Product Market Strategy and Market Performance: An Analysis of Ryzodeg (MI+NGI) in South India

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Introduction

- **Diabetes** :
  - It is chronic metabolic disorder characterized by persistent hyperglycaemia resulting from defects either in Insulin secretion or in Insulin action or in both
- **Physiology**
  - FPG: >120 mg/dl
  - PPG: >150 mg/dl

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Insulin Therapy

- In case of type-1 diabetic use of insulin is a must as there is absolute insulin deficiency, where as in case of type-2 diabetics initially diet then diet and exercise followed by OADs are tried
- In the event of failing of diet, exercise and oral antidiabetics insulin is initiated
- A combination of modern insulin and next generation insulin has been shown excellent glycaemic control with high efficiency and safety and with a low risk of hypoglycaemia in a simple treatment regimen

The Study Helps to Find:

- Market Strategy Analysis of Ryzodeg
- Market Scenario of Ryzodeg
- Identification of highest sales region
- Most prescribed brands
- Major Competitors

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Research Question

- How can the market penetration of product – Ryzodeg (MI+NGI) be improvised to forecast the long-term revenue?

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Objectives

- To establish that Ryzodeg (MI+NGI) is the most economical quality than traditional Human insulin in the market
- To promote and establish that Ryzodeg (MI+NGI) has better result in HbA1C control as compared to human insulin
- To enhance the penetration of Ryzodeg (MI+NGI) in south India

Methodology

Study Design	• A Descriptive study was done at Novo Nordisk India. The study was carried out during the working on the ongoing project and some insights were noted to improve the sales performance. This is a descriptive study and analysis of internal and external factors affecting or influenced in promotion of Ryzodeg (MI+NGI).
Sampling Method	• The sampling method was Non-Probability (Purposive) sampling.
Sampling Size	• The study was carried out in South India. Majorly it included Karnataka, Tamil Nadu, Kerala, Andhra Pradesh.
Inclusion Criteria	• Internal sales data of Rzodeg (MI+NGI) of south India was collected which included region wise sales details, prescription and prescribers details, lead generation detail.
Data Collection	• For the study, Record review of internal sales data and external market share data was and the observations were noted. External market share data was referred from the report published by IQVIA consultancy. Above all secondary data was analysed.
Analysis Technique	• Data was analysed in Microsoft Excel (MS-Excel).
Study Duration	• 3 moths: - 3rd Feb 2020 to 2nd May 2020

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SWOT

STRENGTHS:
-) Innovative product – simple regimen with fewer injections than basal and bolus therapy
-) Successful reduction inHbA1c
-) Lower risk of overall and nocturnal hyperglycaemia vs.
-) Insulin Glargine and biphasic insulin aspart
-) Easy to use
-) Company Reputation

WEAKNESS:

-) Price
-) Less active salesforce
-) No insurance coverage

OPPORTUNITIES:

-) Growing market for modern insulin
-) High Prevalence rate
-) Increasing out-of-pocket expenditure
-) High Growth recorded continuously in this segment

THREATS:

-) Competition with local brands
-) New entrants
-) Large scale sampling of the product

Stakeholder Matrix

	Interest	Importance
Patient	Low	High
Medical Professionals	High	High
Nurses	Low	Moderate
Online Pharmacy	Moderate	High
Chemist	High	High
Stockist	Moderate	Moderate

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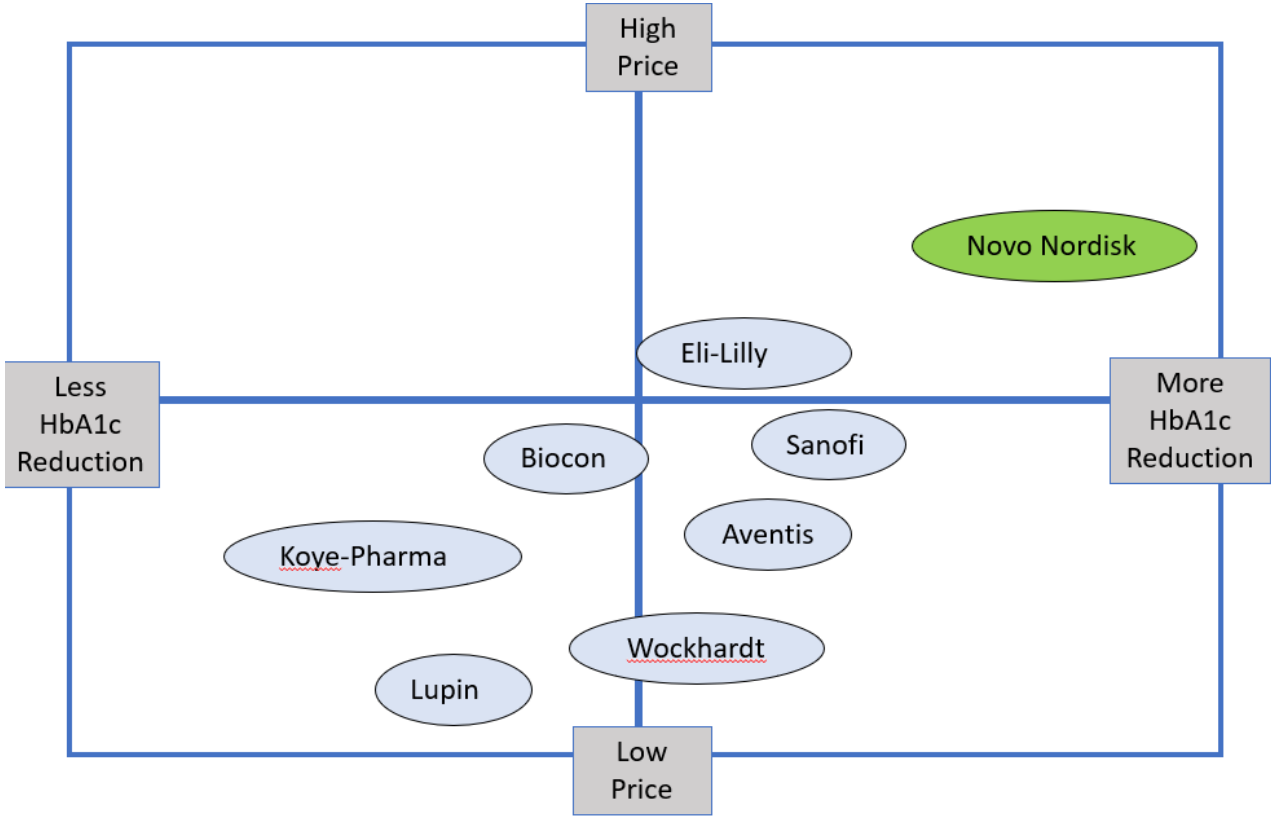
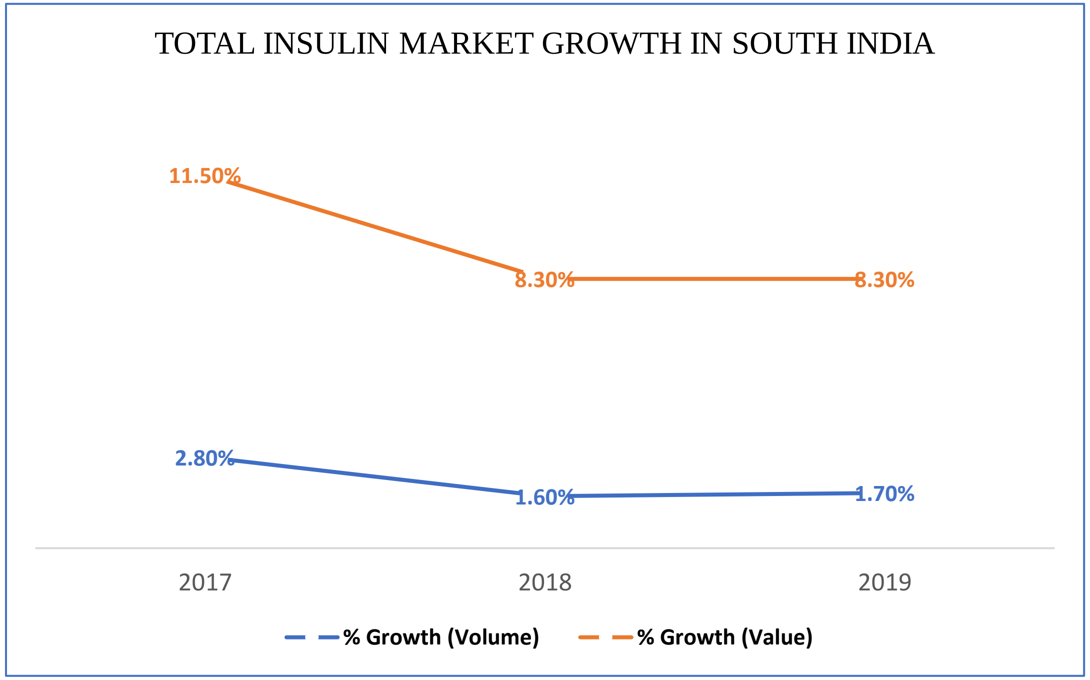
Segmentation

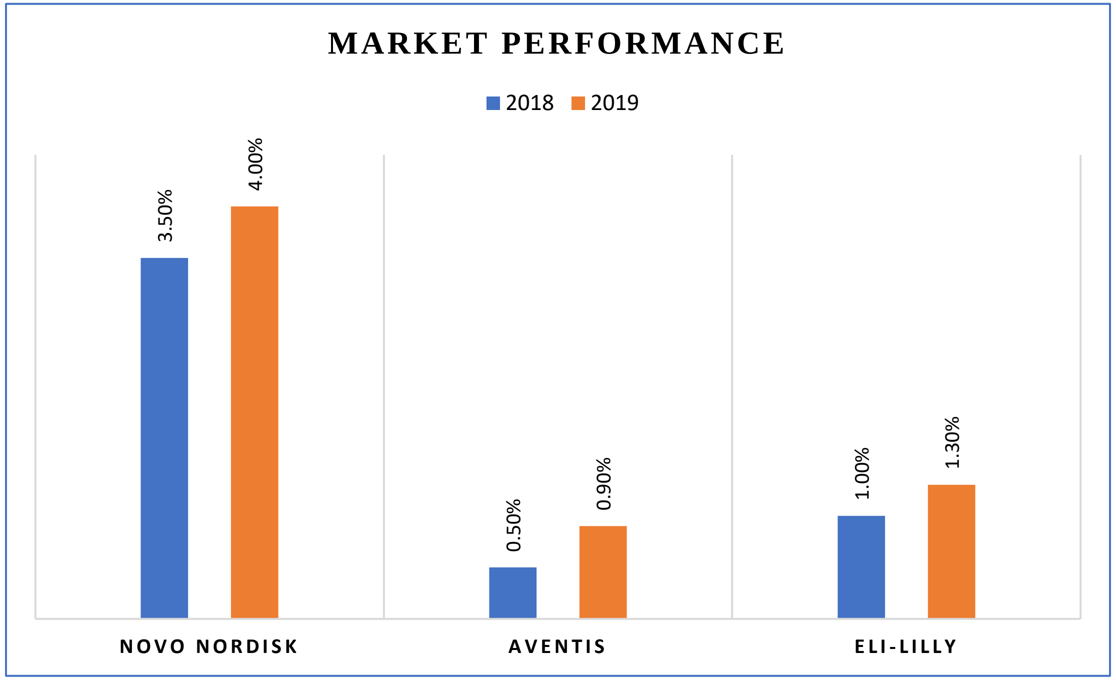
- Cardiologist
- Physician
- Endocrinologist
- Diabetologist
- Nephrologist

Positioning



Market Share Analysis





State-wise Market Share Analysis

	Total_MS		NN_MS	
	Growth % (Vol)	Growth% (Val)	Growth % (Vol)	Growth% (Val)
ANDHRA PRADESH	6.8%	13.7%	19.8%	25.6%
KARNATAKA	-11.3%	-5.0%	-9.4%	-2.0%
KERALA	-0.5%	5.2%	-14.0%	-7.9%
TAMIL NADU	9.1%	15.9%	10.7%	18.1%

- State-wise analysis shows that total Insulin market (volume) is degrowing in Karnataka and Kerala by 11% and 0.5% respectively, where Novo Nordisk MS is also degrowing in Karnataka and Kerala by 9% and 14%.

Metro-wise Market Share Analysis

- By analysing metro-wise market share data, Bangalore, Kochi and Vijayawada are not performing well as they're losing their market of insulin analogue. Whereas Hyderabad, Madurai and Vizag are showing excellent growth.

	NN MS(Vol)					NN MS(Val)			
	2017	2018	2019	%Growth		2017	2018	2019	Growth
Bangalore	65.1	55.5	58.5	-10.5	Bangalore	68.3	60.3	64.0	-1.8
Chennai	69.5	64.8	63.2	1.5	Chennai	73.5	69.8	68.4	8.3
Coimbatore	62.7	58.4	54.1	1.1	Coimbatore	66.3	63.3	59.8	9.2
Hyderabad	40.5	47.0	57.7	37.1	Hyderabad	45.4	51.3	61.2	42.7
Kochi	59.9	58.2	52.5	-31.9	Kochi	63.7	59.9	54.0	-29.2
Madurai	68.2	73.1	71.9	52.8	Madurai	69.6	75.0	75.5	73.6
VIJAYWADA	65.0	71.3	71.4	-19.4	VIJAYWADA	67.5	74.6	74.8	-15.1
Vizag	45.4	38.9	42.8	23.7	Vizag	48.8	44.1	49.7	36.4

Metro-wise Competitor Analysis

Bangalore MS (Vol.)				
Company	2017	2018	2019	%Growth
Lantus	16.3	21.9	20.5	**-20.4**
Eli-Lilly	8.1	9.9	8.5	**-26.7**
Ryzodeg	3.2	5.2	7.3	**19.4**

Bangalore MS (Val.)				
Company	2017	2018	2019	%Growth
Lantus	16.7	21.2	19.4	**-15.5**
Eli-Lilly	7.2	8.8	7.3	**-23.5**
Ryzodeg	7.7	11.0	14.6	**23.0**

Kochi MS (Vol.)				
Company	2017	2018	2019	%Growth
Lantus	17.4	17.4	20.7	-10.1
Humalog-Mix	10.2	9.7	9.4	-26.0
Ryzodeg	3.6	3.2	3.0	-28.2

Kochi MS (Val.)				
Company	2017	2018	2019	%Growth
Lantus	17.3	17.7	21.7	-3.3
Humalog-Mix	8.9	9.3	9.2	-22.9
Ryzodeg	8.3	7.2	6.8	-26.0

Vijaywada MS (Vol.)				
Company	2017	2018	2019	%Growth
Lantus	17.7	12.9	11.1	-30.7
Aventis	19.3	14.9	14.0	-24.7
Ryzodeg	1.6	5.2	5.9	-9.2

Vijaywada MS (Val.)				
Company	2017	2018	2019	%Growth
Lantus	19.0	13.3	11.4	-27.3
Aventis	20.4	15.1	14.6	-18.0
Ryzodeg	3.7	11.0	12.2	-6.6

- From the metro wise competitor analysis, it can be seen that in Bangalore, Ryzodeg is growing by more than 10%; in Kochi, it's degrowing by more than 25% and in Vijaywada, degroth is approx. 9%. And in comparison, Lantus is showing quite good performance in Kochi.

	South Zone (Val.)				South Zone (Vol.)			
	YTD Feb'20	% Contr.	AMS Growth	2019	YTD Feb'20	% Contr.	AMS Growth	2019
PIT	3,435	29%	13%	18,162	113,181	3%	7%	633,898
Novmix	2280	19%	7%	12,809	92,825	2%	4%	537,758
Ryzodeg	1154	10%	29%	5,353	20,356	0.5%	27%	96,141
Total	11,771	100%	10%`	64,442	4,305,764	100%	4%	23,852,803

Geo	Volume				Value			
	%contri	Sales	% Ach	AMS	%contri	Sales	% Ach	AMS
South Zone		20,356	105%	27%		1,154	105%	29%
Andhra Pradesh	28%	**5,793**	**108%**	**29%**	29%	**329.6**	**108%**	**32%**
Karnataka	25%	**5,179**	**105%**	**27%**	25%	**291.7**	**105%**	**29%**
Kerala	16%	**3,188**	**105%**	**34%**	15%	**176.6**	**105%**	**36%**
Tamil Nadu	30%	**6,197**	**102%**	**22%**	31%	**356.4**	**102%**	**24%**

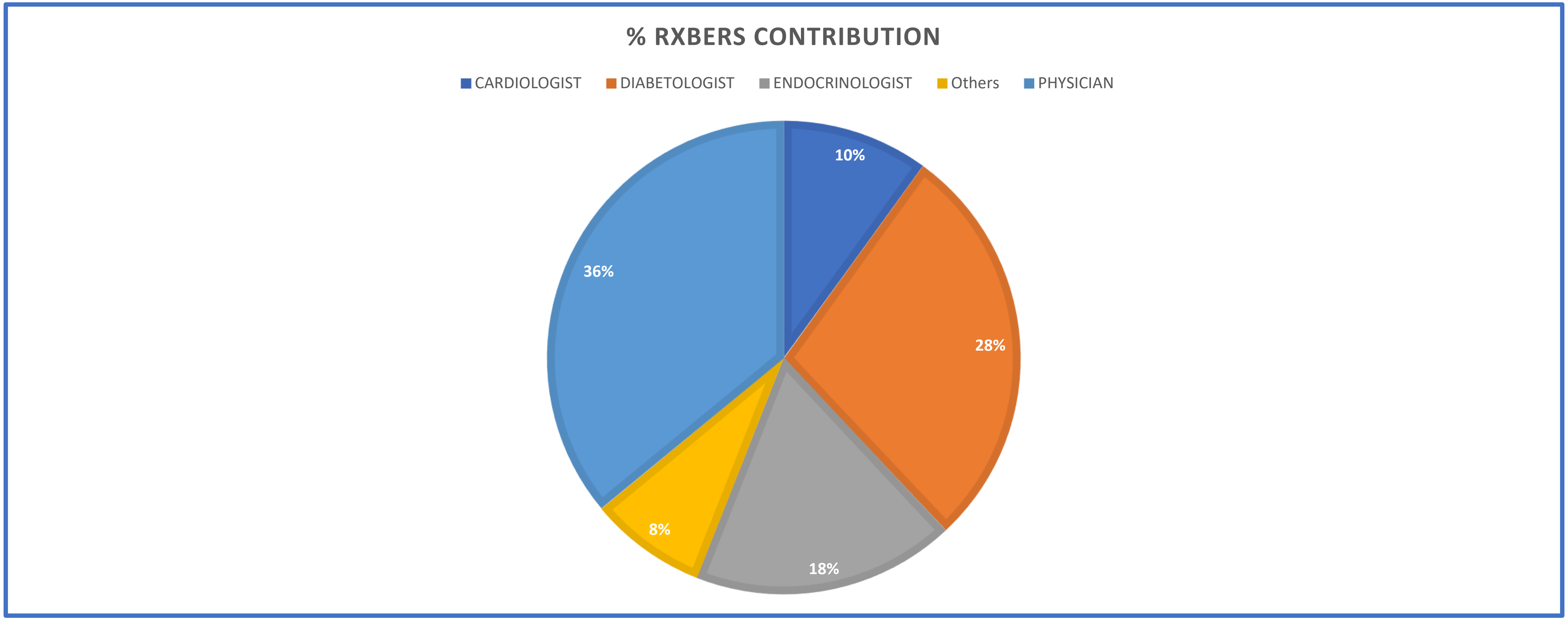
Internal Sale Data Analysis

YTD Performance

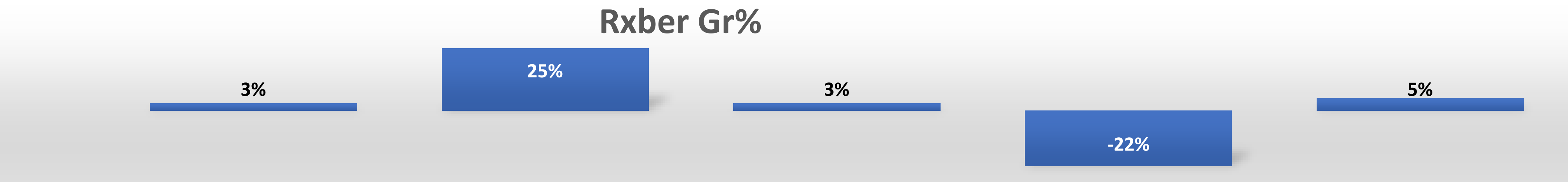
- Productivity of Kerala has been gone down, but parallelly sales growth is highest in all south zone. Due to smaller market size, Kerala contribution is low in comparison with other states. And also it is impacted on its per capita per month (PCPM).

	Manpower	YTD Feb'20	Contr.	PCPM	iPCPM	AMS Growth	2019
TN	51	356	10.6%	3.5	0.7	24%	1723
KA	42	291.7	11.3%	3.5	0.8	29%	1355
KL	45	176.6	5.8%	2.0	-1.2	36%	1723
AP	55	329.6	11.9%	3.0	0.7	32%	1498
SOUTH	**193**	**1154.3**	**9.8%**	**3.0**	**0.7**	**29%**	**5353**

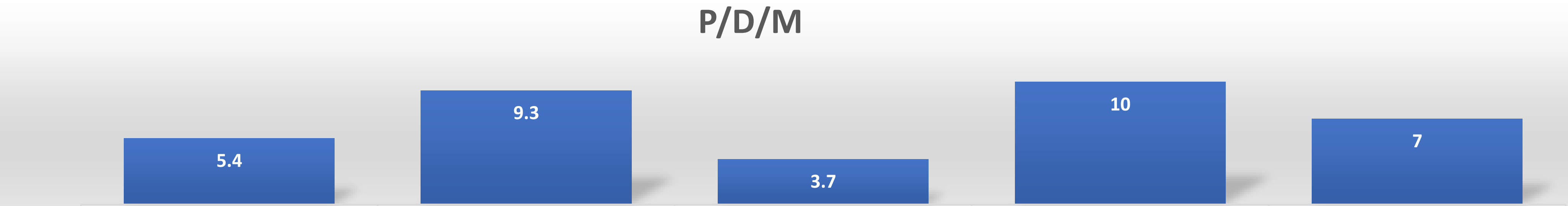
Major Prescribers



Prescription Analysis



	Endocrinologist	General Physician	Cardiologist	Others	Diabetologist
Rxber Gr%	3%	25%	3%	-22%	5%



	General Physician	Cardiologist	Others	Diabetologist	Endocrinologist
P/D/M	5.4	9.3	3.7	10	7

	CARDIOLOGIST	DIABETOLOGIST	ENDOCRINOLOGIST	Others	PHYSICIAN
Ryzodeg Priscriber Gr%	-4%	11%	0%	14%	10%

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Conclusion

- Overall Ryzodeg is growing by more than 20%
- Diabetologist/ Endocrinologist, Physician and Cardiologist are prescribing Ryzodeg more
- TN & KA are loosing some major prescribers
- In some region, the focus on specialist doctor is less (especially Diabetologist, Endocrinologist, Cardiologist)
- Lack of knowledge or training of PS may lead to degrowth in sales of that region
- Activities, like CME, Ryz Summit & Webinar, might not be highly impactful in TN & KA or Number of activities conducted are less
- In KA, Eli-Lilly is growing in comparison with Ryzodeg

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Thank You…!