

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

**Study on Understanding Competition and Their Promotional Strategies for
Ophthalmology Products in Hyderabad**

**By
Varun Reddy Thummala**

**Under the guidance of
Dr. Saurabh Kumar**

**MBA Pharmaceutical Management
2015-2017**



**The IIHMR University, Jaipur
2016**



MICRO LABS LIMITED

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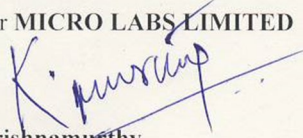
Date: June 14, 2016

TO WHOM IT MAY CONCERN

This is to certify that Mr. Varun Reddy, student of Master of Business Administration (MBA) in Pharmaceutical Management program of Institute of Health Management Research University, Jaipur has successfully completed dissertation entitled "A Study on Understanding Competition and their Promotional Strategies for Ophthalmology Products in Hyderabad" at Micro Labs Ltd, Hyderabad for two months starting from April 1, 2016 to May 31, 2016.

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

CERTIFICATE

This is to certify that Varun Reddy Thummala has undergone Summer Training in Micro Labs Limited, Hyderabad from 1st April to 31st May 2016.

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 partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

We wish success in all his future endeavors.



Dr. Saurabh Kumar Banerjee
(Assistant Professor)
The IIHMR University, Jaipur



Col. (Dr.) Ashok Kaushik
Dean (Academic and Student Affairs)
The IIHMR University, Jaipur

Acknowledgement

I humbly owe the completion of this Summer Intern work to the almighty and my family whose love and blessing will be with me in every movement of my life.

I would like to extend my sincere gratitude to Mr. S. Ashok Kumar, Executive Vice-President, Micro Vision (Micro Labs Ltd.) for providing me an opportunity to learn and develop professionally.

I am extremely thankful to my Project Mentor Mr. Navneet Kumar Pathak, Marketing Manager, Micro Vision (Micro Labs Ltd.) for his valuable suggestions and support throughout the study, greatly eased my task of completing this work.

I solicly felicitate my Project Coordinator Mr. Dosapati Datta Digamber, Regional Manager, Micro Vision (Micro Labs Ltd.), Hyderabad for his valuable suggestions, support and keen interest throughout the study that helped me in completing this work. I thank him for the freedom of thought, expression and trust which was greatly bestowed upon me. I would also like to pay my gratitude to his entire team of Micro Vision, Hyderabad who has helped me by sparing their valuable time, extend support and guidance to achieve my task successfully.

I would like to express my deep sense of gratitude for my Academic mentor Dr. Saurabh Kumar Banerjee, Assistant Professor and for my Intern coordinator and faculty Dr. Sandeep Narula, Associate Professor, IIHMR University, Jaipur, Rajasthan. I am greatly indebted to them for providing their guidance at all stages of the study, their constructive suggestions and continuous encouragement helped me to complete this project.

I am very much indebted and thankful to all the Doctors, Chemists and Stockists for their participation and cooperation.

I would like to thank all those who helped me directly and indirectly to complete this work.

I would like to thank my family for supporting and standing with me in successfully completing the project.

At last but not least most importantly I am thankful to the God who is the creator and director of all that initial and final modes to reach the destiny.

VARUN REDDY THUMMALA

Declaration

I hereby declare that this Summer Intern Project entitled “**A Study on Understanding Competition and their Promotional Strategies for Ophthalmology Products in Hyderabad**” submitted to IIHMR University, Jaipur in the partial fulfillment of the requirements for the award of degree of MBA Pharmaceutical Management is a bonafide and genuine study carried out by me under the esteemed guidance of **Dr. Saurabh Kumar Banerjee**, Assistant Professor, IIHMR University, Jaipur. The extent of information gathered in the study is discussed in this Project report. This work is original and confidential.

VARUN REDDY THUMMALA

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Executive Summary

The Project assigned was “A Study on Understanding Competition and their Promotional Strategies for Ophthalmology Products in Hyderabad” with primary objectives being:

- To identify and assess the competition of ophthalmology products.
- To analyze the promotional strategies for ophthalmology products.

The project was carried out in 2 stages:

- First stage was to carry out the **Chemist Audit** to understand the competition of ophthalmology products like Moxifloxacin Eye Drops and Tear Substitutes (Eye Lubricants).
- Second stage was to carry out the **Ophthalmic Doctors Survey** to understand the promotional strategies of ophthalmology products.

The following results were obtained after the completion of the entire project:

- **Chemist Audit:**
 - The **top 5 brands of Moxifloxacin eye drops** in terms of number of **prescriptions and sales** per month in Hyderabad are,
 - **Vigamox - Alcon**
 - **Moxicip - Cipla**
 - **Milflox – Sun Pharma**
 - **Moxigram – Micro Labs (Micro Vision)**
 - **APdrops – Ajanta Pharma**
 - The **top 5 brands of Tear Substitutes (Eye Lubricants)** in terms of number of **prescriptions** per month in Hyderabad are,
 - **Refresh Tears - Allergan**
 - **Lubrex - Micro Labs (Micro Vision)**
 - **Tear Drops - Abbott**
 - **Add Tears – Cipla**
 - **Just Tears – Sunways**

➤ **Ophthalmic Doctors Survey:**

- The Pharmaceutical sales representatives (Medical representatives) are the **Back-Bone** for the company in the Promotion of Products.
 - Overall, **85-95% of the Doctors** are in the opinion that the **Clear, Appropriate and In-depth information** shared by the sales representative about the product is the best way of remembering the product and also it is the best way of promotion.
- ❖ Ultimately, Focusing on the Competitors will help in designing the Strategies for Product Promotion.

Company Profile



MICRO LABS LIMITED

...Because health is in small details

Micro Labs Private Limited was founded in 1973 at Madras (now known as Chennai). Micro Labs too had a modest beginning with the manufacturing of ethical pharmaceutical preparations. Mr. Surana's perseverance and leadership was to take Micro Labs from its modest start to its eventual success as a leading name and a shining star in the pharmaceutical industry.

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 10th among prescriptions and 20th in sales, 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 2015.

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.

Aspirations:

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.

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.

Overview of Indian Operations:

Micro Labs Limited was founded by the late Mr. G.C. Surana with the sole objective of providing quality healthcare products at an affordable cost. Our initiation into the pharmaceutical business began with a number of quality products in niche healthcare segments such as anti-bacterial compounds, antiseptics, and vitamins. The company has established a strong presence in the healthcare market due to stringent quality control and distribution standards combined with innovative products.

Under the current leadership of Mr. Dilip Surana (Chairman & Managing Director) and Mr. Anand Surana (Director), Micro Labs has evolved into a diversified pharmaceuticals manufacturing company with products ranging from oral solids, oral liquids, topicals to injectables. We are ranked 19th on sales (April 2013 AWACS) among the organized sector in the

Pharmaceutical Industry. An energetic marketing team and dedicated plants for penicillin and non-penicillin categories have been the catalyst for our impressive rankings.

Micro Labs has 13 plants that have been contributing significantly to the healthcare needs of domestic market for over three decades.

Thirteen divisions professionally cater to specialty segments in healthcare:

- Main - Physicians, Surgeons, Orthopedic, ENT, Gynecology, Pediatric & others
- Nova - Pediatric & Gynecology
- Vision - Ophthalmology
- Healthcare - Orthopedic, Gastro
- Synapse - Neuro-Psychiatry (Mass Division)
- Gratia - Dermatology
- Diabetes Task Force (DTF) - Diabetology
- EROS Pharma - Orthopedic, General Surgery, Pediatric, ENT, Dental and Gynecology
- Brown & Burk – Neurology, Gynecology, Pediatric, General Surgery, Orthopedic, Dental & ENT
- Carsyon - Cardio Diabetic
- Cardicare - Cardiology, Dyslipidemias, Hypertension, Metabolic Syndrome & Arrhythmias
- Micro Critical Care - Hospital-Acquired Infections
- Vet - Veterinary.

Micro Vision – Ophthalmology:

Vision is an Ophthalmic division of Micro Labs Ltd. Inception of Vision was in the year 1999 with the mission to manufacture and market high quality eye care products at an affordable price in India and all over the world.

Vision made its mark in the very first year of its launch with the introduction of the breakthrough steroid with anti-infective combination, Microflox DX (Ciprofloxacin + Dexamethasone) which revolutionized post-operative care bringing steroid with Fluoroquinolone for the first time ever in the Ophthalmic market.

The R&D of Micro Labs indigenously developed the first Indian formulation of Fluorometholone, Flurisone and this pioneering effort opened gates for molecules & formulations available in the global market to be developed in India.

Since then Vision has pioneered the introduction of a plethora of Ophthalmic products across therapy areas of Ophthalmology like, Lubrex, the first Indian formulation of Carboxymethylcellulose for the management of Dry Eyes, Misopt, the first Indian combination of Dorzolamide + Timolol for the management of glaucoma and Levobact, the first formulation of Levofloxacin eye drop for the treatment of ocular infections in pediatric patients maintaining a high level of safety alongside. These pioneering introductions provided the Ophthalmologist of the country to provide better eye care to Indian patients.

The meteoric rise of Vision in the Ophthalmic arena caught the attention of global Ophthalmic players to partner and market their research products in India. A historical and strategic partnership emerged in 2005 when LG Life Sciences, South Korea expressed their interest to market their Visco-elastic, LG-Hyal 2000 Injections in India using the highly dedicated and disciplined marketing team of Vision.

The setting up of State-of-Art dedicated Ophthalmic manufacturing facility in the year 2006 by Micro Labs was a landmark achievement. The facility meets highest quality and regulatory standards of USFDA & MHRA (UK). Equipped with world class high speed machines, the facility stands for dose accuracy and product quality. The untiring efforts of the organization to excel in providing quality eye care products from the facility has led to the facility winning Indian Drug Manufactures Award (IDMA) consecutively from 2007 to 2011.

Vision today markets over 30 Ophthalmic products across therapy areas in Ophthalmology with a turn-over of over Rs.50 Crores.

In the recent years Vision has taken steps in bringing technological advancement in its products with the introduction of preservative free eye ointments for the first time in India in world class packaging. The R & D of Micro Labs has further enhanced the image of the organization by providing the first self preserved anti-glaucoma medication, Travo-Z (Travoprost) to the Indian Ophthalmic market.

Top Brands of Micro Vision: In Hyderabad

- Lubrex
- Misopt
- Lubrex-DS
- Lutivit
- Moxigram
- Moistane
- Oflacin.

Introduction

Ophthalmology is the branch of medicine that deals with the anatomy, physiology and diseases of the eye. The word ophthalmology comes from the Greek roots: ophthalmos i.e., “eye” and logia i.e., “study of” or “discourse”. Ophthalmology literally means “the science of eyes” ^[1].

An Ophthalmologist is a specialist in medical and surgical eye problems. Since ophthalmologists perform operations on eyes, they are both surgical and medical specialists. A multitude of diseases and conditions can be diagnosed from the eye. ^[1]

The common eye problems,

- Refractive Errors.
- Glaucoma.
- Cataract.
- Age-Related Macular Degeneration.
- Amblyopia.
- Diabetic Retinopathy.
- Retinal Detachment or Tear.
- Dry Eye Syndrome.

Ophthalmic products are a niche segment in the healthcare industry; they include prescription medicine for treatments, products used during and post eye surgery, diagnostic devices, surgical systems, intraocular lens (IOL) implants and disposables, in-office products for eye care professionals and over-the-counter (OTC) products. There are an increasing number of eye disorders and visual impairments, especially in developing countries, due to aging population. In addition, diseases such as diabetes too are cause of visual disorders. Various international organizations are channelizing their efforts to increase the awareness on eye care, and hence, there is a huge surge in the demand of ophthalmic products and devices.

The global ophthalmic drugs market is segmented into: ^[2]

By Types

- Prescription Drugs
- OTC Drugs

By Treatment Drugs

- Dry Eye Drugs
- Retinal Drugs
- Anti-inflammatory/allergy/infective Drugs
- Anti-glaucoma Drugs

By Regions

- North America
- Europe
- Asia Pacific
- Rest of the World (ROW).

The global ophthalmic therapeutic drug market was valued at \$16.2 billion in 2015. This market is expected to reach \$21 billion by 2019, with a compound annual growth rate (CAGR) of 9.1% from 2015 to 2019. ^[3]

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. Various firms have different strategies as their marketing approach but the common to all those is promotion to the core customer (Doctor) i.e. targeting physician. It is the major aspect of promotional strategy adopted by the firms. In order to gain attention of the Doctors, the Medical Representatives (Sales team) becomes the back-bone of the promotional strategies. It is known as "Physicians-Targeted Promotion". And the firms are conducting the awareness programs/camps to the patients in the hospitals for various ophthalmic diseases as a part of promotional strategies. All these strategies are employed by the firms in order to overcome the competition and to gain the market.

As a part of promotional strategies, Mr. Fesenmaier discussed some of the current marketing ophthalmology programs to patients and physicians by the firms. They are: ^[4]

- ✓ Work with a physician recruiter
- ✓ Market with physicians and efficient audit.

Study Rationale

The competition assessment for particular pharmaceutical products is a key motivator for future innovation and growth. It determines whether and how vigorously, a profit-based enterprise will further investigate its position in the market. By understanding the competition and promotional strategies in the industry, the drug companies can determine and frame the promotional strategies for them.

Competition can be tracked by the collection of specific database in case of pharmaceutical industries in India from Doctors and Pharmacists as respondents. Every promotional strategy is based on understanding the competition. The success of the firm is based on understanding of competition and promotional strategies in the industry.

Objectives

- To identify and assess the competition of ophthalmology products.
- To analyze the promotional strategies for ophthalmology products.

Methodology

- **Study design:** Exploratory study
- **Sampling:** Non probability purposive sampling
- **Sample population:** Chemists and Ophthalmic Doctors
- **Sample area:** Hyderabad
- **Sample size:**
 - ✓ Chemist : 100
 - ✓ Ophthalmic Doctors : 56
- **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 in questionnaire.
- **Time Period:** 8 weeks.
- **Data Analysis:** The data from Questionnaire tool of both Chemists and Doctors survey has been drawn and has analyzed using MS-EXCEL and interpreted.

Findings and Interpretation

➤ Stage-1: Chemist Audit

1) Moxifloxacin Eye Drops Prescriptions per month in Hyderabad

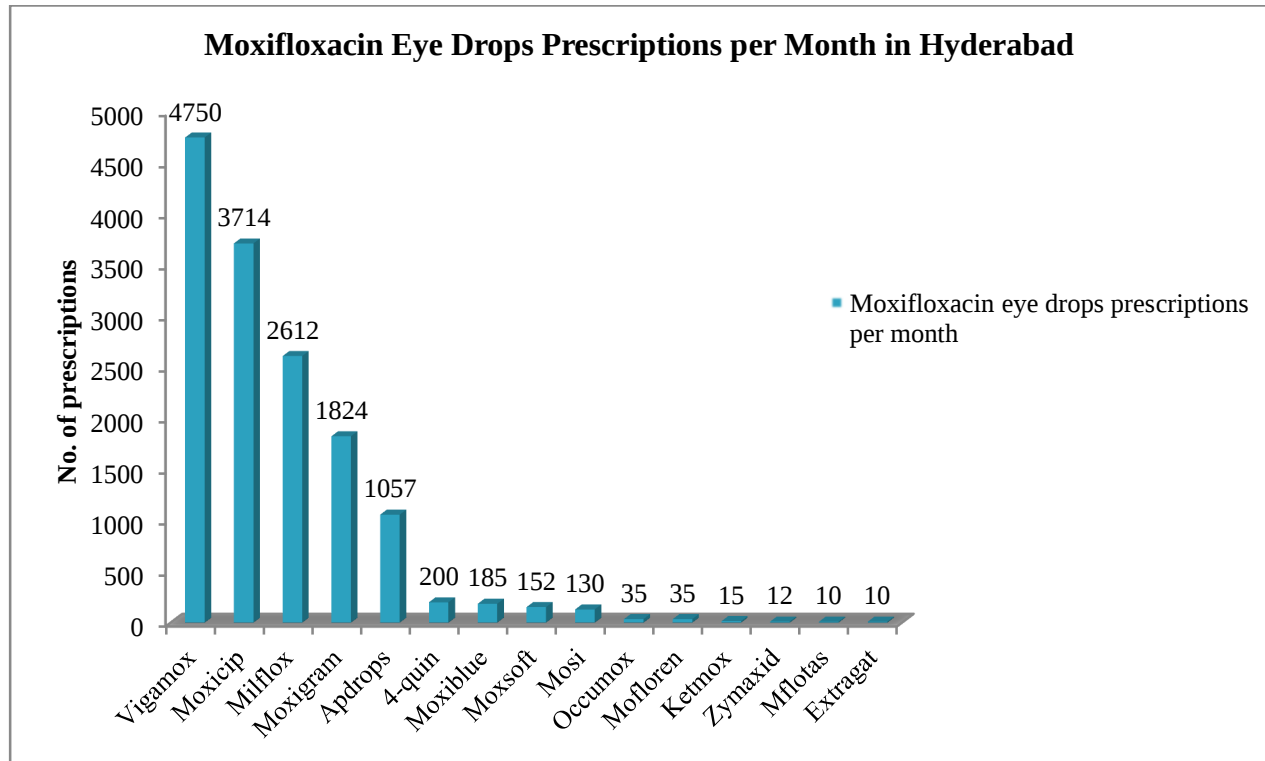


Figure 1: Moxifloxacin Eye Drops Prescriptions per month in Hyderabad

It is found that the **top 5 brands of Moxifloxacin eye drops** in terms of number of prescriptions per month in Hyderabad are,

- ✓ **Vigamox**
- ✓ **Moxicip**
- ✓ **Milfloxx**
- ✓ **Moxigram**
- ✓ **APdrops**

2) Tear Substitutes (Eye Lubricants) Prescriptions per Month in Hyderabad

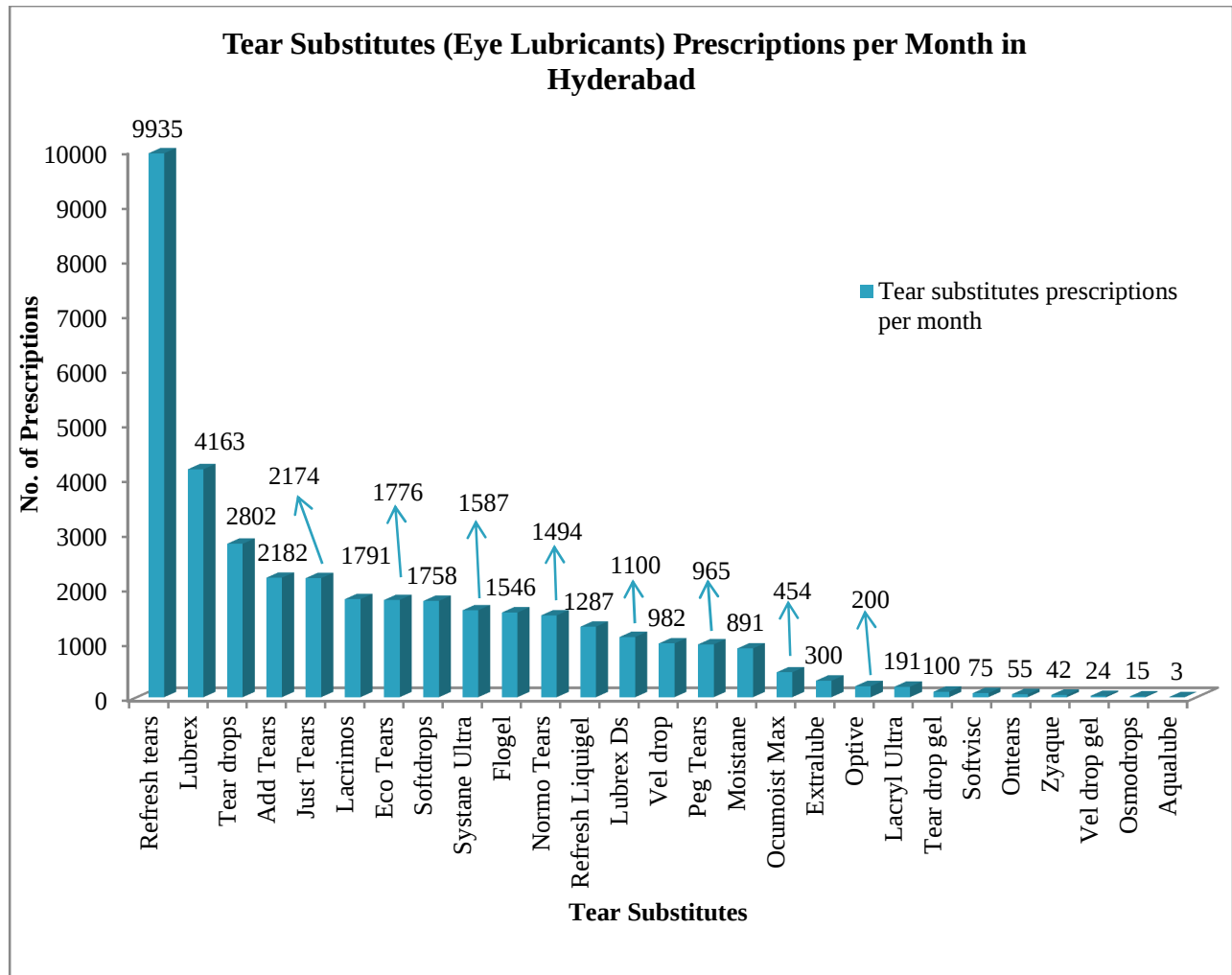


Figure 2: Tear Substitutes (Eye Lubricants) Prescriptions per month in Hyderabad

It is found that **top 5 brands of Tear Substitutes (Eye Lubricants)** in terms of number of prescriptions per month in Hyderabad are,

- ✓ **Refresh Tears**
- ✓ **Lubrex**
- ✓ **Tear Drops**
- ✓ **Add Tears**
- ✓ **Just Tears**

3) Sales of Top 5 Brands of Moxifloxacin Eye Drops per Month in Hyderabad

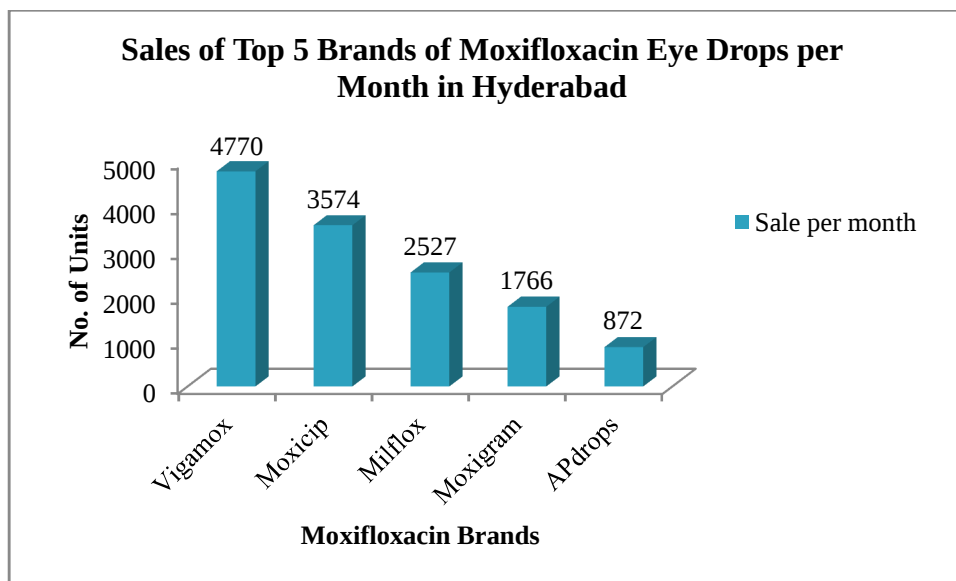


Figure 3: Sales of top 5 brands of Moxifloxacin eye drops per month in Hyderabad

It is found that the **top 5 prescription brands** of Moxifloxacin eye drops are the **top 5 selling brands** per month in Hyderabad.

It is also found that there are **minor variations in the number of prescriptions and sales** of top 5 brands of Moxifloxacin eye drops per month in Hyderabad and is because of the following reasons.

1) Even though the Doctors in few Government hospitals prescribes these brands but because of availability of Free distribution of medicines system in the chemist store of these hospitals, the chemists are dispensing that medicines which are under the free distribution scheme and the patients are preferring too. So, the sales are low for these brands.

2) Even though the Doctors prescribing these brands but due to the cost of these brands, few patients in few hospitals are requesting the chemist to give an alternate one (Substitute) which is of low cost.

3) There is a Floating pattern in dispensing the medicines i.e. without any proper prescription in few stores.

So there is a minor variation in the number of prescriptions and sales of top 5 brands of Moxifloxacin eye drops per month in Hyderabad.

All these above mentioned reasons are based on the observations during the study and are true.

4) Remaining Stock of Top 5 Brands of Moxifloxacin Eye Drops in the Chemist Stores in Mid-April 2016 in Hyderabad

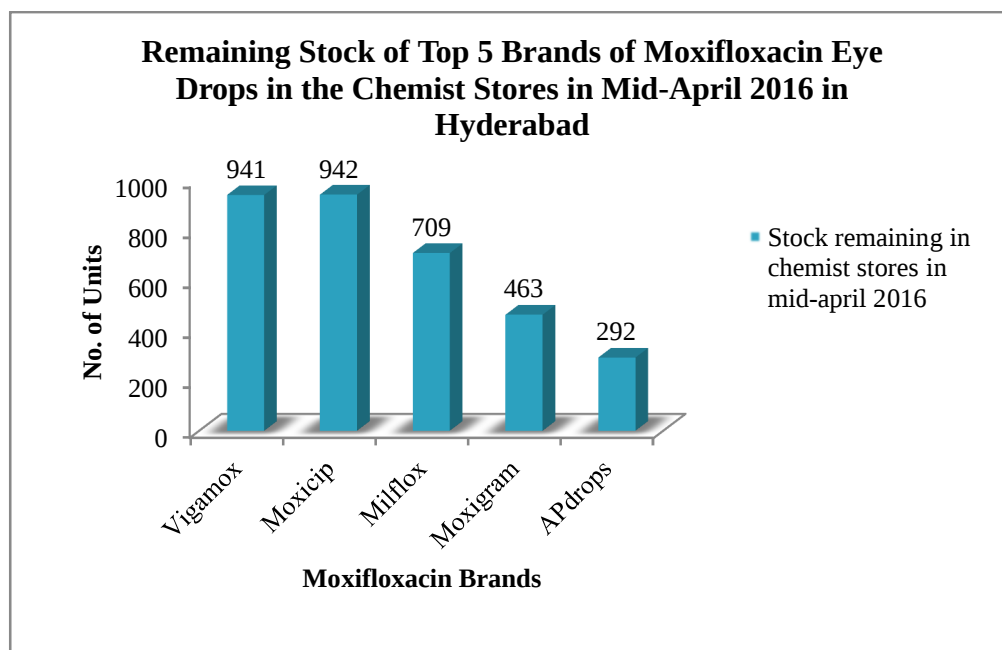


Figure 4: Remaining Stock of Top 5 Brands of Moxifloxacin Eye Drops in the Chemist Stores in Mid-April 2016 in Hyderabad

It is found that the stock remaining in Mid-April is,

- ✓ **Vigamox – 19.72% (941 of 4770)**
- ✓ **Moxicip – 26.35% (942 of 3574)**
- ✓ **Milflox – 28.05% (709 of 2527)**
- ✓ **Moxigram – 26.21% (463 of 1766)**
- ✓ **APdrops – 33.48% (292 of 872)**

By this, it is understood that the **sale of Vigamox, Moxigram and Moxicip are quite good** in the chemist stores as a whole in the middle of April month 2016 in Hyderabad.

5) Sale of Vigamox, Moxigram and Moxicip per Month in Hyderabad

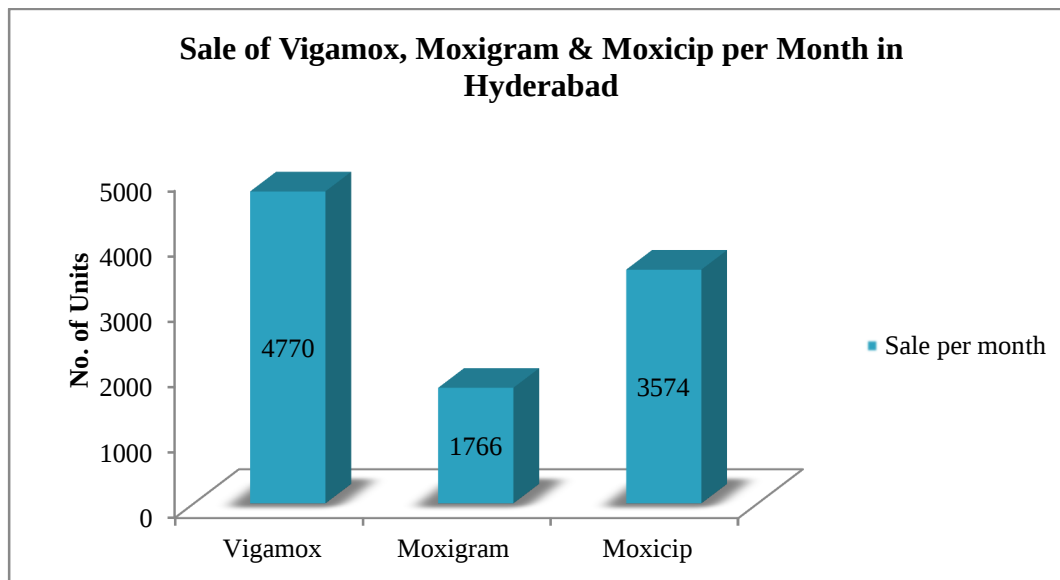


Figure 5: Sale of Vigamox, Moxigram and Moxicip per month in Hyderabad

It is found that the sales per month in Hyderabad,

- ✓ **Vigamox – 4770 units**
- ✓ **Moxigram – 1766 units**
- ✓ **Moxicip – 3574 units**

By this, it is understood that the **sales of Vigamox are more** when compared to Moxigram and Moxicip per month in Hyderabad.

6) Stock of Vigamox, Moxicip and Moxigram Remaining in the Chemist Stores in Mid-April 2016 in Hyderabad

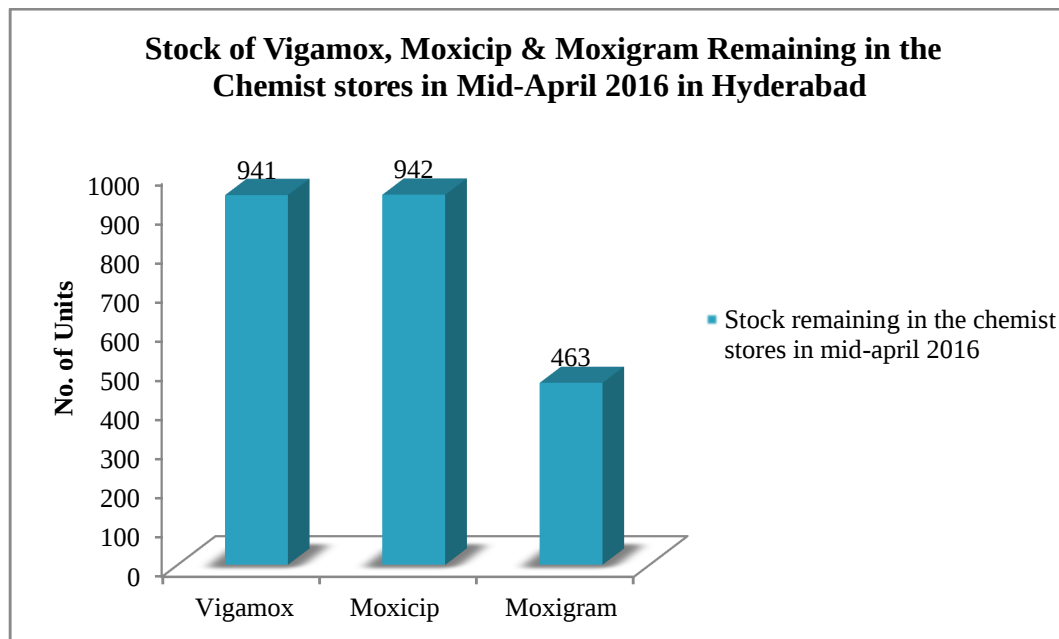


Figure 6: Stock of Vigamox, Moxicip and Moxigram Remaining in the Chemist Stores in Mid-April 2016 in Hyderabad

It is found that the stock remaining in Mid-April is,

- ✓ **Vigamox – 941 units**
- ✓ **Moxicip – 942 units**
- ✓ **Moxigram – 463 units**

By this, it is understood that the **remaining stock of Vigamox and Moxicip are same** in the chemist stores as a whole in the middle of April month 2016 in Hyderabad.

7) Remaining Stock of Moxifloxacin Brands in the Chemist Stores in Mid-April 2016 in Hyderabad

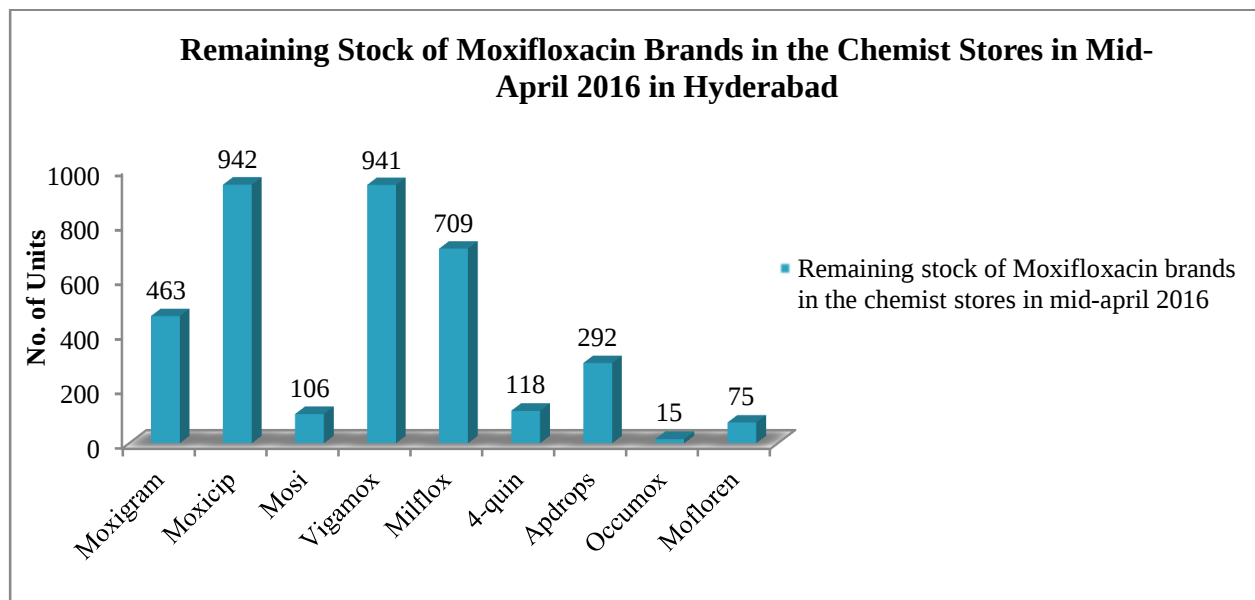


Figure 7: Remaining Stock of Moxifloxacin Brands in the Chemist Stores in Mid-April 2016 in Hyderabad

It is found that the stock remaining in Mid-April is,

- ✓ **Moxigram – 463 units**
- ✓ **Moxicip – 942 units**
- ✓ **Mosi – 106 units**
- ✓ **Vigamox- 941 units**
- ✓ **Milflox – 709 units**
- ✓ **4-quin – 118 units**
- ✓ **APdrops – 292 units**
- ✓ **Occumox – 15 units**
- ✓ **Mofloren – 75 units**

These are the remaining stocks of Moxifloxacin brands in the chemist stores as a whole in Mid-April 2016 in Hyderabad.

➤ Stage-2: Ophthalmic Doctors Survey

1) Average Number of Pharmaceutical Sales Representatives visit to Clinic per Day

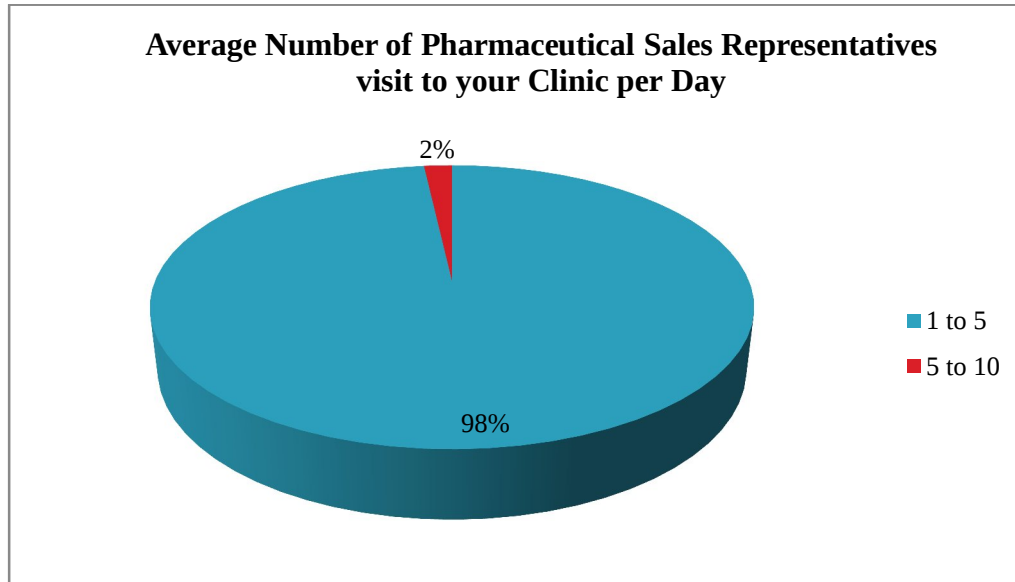


Figure 8: Average Number of Pharmaceutical Sales Representatives visit to Clinic per Day

It is found that **98% of Doctors** responded that on an average 1-5 medical representatives do visit their clinic per day.

2) Time provided to each Sales Representative for their Product Promotion

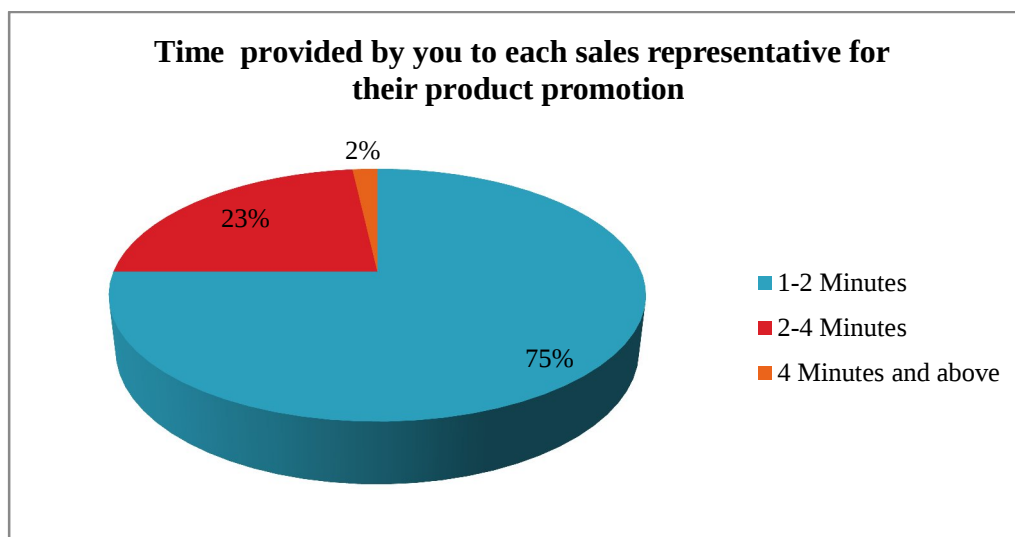


Figure 9: Time provided to each Sales Representative for their Product Promotion

It is found that **75% of Doctors** responded that they do provide **1-2 minutes**, **23% of Doctors** do provide **2-4 minutes** and **2% of Doctors** do provide **4 minutes and above** to each sales representatives for their product promotion.

3) Factors catching the Attention during the Product Promotion

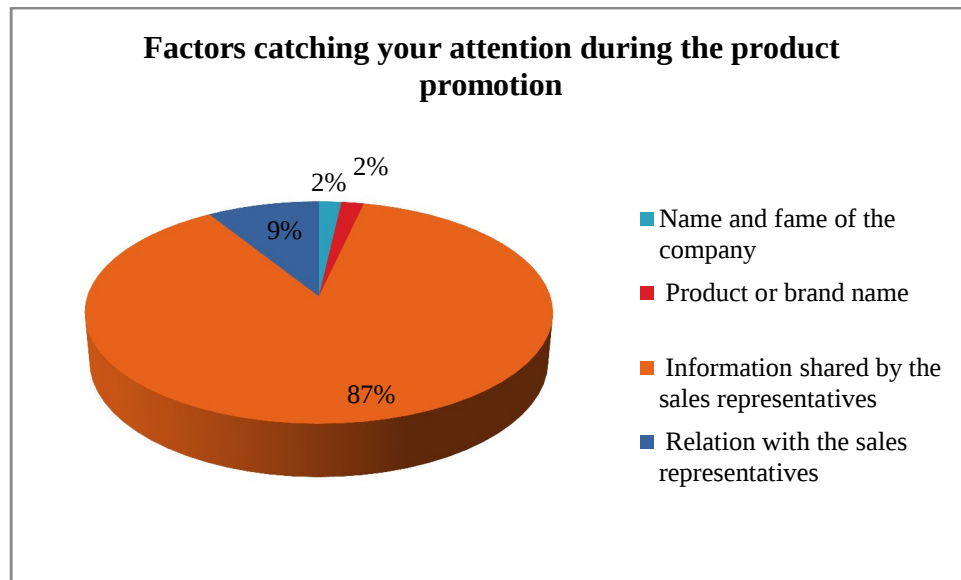


Figure 10: Factors catching the Attention during the Product Promotion

It is found that,

- ✓ **87% of Doctors** responded – **Information shared by the sales representatives** as a factor catching the attention during product promotion.
- ✓ **9% of Doctors** responded – **Relation with sales representatives** as a factor catching the attention during product promotion.
- ✓ **2% of Doctors** responded – **Name and fame of the company** as a factor catching the attention during product promotion.
- ✓ **9% of Doctors** responded – **Product or Brand name** as a factor catching the attention during product promotion.

4) Way of Brand Promotion

- **98% of Doctors** responded that the **In-depth Product information** by sales representative is the **best** way of Brand Promotion.

5) Activity by a Pharmaceutical Company preferred to be participated

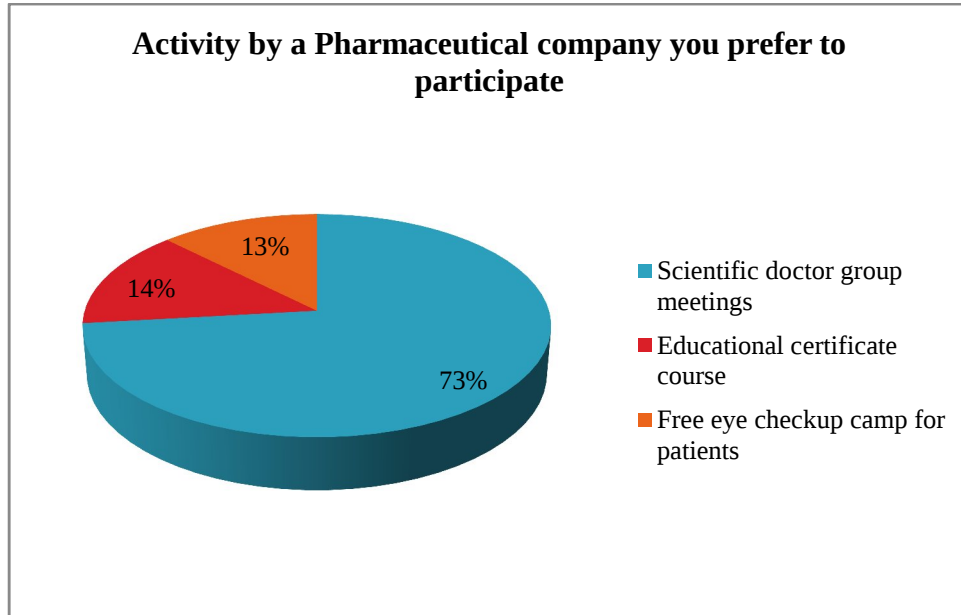


Figure 11: Activity by a Pharmaceutical Company preferred to be participated

It is found that,

- ✓ **73% of Doctors** responded – **Scientific Doctor Group meetings** as an activity by a Pharmaceutical company preferred to be participated.
- ✓ **14% of Doctors** responded – **Educational Certificate course** as an activity by a Pharmaceutical company preferred to be participated.
- ✓ **13% of Doctors** responded – **Free Eye checkup camp for patients** as an activity by a Pharmaceutical company preferred to be participated.

6) Expect the presentation of samples of a Pharmaceutical Product from the sales representative

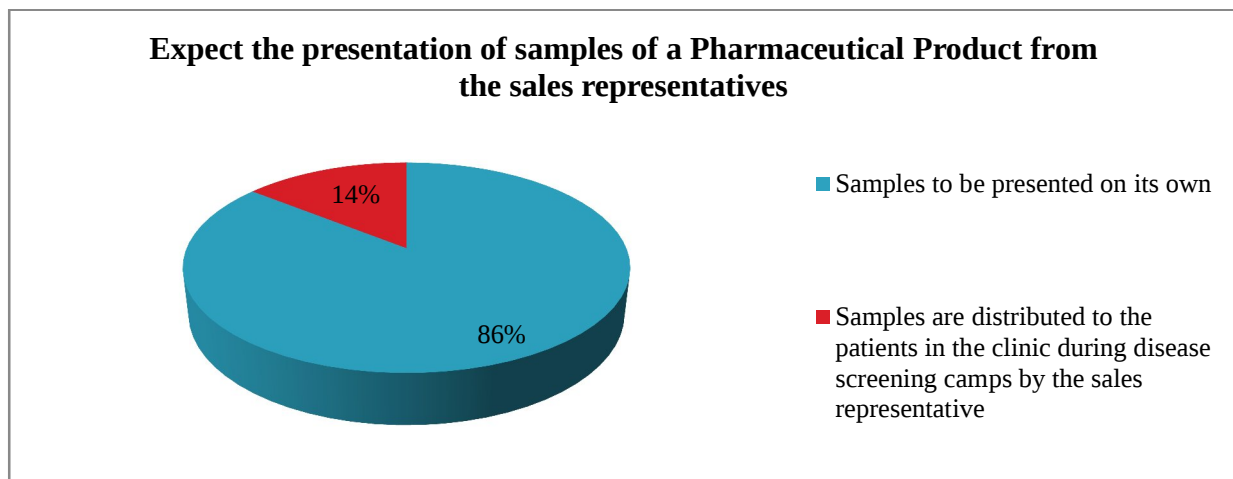


Figure 12: Expect the presentation of samples of a Pharmaceutical Product from the sales representative

It is found that,

- ✓ **86% of Doctors** responded that they expect the **Samples to be presented on its own** by the sales representative.
- ✓ **14% of Doctors** responded that they expect the **Samples are distributed to the patients in the clinic during disease screening camps** by the sales representative.

7) Expectation from the Medical Representative

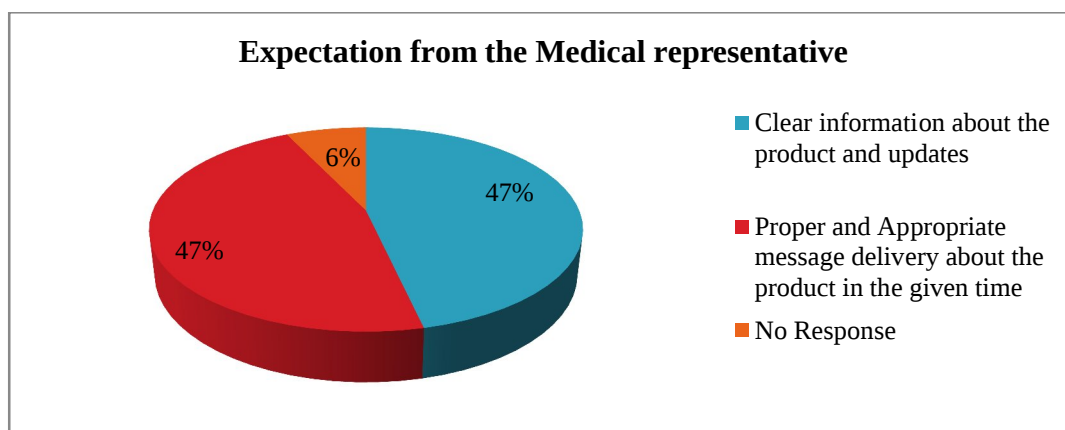


Figure 13: Expectation from the Medical Representative

It is found that,

- ✓ **47% of Doctors** responded that they are expecting **Clear information about the product and updates (about product, scientific conference and certificate courses)** from the Medical representative.
- ✓ **47% of Doctors** responded that they are expecting **Proper and Appropriate message delivery about the product in the given time** from the Medical representative.
- ✓ **6% of Doctors did not respond.**

8) Number of times expecting the Pharmaceutical sales representative to meet in a month

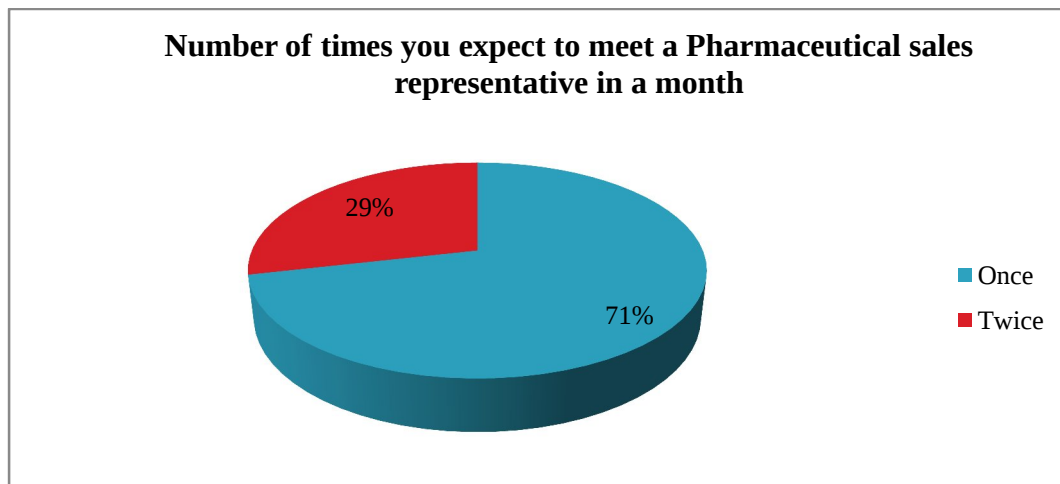


Figure 14: Number of times expecting the Pharmaceutical sales representative to meet in a month

It is found that,

- ✓ **71% of Doctors** responded that they expect to meet the sales representative, **once** in a month.
- ✓ **29% of Doctors** responded that they expect to meet the sales representative, **twice** in a month.

9) Availability of the Product at the Retail impacts the Prescribing decision

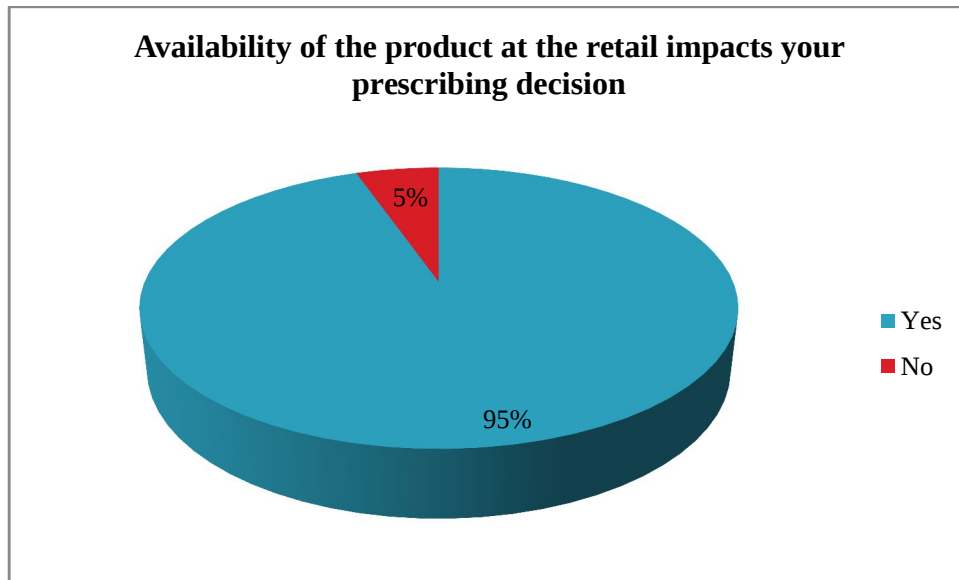


Figure 15: Availability of the Product at the Retail impacts the Prescribing decision

It is found that,

- ✓ **95% of Doctors** responded that availability of the product at the retail **impacts** the prescribing decision of them.
- ✓ **5% of Doctors** responded that availability of the product at the retail **does not impact** the prescribing decision of them.

Conclusion

The study reveals that,

➤ **Chemist Audit:**

- The **top 5 brands of Moxifloxacin eye drops** in terms of number of **prescriptions and sales** per month in Hyderabad are,

- ✓ **Vigamox**
- ✓ **Moxicip**
- ✓ **Milflox**
- ✓ **Moxigram**
- ✓ **APdrops**

- The **top 5 brands of Tear Substitutes (Eye Lubricants)** in terms of number of **prescriptions** per month in Hyderabad are,

- ✓ **Refresh Tears**
- ✓ **Lubrex**
- ✓ **Tear Drops**
- ✓ **Add Tears**
- ✓ **Just Tears**

- By this, it is concluded that there is a competition between these brands and their companies.

✓ **Moxifloxacin Brands:**

- **Vigamox - Alcon**
- **Moxicip - Cipla**
- **Milflox – Sun Pharma**
- **Moxigram – Micro Labs (Micro Vision)**
- **APdrops – Ajanta Pharma**

✓ **Tear Substitutes (Eye Lubricants):**

- **Refresh Tears - Allergan**
- **Lubrex - Micro Labs (Micro Vision)**
- **Tear Drops - Abbott**

- **Add Tears – Cipla**
- **Just Tears - Sunways**

➤ **Ophthalmic Doctors Survey:**

- The Pharmaceutical sales representatives (Medical representatives) are the Back-Bone for the company in the Promotion of Products.
- Overall, 85-95% of the Doctors are in the opinion that the Clear, Appropriate and In-depth information shared by the sales representative about the product is the best way of remembering the product and also it is the best way of promotion.
- Majority of the Doctors would prefer to participate in the Scientific Doctors Group meetings organized by the company and are of the opinion that it is one of the ways of promotion of products by the company.
- By all this, it is concluded that the
 - ✓ Detailed Information about the Product and its updates shared by the sales representative.
 - ✓ 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.

- plays a crucial role in the Product Promotion.

- Along with all these, the organizations of free Eye check up camps by the company and also distribution of samples to Doctors on its own plays a role to an extent in the Product Promotion.
- Finally, all these are to be employed as the Strategies by the company in promoting their Products.

Ethical Consideration

- The respondents were given the brief description of the study and then their consent was taken.
- The identity of the respondents was kept confidential and was aware of this.

Challenges

- Cooperation and Response of Chemists.
- Availability of Doctors.
- Cooperation, Response of Doctors.
- Time given by the Doctors for the Interview.

Suggestions

- The study gives quite a clear picture of Competition of Ophthalmic Products in terms of Number of Prescriptions and Sales per month in Hyderabad and also the Promotional Strategies employed for the Promotion of Ophthalmic Products.
- The study shows a way ahead to proceed by employing the Sales representative (Medical representative) oriented Promotional Strategies for Product Promotion i.e., “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 and also 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 etc. and also making them to distribute samples on its own frequently to Doctors” will play a vital role in the Product Promotion.
- Along with this, focusing on the Competitors also helps a lot in designing the Promotional Strategies for Ophthalmology Products.

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Annexure

➤ Chemist Audit (Questionnaire Tool)

CHEMIST AUDIT

☐ Which are the 3 major brands of Moxifloxacin selling most on your counter?

☐ How much do you sell?

Brand Asales/month

Brand B..... sales/month

Brand C.....sales/month

☐ How much stock do you have now?

Brand A _____

Brand B _____

Brand C _____

☐ Who are the top 3 prescribers of these brands?

Brand	Prescribers		
A	1. Dr.	2. Dr.	3. Dr.
B	1. Dr.	2. Dr.	3. Dr.
C	1. Dr.	2. Dr.	3. Dr.

How much these above doctors prescribe?

- ❖ How much Vigamox/ Moxigram/ Moxicip do you sell?
- ❖ How much Vigamox/ Moxicip/ Moxigram stocks do you have now?
- ❖ Who are the top prescribers of Vigamox/ Moxicip/ Moxigram?
- ❖ How much of Vigamox/ Moxicip/ Moxigram do these doctors prescribe?

☐ **What is the stock level of your brand(s)?**

Your Brand	Stock	Your Brand	Stock
Moxigram	_____	4-quin	_____
Moxicip	_____	APdrops	_____
Mosi	_____	Occumox	_____
Vigamox	_____	Mofloren	_____
Milflox	_____	Moxtiff	_____

Dr. Name:

Place:

Antibiotic profile	No. of Rxns	Per day/week/month
Moxigram		
Moxicip		
Mosi		
Vigamox		
Milflox		
4-quin		
APdrops		
Occumox		
Mofloren		
Moxtiff		
Moxibblue		
Ketmox		
Moxsoft		
Mflotas		
Moxiluv		
Extragat		
Zymaxid		
Gate –HC		

Chemist Name:

Place:

Antibiotic profile	No. of Rxns	Per day/week/month
Moistane		
Systane Ultra		
Normo Tears		
Peg Tears		
Ocumoist Max		
Lacryl Ultra		
Lubrex DS		
Refresh Liquigel		
Flogel		
Tear drop gel		
Vel drop gel		
Ultragel		
Softvisc		
Lubrex		
Refresh tears		
Tear drops		
Add tears		
Just tears		
Lacrimos		
Eco tears		
Vel drop		
Aqua surge		
Zyaqua		
Ontears		
Irivisc		
Pixelube		
Extralube		
Optive		
Softdrops		
Aqualube		
Osmodrops		

➤ **Ophthalmic Doctors Survey (Questionnaire Tool)**

DOCTORS' QUESTIONNAIRE

Dear Doctor,

As part of my curriculum, I am working on a project “Promotional strategies of Pharmaceutical companies”. Please spare a few minutes of your valuable time to help me in my learning's. This data is kept Confidential.

Name :

Specialization :

Qualification :

Age :

Address :

Tel. No. :

Email Id :

1. What is the average number of pharmaceutical sales representative visit to your clinic per day?

1-5

5-10

Above 10

2. How much time do you provide to each sales representative for their product promotion?

1 – 2 minutes

2 – 4 minutes

4 minutes and above

3. What catches your attention during the product promotion?

Name and fame of the company

Product or brand name

Information shared by the sales representatives

Relation with the sales representatives

4. Kindly rate 1 to 10 where 1 as the best. Way of brand promotion?

In depth product information

Catchy brand related in clinic activity

Patient friendly activity in the clinic

Brand reminder items

Products at discounted rate

5. Kindly rank from 1 to 7 for Pharmaceutical companies based on the above mentioned selected parameter

Ajanta Pharma

Alcon

Allergan

Cipla

Micro Vision

Sun Pharma

6. Which one you will prefer to participate as an activity by a pharmaceutical company?

Scientific doctor group meetings

Educational certificate course

Free eye checkup camp for patients

If anything else, kindly mention.....

7. How you will expect the presentation of samples of a pharmaceutical product from the sales representatives?

Samples to be presented on demand

☐

Samples to be presented on its own

☐

Samples are distributed to the patients in the clinic during disease screening camps by the sales representative

☐

If anything else, kindly mention.....

8. What do you expect from a pharmaceutical sales representative?

.....
.....

9. How many times do you expect to meet a pharmaceutical sales representative in a month?

Once

☐

Twice

☐

Thrice

☐

More than the above

☐

10. Does product availability at the retail impacts your prescribing decision?

Yes

☐

No

☐

Thank you for the Participation

Thank You