

Introduction

Multiple sclerosis (MS) is a potentially disabling disease of the brain and spinal cord (central nervous system). In MS, the immune system attacks the protective sheath (myelin) that covers nerve fibres and causes communication problems between brain and rest of the body and producing significant physical disability within 20-25 years in more than 30% of patients.

Eventually, the disease can cause the nerves themselves to deteriorate or become permanently damaged. The hallmark of MS is symptomatic episodes that occur months or years apart and affect different anatomic locations.

The project scope involves the study of the Disease Modifying Therapies (DMT's) used for Multiple Sclerosis (MS) treatment. Understand the rare disease i.e. Multiple Sclerosis and Interferon beta-1a class of drugs, their mechanism of action and clinical use & their place in therapy. The project scope also involves the finding of clinician preferences in current DMT's available with the marketing research and developing a market positioning for "PLEGRIDY®" from the above collected data.

Objective

Objective of the Study

The main objective to conduct this research is to understand the Perception of Neurologist about Interferon beta-1a & develop the market positioning for new product launch i.e. PLEGRIDY®.

Primary Objectives:

- To analyze the perception of Neurologists about PLEGRIDY® and its Market Positioning.
- To study and understand the concept and process of marketing research.
- To understand and get the concept of Marketing of Pharmaceutical products.

Managerial Usefulness of the Study

This study helps to understand marketing research basic terminologies & different strategies for market positioning of pharmaceutical product.

Methodology

Sample Design:

Cross-sectional Descriptive study

Sampling:

Non probability convenience sampling

Sample population:

Neurologist

Sample Size:

Respondents: 40

Mumbai: 20

Delhi: 20

Sample area:

Mumbai

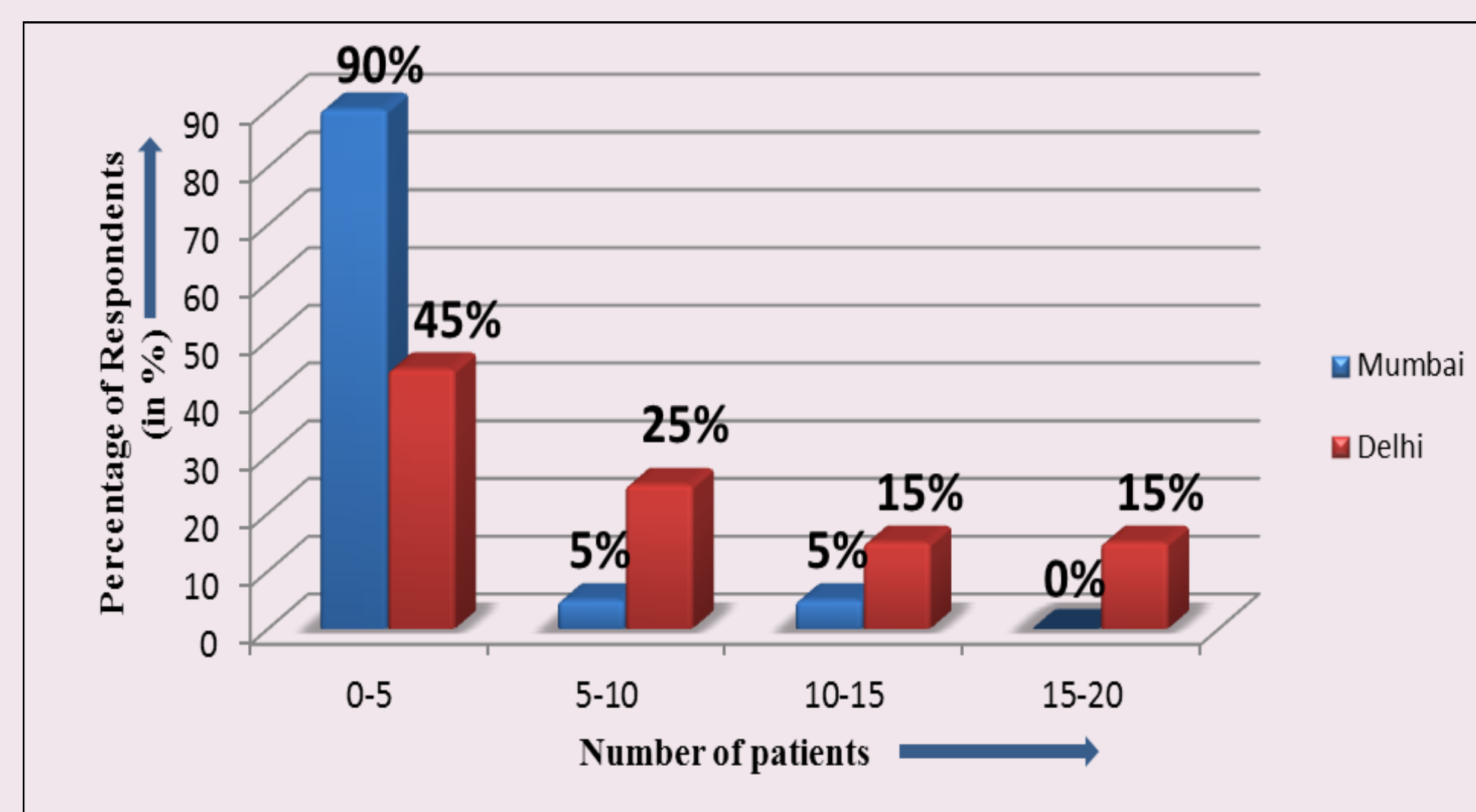
Delhi-NCR

Tool:

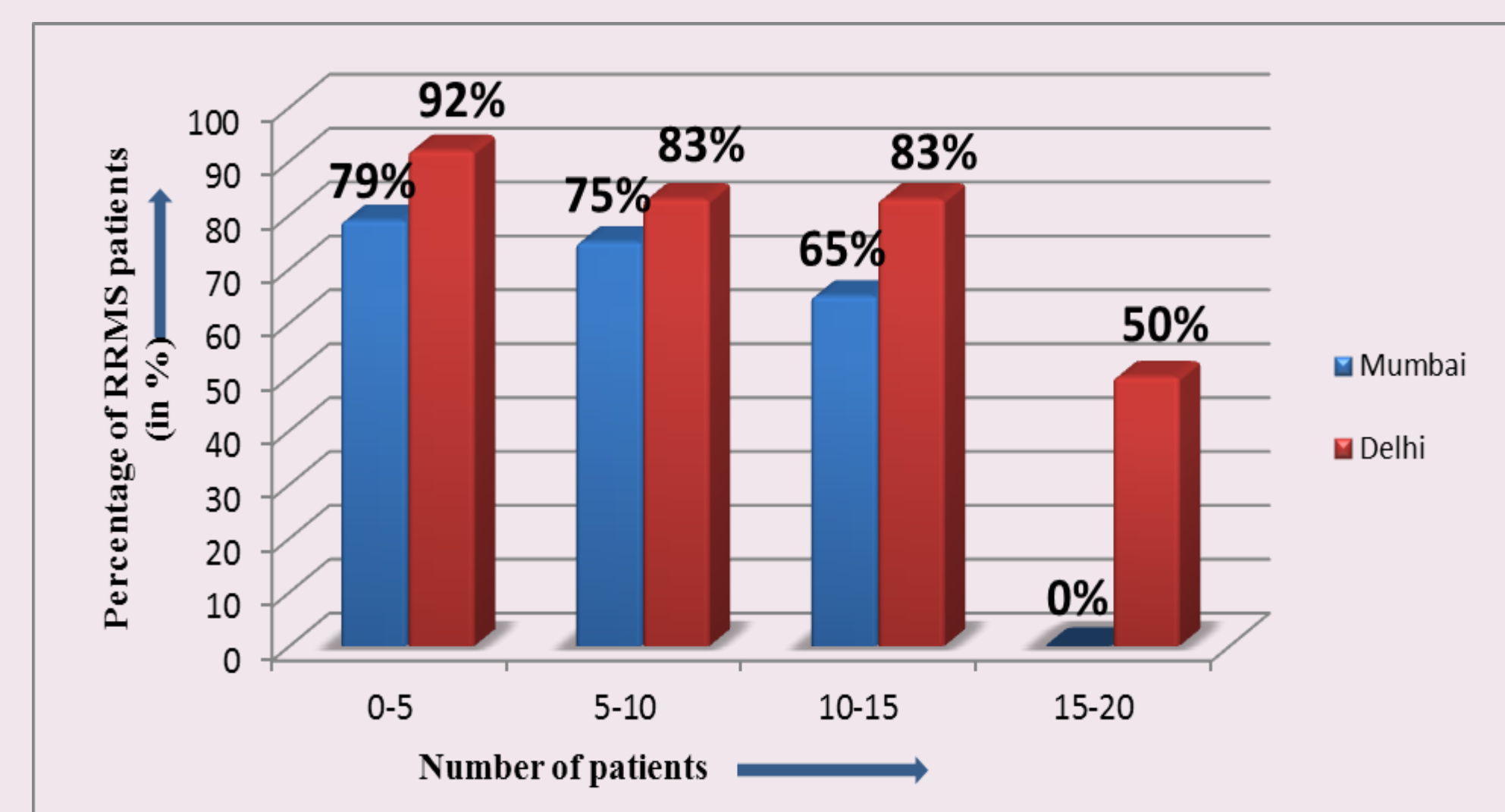
Semi-structured questionnaire to collect primary data
Microsoft Excel to carry out analysis

Findings

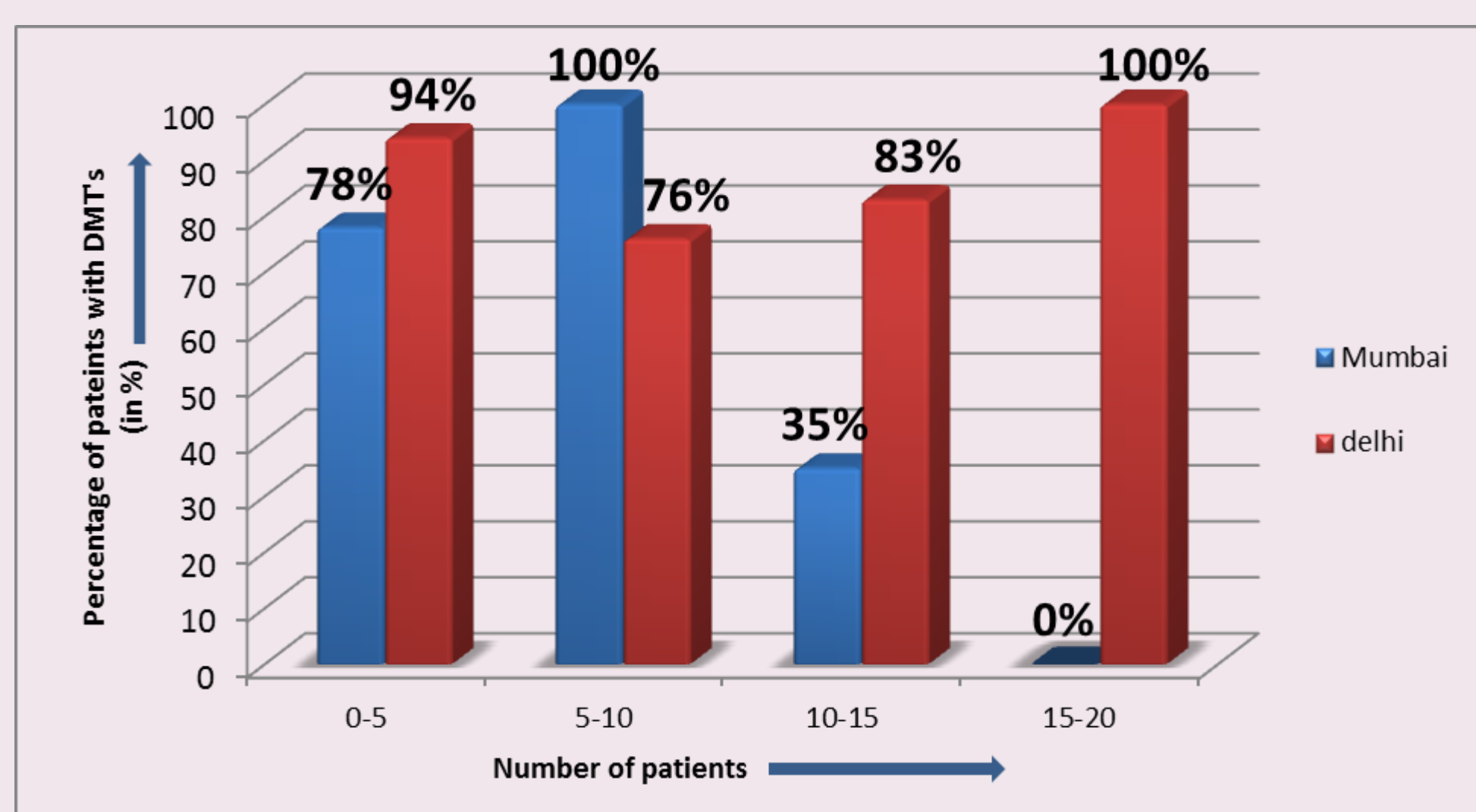
Total No. of MS Patients examine per month



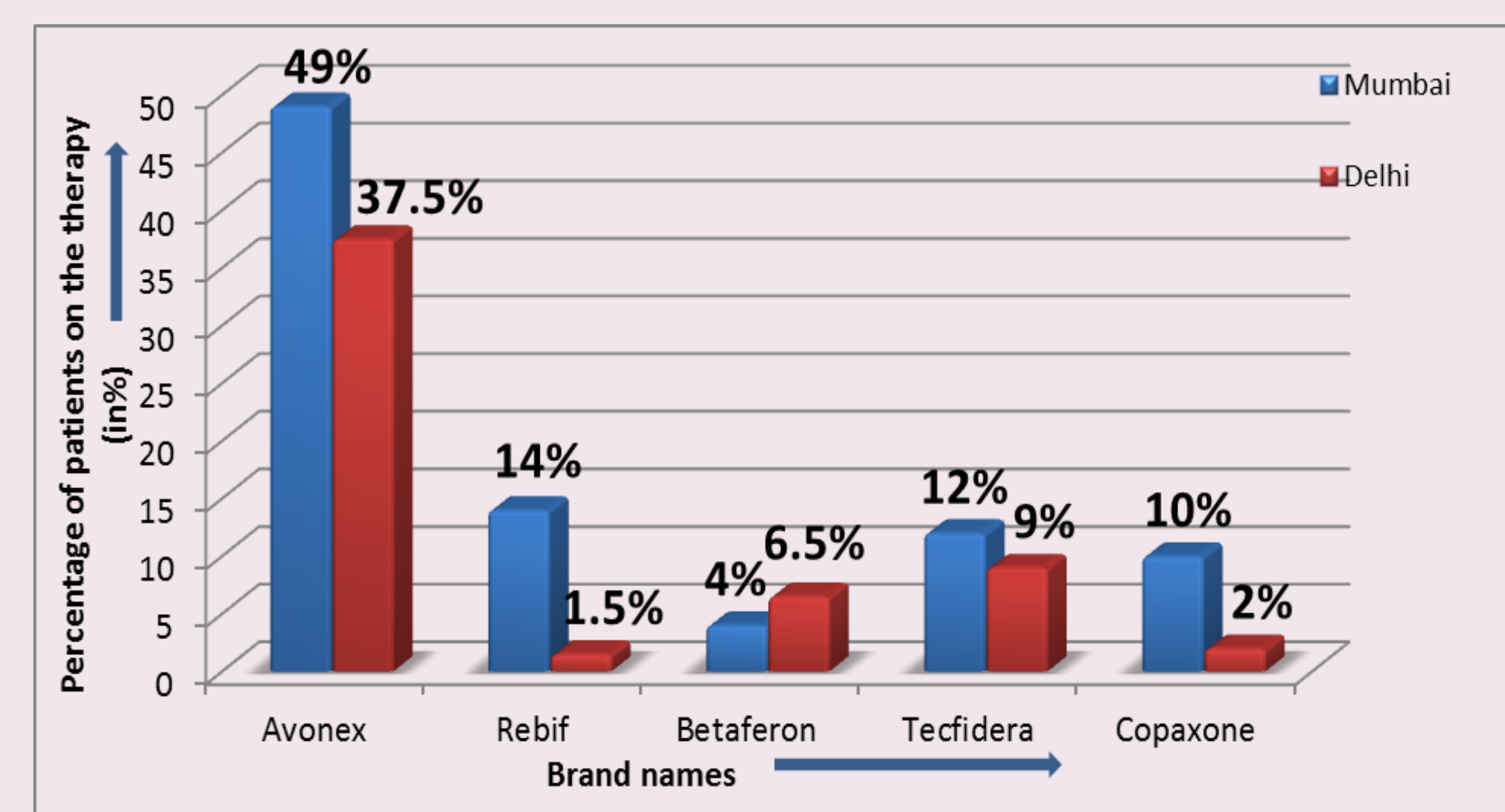
Total No. of Patients examine with RRMS per



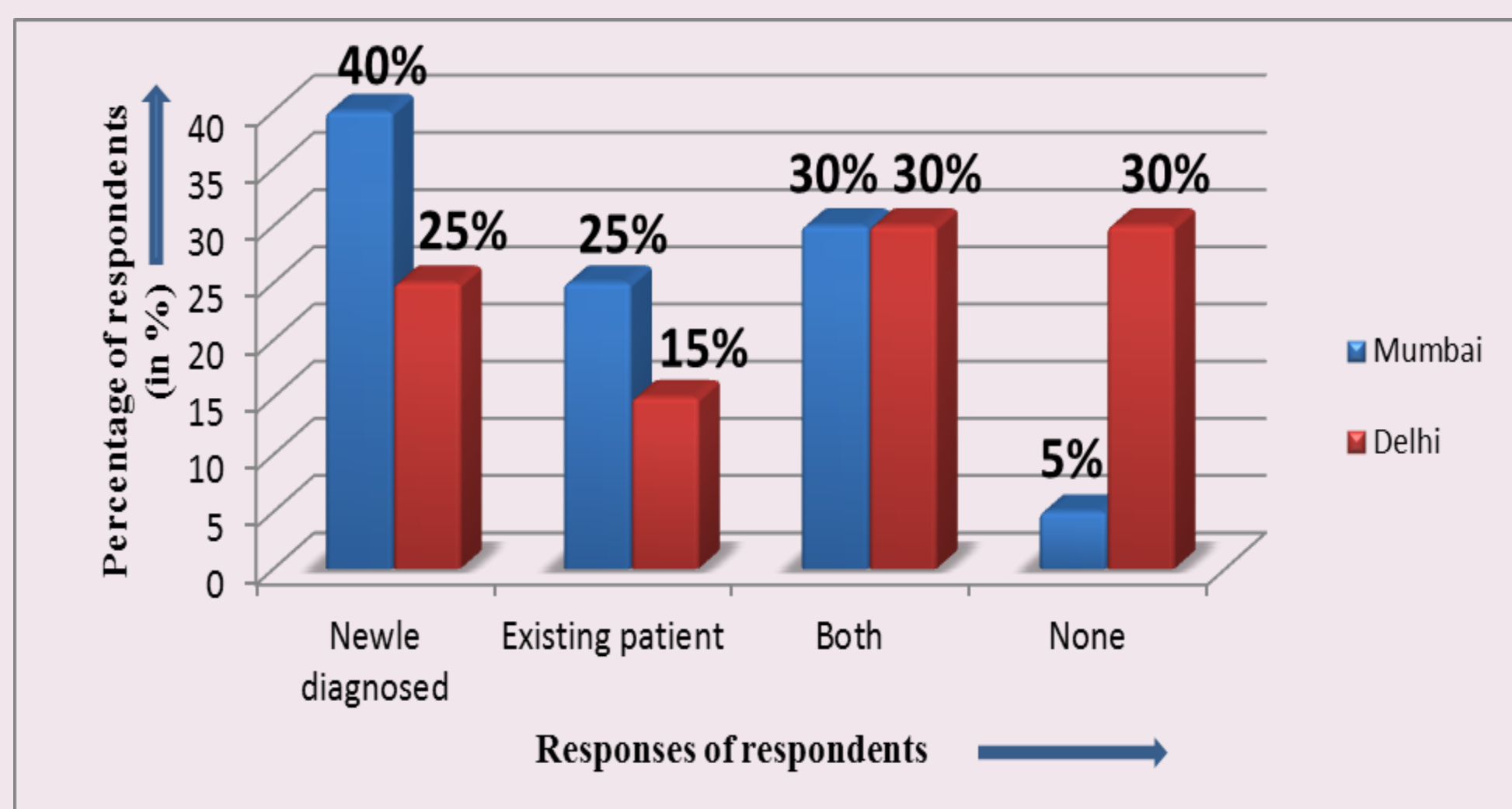
Percentage of patients treated with DMT's



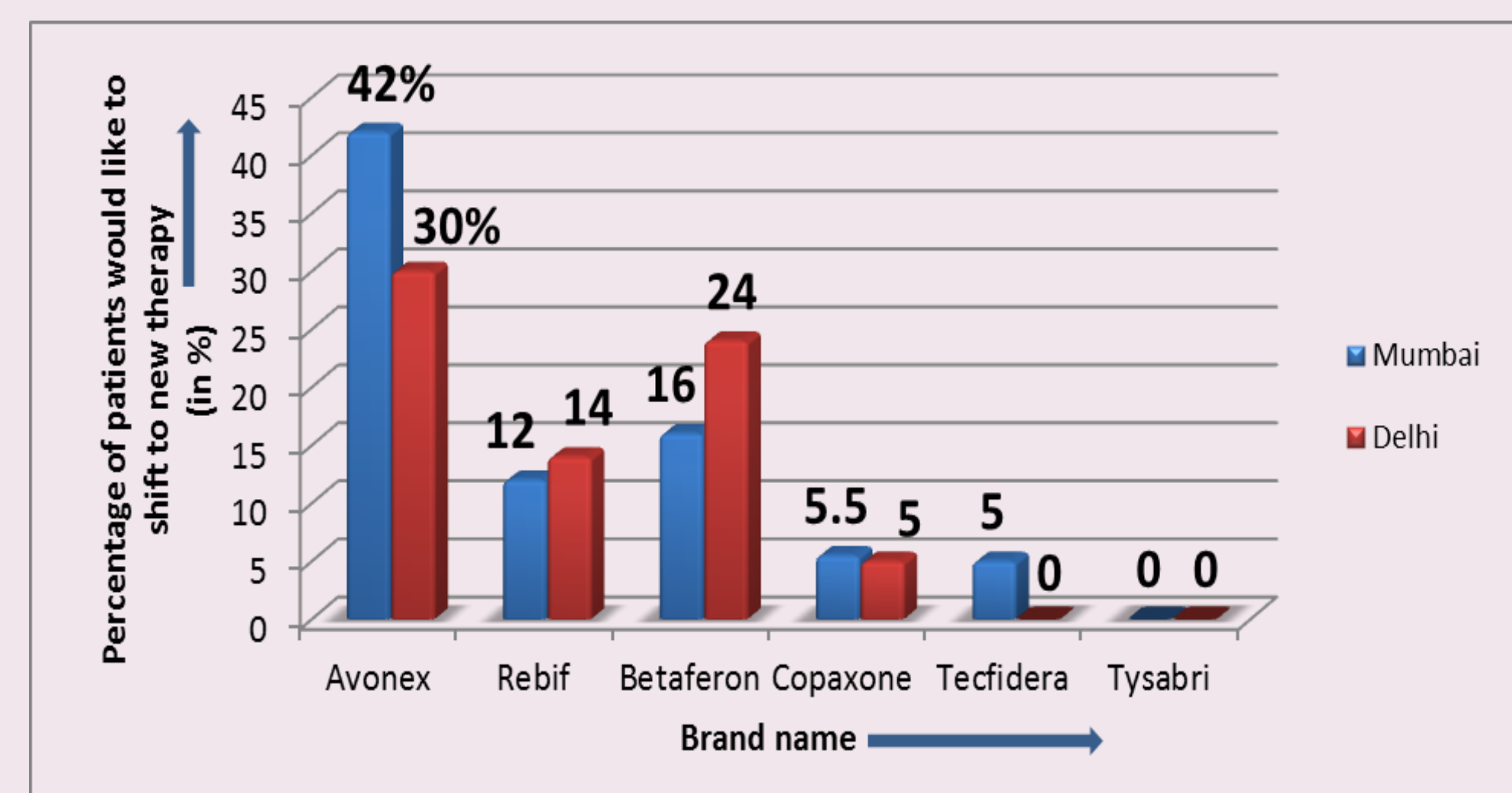
Patients on the following Drugs



Patients preference



Patients shifting



Conclusion

- The Avonex occupying the maximum market shares in DMT category, it would be easy to be replaced by PLEGRIDY®. Since, it is pegylated form to extend its half-life and prolong its exposure in the body, enabling for a less frequent dosing schedule (Once in two week). Prior to its launch and clinical use PLEGRIDY® has been well positioned as Interferon. Hence, it has good positioning in terms of need of extended life and less frequent dosing. Peginterferon beta-1a being one of the safest molecule and ease of administration amongst the DMT's available in the market, it can pick up in the market quiet well. But in the research it has been found that 'Cost' and 'Supportive clinical evidence' are the most important characteristics that doctor seek before prescribing it.
- Hence, it can be considered that the market condition and initial opinion about the product is ideal for the launch of PLEGRIDY®.

Suggestions

- PLEGRIDY® is pegylated form to extend its half-life and prolong its exposure in the body, enabling for a less frequent dosing schedule (Once in two week); it should be market as that way. Its advantages over Avonex should not be counted in its marketing strategy because it will ultimately decrease the market of their own product.
- There is a need of ease of administration of drug for MS treatment, since the PLEGRIDY® should be taken once in two weeks hence PLEGRIDY® should be positioned as ease of administration drug.
- By creating a good positioning statement that will promise an emotional benefit, without stating directly to the patient i.e. route of administration.
- UCB India Pvt. Ltd. should launch this product at competitive price, by keeping in view the sale of Avonex.

References

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- Marvin M. Goldenberg. Multiple Sclerosis Review, journal pharmacy and therapeutic 2012 Mar; 37(3): 175–184.
- Calabresi PA. Diagnosis and management of multiple sclerosis. Am Fam Physician. 2004;70:1935–1944
- <http://www.ucb.co.in>, accessed on June 2nd, 2016.

MARKET POSITIONING AND PERCEPTION ANALYSIS OF PLEGRIDY(Peginterferon β-1a)