

INTRODUCTION

Ophthalmic products are a niche segment in the healthcare industry. The global ophthalmic therapeutic drug market was valued at \$16.2 billion in 2016. This market is expected to reach \$21.6 billion by 2018. Given this scenario to continue in ophthalmology market there is a huge

OBJECTIVE

1.To analyse the promotional strategies for ophthalmology products.

METHODOLOGY

STUDY DESIGN — Exploratory study

SAMPLE AREA — Hyderabad

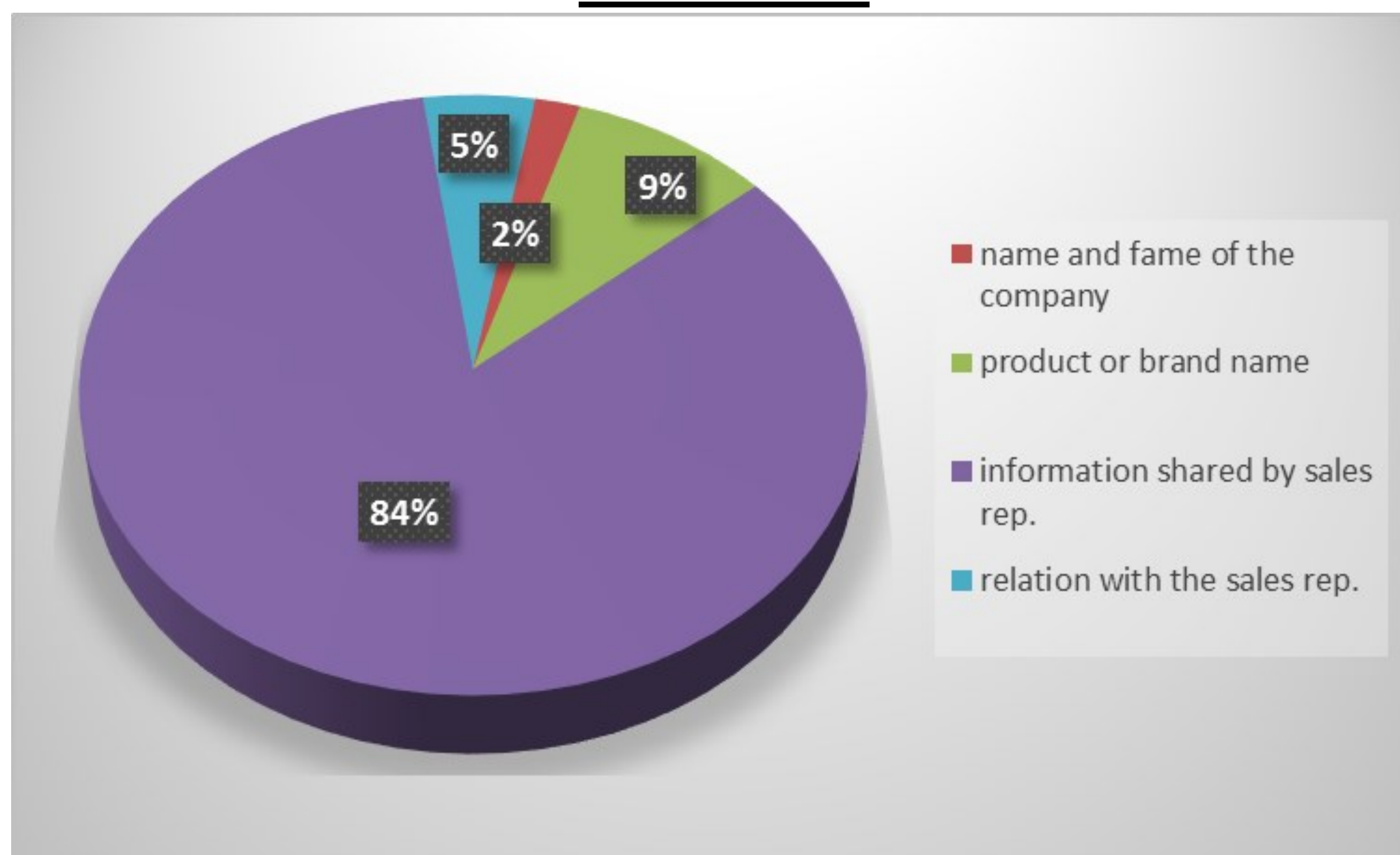
SAMPLING — Non probability purposive sampling

SAMPLE SIZE — 100

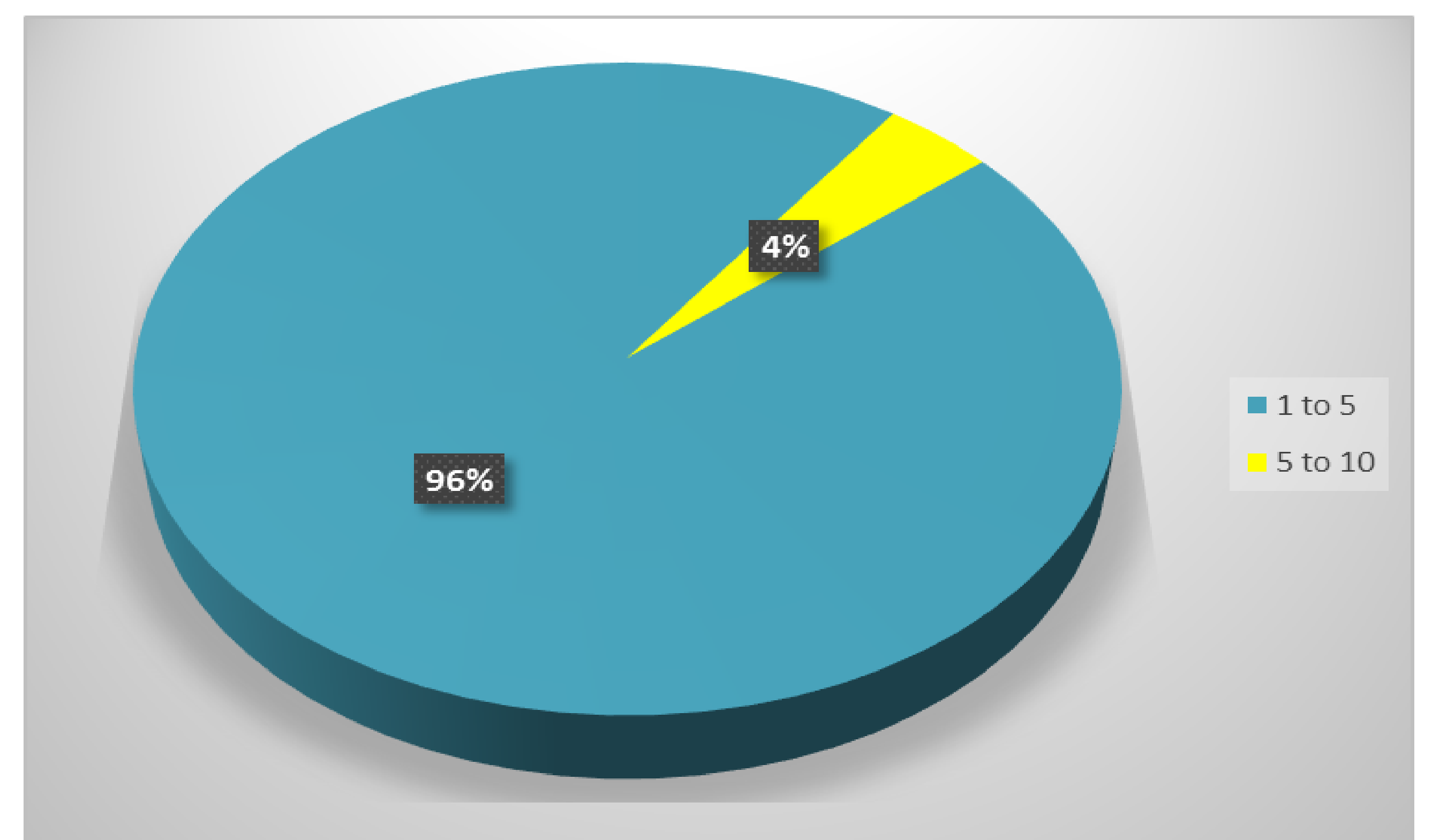
SAMPLE POPULATION — Ophthalmic doctors

COLLECTION OF DATA — A personal interview with the doctors was conducted and

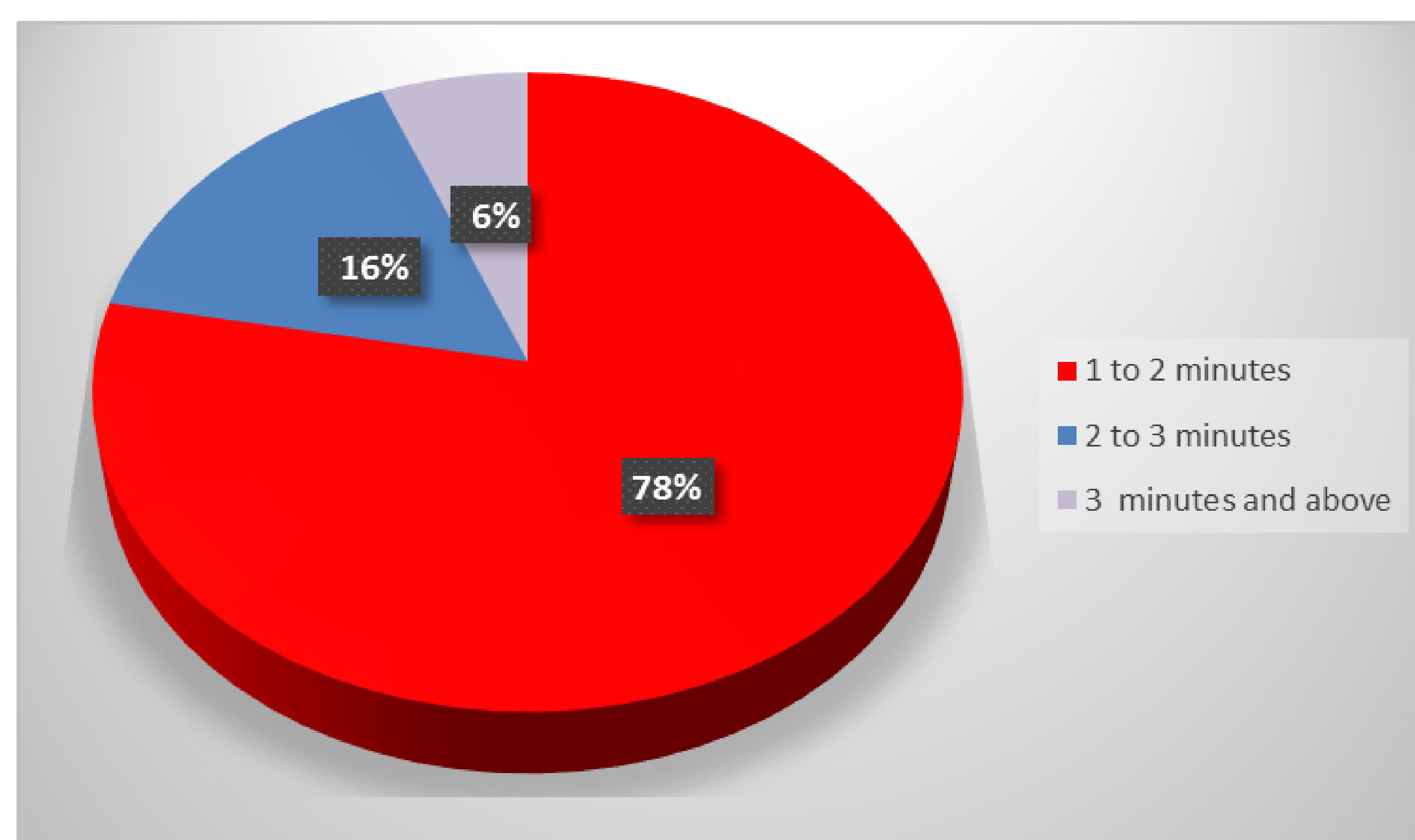
Factors catching the Attention during the Product Promotion.



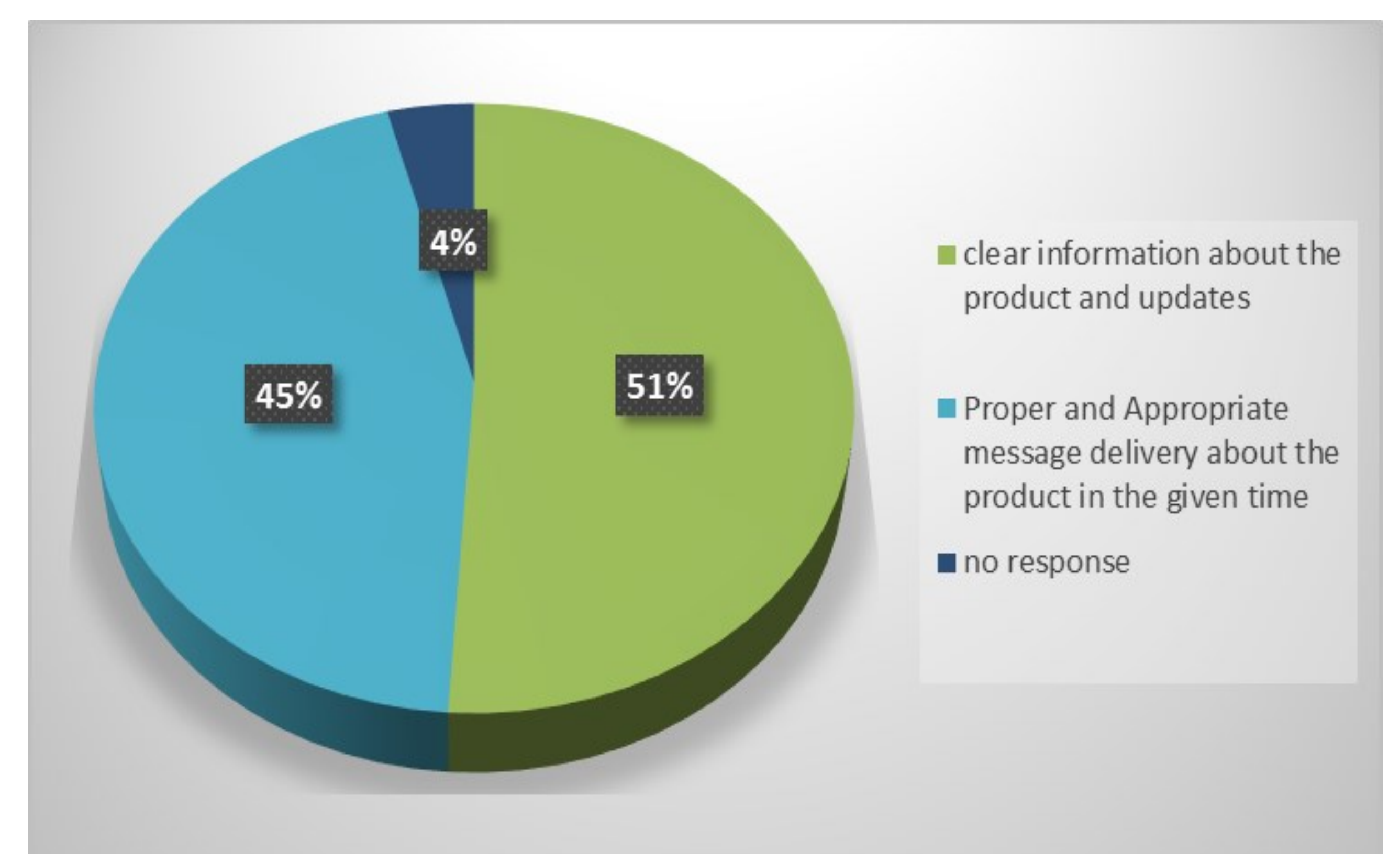
Average Number of Pharmaceutical Sales Representatives visit to Clinic per Day.



Time provided to each Sales Representative for their



Expectation from the Medical Representative

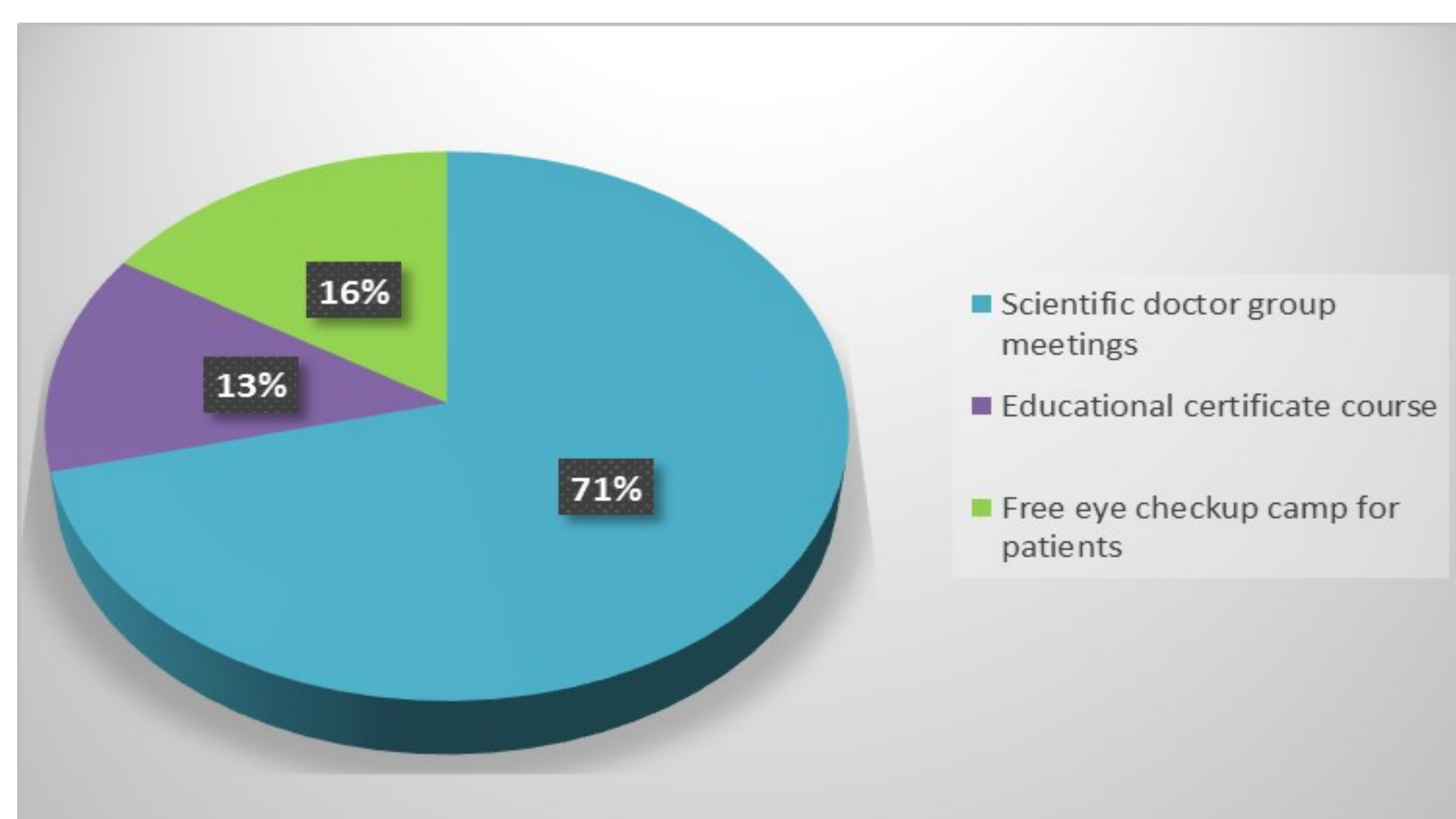


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Activity by a Pharmaceutical Company preferred to be



Conclusion

- 1.Detailed Information about the Product and its updates shared by the sales representative.
2. Organization of Scientific Doctors Group meetings by the company, the updates about any Conferences and the information about any Educational course certifications by the sales

representative.

Recommendations

1. Designing a strategy in such a way that the sales representatives are stuffed with a great amount of knowledge about the product and its updates.
2. They should be provided with the details of any scientific conferences to convey the same to Doctors and making them to arrange free Eye check up camps.
3. Making them to distribute samples on its own frequently to Doctors will play a vital role in the Product Promotion.