

**Summer Training at
Micro Labs Ltd.,
Bangaluru**

**Understanding Competition and their Promotional Strategies for
Ophthalmology Products in Bengaluru**

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**Under the guidance of
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**MBA Pharmaceutical Management
2015-2017**



**The IIHMR University, Jaipur
2016**

CERTIFICATE

This is to certify that **Mr. Hemant Chandwani** has undergone Summer Training in **Micro Labs Ltd (Micro Vision), Bangalore** 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 his future endeavors.

Dr. Sandeep Narula

Associate professor

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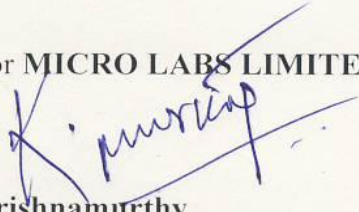
Date: June 14, 2016

TO WHOM IT MAY CONCERN

This is to certify that Mr. Hemant Chandwani, 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 the Competition and their Promotional Strategies for Ophthalmology Products" at Micro Labs Ltd, Bangalore 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

“It would have not been possible without the assistance and encouragement of mention people. This one is certainly no exception.”

On the very outset of this report, I would like to extend my sincere and heartfelt obligation towards the entire person who has helped me in this project. Without their guidance and encouragement, I would not have made headway in the project.

First of all, I am ineffably indebted to our Director, Dr. S.D.Gupta, IIHMR University, Jaipur.

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I would like to express my deep sense of gratitude for my corporate mentor Mr Navneet Kumar Pathak Marketing Manager Micro Vision, Micro Labs

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My faculty mentor Dr. Sandeep Narula Associate Professor, IIHMR University. I am greatly indebted to both of them for providing their valuable time, support and continuous encouragement, without which it would not have been possible to complete this project..

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Executive Summary

The Project assigned was “To Understand the Promotional Strategy of Pharmaceutical companies with Primary Objective Being:

- ✓ To identify the Competition of Ophthalmic Department in the Market
- ✓ To understand the promotional strategies for ophthalmology products
- ✓ To identify the most popular Brand in Ophthalmic Department
- ✓ To determine the most Preferred Brands by Ophthalmologist
- ✓ To understand the expectation of Doctors From Sales Representatives

This Project was Carried Out in 3 Stages:

First stage was carried out with Chemist Audit at various places of Bangalore and collects the information with the help of Questionnaire Prepared Followed by Second Stage which involved meeting the ophthalmologist and conducting the survey. The final stage was - to move ahead with data analytics and conclusion

Stage 1 was carried out in Medical stores of different area of Bangalore followed by Second stage which was carried out in various ophthalmic hospitals and ophthalmologic Clinic

After Meeting Chemist and Ophthalmologist, following findings were observed:

Top 3 Moxifloxacin Brand, their sales and stock

- Top 3 Moxifloxacin Eye drops Brand calculated in chemist was Vigamox, Moxigram and Moxicip
- Sales of these Top 3 Moxifloxacin eye drops recorded was Vigamox (28.36%) Moxigram (24.87) and (23.15%,)
- Stock of these Top 3 Moxifloxacin eye drop Brand found is Vigamox (466 units) Moxigram (414 units) and Moxicip (451 units)

Top Prescribed Moxifloxacin eye Drops

- Vigamox found to be top prescribed antibiotic eye drops with 3069 prescriptions per month followed by Moxicip and Moxigram with 2512 and 1926 prescription per month which is 28%, 23 and 17% of Prescription in the market.
- These 3 brands are covering 68 % of overall market.

Other Top Prescribing Ophthalmic Lubricants

- Lubricant having vast market with total 11865 Prescriptions generated per month
- Refresh Liquigel and Refresh Tears is highly prescribed Lubricants with 2103 and 1775 prescription followed by Lubrex Ds, Lubrex, Moistane Tear Drop and Optive with 1265, 917, 716, 666 and 610 Prescriptions Per Month.
- Refresh Liquigel and Refresh tears covers 32.68% of market in Lubricants while Lubrex and Lubrex DS covers 18.39% of Overall Market.

Best way of Promoting Brands

- Doctors Survey outcomes states that most effective and efficient way of promoting brands to doctors is the information shared by the sales representative about the brands they are promoting.
- Sales Representative should give proper information about the drugs such as Topical effect, side effect, adverse effect. Sharing this information catches the brand and gives good impact on prescriptions.

Top Pharmaceutical companies for Ophthalmic Division

- Alcon with 29.41% response is in 1st rank followed by Allergan, Sun Pharma, Micro labs, Cipla and Ajanta Pharma are the top 6 companies

Expectation of Ophthalmologist from a pharmaceutical sales representative

- Good communication skills while briefing
- In depth knowledge about the products they are promoting
- Provide samples, journals, scientific literatures
- Sometimes Gentle Reminder, Crisp and Clear Promotion

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, topical 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 Carboxymethyl-cellulose for the management of Dry Eyes, Misoft, 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

ry 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.

Introduction

The pharmaceutical industry generally adopt three marketing strategies for promoting their products-

- Free samples to doctors;
- Details of their products explain through various articles and opinion of other doctors;
- Gifts that hold the company logo and details of one or more drugs; and

In general Pharmaceutical representatives also called as medical representatives. The main strategy for drugs marketing is directly to the doctors. In product revenues Most of the expenses spent to sales force of any pharmaceutical company. It comprises anything ranging from 17-20%. Research and development process with times, most of the pharmaceutical industry facing various strategic problems.^[1]

In pharmaceutical industry there has been a significant change. Medical representatives are rearranged throughout the new companies. For eg., same geographical location there are six sales executives for just one company, or different sales force or medical representative for the same drug in different settings of the environment. Finally the result of new aggressive strategy, the hard work and aggressiveness of representatives has also been increasing.

Therefore, they intend to have more frequent visits to clinic and encourage doctors to prescribe drugs and thus increase the sales of the company.^[1]

In this method medical representatives interacting with doctors, and most of the sales executives are coming for a visit on a regular basis as this is the restriction put by doctors of meeting only once in a month that to on a fix time only, Using that opportunity usefulness of their products and push and pressurizing clinicians towards the use of their drugs. It means that basically, there are at least three representatives every day in busy clinic asking for a small meeting to support their product.

Medical representative is backbone of Pharma industry. A pharmaceutical company also select the medical representatives and assigning works to them. The representatives visit the clinic and meet doctors, noncore customer and stockiest as per company norms. Sales team or direct field teams try to influence prescription pattern of doctors in favour of their brands.^[1]

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” .

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,

- Refractive Errors.
- Glaucoma.
- Cataract.
- Age-Related Macular Degeneration.
- Amblyopic.
- 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.

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.

Moxifloxacin is a fourth generation synthetic fluoroquinolone antibacterial agent developed by Bayer AG. Moxifloxacin is also sold in an ophthalmic solution (eye drops) for the treatment of conjunctivitis (pink eye). Its antibacterial spectrum includes enteric Gram(–) rods (*Escherichia coli*, *Proteus* species, *Klebsiella* species), *Haemophilus influenzae*, atypical bacteria (*Mycoplasma*, *Chlamydia*, *Legionella*), and *Streptococcus pneumoniae*, and anaerobic bacteria. It differs from earlier antibacterial of the fluoroquinolone class such as levofloxacin and ciprofloxacin in having greater activity against Gram positive bacteria and anaerobes. Because of its potent activity against the common Respiratory pathogen *Streptococcus pneumoniae*, it is considered a “respiratory quinolone.

Objective

- ✓ To identify the competition of ophthalmology products
- ✓ To understand the promotional strategies for ophthalmology products
- ✓ To identify the most popular Brand in Ophthalmic Department
- ✓ To determine the most Preferred Brands by Ophthalmologist
- ✓ To understand the expectation of Doctors From Sales Representatives

Methodology

Research design:

Exploratory study

Sampling design:

Sampling

Non probability purposive sampling

Sample population:

Chemists

Consultants (ophthalmologists)

Sample area:

Selected Area of Bangalore

Sample size:

Chemists – 100

Consultants (ophthalmologists) – 51

Findings and Interpretation

1. Chemist Audit

Brands, sales and Stocks of top 3 Moxifloxacin Eye Drops

It is found that the top 3 brands of Moxifloxacin eye drops are Moxicip, Vigamox and Moxigram in term of total responses by chemist Moxicip covers 27.00% if total brands followed by Vigamox 25.33% and Moxigram 24.67% respectively. These 3 Top selling eye drops covers 77% of market in both prescription and floating,

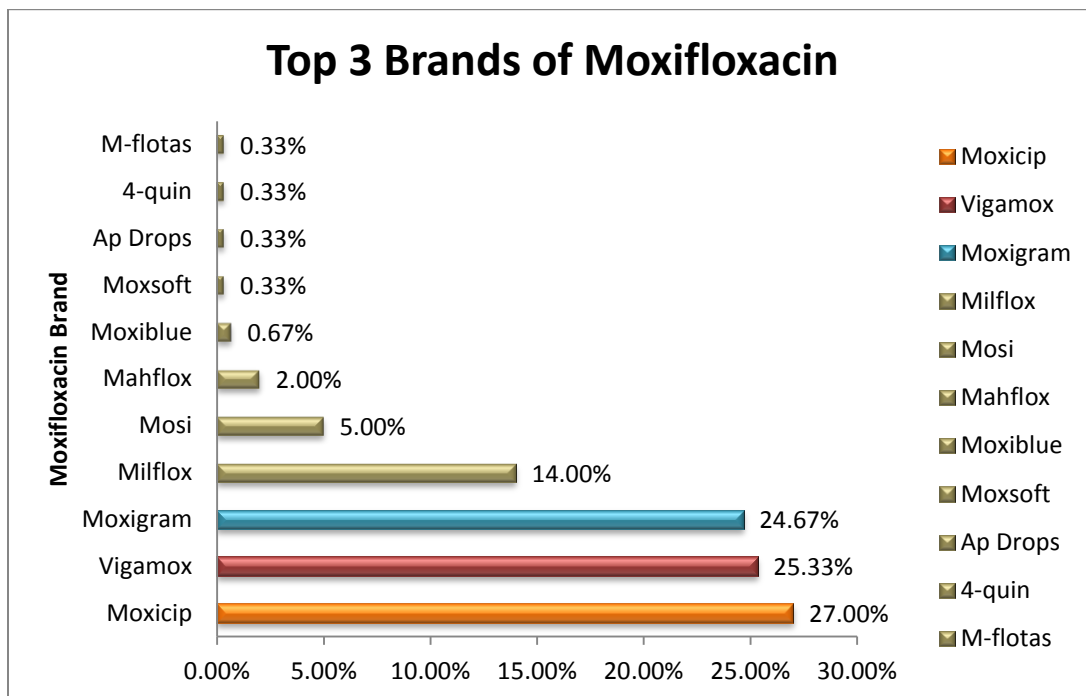


Figure 1: Top 3 Brands of Moxifloxacin eye drops

Sales of Vigamox is high as compare to Moxicip and Moxigram which is found to be 1246 units/month for Vigamox followed by Moxigram 1093units/month and Moxicip 1017units/month.

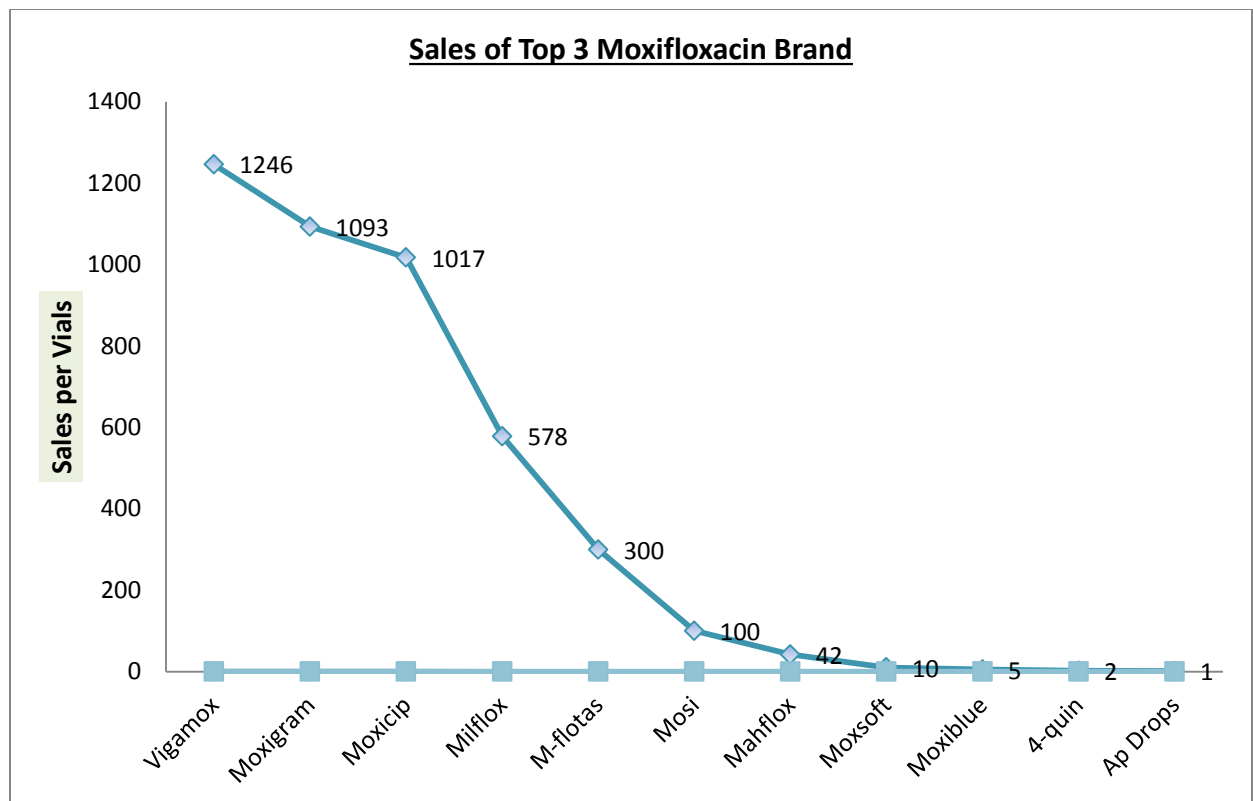


Figure 2: Sales of top 3 Moxifloxacin eye drops

Sales of these 3 top selling drugs shows the strong position in the market which cover about 76% of Market. These top 3 drugs are flourishing in the market and covering more than 1/3 part of sales. Prescription and floating of these eye drops are high.

Availability of Product in the market plays very important factor in flow of product in the market because if the product is not available in the market there are the chances of harm in prescriptions, prescriber can shift from one brand to other if there is availability of product in the market. To maintain the flow of product in the market company should ensure the stock level in the market.

The availability of these top 3 Moxifloxacin product is good. Stock level of Vigamox is 466 units followed by Moxicip id 451 units and Moxigram 414 units at the respondent Chemist shop which is shown in the graph below.

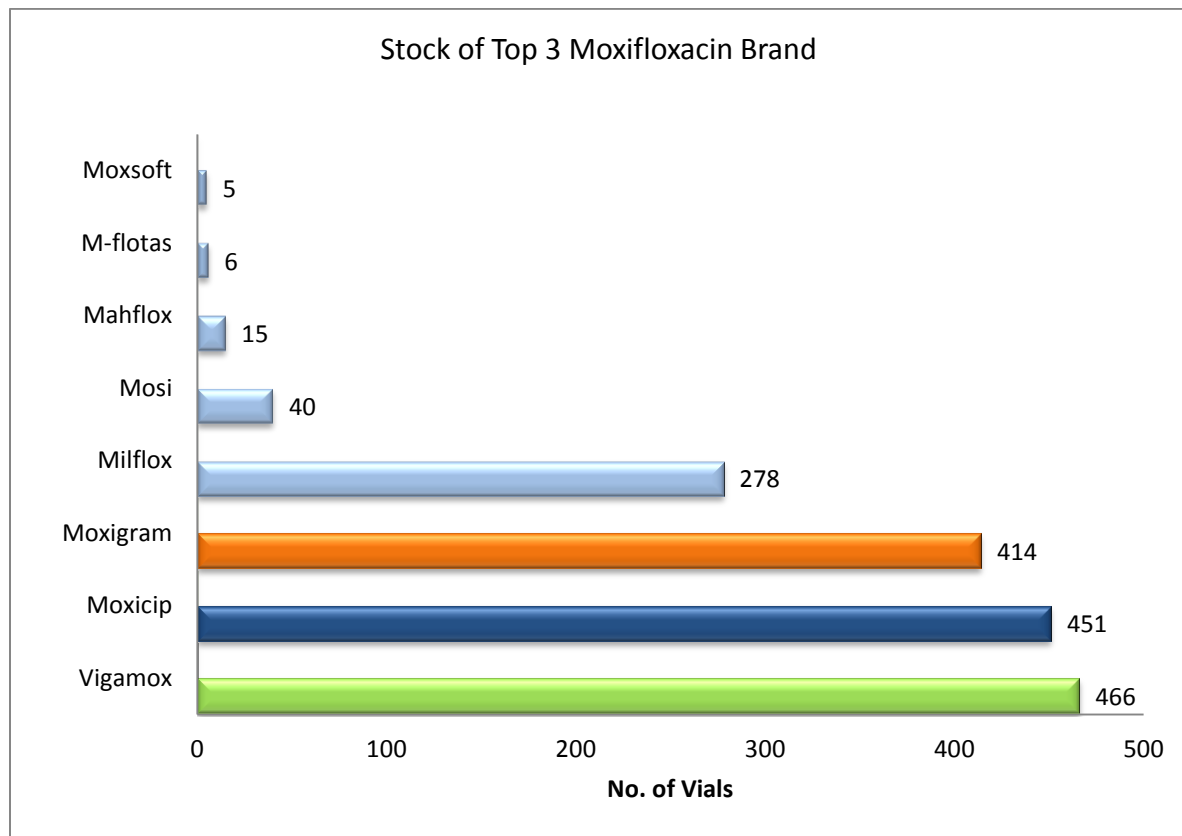


Figure 3: Stock level if top 3 Moxifloxacin brand products

Overall Stock of Moxifloxacin eye drops

Overall availability of Moxifloxacin eye drops is good as to sustain sales of any product availability is the priority for all Pharmaceutical companies.

It is clear in the graph plotted below after analysis of chemist audit that stock level of running brands are high then other. Stock level of Moxicip is 1241 units followed by Moxigram(974), Vigamox(940) and Milflox(637).

Running products in the market having good number of prescription and equal number of floating also which enable the chemist to dispense the same product consumer is asking of written in the prescription and protect the shifting of prescription towards other brand.



Figure 4: Stock of Moxifloxacin eye drops in retail medical counters

Number of prescription per Month

The primary objective of pharmaceutical companies is to generate good number of prescription to increase the sales and for that major companies are investing cost to attract doctors toward their product. Generating Prescriptions are the life line for the growth in market.

Many brands are successful in achieving their objective generation prescription for their product. It is found that many products achieved their objective of generating prescription in which Vigamox generating high number of prescription which covers about 27.75% of overall prescription per month followed by Moxicip (22.72%) Moxigram (17.42%) and Milflox (12.81%)

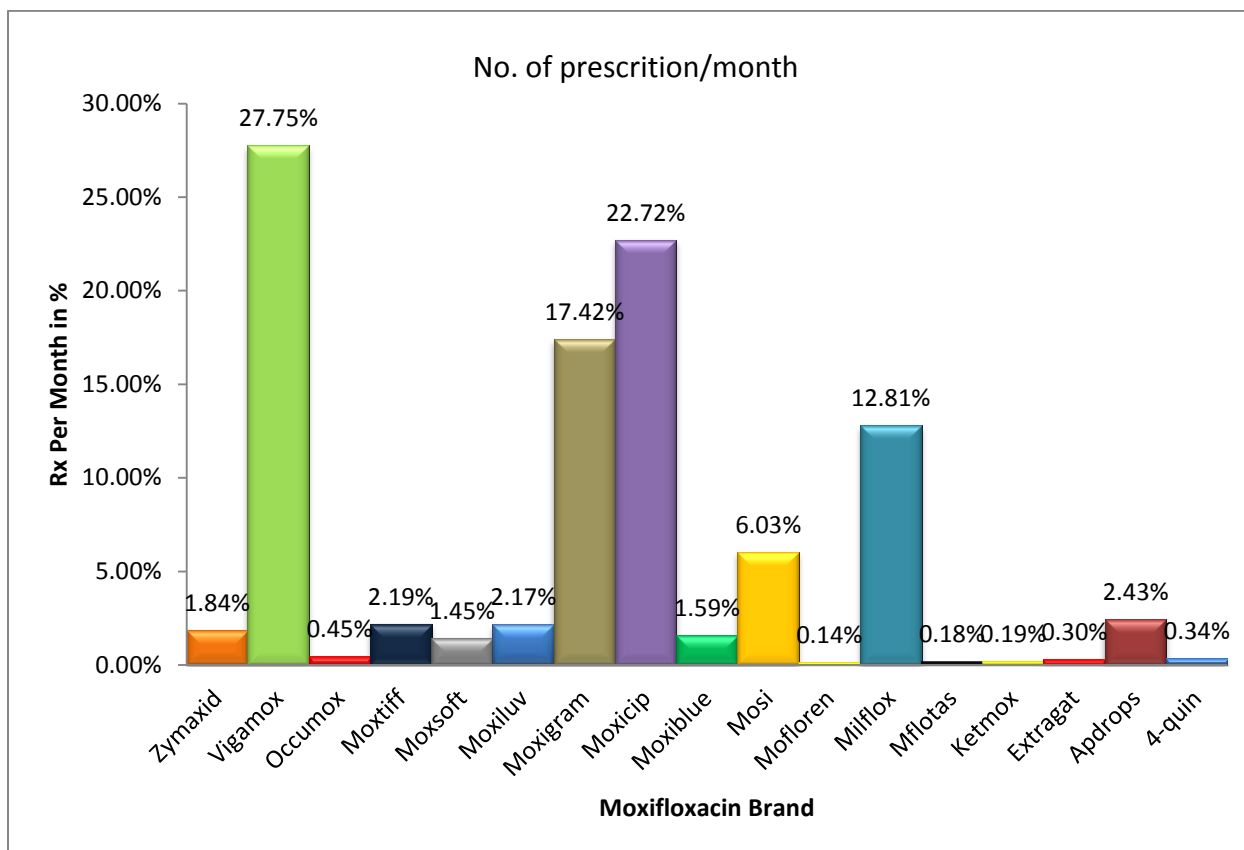


Figure 5: Number of prescription per month for Moxifloxacin

Prescriptions of Ophthalmic Lubricant per Month

As discussed Prescription generation is a vital part in Pharmaceutical industry, lubricants are also having competitive market. There are number of Lubricant present in the market but few only able to produce sales. This is possible because all these products are able to generate prescription.

In which Refresh Liquigel generate 2103 prescription per month which is 17.72% of total prescription followed by refresh tears 1775 Rx/Month (14.96%), Lubrex DS 1265 Rx/Month (10.66%), Lubrex 917Rx/Month (7.73%) of overall Prescriptions per month. There is a huge opportunity for the Pharmaceutical companies in this section of ophthalmic product.

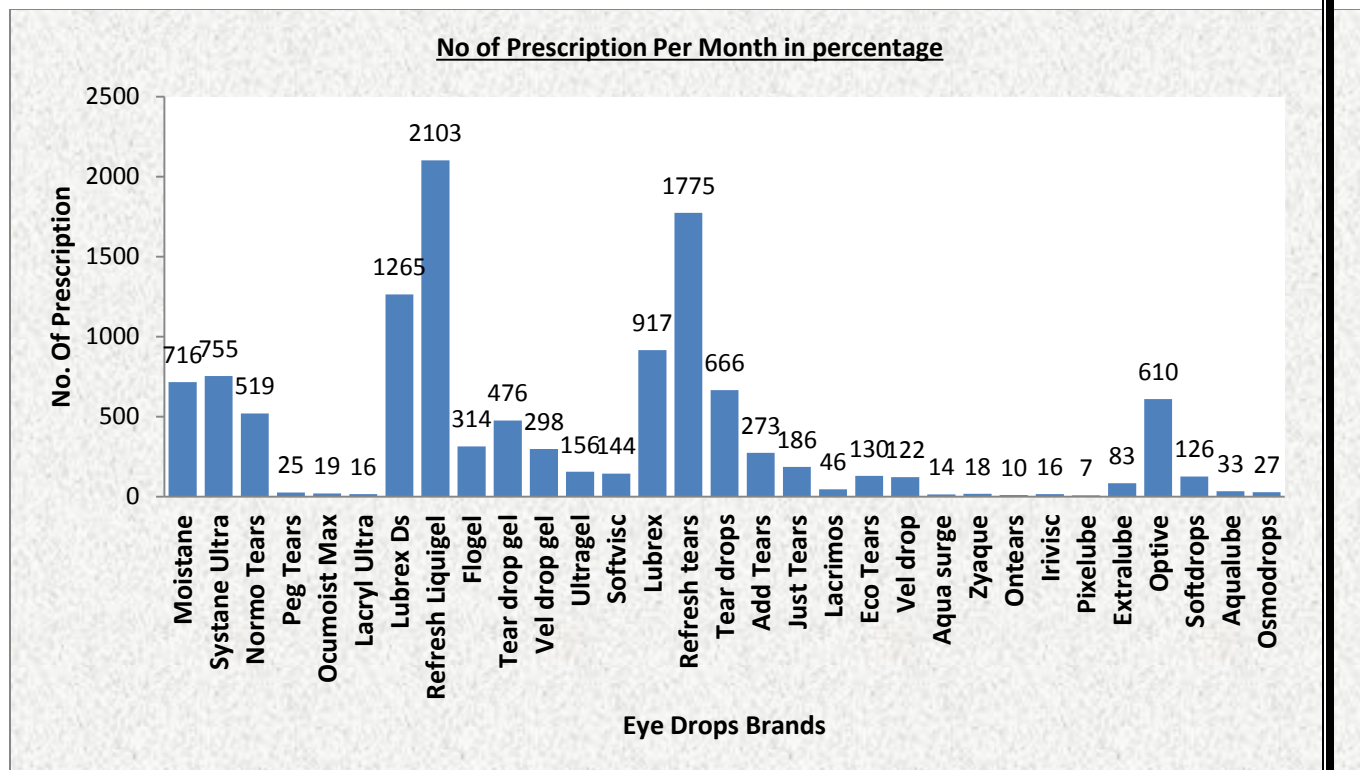


Figure 6: Number of Prescription for Lubricants per month

2. Doctor Survey

Average Visit of Sales Representative

Pharmaceutical companies investing good amount in Sales team to increase sales and get prescription for their Brand. It is important for sales representative to visit doctors regular. It help the prescriber to remind the brand at the time of writing prescriptions.

It is found that on an average 1-5 sales representatives visit doctors and remind their brands with the help of brand reminder items, product sample and other promotional items.

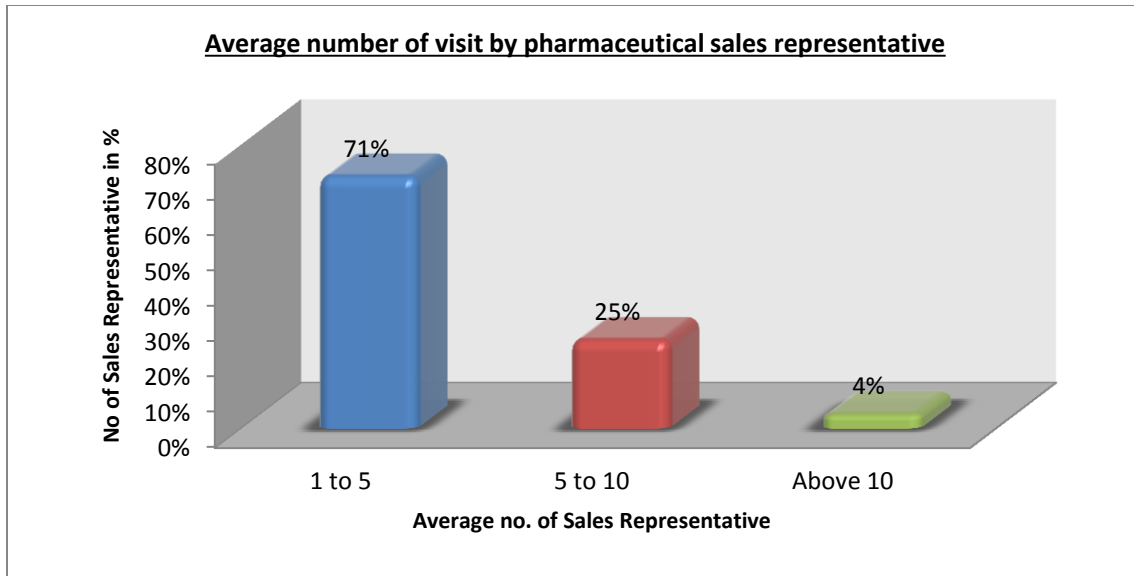


Figure 7: Average number of sales Representative visit

Time provided to each sales representative

It is found that on an average 72.55% of sales representative spend 2 – 4 minute in doctors cabin and 27.45% of sales representative take 1-2 minutes. It is because of their timing and schedule, during OPD when doctors are busy Sales representative should know how to recall his product in short time.

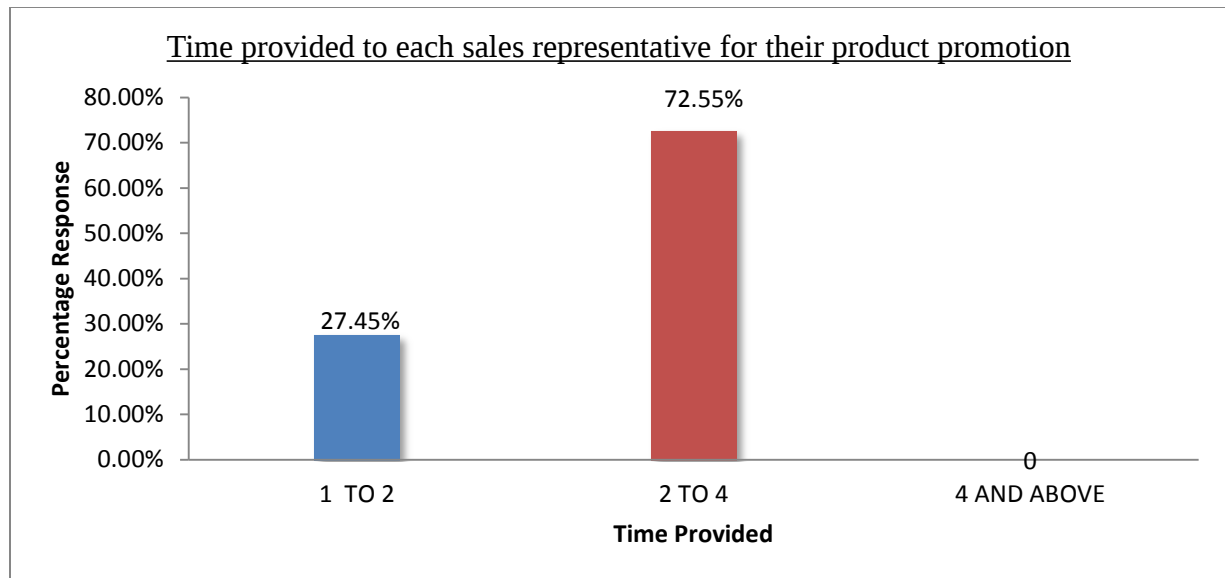


Figure 8: Time Provided by doctors to each sales representatives

Time spent in doctor's cabin is very important because it helps in reminding brands while prescribing. It required good communication skills to interact with doctors and spend good amount of time. Sales representative must work on their verbal and non verbal communication skills.

Product Promotion

Product Promotion is important to introduce product in front of prescriber. There are various methods of Product Promotion from which 74.51% Prescribers said that information shared by the sales representatives catches their attention. So, sales representative should know the pros and cons of the Product they are promoting.

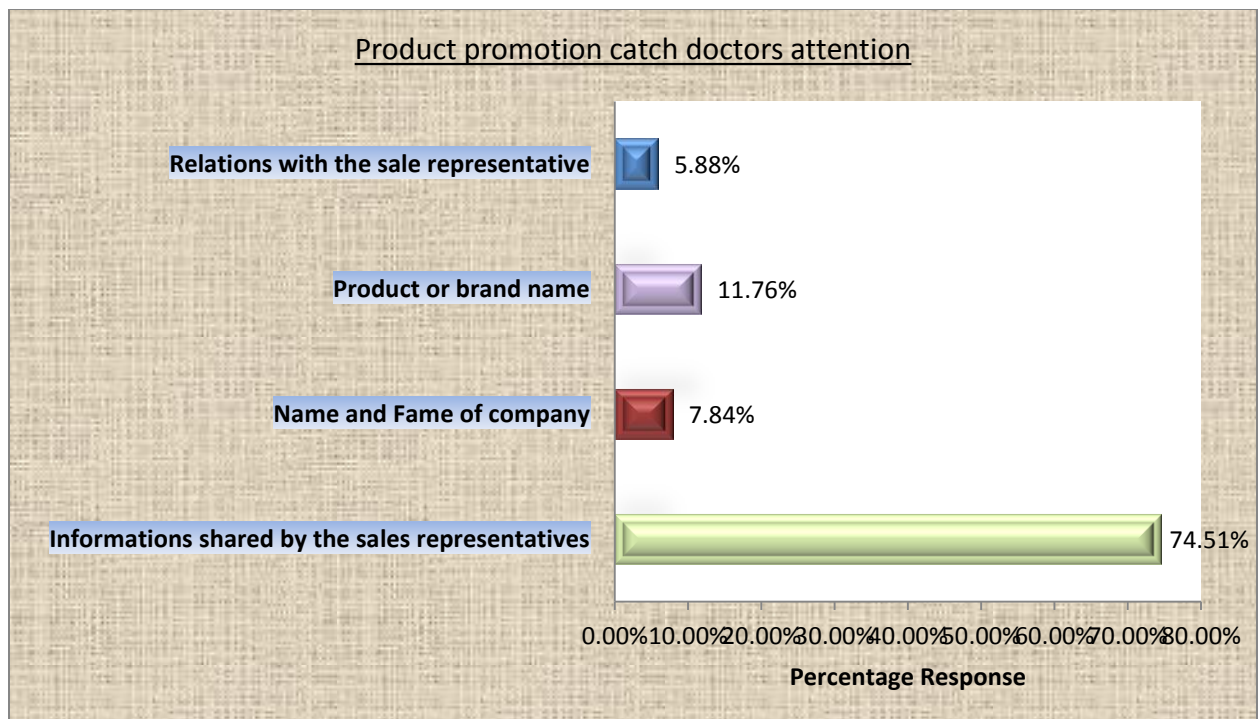


Figure 9: Product promotion catches Prescribers attention

Brand Promotion Activity

Pharmaceutical companies investing high amount in promotional activity of their product, In Prescription Drugs promotional activity is directly related to prescriber.

Figure 10 clearly shows that 41.18% of Prescribers responded that in depth Product information is the effective brand promotion activity and 21.57% prescriber responded its good brand promotion activity, followed by catchy brand related in clinic activity where 7.84% prescriber responded best and

Patient friendly activity in clinic is supported by 19.61% but 23.53% said they were ok with it and 17.65% Prescriber were neutral.

Brand reminder items as brand promotion is rated best by 7.84% but 21.57% was ok with it and 25.49% prescribers was neutral about it.

It is found that Product at discounted rate was preferred by 9.80% of prescribers where 27.57% prescriber was ok with it and 15.69% prescriber was neutral

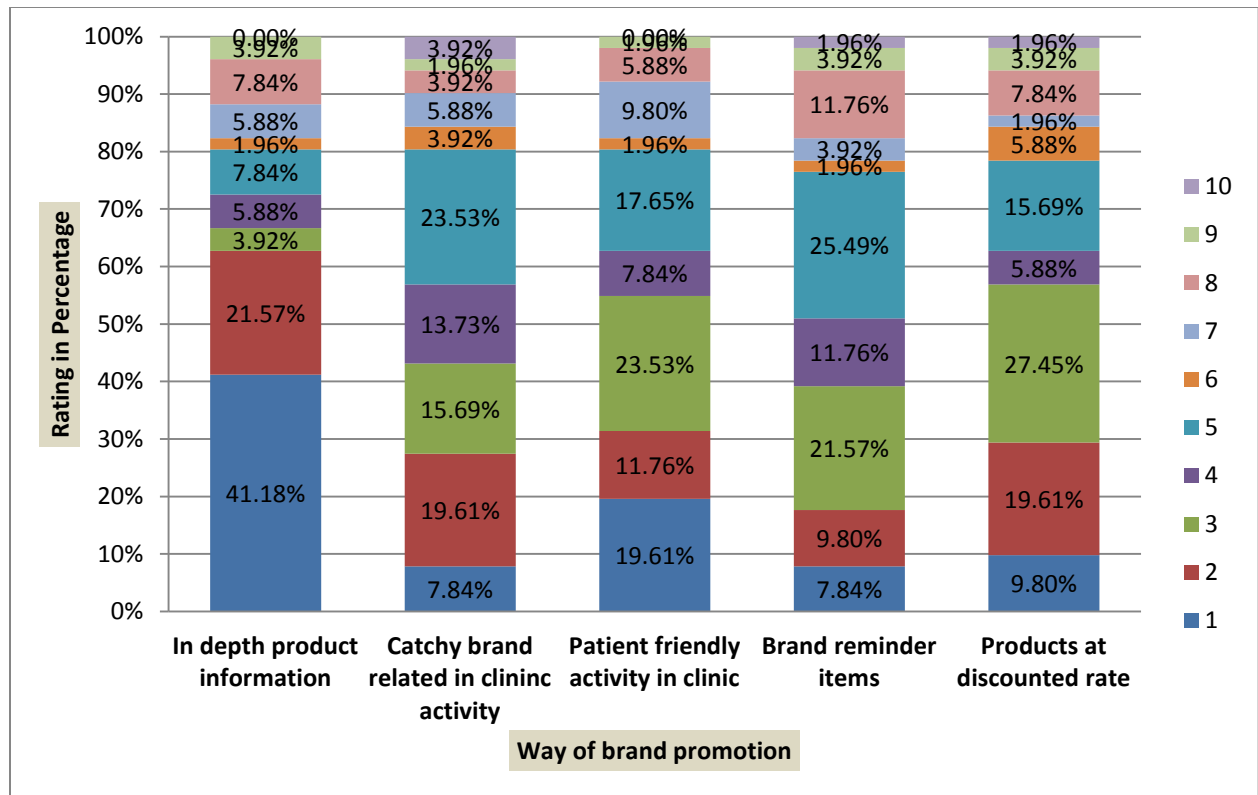


Figure 10: Rating of Brand promotion activity

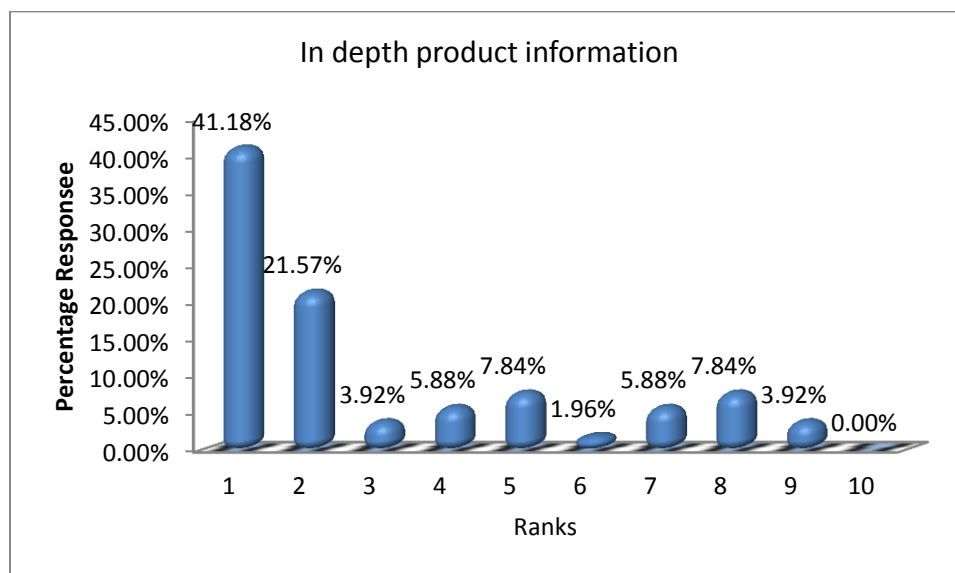


Figure 11: In depth Product Knowledge

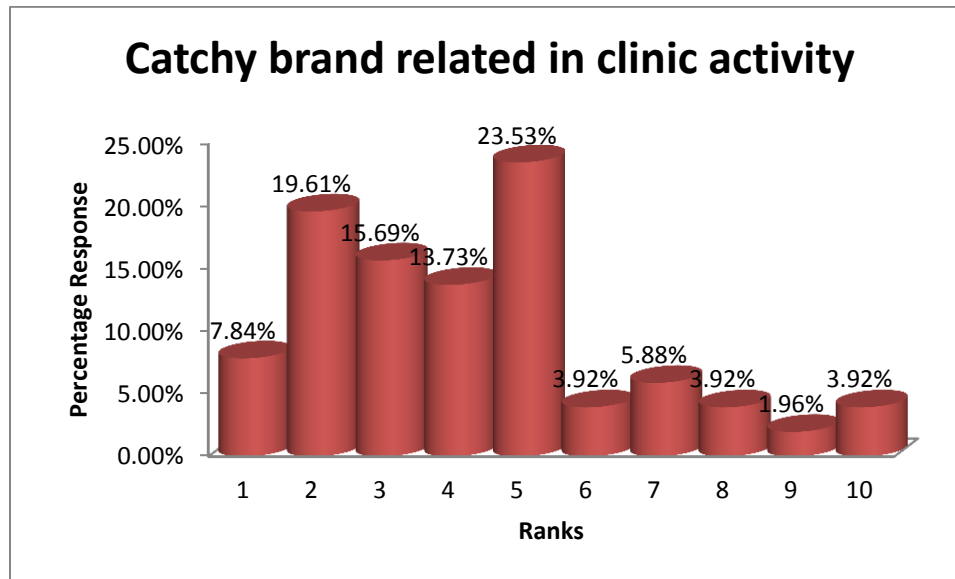


Figure 12: Catchy brand related in clinic activity

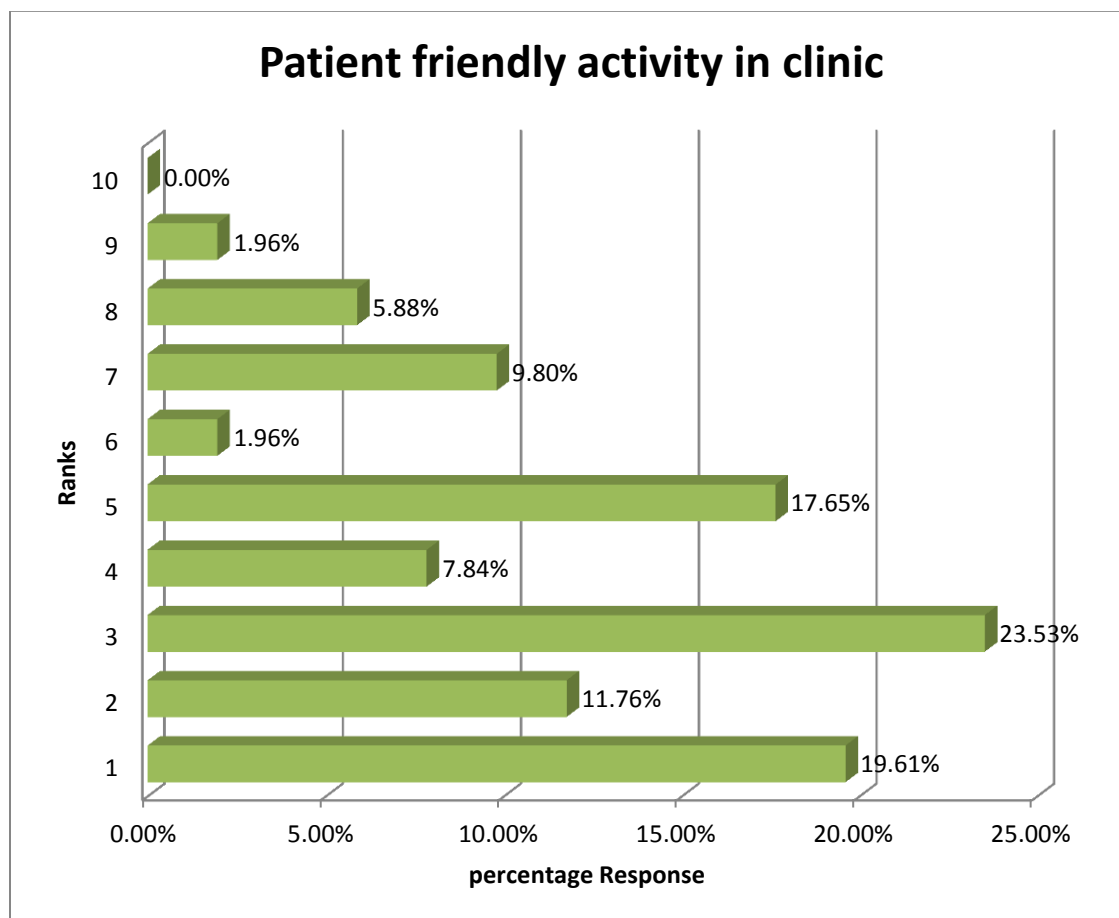


Figure 13: Patient friendly activity in clinic

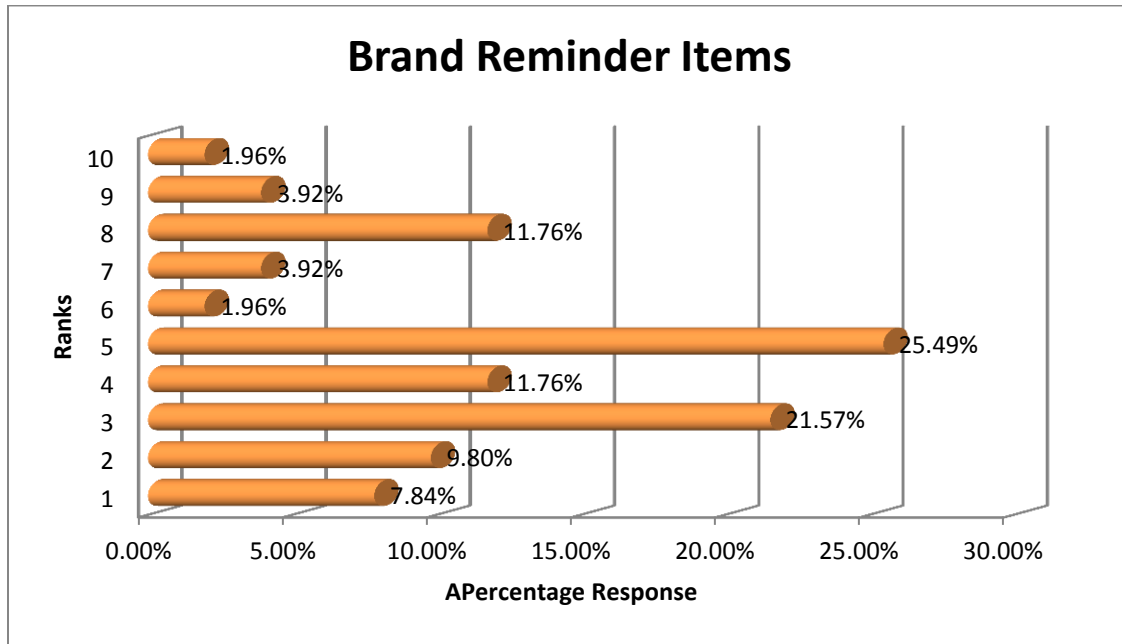


Figure 14: Brand Reminder Items

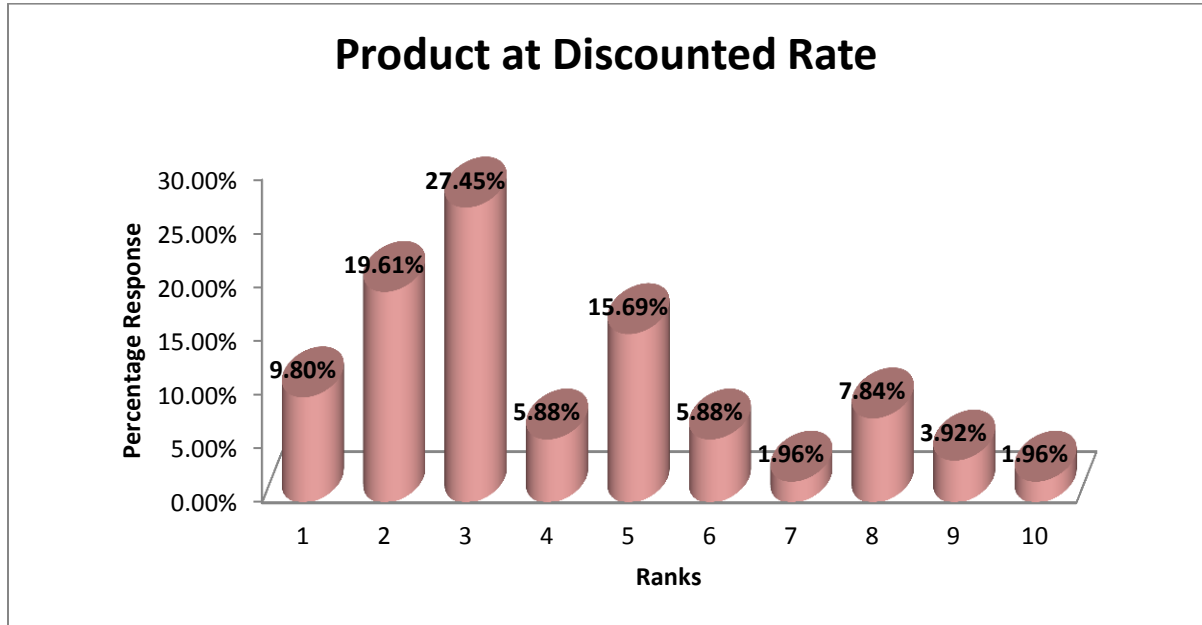


Figure 15: Product at Discounted Rate

Rank of Pharmaceutical Companies

When asked about ranking of companies with respect to last parameters(In depth product information, Catchy brand related Inclinic activity, Patient friendly activity in the clinic, Brand reminder items, Products at discounted rate) with 29.41% responses Alcon is in 1st rank followed by Allergan at 2nd with 29.41%, Sun Pharma at 3rd rank with 35.29%, Micro Labs at 4th position with 17.65%,Cipla at 5th position with 19.61% and Ajanta Pharma at 6th position with 29.41% responses.

Top 6 Companies	Percentage Response	Rank.
Alcon	29%	1
Allergan	29%	2
Sun Pharma	35%	3
Micro labs	18%	4
Cipla	20%	5
Ajanta Pharma	29%	6

Table1: Ranking of Companies by Doctors

Participation of doctors in activity by a pharmaceutical company

Many activities planned by pharmaceutical companies to attract them for sales like CME's, health camps, courses with certifications.

Response of prescribers clearly shows that 62.75% of Prescriber likes to participate in Scientific doctors group meeting, which is followed by educational certificate course with 25.49% response and 9.80% of prescriber wants to participate in free eye check up for patients.

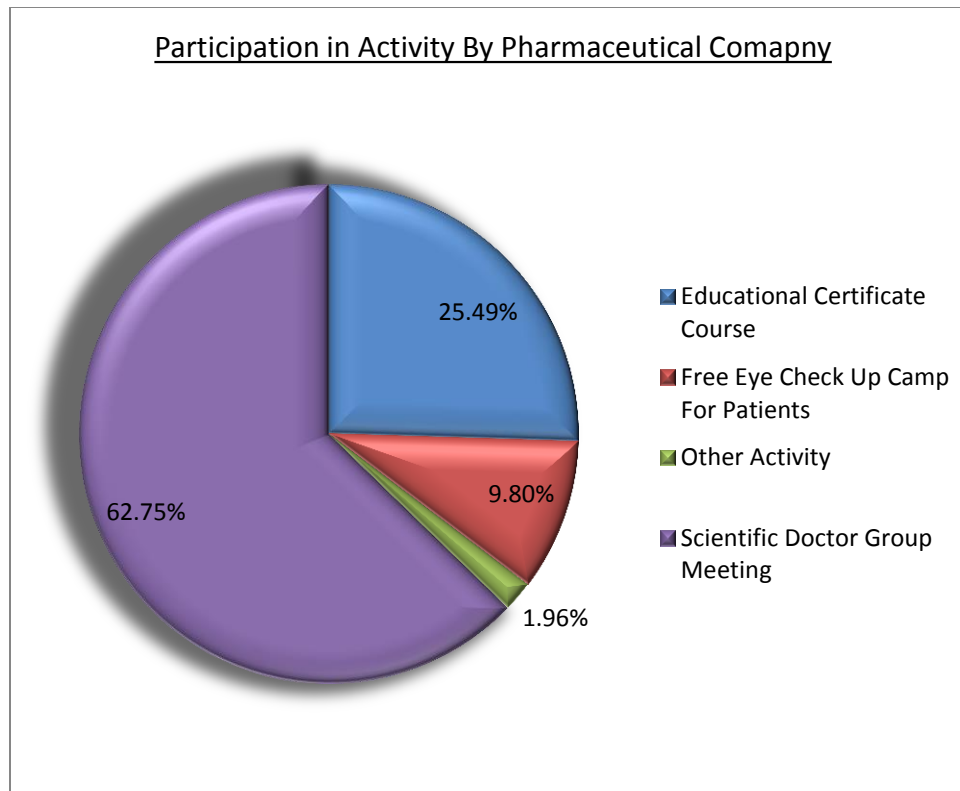


Figure 16: Participation of doctors in activity by a pharmaceutical company

Sample Product

This is the most common brand reminder item used by all pharmaceutical companies from MNC to Domestic companies. It is very effective method of brand promotion and it takes an advantage to poor patients to get product free of cost and leaves a good impact on prescriber too.

As graph number 13 shows that 40.00% of prescribers want that sales representative present himself, but samples distributed to patients during screening disease in clinic by 38.00% of Prescriber and 22.00% of prescriber want that sales representative should provide sample in demand.

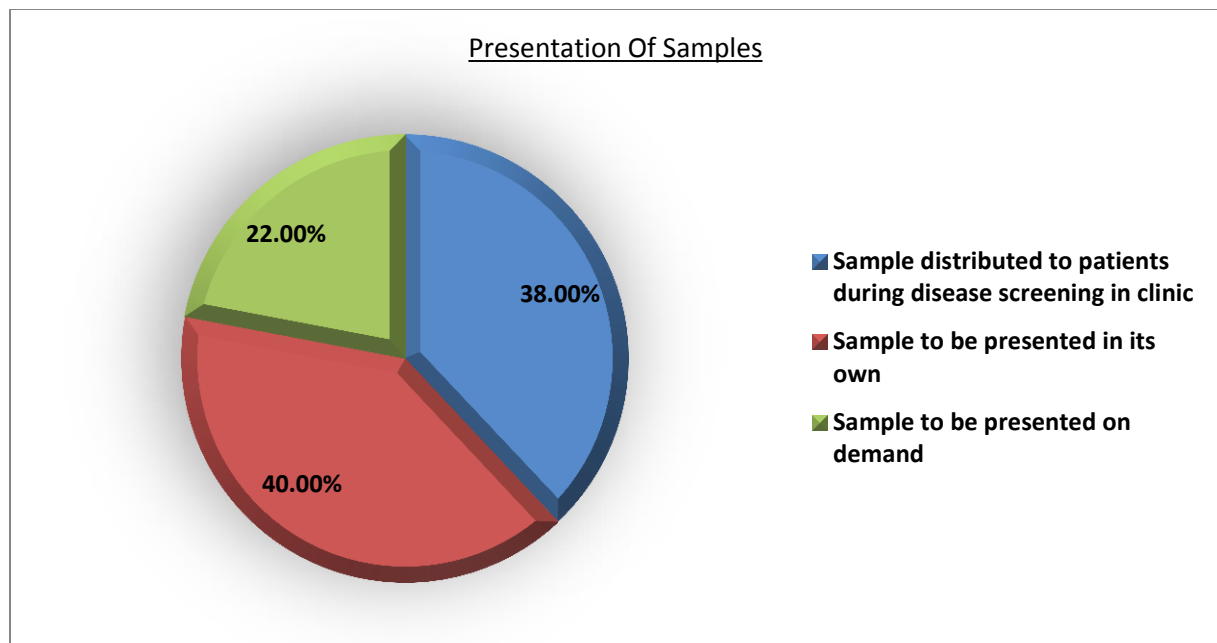


Figure 17: Presentation of samples of a pharmaceutical product from the sales representatives

Visit per month

Visiting doctors helps to remind brand by briefing, giving brand reminder items, product samples and helps to maintain a professional relationship and it is found that 31% prescribers responded that only once in a month they want to meet sales representative which is followed by 29% want to meet at least twice a month, 24% prescriber responses is in favour of 3 times a month and 16% from overall prescriber expect to meet more than 3 times in a month

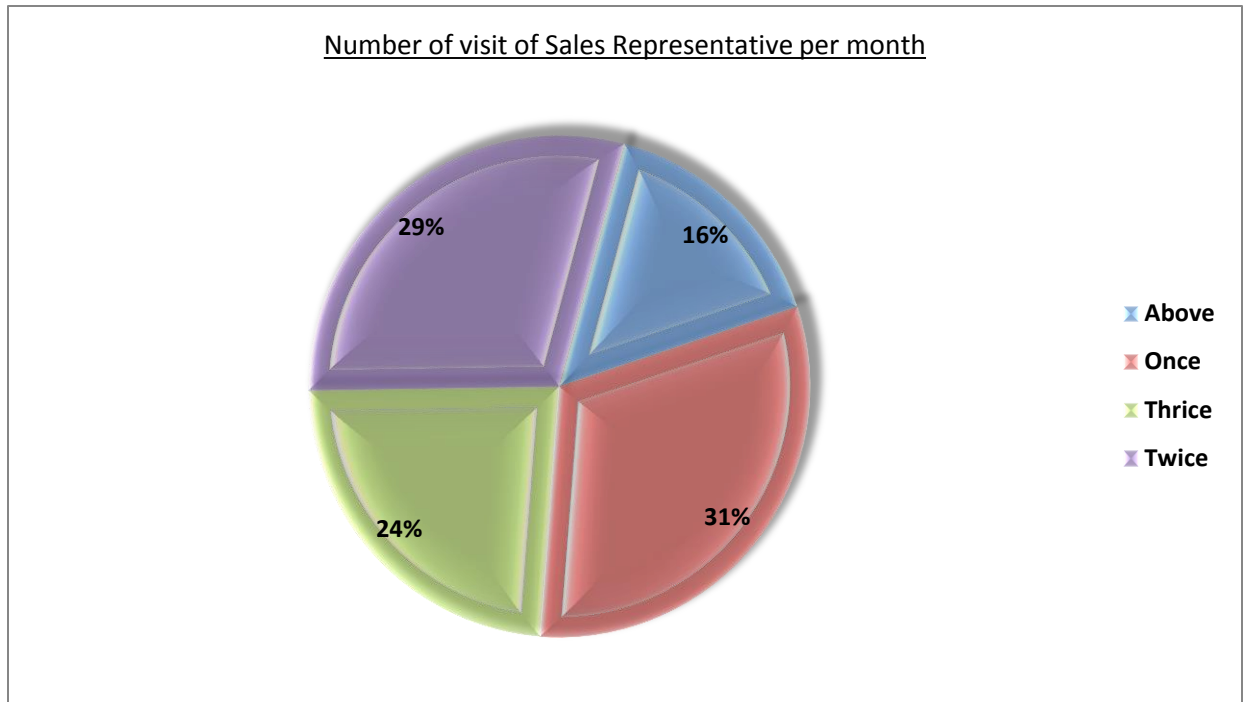


Figure 18: Expectation of doctors to meet a pharmaceutical sales representative in a month

Effect of availability on Prescription

As discussed availability of product is vital part of sales availability of the product is a major issue and because it s not available prescriber have to shift from one brand to other. It also leave negative impact toward prescriber for brand and company both.

This is clear is figure 15 below that 82% doctors responded that availability of product affect their prescribing decision and they shift to the brand which is available in the market because if product is not available in the market it will be inconvenient for patient. While 18% of doctors responded that availability of product at retail counter does not affect the prescribing decision.

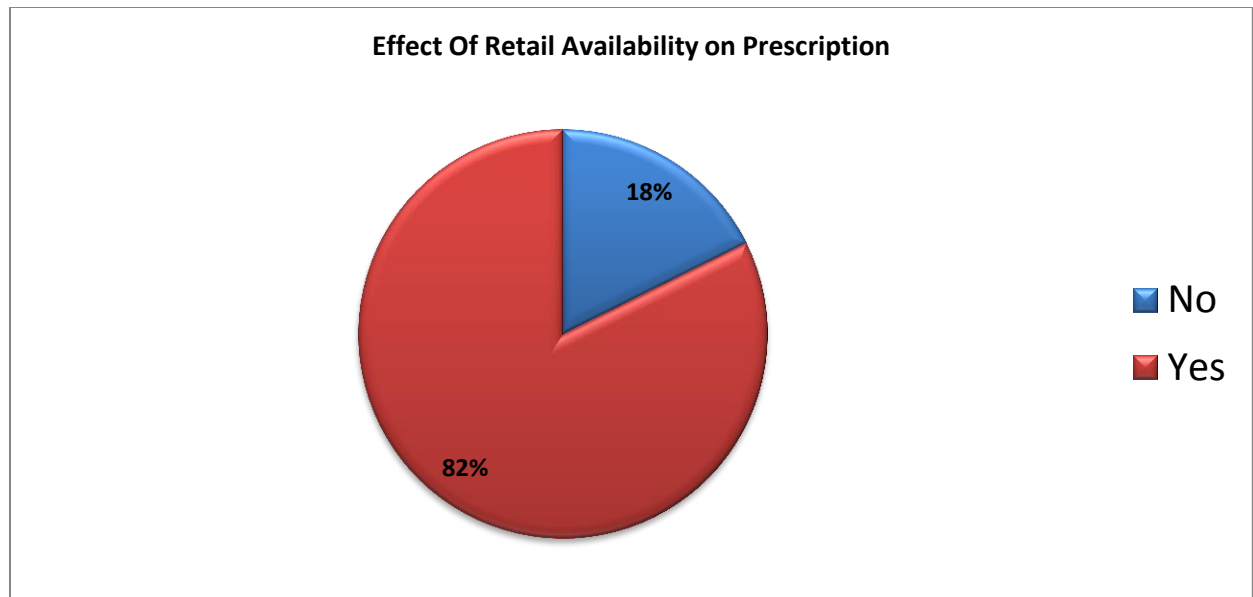


Figure 19: Impact of availability on prescription decision

Expectations of Prescriber from sales representative

When sales representative visit to doctors chamber majority of doctors always expect few things from them which are as followed

- ✓ Good communication skills while briefing
- ✓ In depth knowledge about the products they are promoting
- ✓ Clearance of doubt if asked
- ✓ Provide samples, journals, scientific literatures
- ✓ Sometimes Gentle Reminder, Crisp and Clear Promotion
- ✓ To Give Up to Date information about Products and New Release with Relevant Article

Conclusion

The promotional strategy of pharmaceutical companies is crystal clear after the survey. Ultimate objective of preparing promotional strategy has been increasing sales and make profit for that companies are investing substantial amount in market to promote their product. This approach of promotions two business models is perceptible.

- ✓ Super Core Model business strategy involving the search for, and the distribution of a small number of drugs that achieve substantial global sales. The success of this model depends on achieving large returns from a small number of drugs in order to pay for the high cost of the drug discovery and development process for a large number of patients. Total revenues are highly dependent on sales from a small number of drugs.
- ✓ Core Model business strategy was larger number of drugs are marketed to big diversified markets. The advantage of this model is that its success is not dependant on sales of a small number of drugs.

Conclusion for Chemist Audit

Pharmaceutical market is The Perfectly Competitive Market there are a large number of sellers and buyers, of an identical good, all of whom are small relative to the size of the total market. So, In this survey on the chemist audit I want to conclude that if demand of the product in the market is high but shorten in supply it would clearly affect the sales of product because some amount of sales also depends on floating. When product is not available it will shift the demand to other brands with similar product. Even prescribed brands shifts with availability problem.

Conclusion for Doctor Survey

I concluded that generating Prescription, maintain stocks in retails counters, frequent visit to doctors is the imperative area of sales promotion. Involving doctors into various activities like CME's, certification course, arranging camps catch doctors attention and leave a positive impact and influence the doctor to prescribe the brands you are promoting. Free samples are the most common as well as effective way for promoting the product.

Sales Representative must ensure the availability of the product before and after meeting doctors. They must have good communication skills which help them to convey the message during briefing and in depth knowledge help those to solve the query arise by doctor during detailing of product.

Limitations of the study

- Sample size could have been increased to get more accurate result;
- Sample area could have been increased to increase the sample size;
- Time duration was short could have been prolonged for better result.

Suggestions

- ✓ Marketing professionals (sales representatives) should be more aware about the their companies and promotional strategy because they are the link between company and user of products. Marketing strategy made for field until the sales representative know about the marketing strategy implementation in the field is quite difficult and could not get accurate results or desired results. So it is suggested that company initiate to improve knowledge of sales representatives by organising meetings and training programs.
- ✓ During survey it was noted that doctors responses for in depth information and good communication skills was high. So it is suggested that to improve the detailing part of sales representatives arrange some small competition during cycle meetings and let them prepare for detailing and for in depth knowledge notes which are provided to them ensure that they are utilizing it for improving their knowledge about product.
- ✓ Doctors are always seek for articles on new realise and related papers like micro vision 2 started certificate course for doctors. I got positive feedback about this activity from doctors. It is innovative way to involve doctors with the company.

Annexure

Questionnaire 1 – (Chemist audit form)

QUESTIONS TO BE ASKED ABOUT COMPETITORS

- ☐ 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 stocks do you have now (one box or more)

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 ? (Dr. X prescribes one or two box per month)

(Offer positive alternatives only if the information is not forthcoming)

QUESTIONS TO BE ASKED ABOUT OUR BRAND

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

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		

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

Information's 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

Have a good day