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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 billion by 2019, with a compound annual growth rate (CAGR) of 9.1% from 2015 to 2019. Given this scenario to continue in ophthalmology market there is a huge competition among the pharmaceutical firms. Analysis of the competitors plays a major role in understanding the promotional strategies employed by them and also helps in framing one’s strategies.

Objectives

- To identify and assess the competition of ophthalmology products.
- To suggest the strategies to improve the sales of the product.

Methodology

Study design: Exploratory study

Sampling: Non probability purposive sampling

Sample population: Chemists and Ophthalmic Doctors

Sample area: Delhi

Sample size: 1) Chemist : 20 2) Ophthalmic Doctors : 180

Cost - Moistane

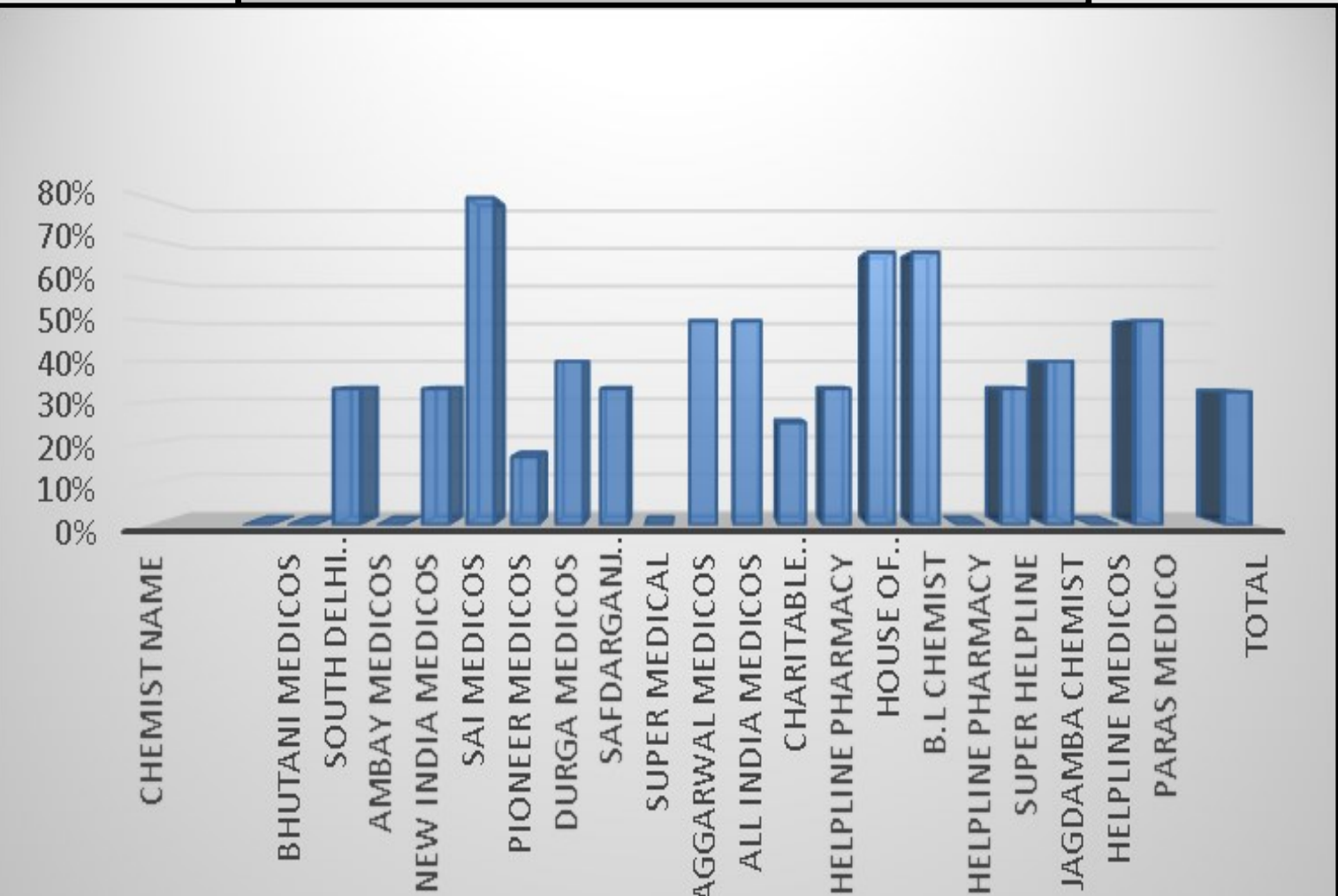
Time Period : 8 weeks

Collection of Data: The study was conducted by the means of personal interview with doctors and pharmacists and the information given by them was directly recorded.

Findings

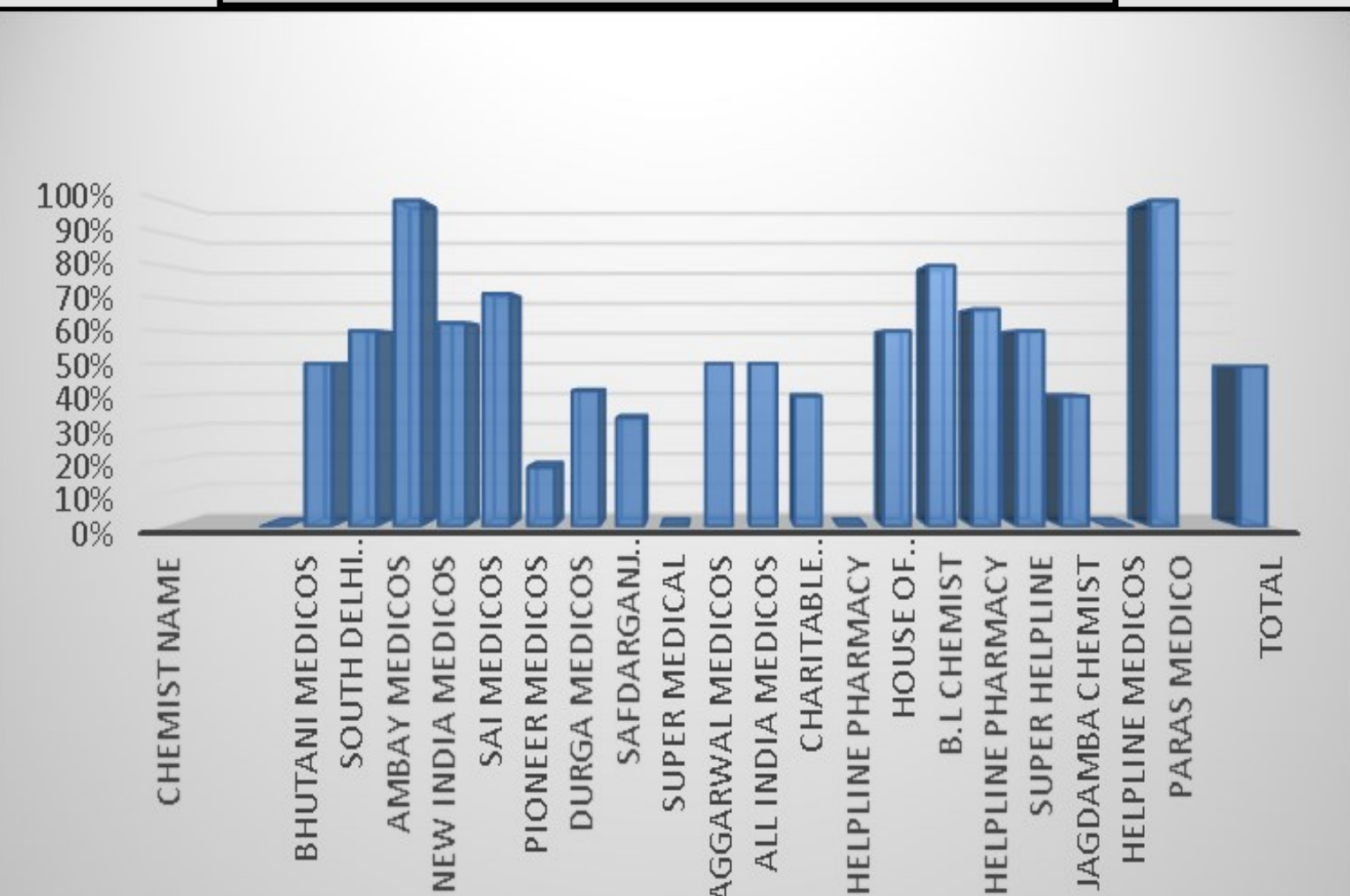
Chemist Audit

Moistane Eye Drops
Prescriptions per month
during May 2017 in Delhi.



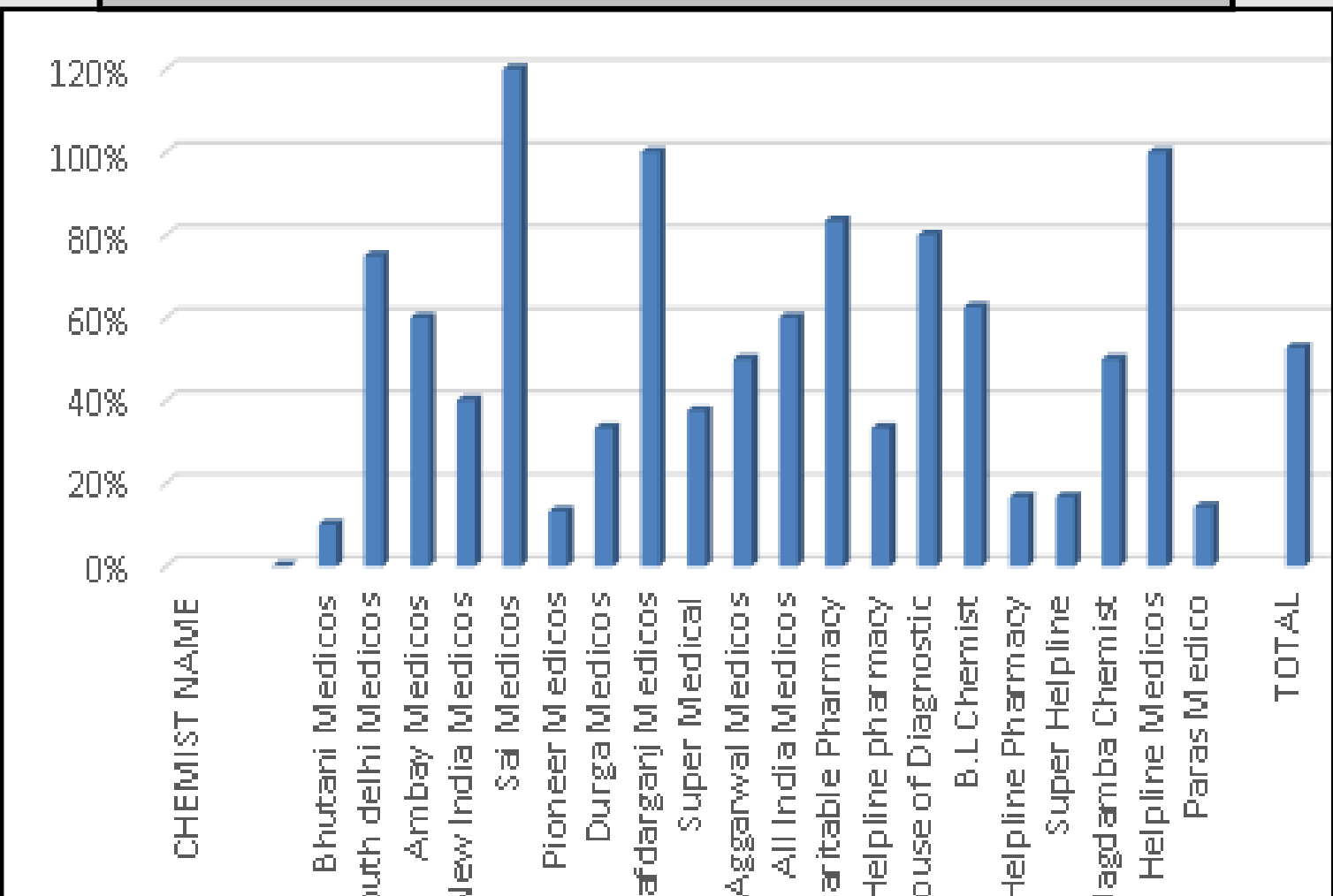
It was found that total 33% Moistane was available with the chemist as compared to other brands.

Moistane Eye Drops
Prescriptions per month
during June 2017 in Delhi.



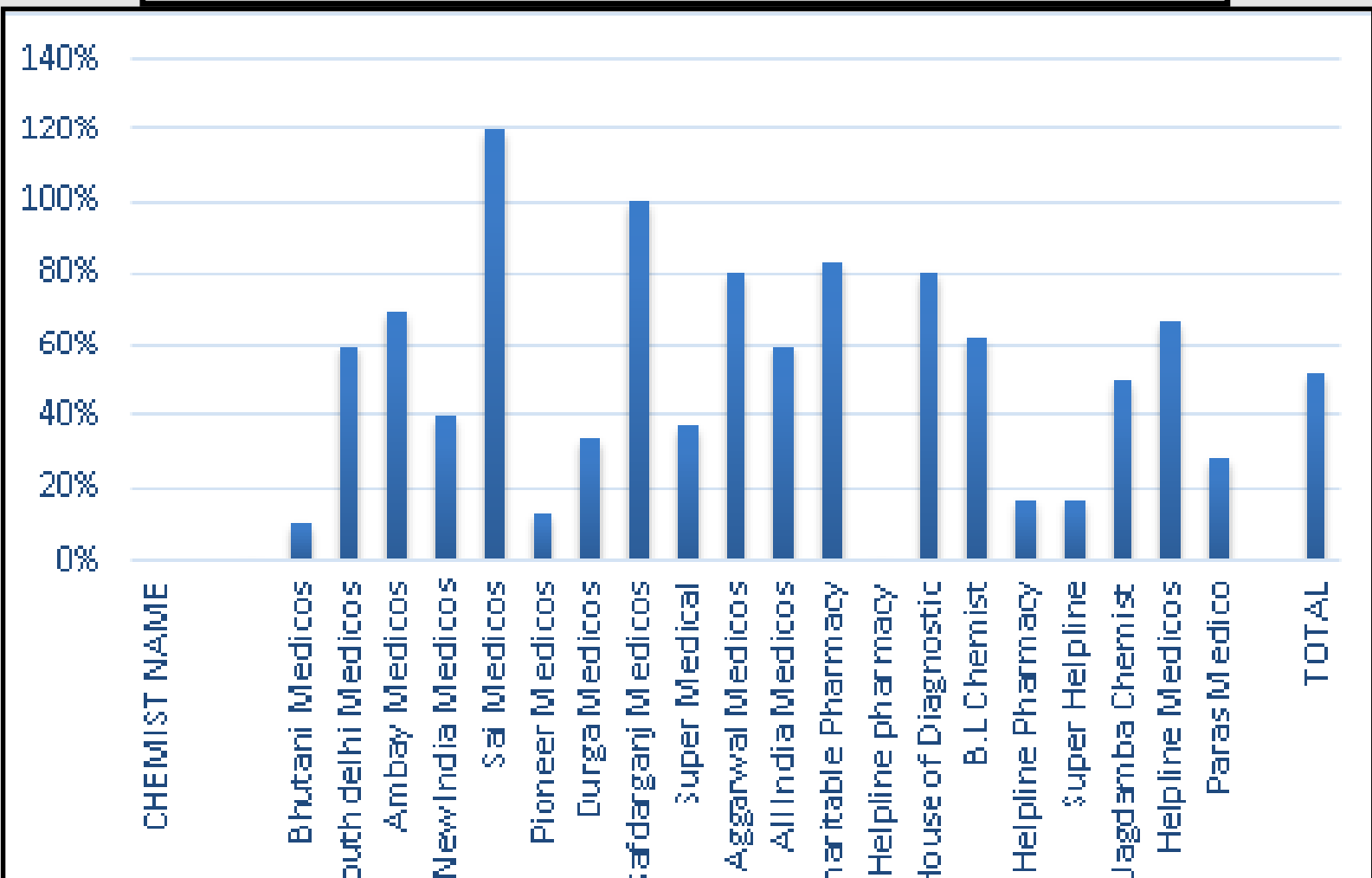
It was found that total 45% of Moistane was available with the chemist as compared to other brands.

Systein Ultra Drops Prescriptions per
month during May 2017 in Delhi.



It was found that total 51% Systein was available with the chemist as compared to other brands.

Systein Ultra Drops Prescriptions per
month during June 2017 in Delhi.



It was found that total 53% Systein was available with the chemist as compared to other brands.

- This medication is used to relieve dry, irritated eyes. Common causes for dry eyes include wind, sun, heating/air conditioning, computer use/reading, and certain medications.
- This product may contain following ingredients: carboxymethylcellulose, dextran, glycerin, hypromellose, polyethylene glycol 400 (PEG 400), polysorbate, polyvinyl alcohol, povidone, or propylene glycol.
- Eye lubricants keep the eye moist, help to protect the eye from injury and infection, and decrease symptoms of dry eyes such as burning, itching, and feeling as if something is in the eye.

Active Ingredients

Polyethylene Glycol 400 0.4% Lubricant

Propylene Glycol 0.3%

Uses

For the temporary relief of burning and irritation due to dryness of the eye.

Recommendations

- Visiting doctors on regular basis and asking them to give their personal business card, so that they can win a chance to go for some trip or lucky winner will get a gift.
This will help to be in touch with doctor on regular basis and personally too.
 - Also we can provide some watches to doctors “labelled” with product name “moistane” so that if they put it on their wall as a wall clock they will be reminded of moistane.
 - We can provide some writing pads to doctors consisting each page “labelled” with moistane which will help him to remember the product name whenever doctor makes a note for himself.
 - Various strategies for promoting a drug can be co-related with newly developing concept of “digital marketing” in which various things can be done like
 - a) live streaming videos on social media like on -instagram, facebook, twitter etc (account consisting of only doctors and physicians).
 - b) ephemeral content i.e. consisting stories which will disappear after 24hrs after posting.
 - c) adding various links to profile of micro lab on “linked in” consisting about launching of new drugs.
- Also time to time survey from chemist is also equally important to study the growth of product.

Conclusion

- It was found that after the promotion of drugs to doctor at AIIMS hospital there is an increase in sales of Product Moistane.
- It was concluded that there is 12% increase in sales of Moistane which can be interpreted by its availability at the chemist shop.

Limitations

- The time period for the study was very limited.
- Sample area and sample size was also limited to get more exact results.