

Internship Report

Internship Organization:- Muller & Phipps

Name: Rajendra Prasad Bal

Enrollment No.: IIHMR-U/02/2023-25/0488

Program: MBA in Pharmaceutical Management

Internship Duration: 10th March 2025 to 31st May 2025

Role: Marketing Intern

Mentor:-Dr. Rahul Sharma

1. Introduction

The internship project titled “**Resegmentation of Tacrolimus Ointment (Cavimus and Cavimus Forte) in Otitis Media**” focused on assessing brand performance, clinical relevance, and market opportunity for two topical Tacrolimus formulations. Traditionally used in dermatology, **Cavimus (0.03%)** and **Cavimus Forte (0.1%)** are now being explored for off-label use in otologic conditions such as **chronic otitis media** due to their immunomodulatory properties and non-steroidal profile.

The internship at **Muller & Phipps** enabled me to study the brand from both strategic and operational perspectives—evaluating how segmentation, packaging, and communication could enhance therapeutic fit, patient outcomes, and physician preference in ENT settings.

2. Objectives of Internship

- To evaluate current market usage and perception of Cavimus/Cavimus Forte across dermatology and ENT.
- To assess awareness and differentiation between the 0.03% and 0.1% formulations among prescribers and patients.
- To understand the clinical potential and positioning strategy of Tacrolimus ointments in otitis media.
- To develop actionable recommendations for **product resegmentation, branding, and educational outreach**.

3. Organizational Profile

Muller & Phipps is one of India's leading pharmaceutical distribution and brand strategy organizations, specializing in **pharma sales, brand management, and product lifecycle marketing**. With over 100 years of presence in South Asia, the company is recognized for delivering strategic brand solutions, in-depth market penetration, and strong prescriber engagement.

Muller & Phipps works across therapeutic categories and is particularly focused on building value through **evidence-backed positioning, regional outreach, and HCP training programs**. The firm partners with pharma manufacturers to bring both Rx and OTC products to market with strong operational and marketing backing.

4. Services Offered by the Organization

- **Pharmaceutical Brand Management:** Lifecycle strategy, positioning, and promotion planning.
- **Distribution Network Optimization:** Ensuring last-mile availability and pharmacist-level pull.
- **HCP Engagement & CME Programs:** Organizing doctor connect platforms and brand awareness events.
- **Packaging and Instructional Design:** Developing label content, patient leaflets, and educational materials.
- **Market Intelligence:** Competitive benchmarking, KOL feedback, and survey-based analytics.
- **Regulatory Support:** Guidance on label compliance, indications, and off-label use promotion strategies.

5. Key Work Undertaken

- Created and distributed a **structured survey** to 40+ HCPs and patients to capture usage behavior, brand perception, and satisfaction levels with Cavimus products.
- Identified that most physicians lack clear criteria for choosing between Cavimus and Cavimus Forte, and **65% of patients were not informed** about the concentration differences.
- Conducted **data analysis** to explore opportunities for resegmentation based on indication (ENT vs. dermatology), age group, and severity.

- Recommended clearer **visual packaging cues**, improved instruction leaflets, and **ENT-specific training** for prescribers.
- Benchmarked Cavimus against competing Tacrolimus ointments to identify **clinical and emotional branding gaps**.
- Proposed a **digital strategy** involving QR-based product videos and prescription decision trees for Cavimus use in otitis media.

6. Key Learnings

- **Resegmentation** is essential for maturing brands exploring **new indications** or customer segments.
- Brand perception is often driven more by **doctor awareness and packaging usability** than by efficacy alone.
- Patient adherence improves significantly when **product usage is supported by simple, clear communication**.
- Topical immunomodulators like Tacrolimus require **prescriber education** when used in non-traditional (ENT) settings.
- **HCP engagement**, packaging clarity, and patient education are the three pillars of successful brand repositioning.
- I learned to translate **market feedback into strategic branding recommendations** grounded in real-world evidence.

7. Conclusion

This internship at Muller & Phipps bridged the gap between classroom theory and real-world brand strategy. My project demonstrated that **Tacrolimus ointments like Cavimus and Cavimus Forte can be successfully resegmented** if positioned with clinical clarity and patient-centric design. Through this experience, I have developed a strategic mindset for pharmaceutical marketing and a deep appreciation for how **targeted communication, clinical insight, and packaging innovation** can shape brand success in emerging therapeutic areas like otitis media.