

Marketing (Medical and Commercial)

**A SUMMER TRAINING PROJECT REPORT SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD
OF
POST GRADUATE DIPLOMA IN PHARMACEUTICAL MANAGEMENT
SUBMITTED BY
Prateek Sharma**

**UNDER THE GUIDANCE OF
Mr. Sandeep Narula
Associate Professor, IIHMR Jaipur
Mr. TavinderJit Singh Vasudeva
Mr. Nitender Yadav
MICRO LABS Ltd.Gurgoan**

**INDIAN INSTITUTE OF HEALTH MANAGEMENT & RESEARCH
JAIPUR, RAJASTHAN
JUNE 2015**



CERTIFICATE

This is to certify that PRATEEK SHARMA undergone his Summer Training from 2nd April to 2nd June 2015. This candidate himself carried out all the studies and assignments related to his Summer Training on "MARKETING (MEDICAL AND COMMERCIAL)".

His approach to the study has been scientific and analytical.

The summer training is in partial fulfilment of the course requirement recommended for the award of Master in Business Administration-Pharmaceutical Management.

I wish him success in all his future endeavours.



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



Prof. Sandeep Narula
(Associate Professor)
IIHMR University, Jaipur



MICRO LABS LIMITED

103-104, Ninex Time Centre, Suncity, Sector-54, Golf Course Road, Gurgaon-122002, NCR, India. Tel.: 0124-4267700-01
Regd. & Corporate Office : # 27, Race Course Road, Bangalore-560 001, India. Website : <https://www.microlabsltd.com>

May 30th, 2015

To Whomsoever It May Concern

This is to certify that **Mr. Prateek Sharma**, pursuing MBA, Pharmaceutical Management at Indian Institute of Health Management & Research, Jaipur, India, has successfully completed two months of internship programme in Marketing of Branded Generic formulations in the area of medical promotion, during April and May 2015.

During his internship, we observed that he is a self-starter, committed, motivated, and sincere. He has the ability to understand the assignment & timely execution.

He was a member of marketing team and made valuable contributions to Branding and Medico-marketing activities including conceptualization for global markets.

We wish him good luck for all his future endeavours.

For, Micro Labs Ltd.

Tavinder Jit Singh Vasudeva

President & CBO

MICRO LABS LTD.

Email id: Tavinder@microlabs.in

Mob: +919811544797

ACKNOWLEDGEMENT

I wish to express my sincere gratitude to Mr. TavinderJit Singh Vasudeva(President&CBO ,Micro Labs) for providing me an opportunity to do my internship and project work in “Micro Labs Ltd”.

I sincerely thank Mr.Nitender Yadav & Mr.Amit Chauhan for their guidance and encouragement in carrying out this project work. I also wish to express my gratitude to the officials and other staff members of Micro Labs Ltd. who rendered their help during the period of my project work.

I am also grateful Mr.SandeepNarula who was there for me throughout my Summer Training and kept giving me required guidance whenever I was in need.

Mr.TavinderJit Singh Vasudeva

(President & CBO, Micro labs Ltd.)

INTRODUCTION

➤ **General introduction of Pharma market with respect to Brand Management.**

➤ **What is branding?**

Branding is an important strategy for differentiating a product from its competitors.

➤ **How a brand is distinguished from competitors?**

Through:

- a. Name
- b. Logo
- c. Trade mark
- d. Patent number
- e. Package design

➤ It represents, to the customer, the source of the product which leads him to associate with the brand.

➤ **POSITIONING**

It is the act of communicating company's offer so that it occupies a distinct position in the mind of the customer.

There are certain ways to position the brand:

- a. **Use situations** – analyze customer's perception of existing competitor brand in different use situation
 - b. **Emphasizing tangible benefits**–provide tangible benefits to the customer (specific features or price)
 - c. **Linking to use** – All possible uses of a brand (Arbitel-Av is not just a hypertensive and antidiabetic ,has multiple use)
 - d. **Head-on Competitive Positioning** – Place a firm's brand next to the leader in the market and try to uproot it on a specific tangible variable.
 - e. **Lifestyle positioning** – Position the brand as a lifestyle concept.
-

f. **Benefits offered** – Highlight the benefits of your product.

➤ **Communicating the Brand's Positioning Strategy**

It isn't just important to arrive at a positioning strategy. Communicating it in a meaningful and convincing manner to the customer is equally important.

This is where the role of **Product Manager** becomes important.

His main role is to increase the brand value and profit.

He prepares the promotional/communication tools for the sales and promotion department.

These tools include:

- a. Visual-Aid
- b. Leave Behind Leaflet (LDL)
- c. Remainders
- d. Pamphlets
- e. Samples
- f. Banners etc.

➤ Any new product or innovation which is introduced in the market take time to diffuse and get adopted in the market-place. Customers can be grouped as :

- a. **Innovators** – more open to change (2.5% of total market) .Also known as “Brand Switchers”
- b. **Early Adopters** – immediately next in buying to innovators (13.5% of total market)
- c. **Early Majority and late Majority** – Wait for a positive recommendation from innovators and early adopters (68% of total market)
- d. **Laggards** – Loyal to existing brands and [products (16% of total market)

➤ The Product Manager needs to understand the characteristics of the target market and accordingly plan communicating strategies.

➤ One of the most important promotional tool in Pharma market is visual-aid.

Visual-Aid

- It is the primary tool for the promotion of a product.
- It contains all the necessary information about the product ,which include :
 - a. Key features of the major ingredients/components.
 - b. Studies that have been conducted on the product.
 - c. How our product is different or in comparison to other competitors.
 - d. Indications
- A good visual-aid is one which :
 - a. Contains strong and hardcore message of the product.
 - b. Is short, crisp and memorable.
 - c. Is easy for the medical representative (MR) to detail.
 - d. Associate brand with the practical world.

How to prepare a visual-aid?

- Go through all the studies and relevant literature related to the product and its major ingredients/components.
 - Prepare a summary of your studies.
 - Take out the attributes and USPs of the product.
 - Copyrighting – It is basically preparing a story for the product, which makes detailing effective.
 - Finally, designing is done and then it is printed.
-

ARBITEL-AV

(Visual-Aid)

- Arbitel-Av is a combination of Telmisartan and Atorvastatin for patients suffering from Hypertension and associated co-morbidities (diabetes , MI , stroke , metabolic syndrome)
 - The first step is to study literature about the major ingredients (i.e. Telmisartan and Atorvastatin)
 - Prepare a summary of the major studies and take out the attributes and USPs of the components. Also find out the Rationale for the combination.
 - Some of the major studies which were considered :
 - Effect of renin-angiotensin system blockade and statins in Coronary artery disease (Coronary artery disease; New insights for the Healthcare professional/2011 edition)
 - Combined effects of HMG-CoA - reductase inhibition and renin–angiotensin system blockade on experimental atherosclerosis (Atherosclerosis Volume 182, Issue 1, September 2005, Pages 57–69)
 - Telmisartan Use in Hypertension (Drugs. 2001;61(10):1501-29)
 - Lipid-lowering efficacy of atorvastatin (Cochrane Database Syst Rev.2015 Mar 12;3:CD008226)
-

➤ Findings

Key features of Telmisartan:

- It has longest plasma half-life among all ARBs (24 hrs.).
- Has additional effect on insulin sensitivity and antiatherosclerosis, via its effect on PPAR-gamma.
- It has a more powerful and sustained action in comparison to other ARBs like valsartan.
- Better SBP/DBP reduction in the last 6 hrs. of dosing interval.
- Better early morning BP reduction.
- It causes decline in LVH (left ventricle hypertrophy).
- It reduces Albuminuria (too much protein in urine).

Key features of Atorvastatin:

- Atorvastatin is beneficial in patients with myocardial ischemia, established coronary artery disease, hypertension.
 - It reduces LDL (Bad Cholesterol) by 39-60 % and increases HDL (good cholesterol) level in the body.
 - Reduces risk of heart-attack and stroke.
 - Treats dyslipidemia.
 - Stabilizes plaque in patient suffering from coronary syndrome and thrombotic stroke.
 - Extensively metabolized, half-life 14 hrs.
 - Lowers total cholesterol (29-45%).
 - Prevents plaque rupture & atherothrombosis.
-

Choose the best ARB...



Protects Hypertensive Patients
with Proven Power...

Arbitel

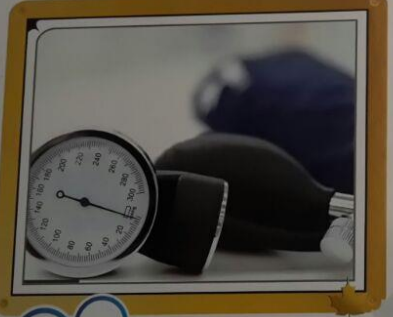
Telmisartan 40 mg / 80 mg Tablets

Ameliorates hypertension... Prevents end organ damage

- Telmisartan (Arbitel) provides a superior BP control in comparison to ACEIs (enalapril, ramipril and perindopril) and has fewer drug-related adverse events and better tolerability in hypertensive patients.
Journal of Human Hypertension (2009) 23, 339-349
- Telmisartan decreases plasma levels of asymmetrical dimethyl-L-arginine and improves lipid and glucose metabolism and vascular function.
Int Heart J. 2009 Jan;50(1):73-83.
- Telmisartan is now the only angiotensin II type 1 receptor blocker (ARB) to have proven cardio & vascular protective benefits beyond blood pressure reduction in this high-risk population.
N Eng J Med. Published online 31 Mar 2008




In Hypertensives with Diabetes

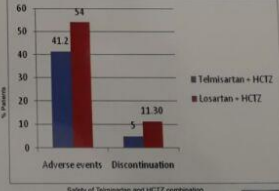


Arbitel H

Telmisartan 40 mg + Hydrochlorothiazide 12.5 mg Tablets

The combination that offers more

- Telmisartan 40mg/80mg, in combination with HCTZ 12.5mg achieves superior BP reduction...
- Compared to Losartan + HCTZ during high risk early morning period.
- Compared to Valsartan + HCTZ in high risk overweight / Obese patients.
- Greater reduction in ambulatory BP than Lisinopril + HCTZ combination.
- Significant improvement in elderly hypertensive patients in aspect of quality of life.
Am J Hypertens (2005)18, 58A58A
- Exceptionally well tolerated
J Indian Med Assoc. 2004 Sep;102(9):525-7



Category	Telmisartan + HCTZ	Losartan + HCTZ
Adverse events	41.2	54
Discontinuation	5	11.30

Safety of Telmisartan and HCTZ combination

Key features of Arbitel-Av

- Increase in NO level resulting in pathogenesis of atherosclerosis.
- Reduced possibility of lipid uptake in cell wall (decrease lipid accumulation).
- Better reduction in inflammation or effects of oxidative stress.
- Plaque area reduced significantly with the combination in comparison to monotherapy.
- Combined treatment after stenting is a useful strategy for prevention of coronary restenosis.
- Increase in number of endothelial progenitor cells (EPCs).
- Reduces phospholipase – activity.

Rationale

- There is a strong synergy among hypertension, type 2 diabetes, and hypercholesterolemia in terms of the risk factors for the development of cardiovascular diseases. The frequent association of these diseases aggravates the process of vascular endothelial dysfunction and atherosclerosis in patients with these co morbid conditions.
 - Combination of an ARB with a statin in one pill is expected to offer additive benefits with respect to the prevention and treatment of cardiovascular diseases in co morbid patients receiving long-term poly medication therapy.
 - Simplifying healthcare delivery, improving cost- effectiveness and increases medication adherence.
-

Medical Education

- Refreshed my learning about Antihypertensive and Anti- Diabetics.
- Studied comparative studies on Cephalosporin (Cefuroxime).
- Learned about Levofloxacin.

USPs of Levofloxacin.

- a. Bioavailability – 99 % (approx.)
 - b. Rapidly and completely absorbed after oral administration.
 - c. In comparison to other Fluoroquinolones, levofloxacin when given orally achieves significantly higher C_{max} (6.21) and AUC values with a longer elimination half-life.
 - d. Levobact is excreted largely as unchanged drug in the urine.
 - e. The mean terminal plasma elimination half-life of Levobact ranges from app. 6 to 8 hours following single oral dose.
-

➤ **Basics of Organizational Behavior**

▪ **Etiquettes**

Etiquette refers to guidelines which control the way a responsible individual should behave in the society.

a) **Need for Etiquettes**

Etiquette enables the individuals to earn respect and appreciation in the society.

No one would feel like talking to a person who does not know how to speak or behave in the society.

Etiquette inculcates a feeling of trust and loyalty in the individuals.

One becomes more responsible and mature. Etiquette helps individuals to value relationships.

b) **Corporate Etiquettes**

- Corporate Etiquette refers to set of rules an individual must follow while working in an organization .
 - One must respect his organization and maintain the decorum of the place.
 - Corporate Etiquette refers to behaving sensibly and appropriately at the workplace to create an everlasting impression.
 - It is important to behave well at the workplace to earn respect and appreciation.
-

c) Do's and Don'ts at workplace

- Never adopt a casual attitude at work.
 - Don't peep into other's cubicles and workstations.
 - Put your mobile phone in the silent or vibrating mode at the workplace.
 - Put your hand phone in the silent or vibrating mode at the workplace.
 - It is bad manners to sneeze or cough in public without covering your mouth.
 - Don't open anyone else's notepads registers or files without his permission.
 - Popping chewing gums in front of co- workers is simply not expected out of a professional.
 - Stay away from nasty politics at the workplace. Avoid playing blame games.
 - Keep your workstation clean and tidy. Put a label on top of each file to avoid unnecessary searching.
 - Never criticize or make fun of any of your colleagues. Sit with your colleagues, discuss issues face to face and decide on something which is mutually acceptable.
 - Take care of your pitch and tone at the workplace.
 - Never attend meetings or seminars without a notepad and pen. Wait for your turn to speak.
 - Communicate through written modes of communication preferably through emails.
 - Discipline must be maintained at the workplace. Be punctual.
 - No organization likes to have a shabbily dressed employee.
 - Don't pass lewd comments to any of your fellow workers.
 - While having lunch together, do not start till the others have received their food. Make sure your spoon and fork do not make a clattering sound.
 - Respect your fellow workers and help them whenever required.
 - It is unethical to share confidential data with external parties and any other individual who is not related to the organization.
 - Taking any office property back home is equivalent to stealing.
 - Make sure you turn off the monitor while you go out for lunch or tea breaks. Switch off the fans, lights, printer, fax machine, scanner before you leave for the day.
 - Don't bring your personal work to office.
 - Park your car at the space allocated to you.
 - Never ever drink while you are at work. Smoke only at the smoking zones.
-

d) Netiquettes (Network + Etiquette)

- Netiquette also called **Internet Etiquette** refers to a set of rules an individual needs to follow while communicating through mails, writing blogs, sharing views on online portals or any other online forum.

 - **Some basic netiquettes are :**
 - Make sure you reply to all your mails. Don't add members just for the sake of it. Don't send mails to individuals who have nothing to do with your information. It is a sheer waste of yours as well as their time.
 - Don't write anything in your mail which might you fall back on. Read your mail twice before hitting the send button.
 - Employees should not open illegal or porn sites at workplace. Read carefully the terms and conditions before opening any website. Do not open any site which might harm your office computer.
 - Take care of spelling errors, punctuation marks and grammar. Wrong spellings irritate the readers. Be polite and soft in your communication.
 - Avoid using short forms or abbreviations in official mails.
 - It is important to respect other's privacy. Don't check anyone's mails in his absence.
 - The mail meant for a particular individual should be marked only to him. Do not mark anyone else in bcc. Communicate with him in private.
 - Use words like "regards", "thanks", "yours sincerely" to close your mails.
 - Avoid attaching heavy files to your mail.
 - Do not upload objectionable photographs in any networking site.
 - Respect the other person's views while sharing information on various online forums.
 - Start your mail with formal greetings.
 - Format your emails correctly. Justify your text.
 - Keep all related members in loop. Do mark a blind copy to your reporting boss for him to know what you are up to?
-

- All official emails must have signatures at the bottom. Your signature should include your name, your company's name and designation and contact details. Make sure your signatures do not have incorrect information.
 - Avoid writing offensive emails to anyone.
 - Take care of your font style and size. Official emails should ideally be written in Arial style with a font size of twelve.
 - Make sure you reply to all your mails.
 - Don't write anything in your mail which might you fall back on. Read your mail twice before hitting the send button.
 - Employees should not open illegal or porn sites at workplace. Read carefully the terms and conditions before opening any website. Do not open any site which might harm your office computer.
 - Take care of spelling errors, punctuation marks and grammar. Be polite and soft in your communication.
 - Avoid using short forms or abbreviations in official mails.
 - It is important to respect other's privacy. Don't check anyone's mails in his absence.
-

---Assignment 2---

Ornilox(Visual-aid)

- Ornilox is a combination of **Ornidazole** and **Ofloxacin** against :
Anaerobic, Aerobic and protozoa infection.
- Indications are :
 - *CNS infections* (Brain abscess, Meningitis)
 - *LRTIs* (Pneumonia, Emphysema, Lung abscess)
 - *Bacteremia and endocarditis*
 - *Skin and soft tissue infections*
- Key features of Ornidazole are :
 - Widely distributed in body tissues and fluids, including the CSF
 - Rapid onset of action (within 2 hours)
 - Longer half-life than metronidazole(12-14 hours as compared to 6-8 hours)
 - Devoid of metallic taste unlike other imidazoles
 - Broad spectrum of activity: antiprotozoal, amoebicidal antibacterial (against anaerobes) .
- Key features of Ornilox :
 - Widely distributed in body fluids
 - Rapid onset of action (within 30 minutes)
 - Excellent tissue penetration
 - Excellent bactericidal activity
 - Excellent aerobic and anaerobic antibacterial coverage

Ofloxacin

- Mechanism of Action

Acts by inhibiting bacterial DNA gyrase enzyme which is required for DNA replication.

Thus, causes bacterial lysis: bactericidal action.

- It is preferred for surgical prophylaxis because the combination provides excellent penetration in the Lipidic tissue and has a longer half-life.

- It provides better success in :

Gangrene

Bacterial Veginosis

Diabetic ulcer

Acute salpingitis (PID)

- Ornilox fixed combination has an enhanced and better coverage on anaerobic Bacteria :

Clostridium difficile

Actinomyces israeli

Pseudomonas aeruginosa

Trichomonas vaginalis

Entamoeba histolytica

▪ Key features of Ornilox

- Wide distribution in body fluids and excellent tissue penetration
 - Ensures better efficacy
 - Broad spectrum of coverage
 - Antiprotozoal, amoebicidal, antibacterial
 - Excellent action against anaerobes and aerobes
 - Offers effective control of polymicrobial conditions
 - Rapid onset of action
 - Offers faster relief
 - Convenient b.i.d dosage
 - Excellent patient compliance
 - No metallic after taste (unlike other quinolone + imidazole combinations) Excellent patient acceptance
-

Rationale

In clinical settings with severe mixed infections, a combination therapy consisting of modern quinolones together with imidazole derivatives seems to be active as it offers no obvious interaction gets to be the drug of choice.

Assignment – 3

➤ **Business Plan**

- **The Business Plan is a useful and versatile tool. It is a guide that can also be described as the businessman's best friend. In today's global and highly competitive business environment, enterprises, whether large or small, cannot hope to compete and grow without proper planning.**

 - It describes the product(s), markets, segments and Targets.

 - This business plan will provide the following:
 1. Need for launching the product
 2. Analysis of current situation
 3. Division's objectives/ expectations
 4. Strategies, or the best way to achieve those objectives
 5. Budgetary needs
 6. Competitive analysis
 7. Contingency plans

 - When do we need a business plan?
 1. When we are about to start a new project or venture.
 2. When we look for a business partner
 3. When we require finance, government or EU grants and incentives
 4. To manage our business better
 5. To measure actual performance compared to what was planned
-

- **Contents:**

- 1. EXECUTIVE SUMMARY** - This section is a brief overview of the whole Business Plan.
 - 2. ENTERPRISE DESCRIPTION**- It is important to demonstrate a clear understanding of the business we would like to be in. One should also explain his business concept and the reasons why he think it will be a success.
 - 3. PRODUCT OR SERVICE DESCRIPTION**- This section helps us to think about the product or service which reflects on our ability to understand and cater for our clients' expectations.
 - 4. INDUSTRY ANALYSIS**- This section helps us to understand the industrial environment we intend to be working in and through it we can identify important changes that are likely to take place in our market.
 - 5. COMPETITION ANALYSIS**- In order to compete successfully in any business we need to know our competitors. It is useful to study how and why they achieve success. Also we need to be aware of their failures to avoid committing the same errors.
 - 6. SWOT ANALYSIS**- This section enables us to look closely at the internal strengths and weaknesses of our business, and to identify external threats and potential opportunities.
 - 7. MARKETING SUB-PLAN**- It is no use having the greatest product in the world if you cannot sell it. This section focuses on our potential customers and allows us to see whether our products can satisfy their needs.
-

8. OPERATIONS SUB-PLAN- This section helps us to look at our internal operations in detail to see if our business can be run efficiently and effectively. It draws attention to our team and allows us to develop strategies for good and effective management.

9. HUMAN RESOURCES SUB-PLAN- People are the greatest resource of any business venture. This section focuses our attention on our work force, their training needs as well as their material needs in terms of health & safety, professional development, job satisfaction and remuneration.

10. THE BUDGET- The budget provides the financial planning detail for every aspect of the business e.g. employee costs, rent, IT investments, machinery costs, sales value etc. The ultimate target that should result from the budget is the budgeted net profit. It is a key tool for operating the business, and by facilitating comparison of actual performance versus budgeted performance, it highlights the operating VARIANCES to management. The budgeted net profit, after taxation, when expressed as a percentage of the net investment in the business, gives the Return On Investment - ROI - the single most important piece of financial data and the reason for being in business in the first place.

11. RISK FACTORS- By understanding what can go wrong, we will have a better understanding of how to mitigate those risks, or to have a tactical plan to counter the situation if it arises.

➤ **Literature Reading**

- Philip Kotler (13th edition)
- A to Z of marketing
- Who moved my Cheese
- Rich Dad Poor Dad
- Monk Who Sold His Ferrari
- Blue Ocean Strategy
- K.D.Tripathi