

**Summer Training at
Micro Labs Ltd (Micro Vision),
Mumbai**

**To Understand Competition and Their Promotional Strategies for
Ophthalmology Products**

**By
Vaibhav Maurya**

**Under the guidance of
Dr. S.D. Gupta**

**MBA Pharmaceutical Management
2015-2017**



**The IIHMR University, Jaipur
2016**

CERTIFICATE

This is to certify that **Mr. Vaibhav Maurya** has undergone Summer Training in **Micro Labs Ltd (Micro Vision), Mumbai** 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 a partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

We wish him all success in him future endeavors.



Dr. S.D. Gupta

President

IIHMR University, Jaipur



Col. (Dr.) Ashok Kaushik

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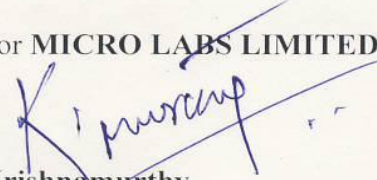
Date: June 14, 2016

TO WHOM IT MAY CONCERN

This is to certify that Mr. Vaibhav Maurya, 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 Mumbai" at Micro Labs Ltd, Mumbai 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

Acknowledgment

“An endeavour over a period can be successful only with the advice and support of well-wishers. I take this opportunity to express my gratitude and appreciation to all those who encouraged me to complete this project.

First of all, I express my sage sense of gratitude and indebtedness to our Director, Dr.S.D.Gupta, IIHMR University, Jaipur, Rajasthan.

I would to like extend my sincere and heartfelt thanks 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 and pay my gratitude to Project Mentor - Mr. Navneet Kumar Pathak, Marketing Manager, Micro Vision, Micro lab Ltd. for giving me his valuable time, suggestions and support throughout the study, greatly eased my task of completing this project.

I would like to express my deep sense of gratitude for my Project co-ordinator - Mr.NarendraSurve, Zonal Sales Manager, Micro Vision (Micro Labs Ltd.), Mumbai for his valuable time, suggestions, support and keen interest throughout the study that helped me in completing this project. I thank him for the freedom of thought, expression and trust which is provided by him. Also like to pay gratitude to his entire team of Micro Vision, Mumbai to achieve my task successfully.

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To place on record, I owe a debt of gratitude to all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as an Intern at Micro Labs Ltd.

I would like to present Sincere thanks to the respondents and the medical representatives for sparing their valuable time, extend support and providing relevant information.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

VAIBHAV MAURYA

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Executive Summary:

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

- ✓ To identify and assess the competition of ophthalmology products.
- ✓ To understand the promotional strategies for ophthalmology products.
- ✓ To identify the top preferred Pharmaceuticals Company by ophthalmologists.
- ✓ To understand ophthalmologist's expectation with pharmaceuticals sales representatives based on their opinions.

The project was carried out in 3 stages:

- First stage was to carry out the Chemist Audit to understand the competition of ophthalmology products like Moxifloxacin Eye Drops.
- Second stage was to carry out the Doctors Survey to understand the promotional strategies of ophthalmology products.
- Final stage was to move ahead with data analysis and conclusion.

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

- There is a huge Competition for Ophthalmology products like Moxifloxacin eye drops in terms of prescriptions per month in Mumbai region among 100 chemists.
- The Promotional Strategies of Ophthalmology products found to follow following strategies in aspects of below parameters:
 - ✓ Visits of sales representatives
 - ✓ Attention seeking of ophthalmologists
 - ✓ Doctors expectation
 - ✓ Presentation of samples
 - ✓ Availability of products

Company 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 10th among prescriptions and 20th in sales, Micro's brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infective, 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:

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:

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.

Flagship brands:

- Lubrex eye drops - Carboxymethylcellulose
- FBN eye drops –Flurbiprofen
- Microgat eye drops - Gatifloxacin
- Microflox-DX eye drops - Ciprofloxacin and Tinidazole
- Misopteye drops - Dorzolamide and Timolol
- Lutivit capsules- *Beta-Carotene, Copper (Copper Sulfate), L-Arginine, Lutein, Lycopene, Manganese-Sulfate, Methylcobalamin, Selenious Acid, Vitamin E, Zeaxanthin, Zinc Oxide.*
- Moxigrameye drops - Moxifloxacin

Introduction

Background

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.

The common eye problems are

- 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.

Rationale

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 understand the promotional strategies for ophthalmology products;
- ✓ To identify the top preferred pharmaceuticals company by ophthalmologists;
- ✓ To understand ophthalmologist's expectation with pharmaceuticals sales representatives based on their opinion.

Methodology

Research design:

Exploratory study

Sampling design:

Sampling

Non probability purposive sampling

Sample population:

Chemists

Consultants (ophthalmologists)

Sample area:

Mumbai

Sample size:

Chemists– 100 Respondents

Consultants (ophthalmologists)– 55 Respondents

Findings and Interpretation:

Stage 1- Chemist Audit

Question 1: How many prescriptions/Month came to your counter from nearby prescriber of following brands?

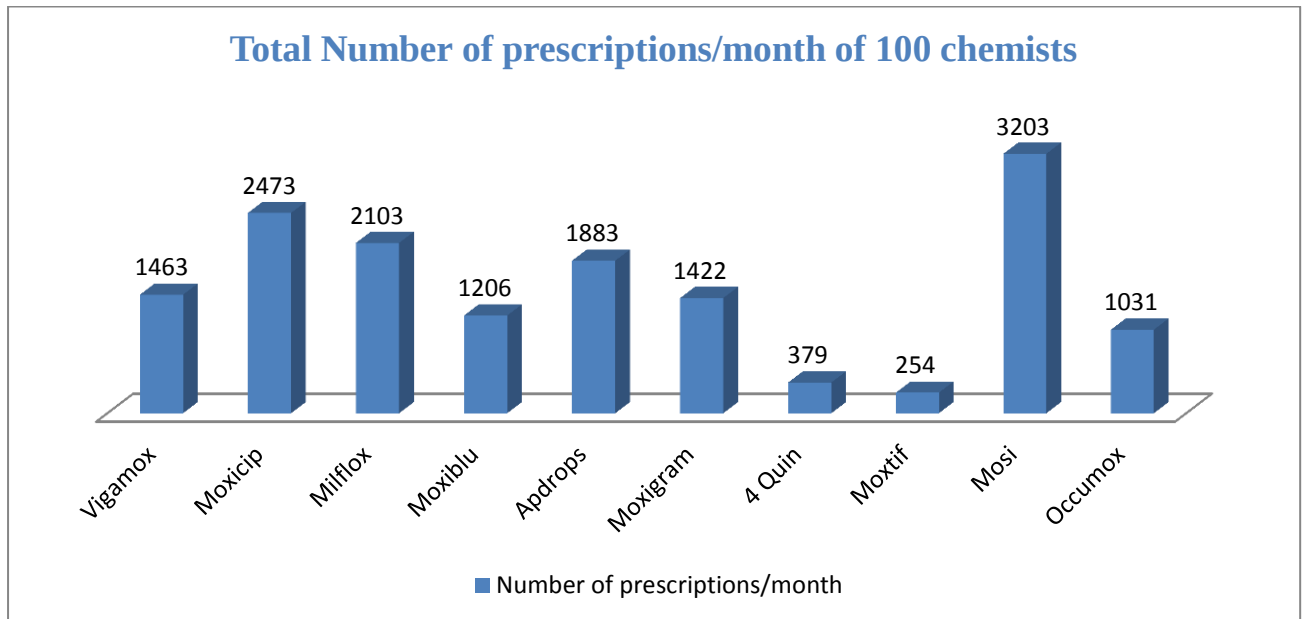


Figure 1-show representation for number of prescriptions/month responses given by 100 chemists.

It is found that the **top 3 brands of Moxifloxacin eye drops** in terms of number of prescriptions per month in Mumbai region among 100 chemists are,

- ✓ **Mosi (FDC Ltd.) - 3203 prescriptions/month**
- ✓ **Moxicip (Cipla Ltd.) - 2473 prescriptions/month**
- ✓ **Milflox (Sun Pharma laboratories Ltd.) - 2103 prescriptions/month**

Question 2: What are the top 3 selling brands of Moxifloxacin on your counter?

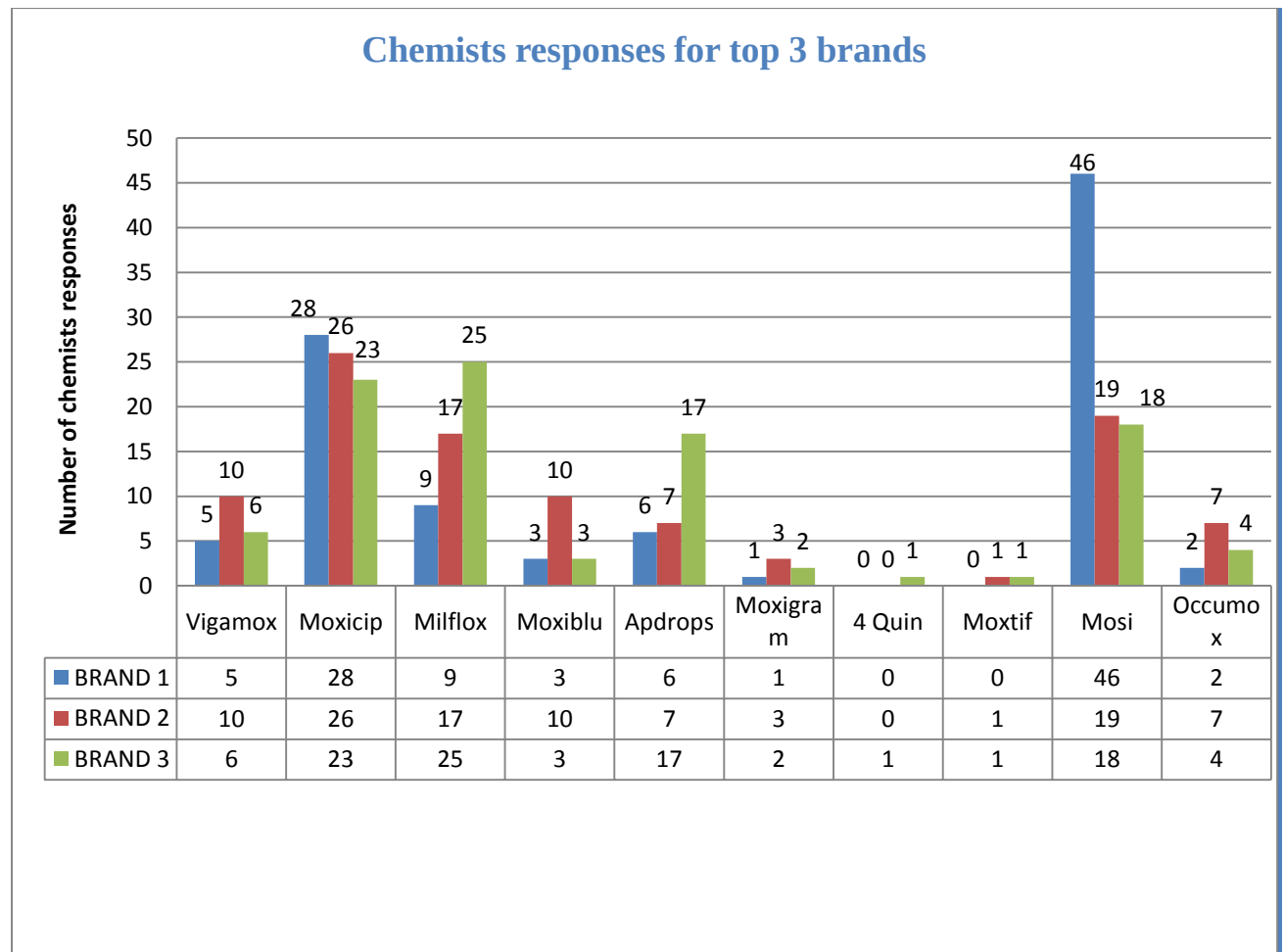


Figure 2-show representation for Chemists response (100 chemists) for top 3 brands in terms of sales of Moxifloxacin eye drops of 10 different brands.

It was found that 46 out of 100 chemists responded “Mosi” as Brand 1, while 26 out of 100 chemists responded “Moxicip” as Brand 2 and 25 out of 100 chemists responded “Milflox” as Brand 3 among top 3 brands. This gives 3 brands out of 10 brands to be as top 3 brands in terms of sales.

Question 3: How much do you sell these top 3 brands per month?

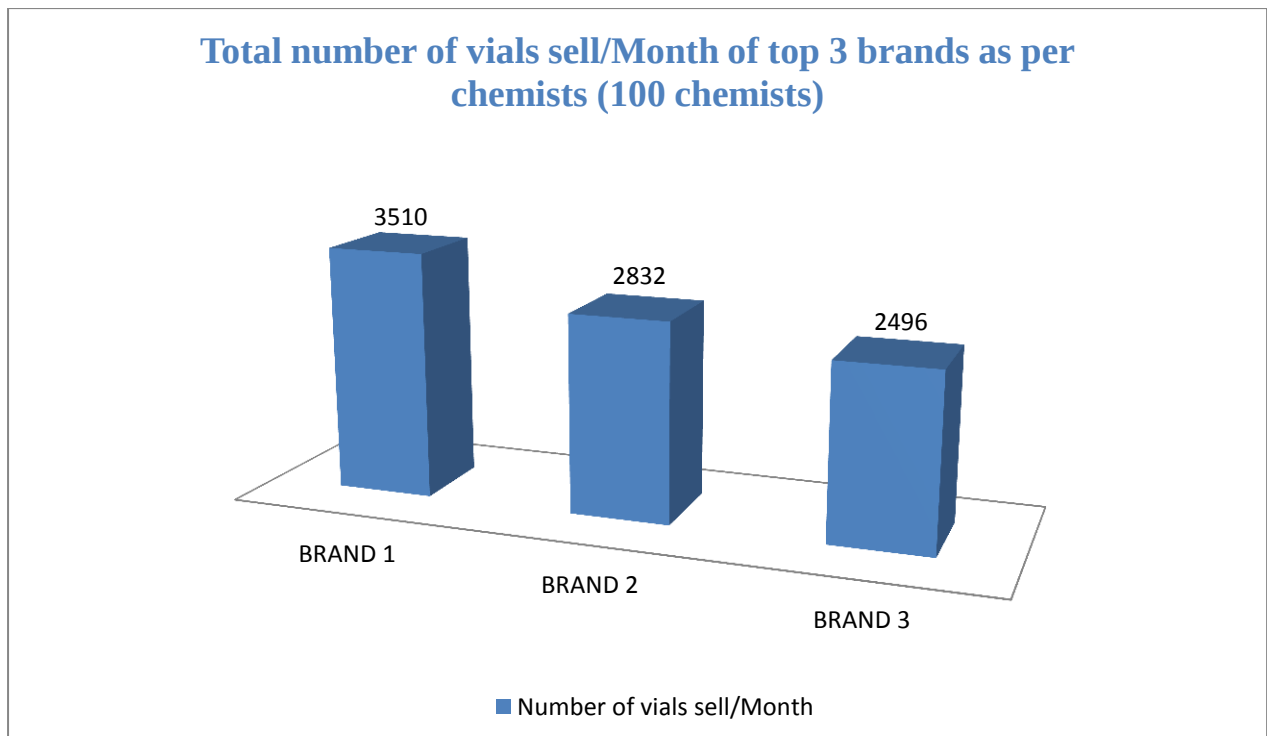


Figure 3-Show representation for total number of vials sell/month of top 3 brands responses given by 100 chemists

It was found that total number vials sell/month is 3510 for Brand 1, 2832 for Brand 2, and 2496 for Brand 3 of Moxifloxacin brands.

Total number of vials (Brand1+Brand 2+Brand 3)

$$3510 + 2832 + 2496 = 8838$$

Approximately 8838 vials of Moxifloxacin eye drops sells in a month in those 100 medical counters in respect to only top 3 brands.

Stage 2-Doctors Survey:

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

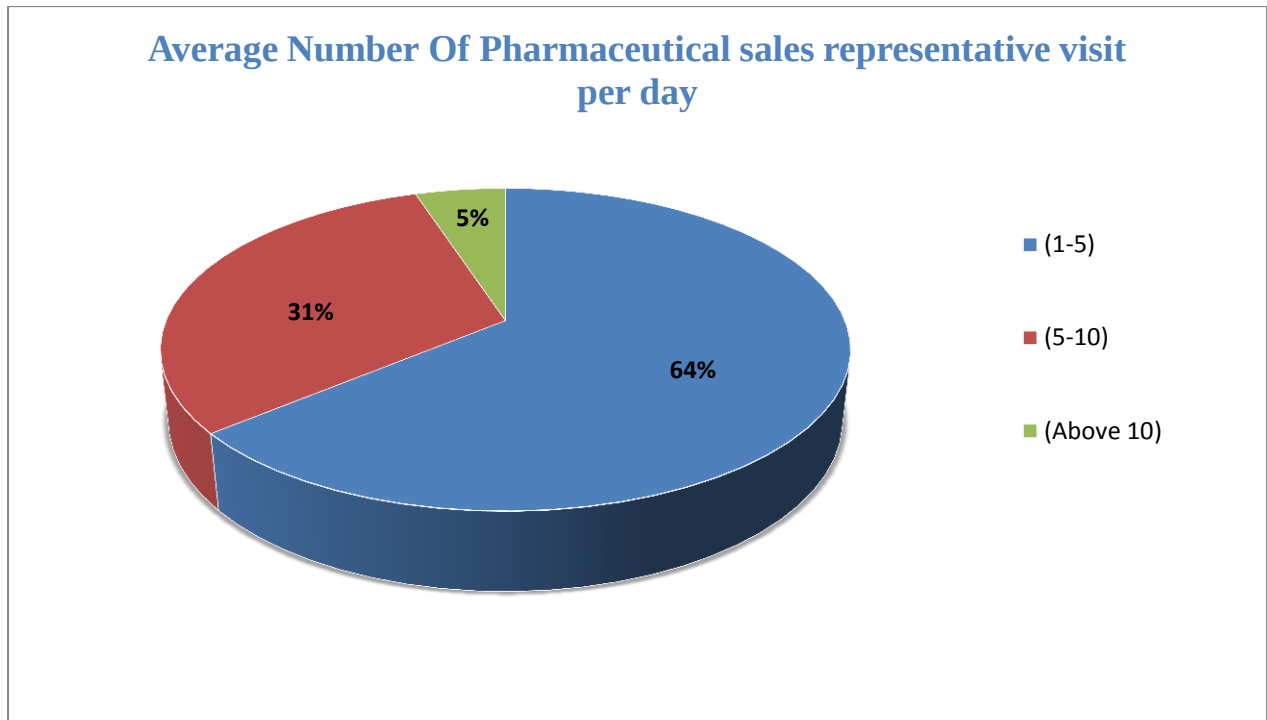


Figure 4-Show representation for average number of pharmaceutical sales representative visit per day

When questioned about average number of pharmaceutical sales representatives visit per day. It was found from the survey that approximately 64% of ophthalmologists meet 1-5 pharmaceutical sales representatives, while around 31% of ophthalmologists meet 5-10 pharmaceutical sales representatives. And 5% of ophthalmologists meet above 10 pharmaceutical sales representatives.

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

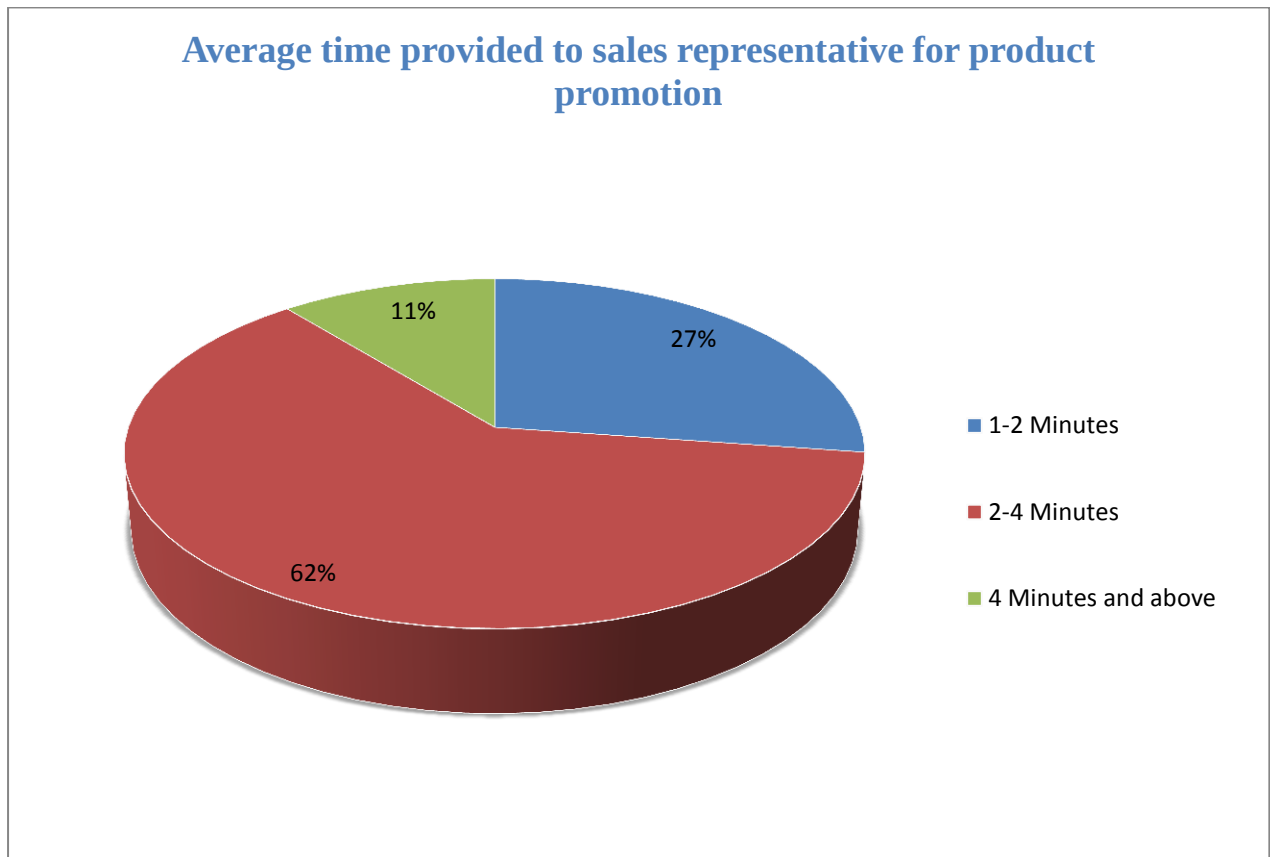


Figure 5- show representation for the average time provided to sales representative for product promotion.

From the above figure 5, it was found that approximately 62% of ophthalmologists provide time is 1-2 minutes to sales representative for product promotion, also 27% of ophthalmologists provide time is 2-4 minutes and only 11% of ophthalmologists provide time for 4 minutes and above.

Question 3:What catches you attention during the product promotion?

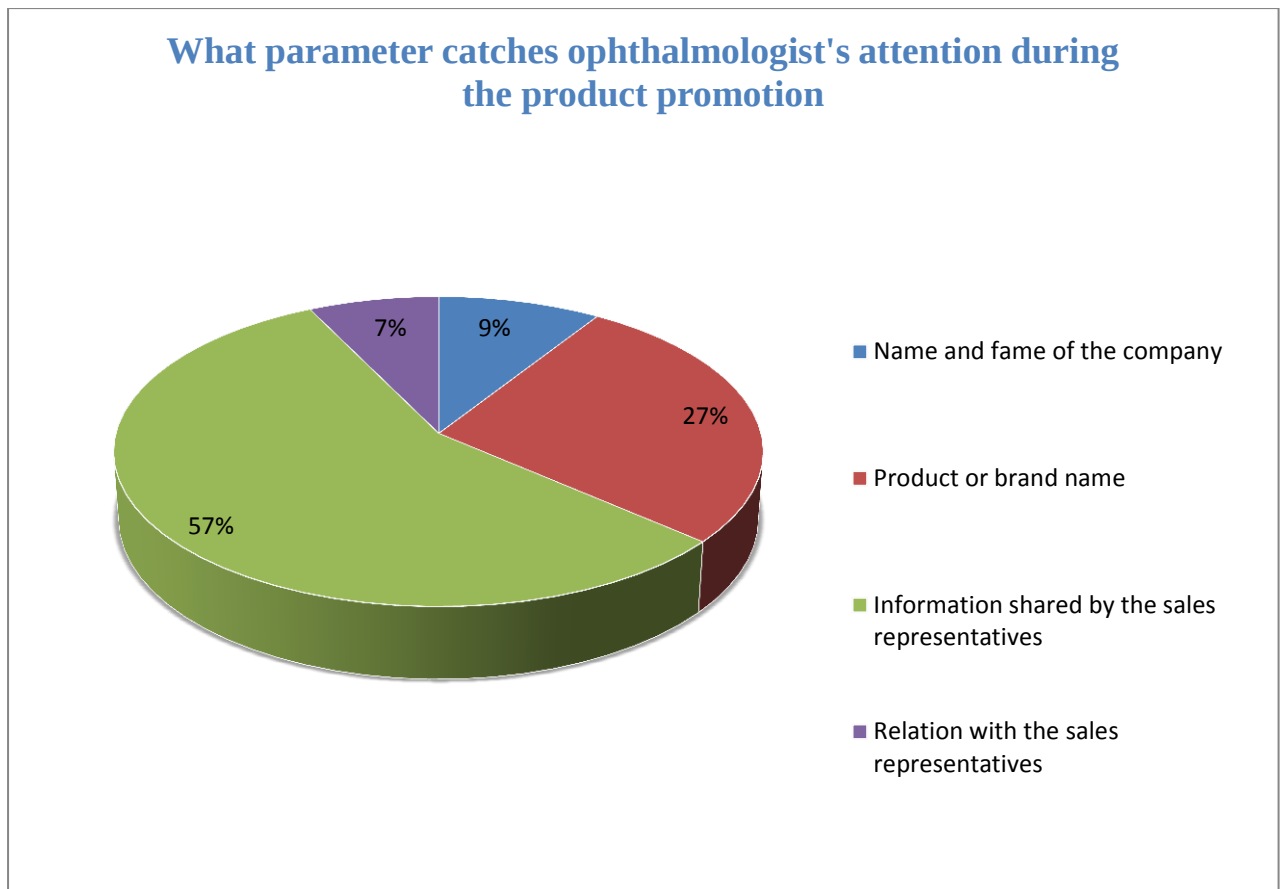


Figure 6-Show representation for what parameter catches ophthalmologist's attention during the product promotion

It was found that approximately 57% of ophthalmologists responded for option 3 i.e. Information shared by the sales representatives, followed by around 27% of ophthalmologists responded for option 2 i.e. Product or brand name. also around 9% and 7 % for option 1 and 4 i.e. “Name and fame of the company” and “ Relation with the sales representatives” respectively.

Question 4: Which one you will prefer to participate as an activity by a pharmaceutical company?

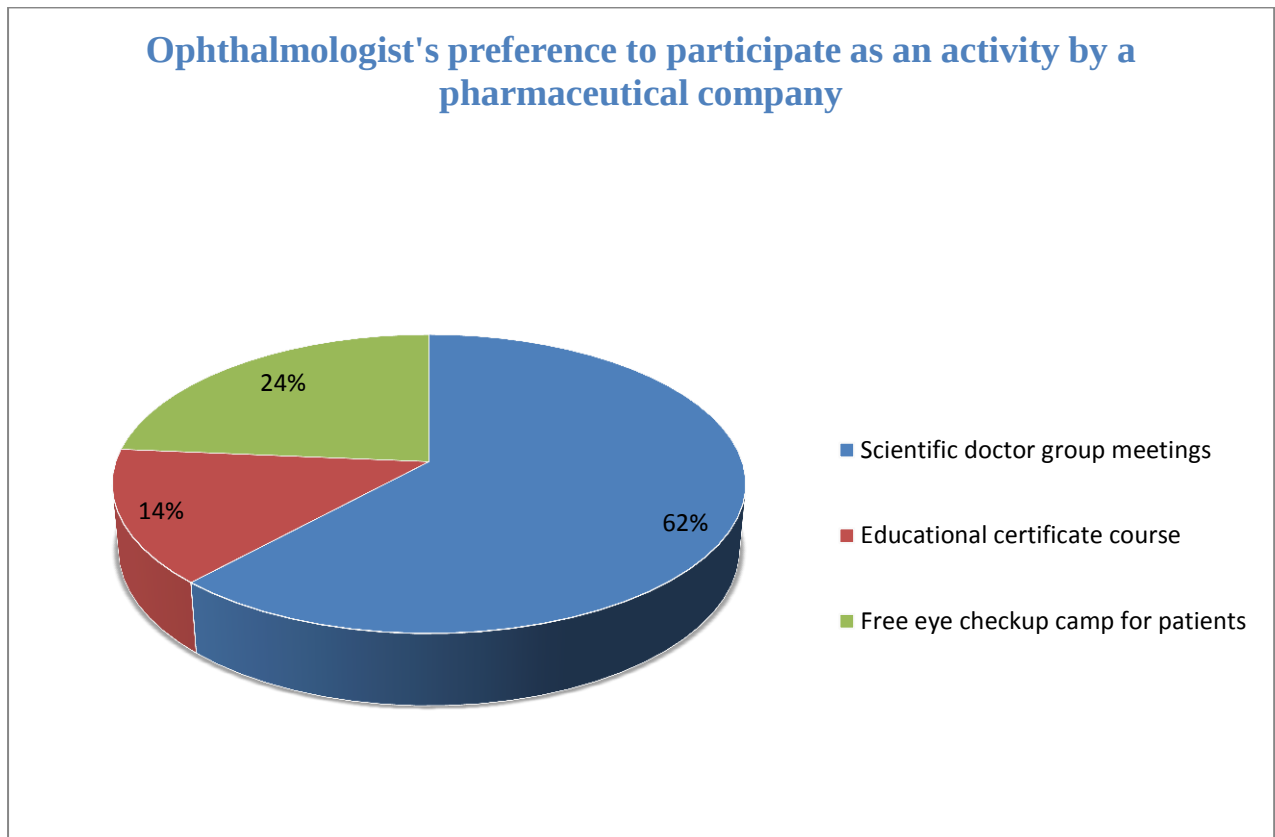


Figure 7-Show representation for ophthalmologist's preference to participate as an activity by a pharmaceutical company

It was found that around 62% of ophthalmologist prefers for option 1 i.e. scientific doctor group meetings, followed by around 24% of ophthalmologist prefer for option 3 i.e. free eye checkup camp for patients. And around 14% of ophthalmologist prefers for option 2 i.e. educational certificate courses.

Question 5:How you will expect the presentation of samples of a pharmaceutical product from the sales representatives?

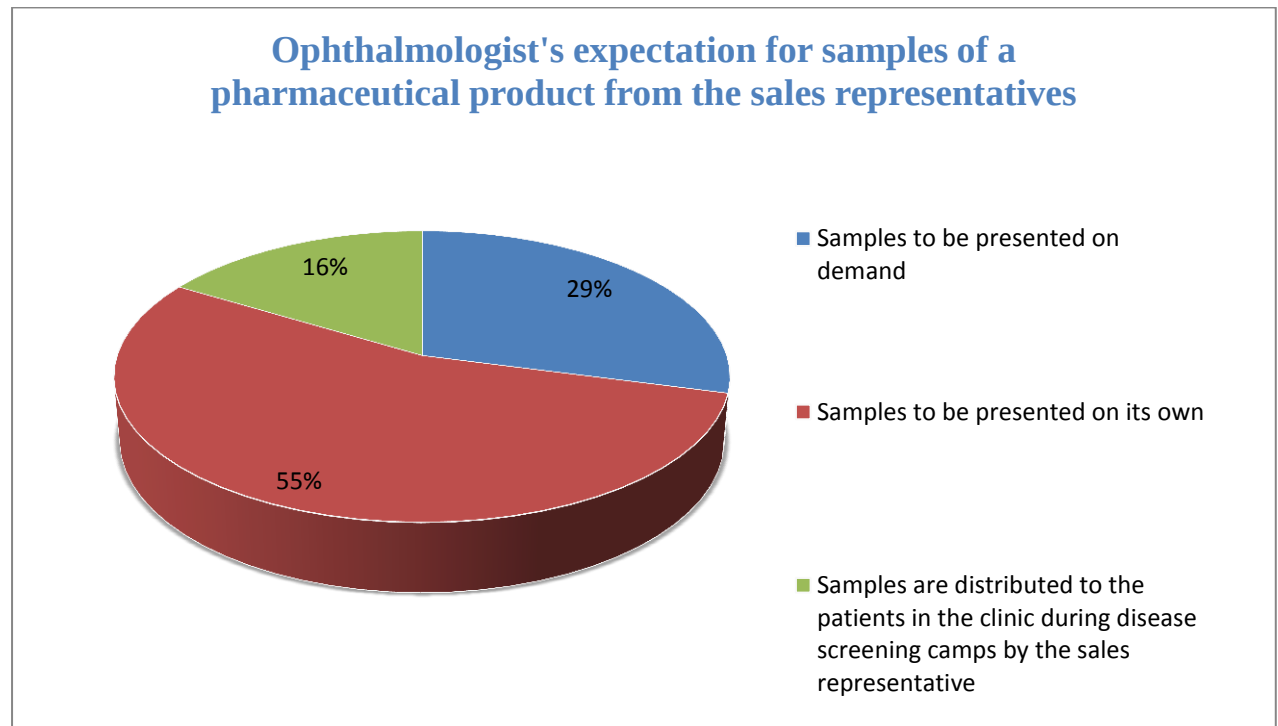


Figure 8-Show representation for ophthalmologist's expectation for samples of a pharmaceutical product from the sales representatives.

It was found that around 55% of ophthalmologist prefers for option 2 i.e. Samples to be presented on its own, followed by around 29% of ophthalmologist prefer for option 1 i.e. Samples to be presented on demand. And around 16% of ophthalmologist prefers for option 3 i.e. Samples are distributed to the patients in the clinic during disease screening camps by the sales representatives.

Question 6:How many times do you expect to meet a pharmaceutical sales representative in a month?

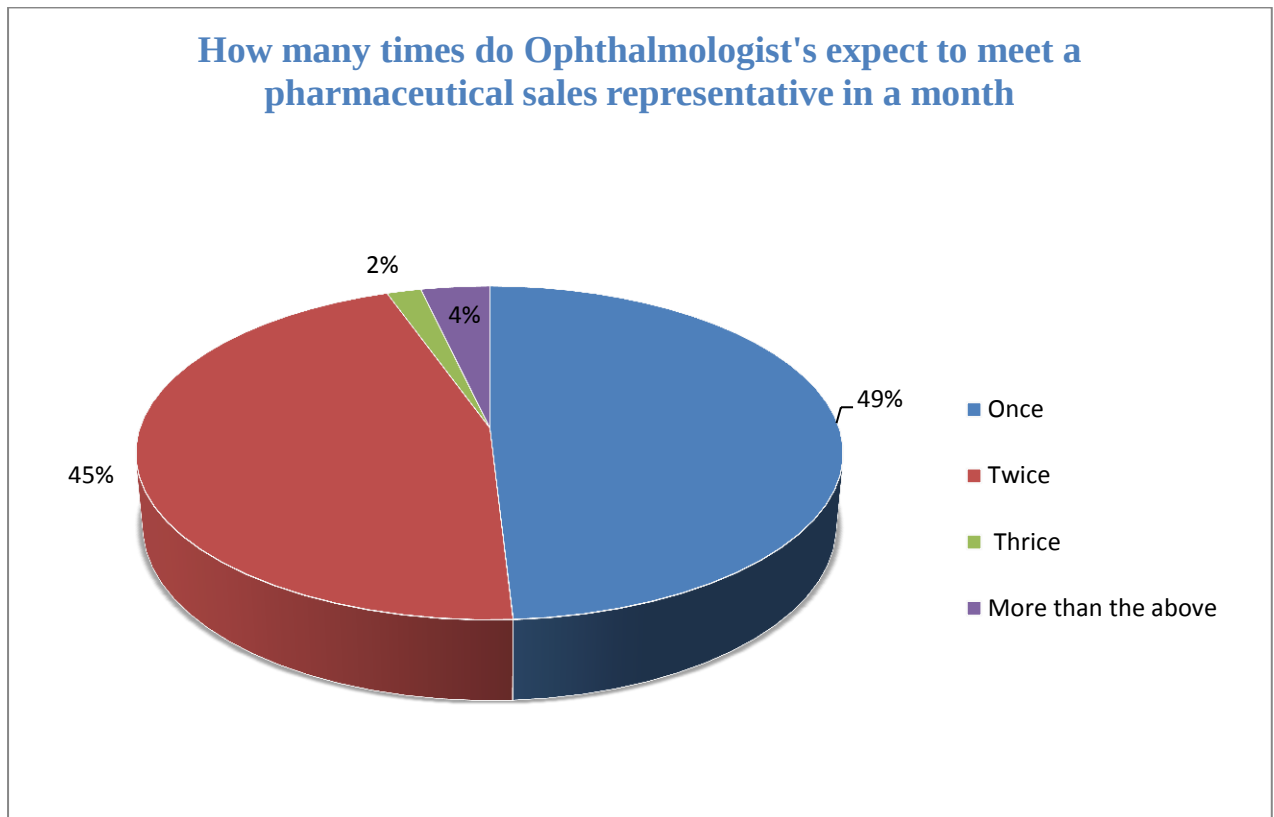


Figure 9-Shows representation for how many times Ophthalmologist's expect to meet a pharmaceutical sales representative in a month.

It was found that approximately 49% of ophthalmologists responded for option 1 i.e. once in a month, followed by around 45% of ophthalmologists responded for option 2 i.e.twice in a month. also around 4% and 2 % for option 4 and 3 i.e. “thrice” and “more than the above” respectively.

Question 7: Does product availability at the retail impacts your prescribing decision?

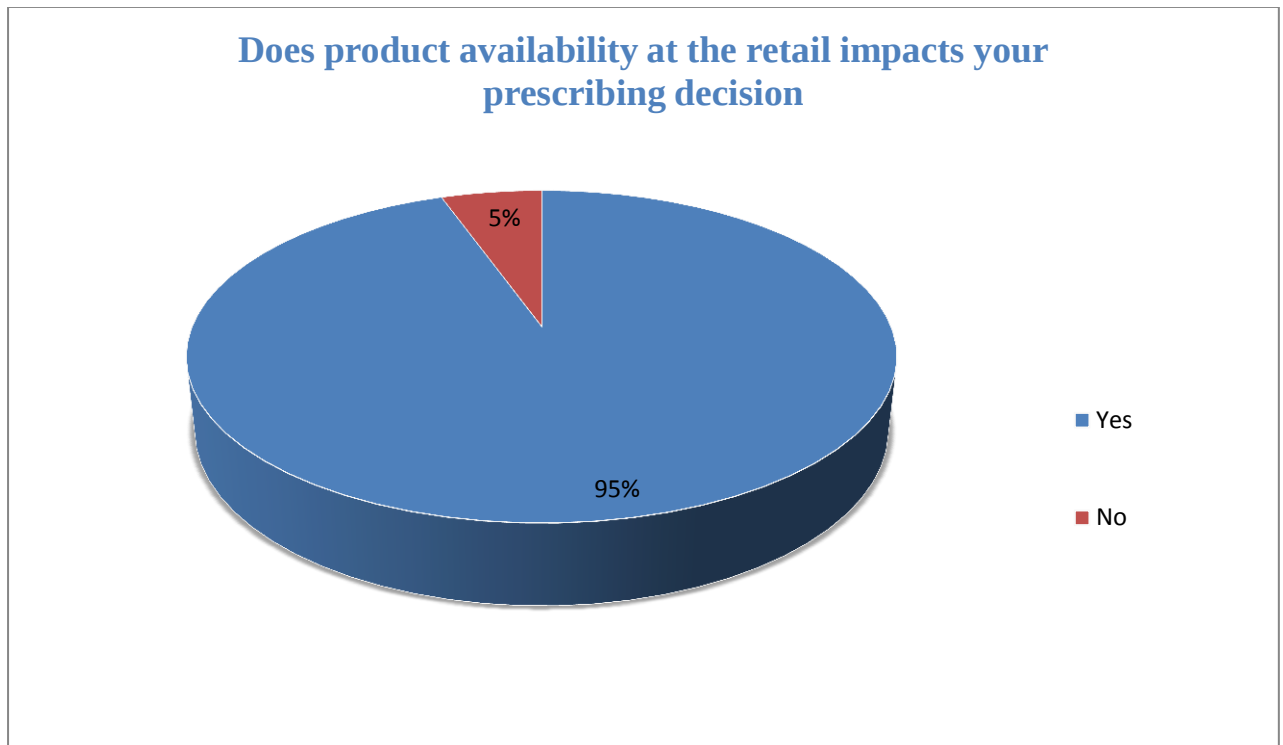


Figure 10-Shows representation for Question 7 - does product availability at the retail impacts your prescribing decision.

It was found that approximately 95% of ophthalmologists responded for option 1 i.e. Yes, followed by around 5% of ophthalmologists responded for option 2 i.e. No.

Question 8:Kindly rate 1 to 10, where 1 as the best Way of brand promotion?

Table 1 and figures 11,12,13,14 and 15 show representations for question 8-Best way of brand promotion parameters. In this ratings is given from 1-10. Options not attempted is marked as “0”

	In depth product information	Catchy brand related in clinic activity	Patient friendly activity in the clinic	Brand reminder items	Products at discounted rate
0	9.09%	30.90%	12.72%	34.54%	40%
1	54.54%	9.09%	25.45%	7.27%	5.45%
2	20%	18.18%	36.36%	10.90%	14.54%
3	7.27%	14.54%	12.72%	12.72%	7.27%
4	3.63%	5.45%	3.63%	7.27%	5.45%
5	1.81%	14.54%	3.63%	12.72%	7.27%
6	0.00%	3.63%	0.00%	0.00%	5.45%
7	0.00%	1.81%	0.00%	3.63%	1.81%
8	0.00%	0.00%	5.45%	5.45%	5.45%
9	0.00%	1.81%	0.00%	0.00%	0.00%
10	3.63%	0.00%	0.00%	5.45%	7.27%

Table 1-Show tabular presentation for percentage response of ophthalmologists vs. ratings for best way of brand promotion parameter.

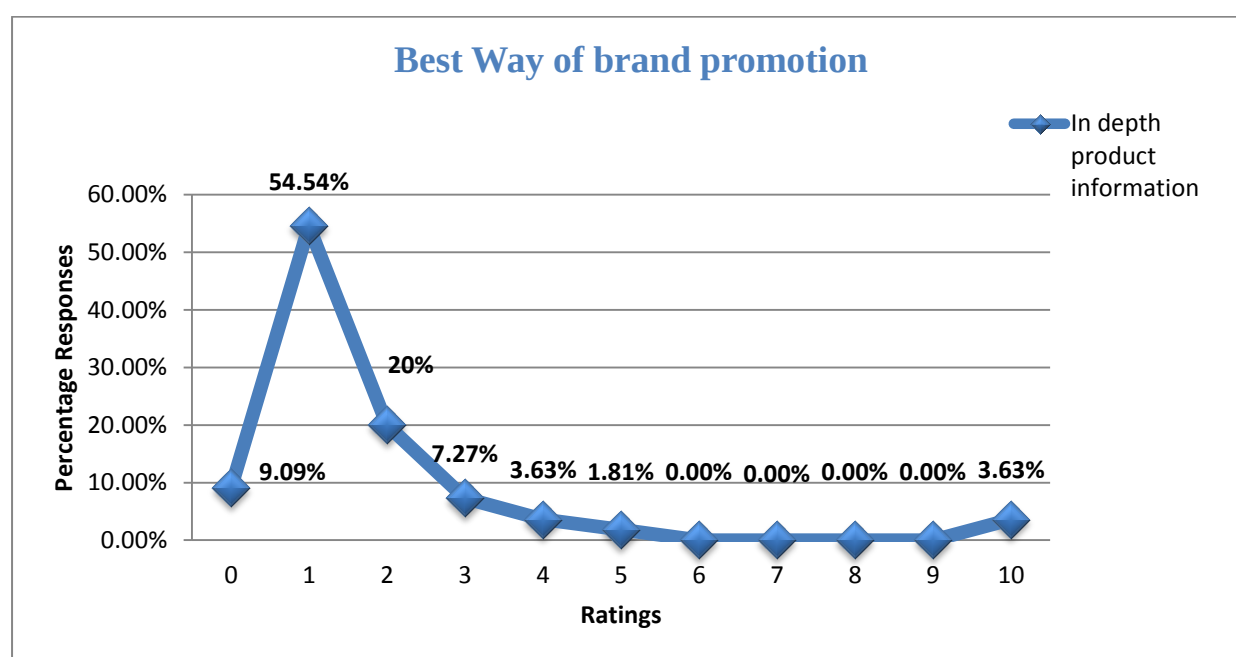


Figure 11-Shows that percentage response of ophthalmologists vs. ratings for best way of brand promotion- In depth product promotion.

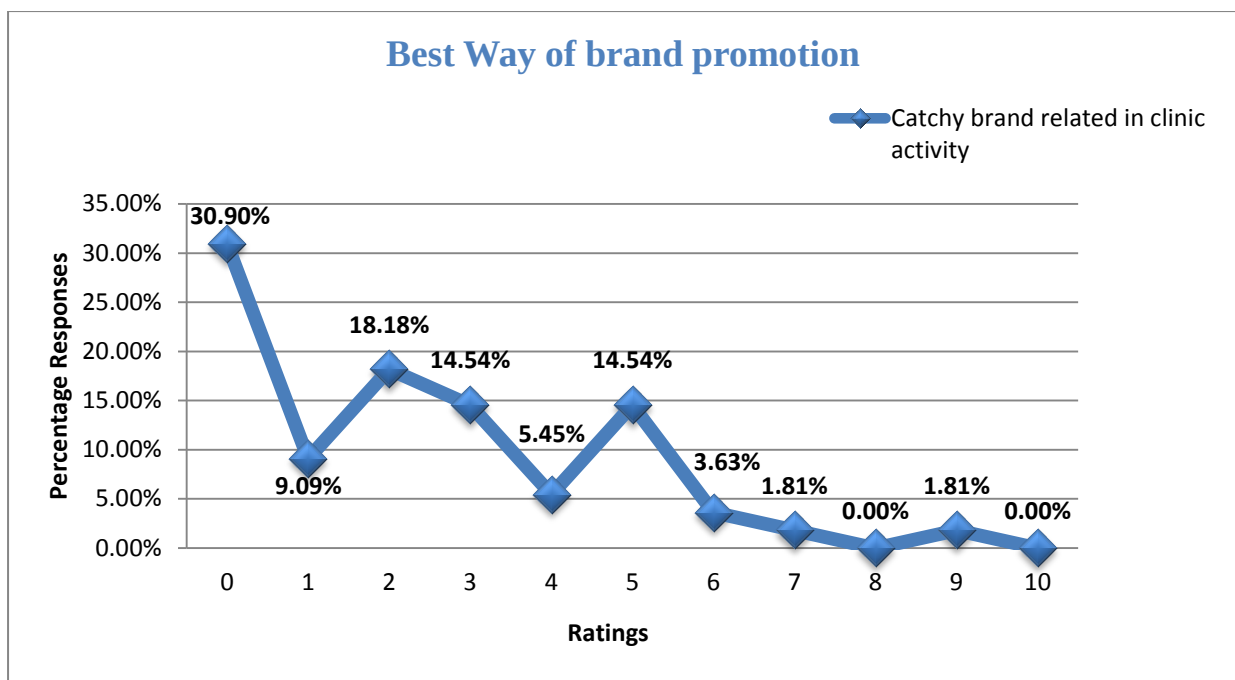


Figure 12-Shows that percentage response of ophthalmologists vs. ratings for best way of brand promotion- Catchy brand related in clinic activity.

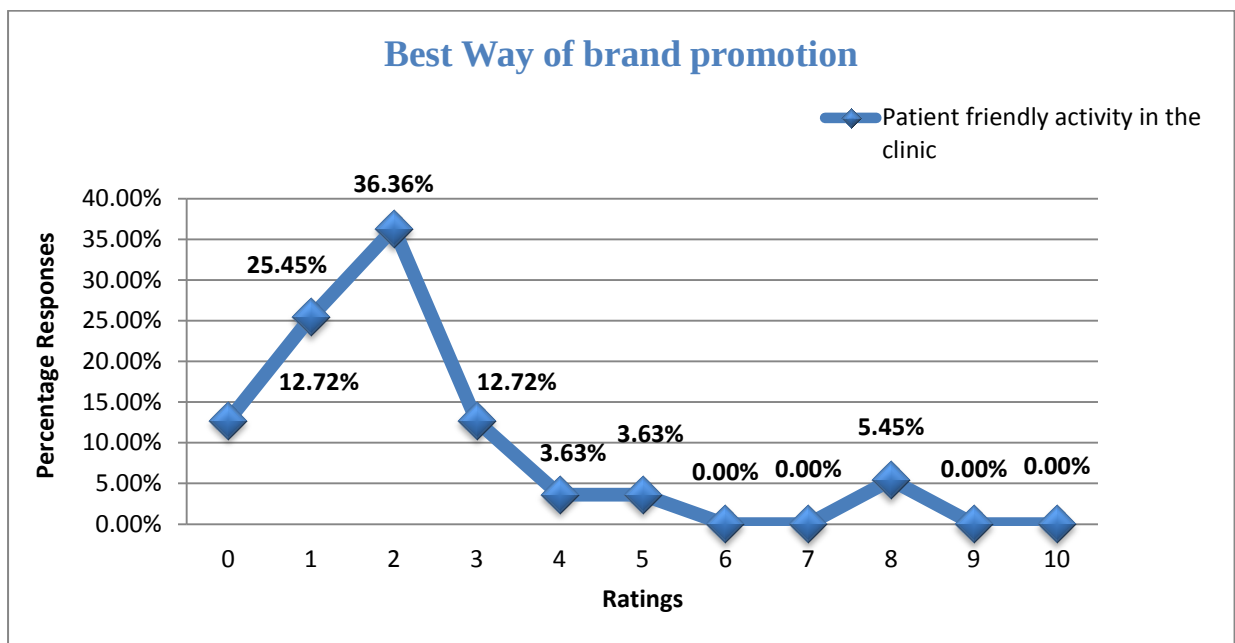


Figure 13-Shows that percentage response of ophthalmologists vs. ratings for best way of brand promotion- Patient friendly activity in the clinic.

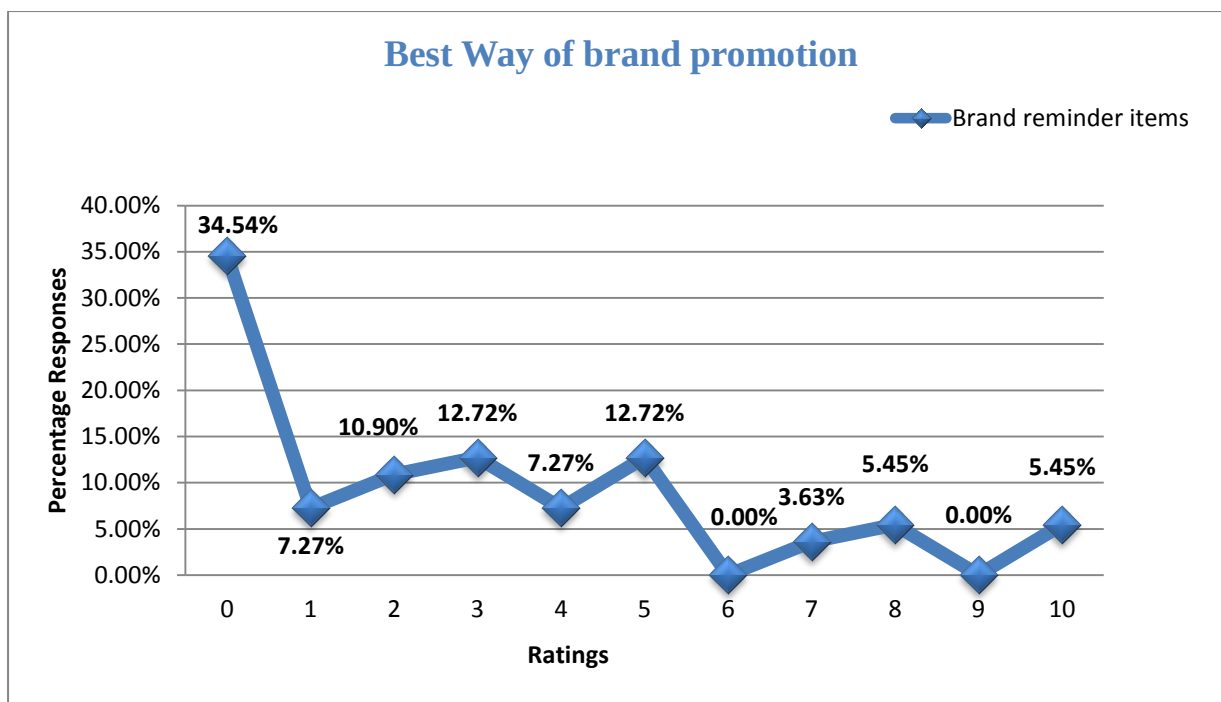


Figure 14-Shows that percentage response of ophthalmologists vs. ratings for best way of brand promotion- Brand reminder items.

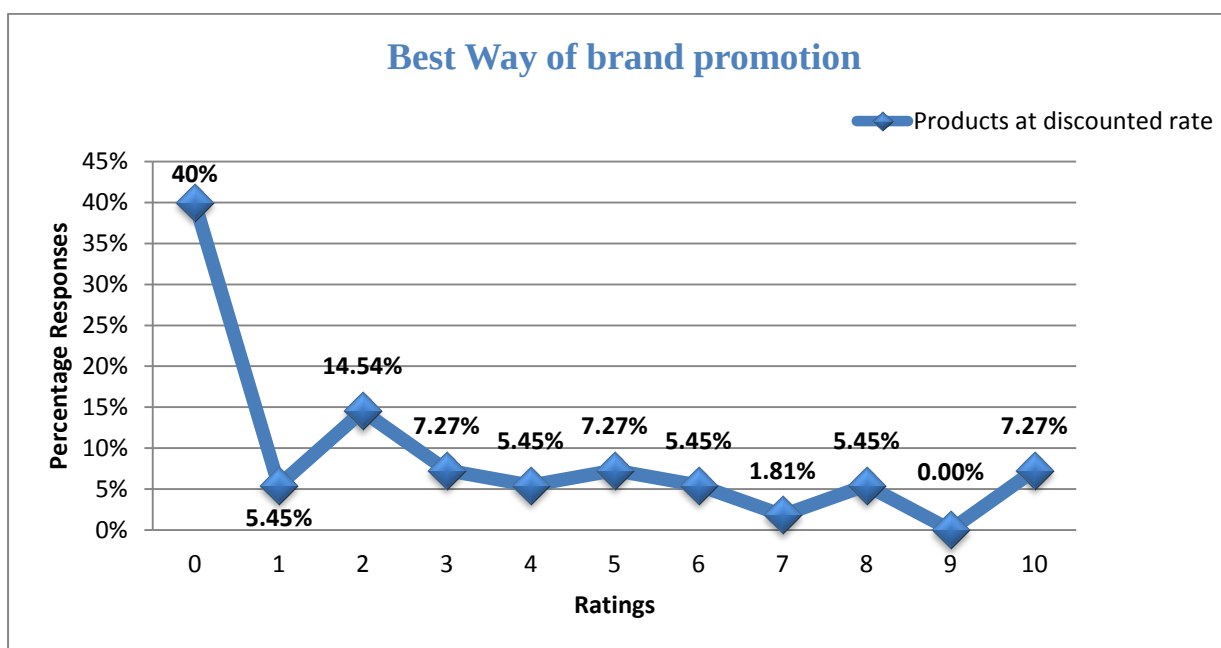


Figure 15-Shows that percentage response of ophthalmologists vs. ratings for best way of brand promotion- Products at discounted rate.

It was found from the survey that around 54.54% of ophthalmologists gave rating 1-which is the best to “In depth product information”. 36.36% of ophthalmologists gave rating 2- which is the second best to “Patient friendly activity in the clinic”. 14.54% of ophthalmologists gave rating 3-which is the third best i.e. “Catchy brand related in clinic activity “.

Question 9:Kindly rank from 1 to 7 for Pharmaceutical companies based on the above mentioned selected parameter.

Table 2 and figures 16, 17, and 18 show representations for Pharmaceutical companies based on Parameter mentioned in Q.4-Best Way of Product Promotion. In this ratings is given from 1-7. Options not attempted is marked as “0”

	Ajanta Pharma	Alcon	Allergan	Cipla	Micro vision	Sun Pharma
0	3.63%	7.27%	1.81%	3.63%	7.27%	5.45%
1	25.45%	18.18%	30.90%	10.90%	10.90%	18.18%
2	14.54%	18.18%	30.90%	9.09%	23.63%	14.54%
3	20%	1.81%	14.54%	9.09%	23.63%	25.45%
4	10.90%	10.90%	9.09%	20%	16.36%	21.81%
5	10.90%	25.45%	9.09%	20%	5.45%	12.72%
6	14.54%	18.18%	1.81%	27.27%	10.90%	0.00%
7	0.00%	0.00%	1.81%	0.00%	1.81%	1.81%

Table 2-Shows that percentage response of ophthalmologists vs. ratings for Pharmaceutical companies based on Parameter mentioned in Q.4-Best Way of Product Promotion.

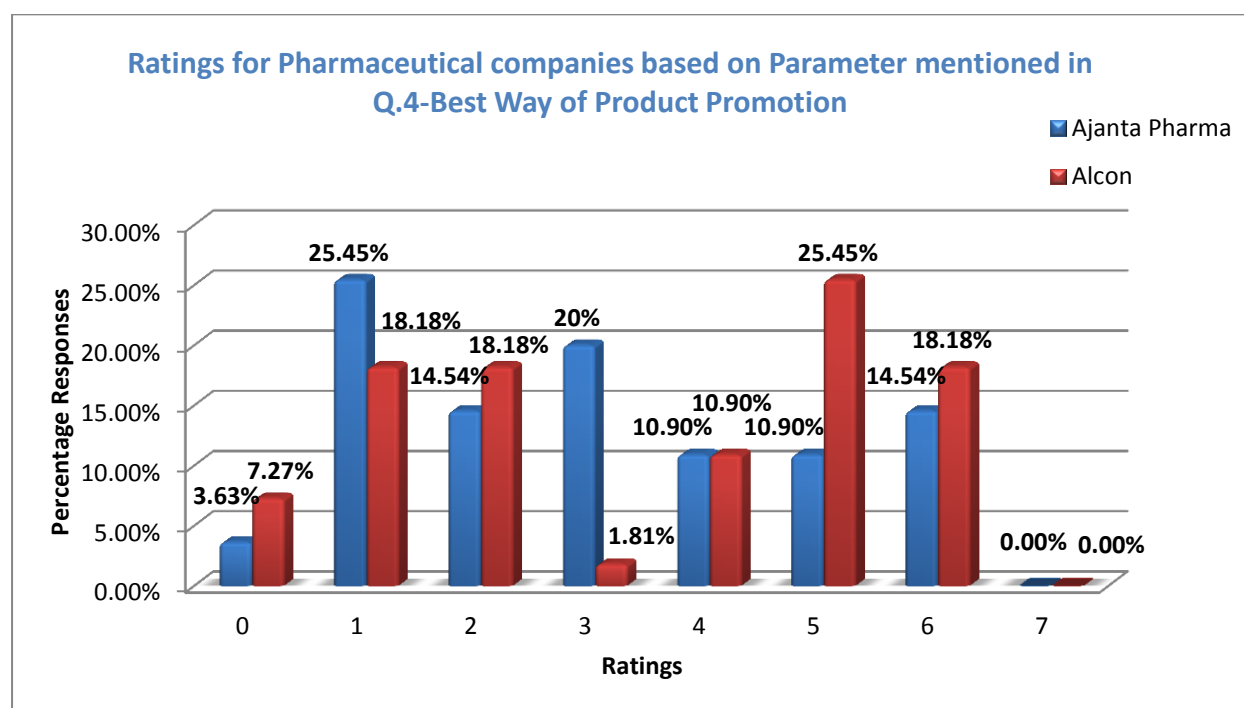


Figure 16-Shows that percentage response of ophthalmologists vs. ratings for Pharmaceutical companies based on Parameter mentioned in Q.4-Best Way of Product Promotion- Ajanta pharma, Alcon.

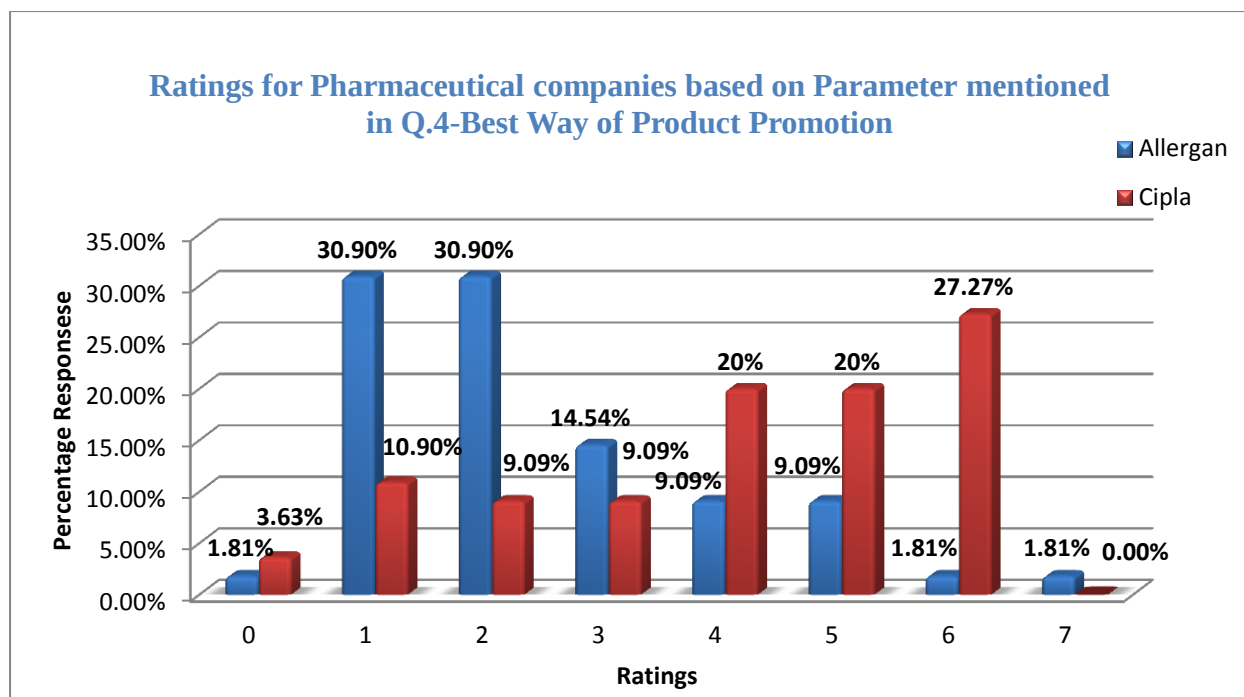


Figure 17-Shows that percentage response of ophthalmologists vs. ratings for Pharmaceutical companies based on Parameter mentioned in Q.4-Best Way of Product Promotion- Allergan, Cipla.

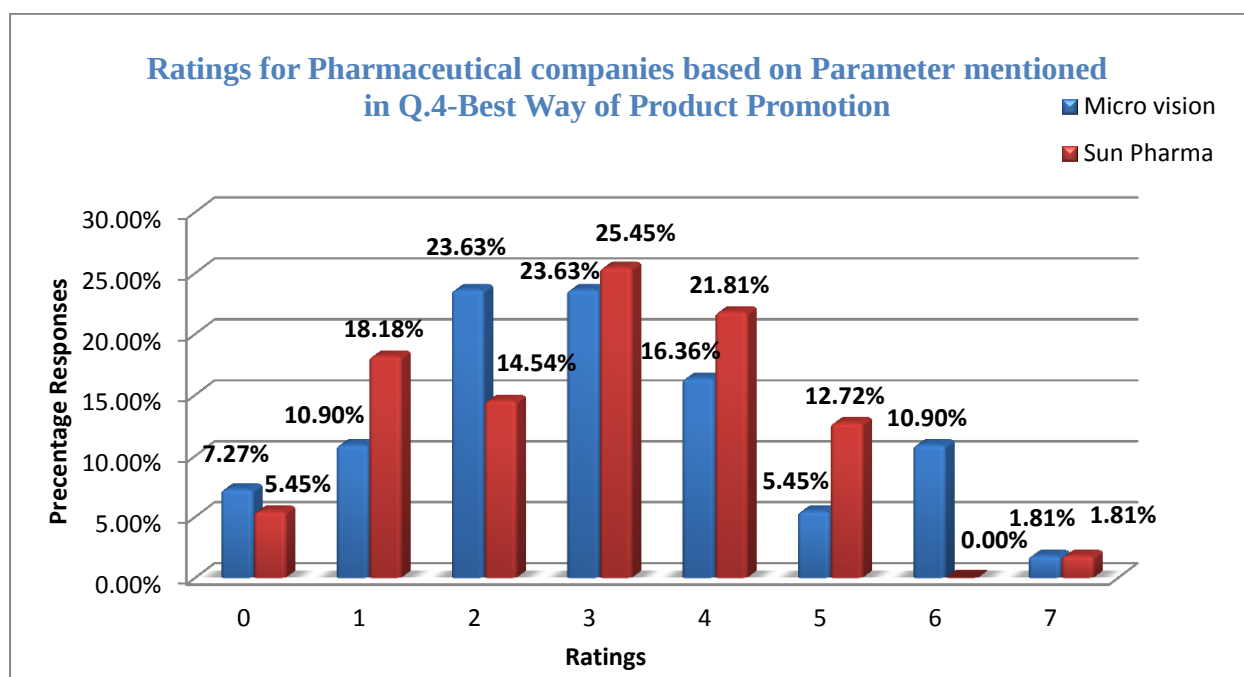


Figure 18-Shows that percentage response of ophthalmologists vs. ratings for Pharmaceutical companies based on Parameter mentioned in Q.4-Best Way of Product Promotion-Micro vision, Sun pharma.

It was found from the survey that around 30.90% of ophthalmologists gave rating 1(highest percentage) to “Allergan” pharmaceuticals. 25.45% of ophthalmologists gaverating 3 (second highest) to “Sun pharma” 25.45% of ophthalmologists gave ratings 5(third highest) to “Alcon pharma”.

Findings based on opinions:

Personal appointments were taken to do ophthalmologists survey for “promotional strategies of pharmaceutical companies”. 10 questions were introduced to them. Responses recorded directly on questionnaire. Motive behind this survey is to find ophthalmologist's expectation from pharmaceutical sales representatives.

Following opinions of ophthalmologists were observed for Question no.8 as per questionnaire:

- Sales representatives should be well educated about their products and our field;
- Sales representatives should have good communication skills, confidence, good behaviour and better relationship;
- Scientifically based information of products should be shared, Innovative way of presentation of products detailing;
- To the point discussion and quickly reminding of old brands and special attention to new brand, No waste of time;
- Specially take care of availability of products on medical counters;
- Sales representatives should do once a month visit.

Conclusion:

➤ Chemist Audit

- From the study, it is found that there is a huge Competition for Ophthalmology products like Moxifloxacin eye drops in terms of prescriptions per month in Mumbai region among 100 chemists. Following brands are top 3 brands having highest number of prescriptions/month.
 - ✓ **Mosi (FDC Ltd.) - 3203 prescriptions/month**
 - ✓ **Moxicip (Cipla Ltd.) - 2473 prescriptions/month**
 - ✓ **Milflox (Sun Pharma laboratories Ltd.) - 2103 prescriptions/month**
- Reasons provided by chemists for having good sales of above mention brands are:
 1. Prescriptions by nearby ophthalmologists
 2. Good quality product
 3. Low price – specially for “Mosi”

Conclusion continued:

➤ Doctors Survey

For this study, Personal appointments were taken to do ophthalmologists survey for “promotional strategies of pharmaceutical companies”. 10 questions were introduced to them. Responses recorded directly on questionnaire. Motive behind this survey is to find ophthalmologist’s expectation from pharmaceutical sales representatives.

- The Promotional Strategies of Ophthalmology products found to follow following strategies in aspects of below parameters,
 - ✓ Visits of sales representatives- approximately 49% of ophthalmologists responded for option 1 i.e. once in a month. So sales representatives should visit once in a month but be regular, also try to enhance better relationship with consultants.
 - ✓ Attention seeking of ophthalmologists- approximately 57% of ophthalmologists responded for option 3 i.e. Information shared by the sales representatives. Is a important factor while detailing. So scientifically based information of products should be shared, Innovative way of presentation of products detailing must followed.
 - ✓ Doctor’s expectation- 62% of ophthalmologist prefers for option 1 i.e. scientific doctor group meetings. So invite them in such group meetings or conference.
 - ✓ Presentation of samples - around 55% of ophthalmologist prefers for option 2 i.e. Samples to be presented on its demand. So sales representatives should ask them in first place for samples after detailing.
 - ✓ Availability- approximately 95% of ophthalmologists responded for option 1 i.e. Yes that availability impacts on prescription decision, so specially take care of availability of products on medical counters.

Limitations to the study:

- Sample size could have been increased to get more accurate results;
- Ophthalmologists and chemists are not ready to provide information easily;
- The time period given for study was very limited.

Suggestions:

The study gives a quite clear picture of market for ophthalmic product and their promotional strategies, also what ophthalmologist expect.

In my opinion, following things should be done to get a better hold on market,

- Strong promotional activity along with clinical data is required to influence the ophthalmologists for prescribing Moxigram. Promotional inputs must be designed based on scientific data and new innovation;
- Current promotional activity should consider scientific group meetings for doctors;
- Sales representatives should be provided with training seminars on communication skills, positive attitude, behavioural science;
- Sales representatives should have good knowledge about their products and current scenario of market;
- Sales representatives should provide sample products frequently on its own;
- Availability of products should be maintained to meet the market demand.

Annexure:

Questionnaire 1 – (Chemist audit form)

CHEMIST AUDIT ON MOXIFLOXACIN

Dr. Name:

Chemist Name:

Place:

Brand	No. of Prescriptions/month	Sales per month (Number of Vials)
Vigamox		
Moxicip		
Milflox		
Moxiblu		
Apdrops		
Moxigram		
4 quin		
Moxtif		
Mosi		
Occumox		

- **What are the top 3 selling brands of Moxifloxacin on your counter?**

1)

2)

3)

- **How much do you sell these top 3 brands per month?**

Brand - 1 _____

Brand - 2 _____

Brand - 3 _____

Thank you for Participation

Questionnaire 2 – (Doctors survey form)

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 will be kept confidential.

Name :

Specialization :

Qualification :

Age :

Address :

Contact :

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 you attention during the product promotion?

Name and fame of the company

Product or brand name

Informations 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 inclinic 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 check-up 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 participation