



Interpretation:

32 percent of the respondents respond that giving lecture is best to create awareness.

In-clinic Promotion Program

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, Cataract, and Myopia. Some things which a poster should contain are causes of dryness and preventive measures for dryness.

Literature:

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

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.

Visuals:

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

Conclusion

Doctors prescribe lot of drugs related to eye diseases but according to survey on e-gadgets effect on eyes health from doctors most of the doctors said dry eyes and to treat dry eyes cause by e-gadget mostly doctors goes to prescribe the lubricating eye drops.

To treat dry eye problems one of the most preferred lubricating eye drop in micro labs is Lubrex.

Scope of E-Communication

Introduction

The process of communicating or giving information of a pharmaceutical product to healthcare professionals is known as detailing. As advertisement of pharmaceutical 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 behaviour 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 medical 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 50 medical representatives visiting physicians only 12 or 15 are actually able to meet them.

To challenge these limitations of traditional detailing process now a day's pharma companies are talking 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 which can be spent on different promotional methods.

Rationale

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, and iPads. 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.

Research Question

Why most of the company used e-communication to detail their products in front of doctors?

Objective

Main Objective:

To assess and identify the scope of e-communication

Sub-Objective:

- a. To know the name of companies who use e-communication as a major promoting tool.
- b. To know which type of communication is better, communication done by traditional book method or communication done through e-gadgets.
- c. To know the advantages of e-detailing.

Research Methodology

1. Study Design:

Descriptive study was performed to get ophthalmologists view on e-detailing.

2. Sampling Size:

50 doctors in Mumbai city.

3. Sampling Method:

Purposive sampling method was used.

4. Method of data collection:

Based on nature of study, I have collected two types of data viz, primary and secondary data. Primary data was collected through questionnaire and secondary data was collected by browsing on internet and various articles.

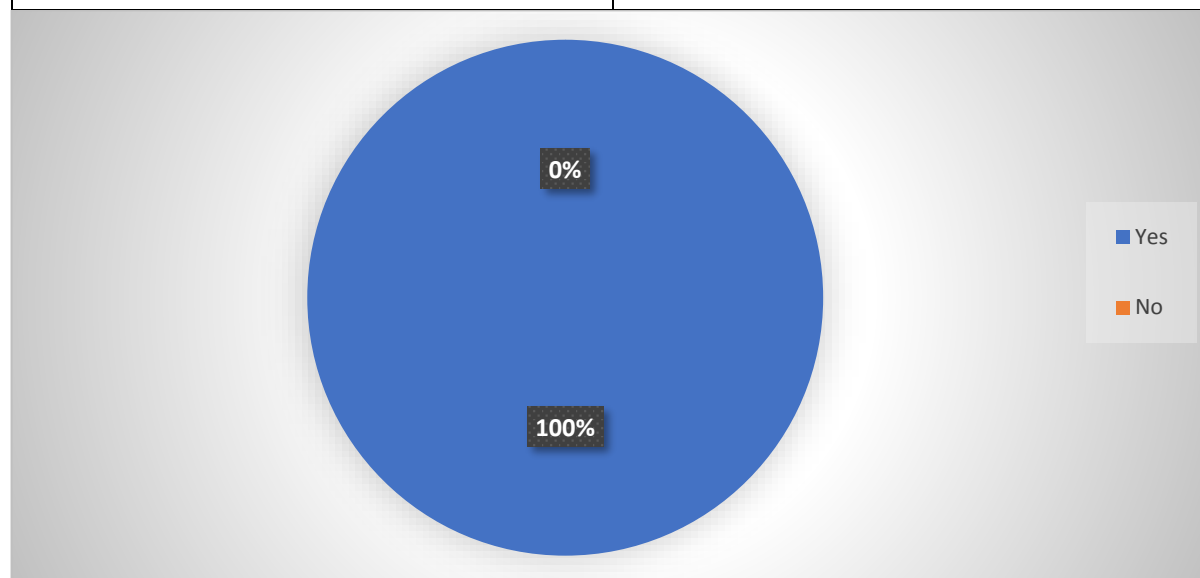
5. Time Period:

10th April to 10th June (60 Days)

Data Processing, Analysis and Interpretation

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

Responses	Respondents
Yes	50
No	0
Total	50

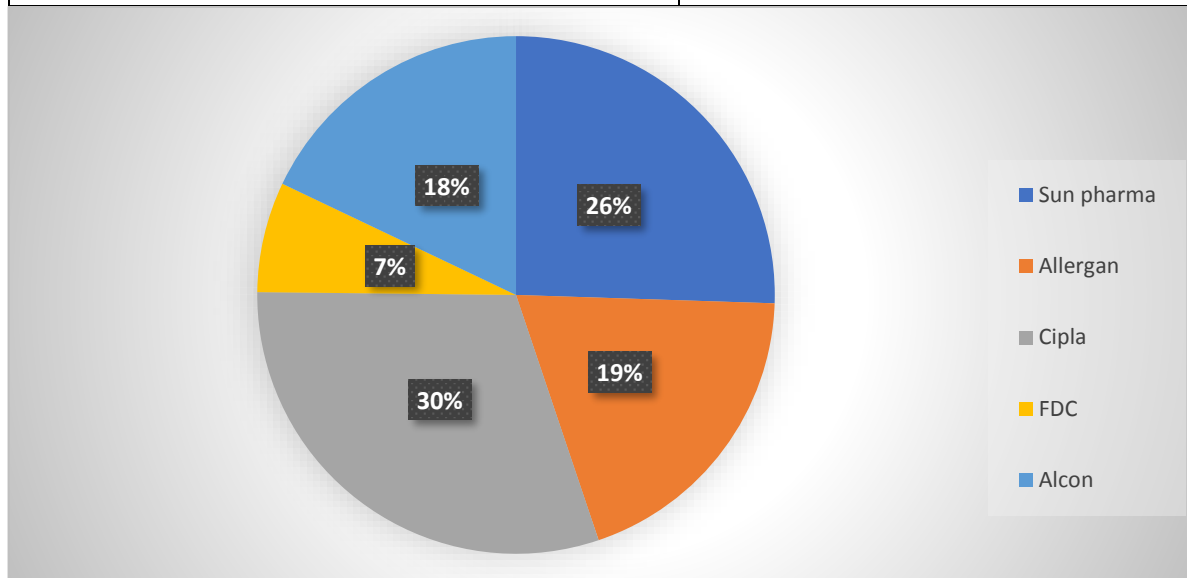


Interpretation:

100 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 e-gadgets have become trendier than ever.

2) Can you name some Pharma companies who are using e-communication as one of their major tools for promoting their products?

Responses	Respondents
Sun pharma	37
Allergan	28
Cipla	44
FDC	10
Alcon	26
Total	145

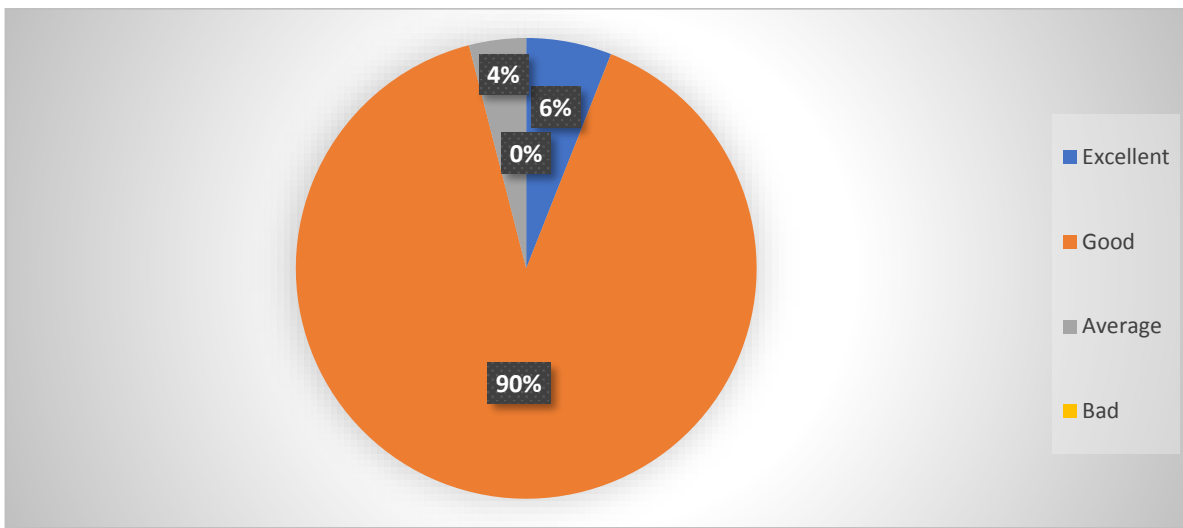


Interpretation:

Sun Pharma, Allergan, Cipla, FDC, and Alcon these are the companies who is doing e-detailing.

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

Responses	Respondents
Excellent	3
Good	45
Average	2
Bad	0
Total	50



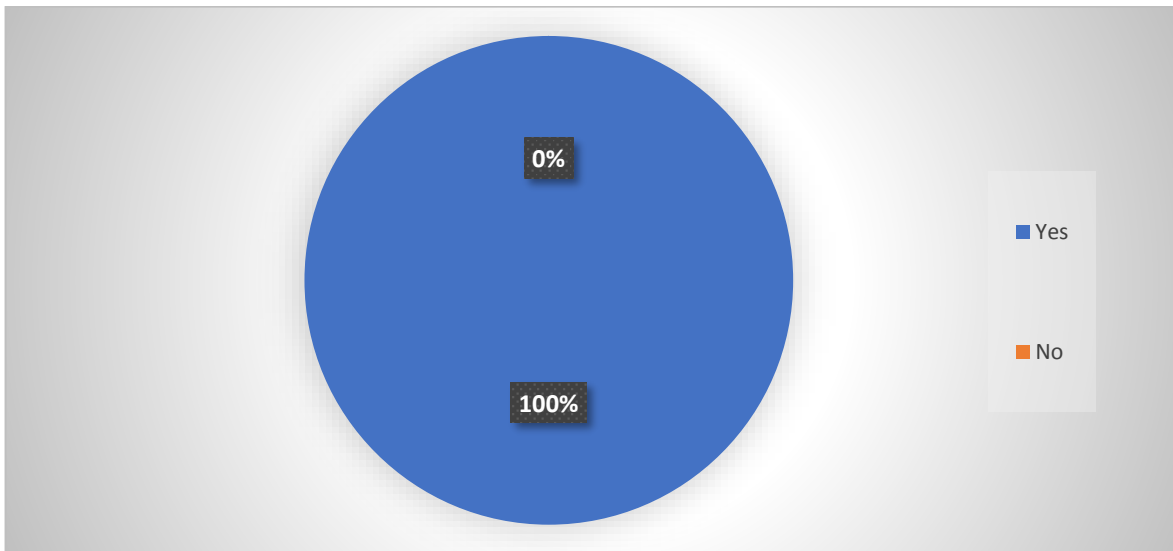
Interpretation:

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

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

- a) Respondents think that it is a good way of communication through 3D visuals.
 - b) Respondents think that information provided through e-communication is more accessible and easy to understand.
 - c) Respondents also responded that it takes less time to deliver more information.
- 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	50
No	0
Total	50

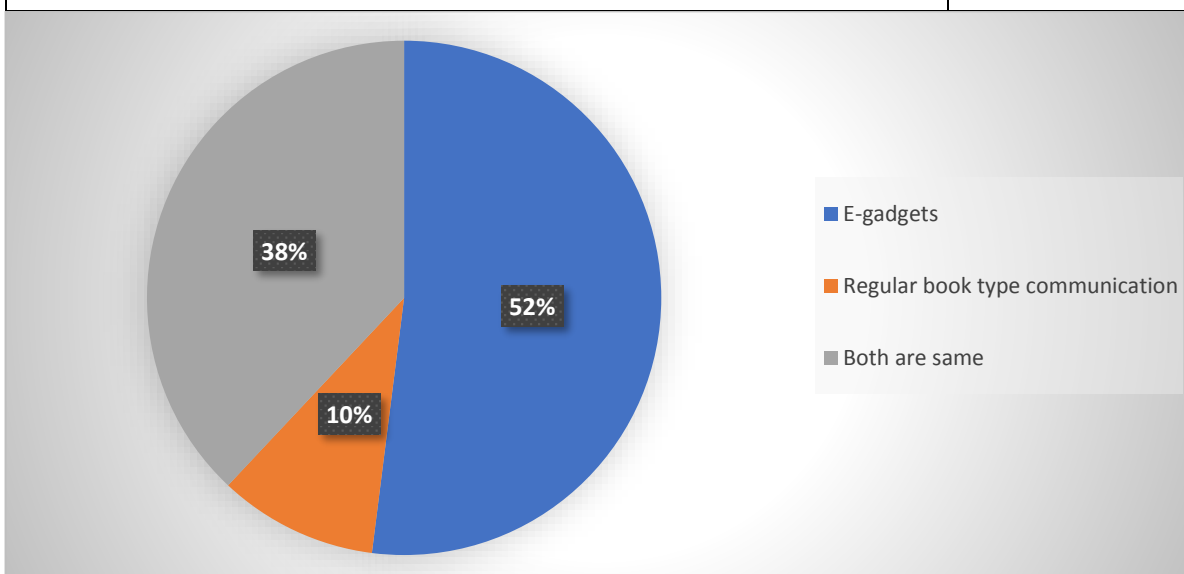


Interpretation:

Almost all respondents believe that e-detailing is a better way to detail the products with scientific communication.

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
E-gadgets	26
Regular book type communication	5
Both are same	19
Total	50

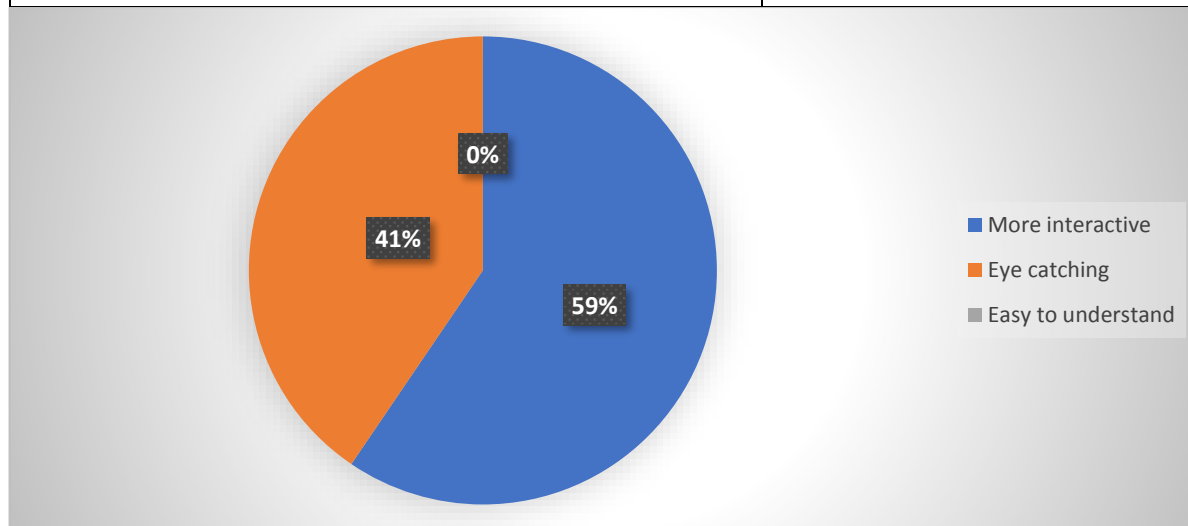


Interpretation:

- a) 52 percent of respondent thinks e-gadgets is less time consuming and more interactive and will help Micro Vision's communication more qualitative.
- b) While 38 percent of respondent said that both (i.e. e-detailing and regular book type communication) are same, it mainly depends upon medical representative detailing or communication to detail the products in front of the doctors.

6) What do you think are the advantage of e-detailing over printed visual aid detailing?

Responses	Respondents
More interactive	47
Eye catching	32
Easy to understand	29

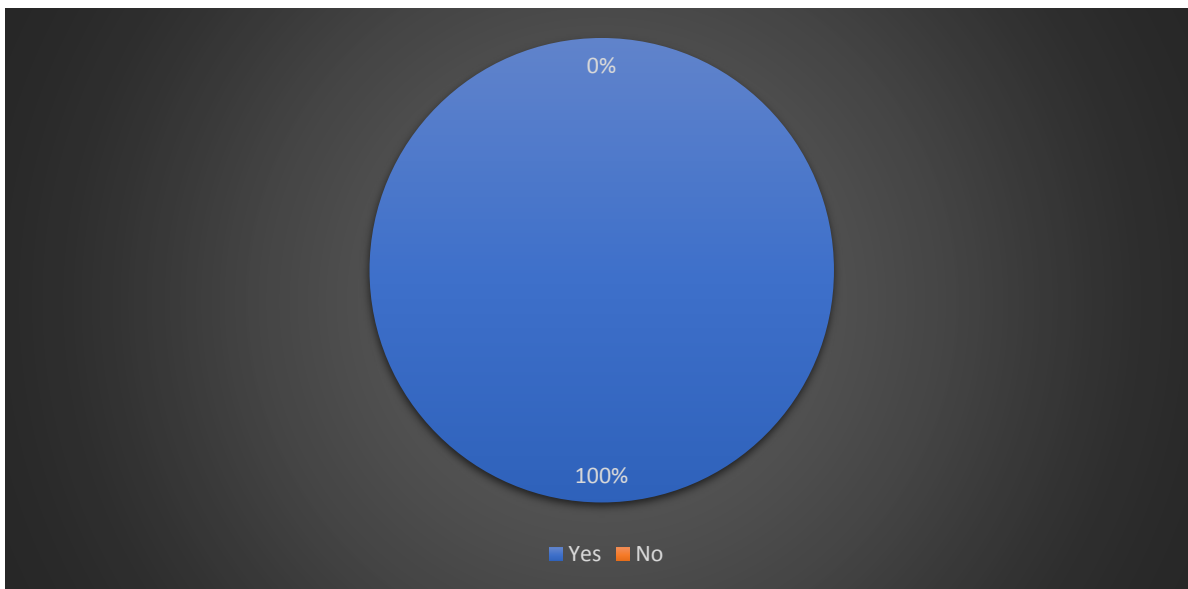


Interpretation:

59 percent of the respondents think that e-detailing is more interactive.

7) Would you recommend Micro vision to come out with this e-communication using the latest electronic gadgets?

Responses	Respondents
Yes	50
No	0
Total	50



Interpretation:

All 50 respondents have answered yes to this question.

Recommendation

- Marketing representatives should properly have trained on e-detailing method before going to field.
- E-detailing should be effective and used to make good relationship with physicians rather than just promotion of products.
- The visuals used for e-detailing should small and to the point (i.e. informative)

Conclusion

The data collected from 50 doctors in Mumbai city from various locations. It is seen that:

- All doctors have accepted the e-detailing concept.
- Companies like Sun Pharma, Alcon, Allergan, and Cipla are already using this concept for promoting their products.
- 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 e-gadgets is much more better because of 3D visuals or interactive visuals, eye catchy images, more amount of the information is delivered in less time and information provided is easy to understand.

- Some doctors also recommended that it depends upon the medical representative as how he/she can deliver the information rather than the tool used deliver information.
- Doctors want Micro Vision to come out with e-communication using the latest e-gadgets.

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