

A study to understand competition and their promotional strategies for ophthalmology products in Mumbai

Introduction

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 understand ophthalmologist's expectation with pharmaceuticals sales representatives based on their opinion.

Methodology

Study design : Exploratory study

Sampling : Non probability purposive sampling

Sample population : Chemists
Consultants (ophthalmologists)

Sample area : Mumbai

Sample size : Chemists – 100 Respondents
Consultants (ophthalmologists) – 55 Respondents

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.

Findings

❖ Stage 1-Chemist Audit

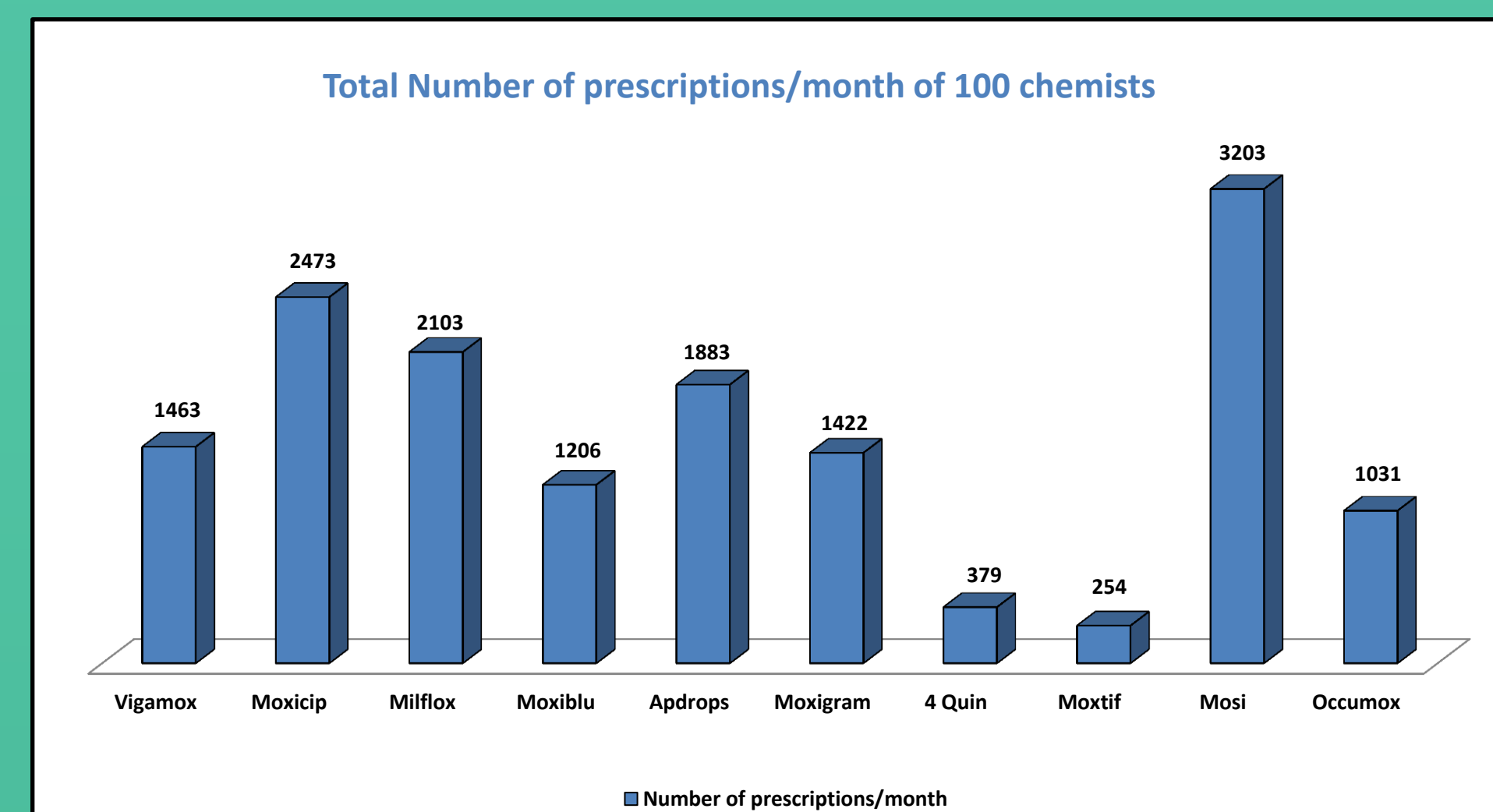


Figure 1- Show representation for number of prescriptions/month responses given by 100 chemists.

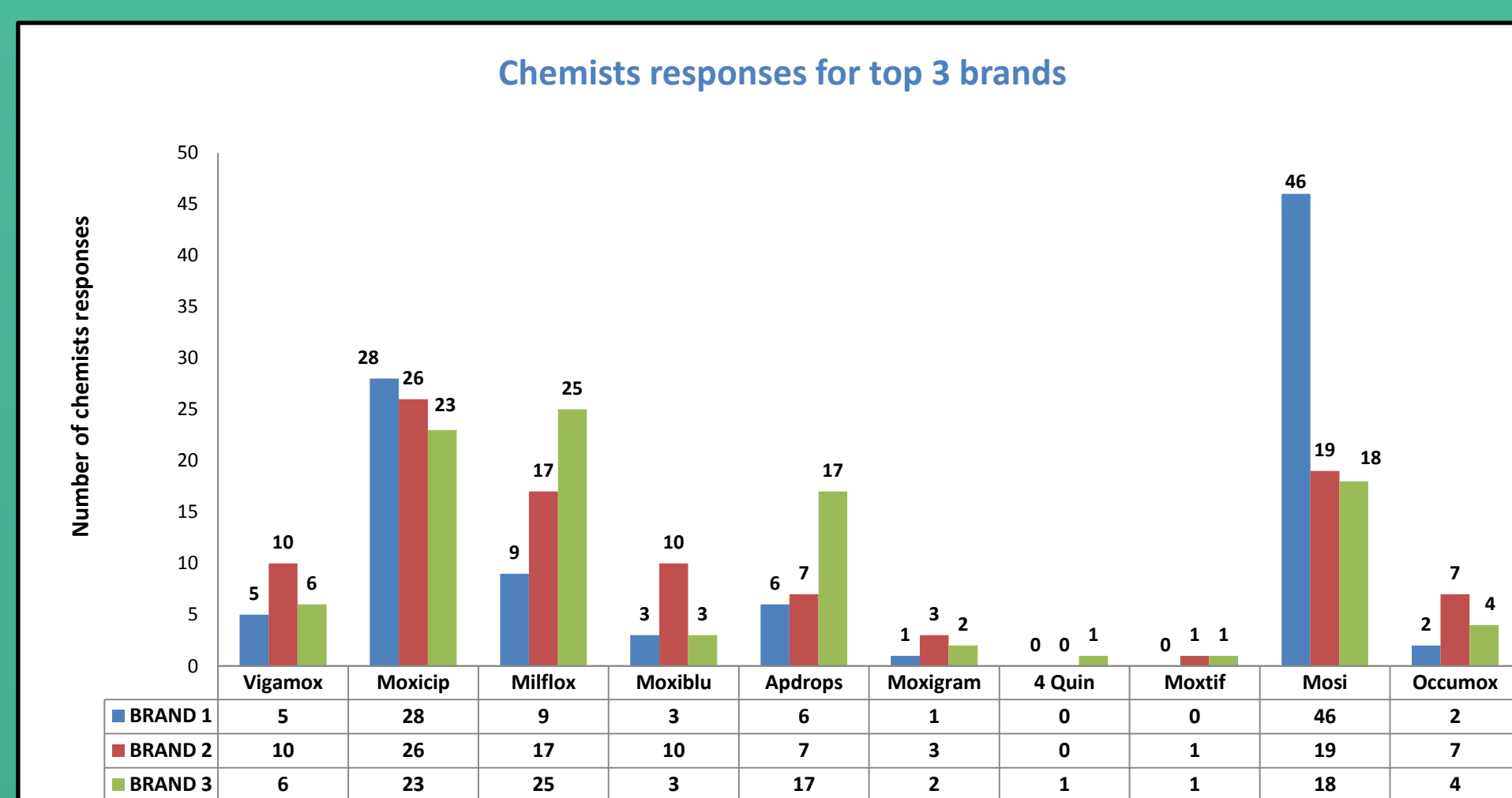


Figure 2- Show representation for Chemists response (100 chemists) for top 3 brands in terms of sales of Moxifloxacin eye drops of 10 different brands.

❖ Stage 2-Doctors Survey

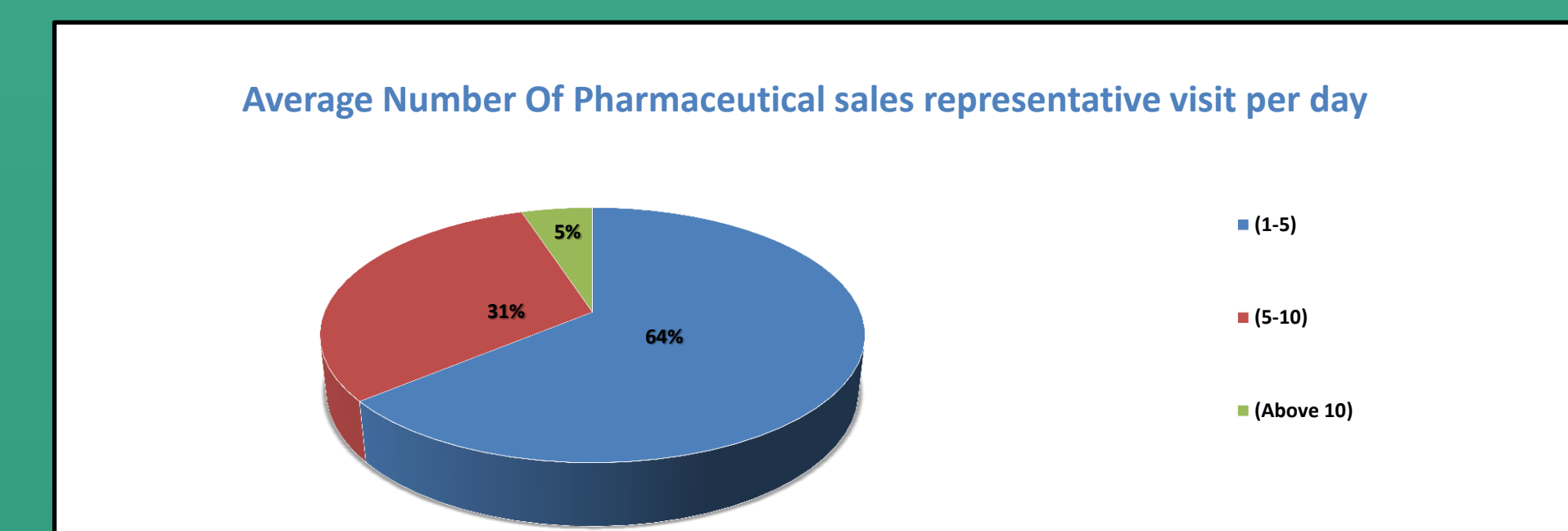


Figure 3-Show representation for total number of visits/month of top 3 brand responses given by 100 chemists

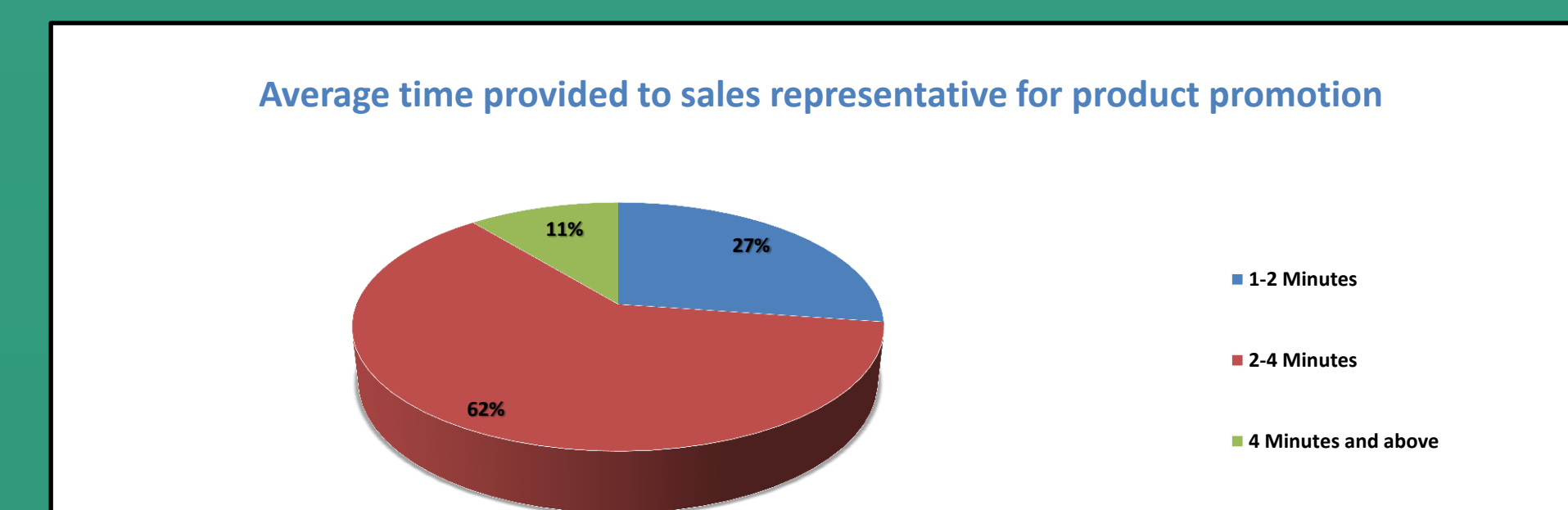


Figure 4- Show representation for the average time provided to sales representatives for product promotion.

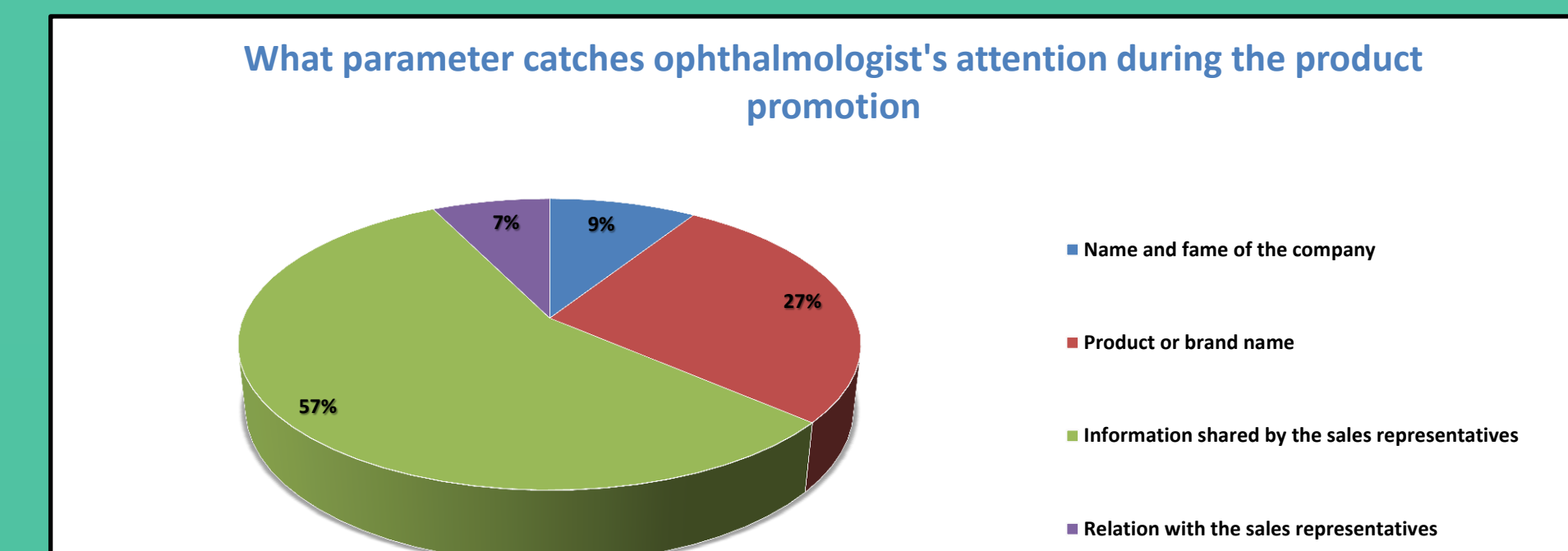


Figure 5- Show representation for what parameter catches ophthalmologist's attention during the product promotion

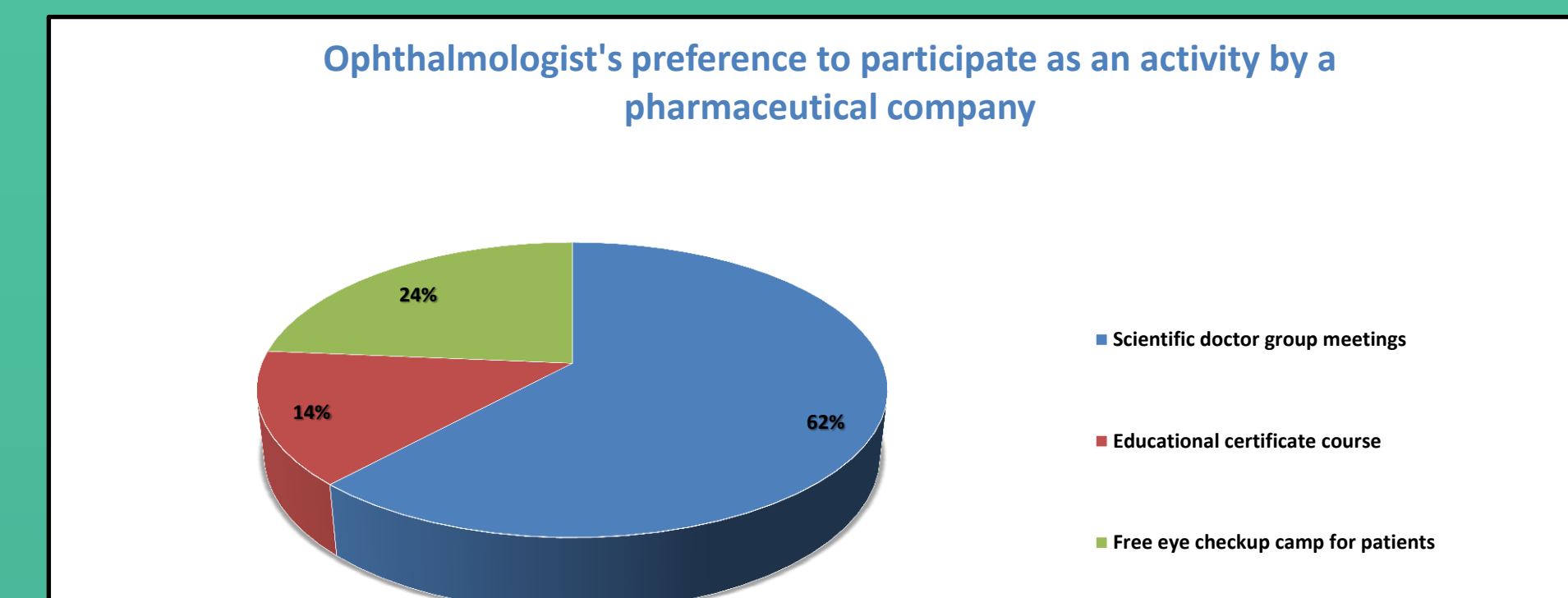


Figure 6 - Show representation for ophthalmologist's preference to participate as an activity by a pharmaceutical company

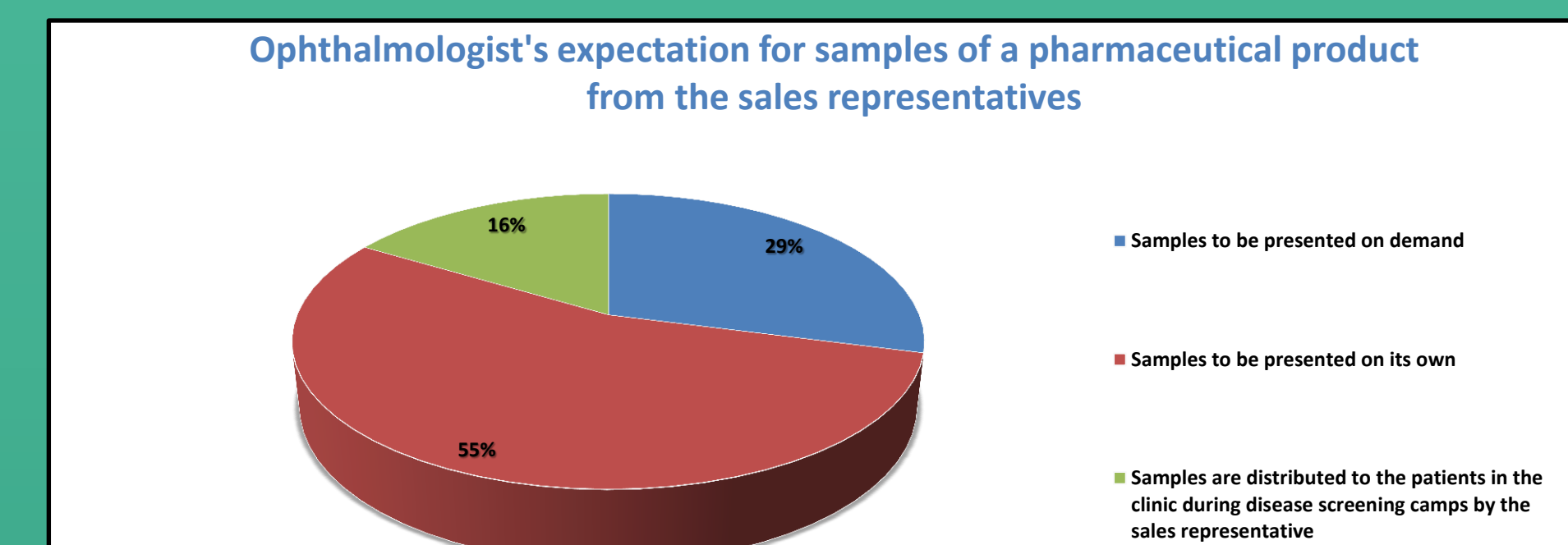


Figure 7- Show representation for ophthalmologist's expectation for samples of a pharmaceutical product from the sales

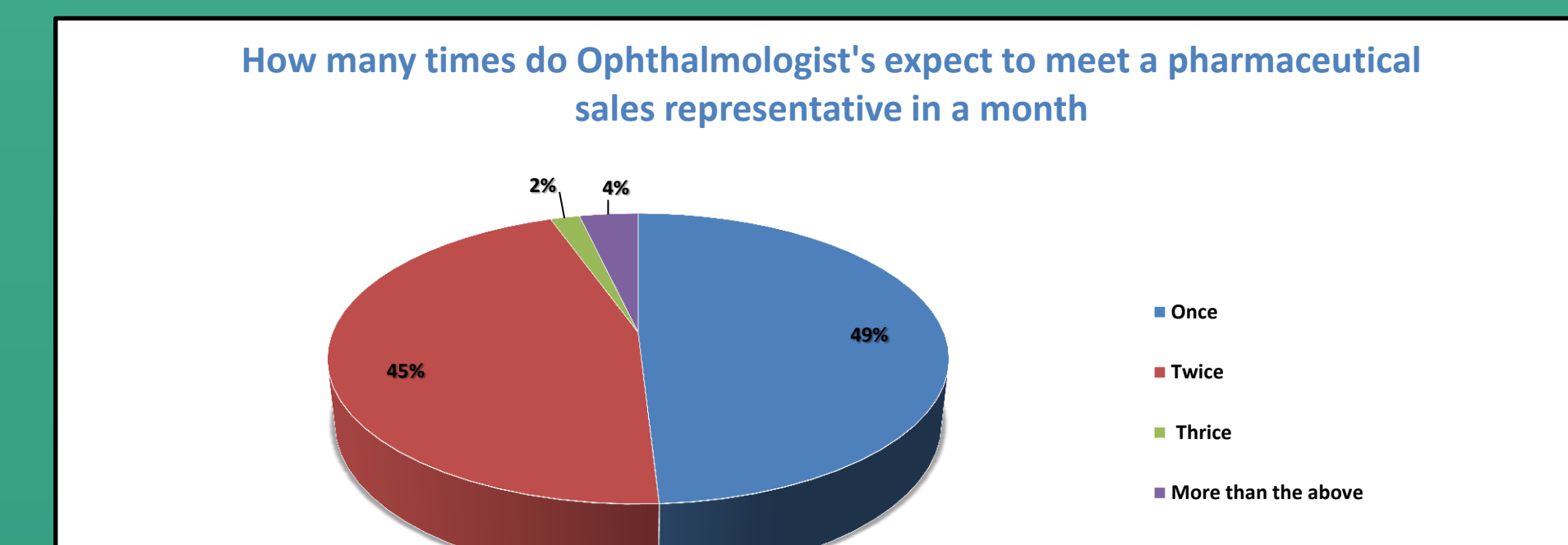


Figure 8 - Shows representation for how many times Ophthalmologist's expect to meet a pharmaceutical sales representative in a month

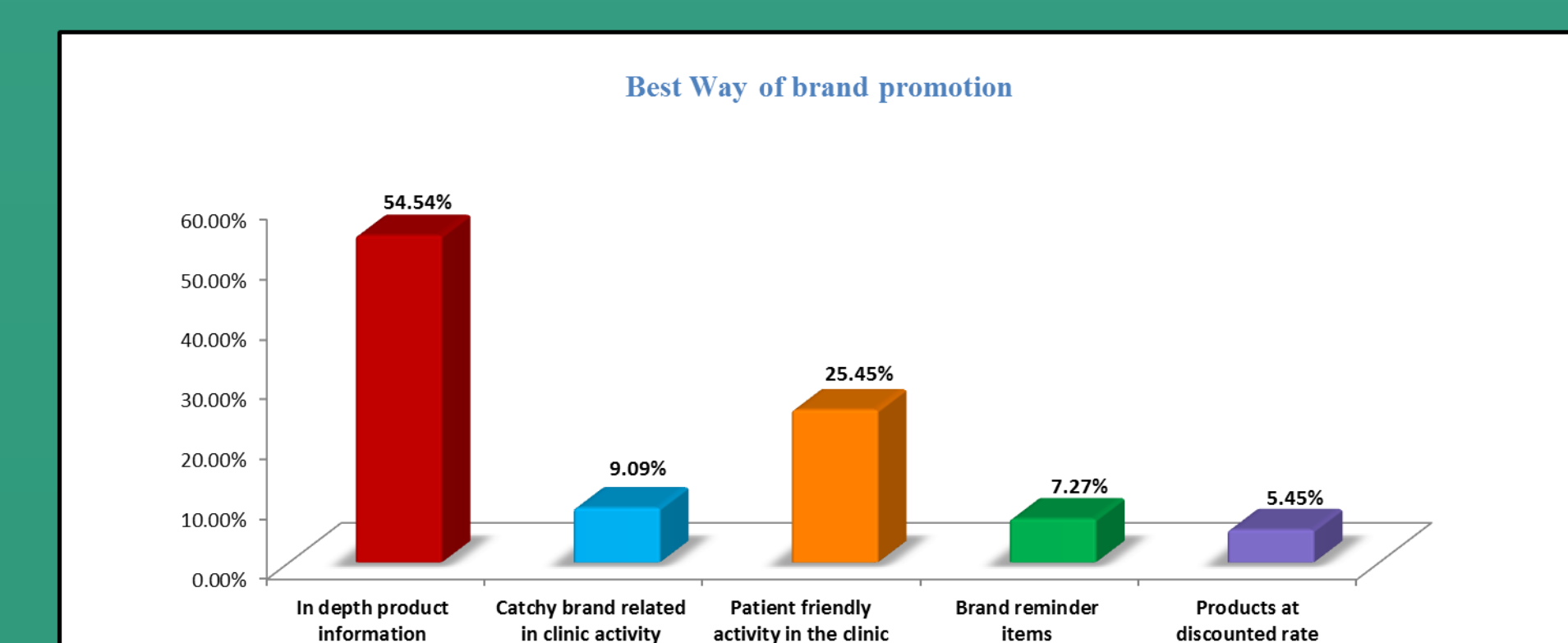


Figure 9 - Shows that percentage responses of ophthalmologists for parameters to consider best way of brand promotion

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
- **Milfloxx (Sun Pharma laboratories Ltd.)** - 2103 prescriptions/month

❖ Doctors Survey

For this study, Personal appointments were taken to do ophthalmologists survey for "promotional strategies of pharmaceutical companies". 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 1 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.

Recommendations

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.