

NAFLD - Screening, diagnosis, treatment

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Brief history

Mankind pharma founded i 1995, grew rapidly in rural and semi urban markets. today it is one of india's leading pharmaceutical companies with a strong domestic and growing global presence

Vision

To become the top pharmaceutical company in india by providing world class, affordable healthcare products and improving the quality of life

Mission

To provide cost effective, innovative, and superior quality pharmaceutical products that improve the lives of patients

Learning from SIP

- Understood the screening, diagnosis & treatment of NAFLD by conducting survey from 300 gastroenterologist
- Screening of patients done on oppurtunistic basis or if symptoms are seen
- Diagnosis is mainly done by fibroscan and ultrasound
- Early stage can be treatedd by diet and reducing refined flour intake
- However advance stage needs pharm- acological treatment using pioglitazone, saroglitazone

THEORETICAL CONCEPTS

Market research, survey design, analysis, comm- unication.

Market understanding from case studies

Strategy analysis & im- plementation done by framework & discussion

Market segmentation

PRACTICAL EXPOSURE

coordinated with 300 gastros across various regions, diverse response

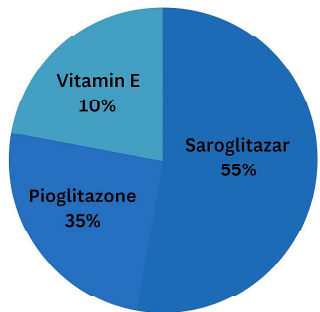
Direct & realtime explosure to market

Make & Adjust strategy based on different market needs

Understanding target market by rcpa and doctor visit

Challenges faced

- 1.Difficulty in reaching doctors due to OPD overload, busy schedule
- 2.Misunderstanding of survey questions due to time constraints
- 3.finding gastro physicians among 3 city was very difficult
- 4.data management of 300 doctors is lengthy
- 5.Doctors used to disengage as survey had many questions
- 6.Responses had multiple answers



Affordable pricing and high brand value	Limited international presence
Strong domestic presence in india	Low investment in R&d for innovative drug development
S	W
Expanding into chronic disease segments	Intense competition from both domestic and
Growth in otc & wellness market	Patent challenges & compe
O	T