

1. TITLE:

"Using Sales and Disease Trend Insights to Strengthen Vaccine Marketing Strategy: A Study on Menactra and Tetraxim in the Indian Market"

2. INTRODUCTION:

Vaccines are one of the most powerful tools in public health, especially for children and adolescents. With India's healthcare system focusing increasingly on preventive care, vaccines like Menactra (for meningococcal disease) and Tetraxim (a combination of DTP and IPV) are playing an essential role. Dr. Reddy's Laboratories, through its vaccine division, is working toward increasing accessibility and awareness for such critical immunization products.

This study aims to bridge the gap between what sales numbers say and what disease burden data, along with national policy, reflect. By looking at both product performance and broader disease trends in India—while aligning them with the National Health Policy (NHP)—the study hopes to generate actionable insights for better strategy planning. The focus is on finding smarter, data-backed ways to position these vaccines in a competitive and evolving healthcare landscape.

3. RESEARCH QUESTION:

How can sales performance and disease trend data, viewed through the lens of national health policy priorities, guide effective vaccine strategy for Menactra and Tetraxim in India?

4. OBJECTIVES:

- To analyse the sales performance of Menactra and Tetraxim across key Indian regions.
- To study the disease trends relevant to meningococcal infections and DTP-IPV targeted illnesses.
- To evaluate how current strategies align with National Health Policy goals.
- To suggest strategic improvements based on real-world data and public health priorities.

5. HYPOTHESIS:

There is a significant relationship between disease trend awareness, national health focus areas, and the market performance of vaccines like Menactra and Tetraxim.

6. MATERIAL AND METHODS:

STUDY DESIGN:

Descriptive and analytical study using secondary data sources.

SETTING:

Product Management Office – Vaccine Division, Dr. Reddy's Laboratories, India.

STUDY POPULATION:

- **Inclusion Criteria:** Internal sales data of Menactra and Tetraxim (2023–2025); public disease burden and policy data from recognized national sources.
- **Exclusion Criteria:** Any outdated, incomplete, or non-relevant datasets.

STUDY TOOLS:

- Microsoft Excel and Power BI for sales and trend visualization
- Public databases including the National Health Policy (NHP), IDSP, and NFHS
- Secondary research reports and government data portals

DURATION OF STUDY:

March 2025 – June 2025 (3 months)

SAMPLE SIZE:

12–24 months of sales and disease data from top Indian zones/states.

SAMPLING TECHNIQUE:

Purposive sampling focused on disease-prevalent and high-volume sales areas.

DATA COLLECTION PROCEDURE:

Internal sales dashboards will be reviewed alongside publicly available disease reports and NHP goals. Data will be cleaned, organized, and analyzed through Excel and Power BI dashboards.

OPERATIONAL DEFINITIONS:

- **Sales Growth:** Increase in sales units or revenue over a defined time period.
- **Disease Burden:** Number of reported cases for the targeted diseases as per national data.
- **Strategic Alignment:** The extent to which brand focus reflects national health goals (e.g., vaccine coverage expansion).

7. DATA ANALYSIS PLAN:

- **Software:** Microsoft Excel and Power BI

- **Analysis Type:** Descriptive statistics (sales trends, disease incidence), visual trends (line charts, heat maps), correlation analysis
- **Significance Threshold:** $p < 0.05$ if statistical testing is applied

8. ETHICAL CONSIDERATIONS:

- All internal data will be used confidentially and with organizational permission.
- No personal patient data will be accessed.
- Public datasets will be used from verified government portals.
- Data privacy and reporting integrity will be maintained throughout the project.

9. IMPLICATIONS OF RESEARCH:

This study can help marketing teams, product managers, and even public health decision-makers understand where the opportunities lie—whether in geographic regions, disease focus areas, or policy alignment. It's not just about boosting vaccine sales—it's about doing it in a way that truly supports public health needs. These insights can help shape smarter campaigns, focused outreach, and better-informed field strategies.

10. REFERENCES:

1. National Health Policy 2017, Ministry of Health & Family Welfare, Government of India
2. NFHS-5: National Family Health Survey, IIPS
3. Integrated Disease Surveillance Programme (IDSP), NCDC
4. Dr. Reddy's Internal Vaccine Sales Data, 2023–2025
5. WHO Immunization Updates and Position Paper.