



WHERE'S MY SHARE ?

Indian Pharma MNC goes digital to tackle
lost market share

WHERE'S MY SHARE?

ABOUT THE PARTNER

Our Industry Partner is one of the premium branded generic pharmaceutical companies of India. With focus on almost all the major therapeutic areas, this report covers the challenge faced by them in the 3 molecules in the management of osteoporosis namely; Calcium, Vitamin D3 & Teriparatide.

Calcium & Vitamin D3 helps in meeting insufficient dietary requirements associated with osteoporosis.

Teriparatide, a biosimilar helps in building new bones in cases of severe osteoporosis.

BUSINESS CHALLENGE



Company was **losing market share** to its competitors for all the three molecules in both prescription & OTC markets.



We identified the following key concern areas.

Primary target audience (covered by sales team)

Orthopedics



Low brand recall

Inconsistent HCP engagement

Quality gaps in sales team's messaging

Insufficient coverage of remote HCPs

Secondary target audience (not covered by sales team)

Rheumatologists, Gynecologists, Consulting Physicians & General Physicians



Low brand awareness

No scientific engagement

Poor sales team coverage

Gaps from channels on messaging

IDENTIFIED KEY OBJECTIVES

Evidence-Based Positioning

Create & leverage evidence-based content to educate identified target audience on calcium, vitamin D3 & teriparatide as management options for secondary osteoporosis.

Consistent Engagement

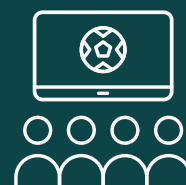
Engage target groups through KOL videos & other engaging content formats.

Wider Reach

Digitally reach more HCPs across specialties & geographies by being a part of their educational journey.



**Enhance product
& category
awareness**



**Engage primary &
secondary TAs**



**Improve brand
recall**



Be consistent

BLUEPRINT



Pre Launch Plan

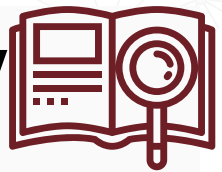
- Consistent digital engagement across the target audience on Docplexus platform by publishing evidence backed information in multiple engaging formats



Communication Strategy

- Increase category awareness & reduce dissonance amongst the target audience
- Scientifically educate & convince clinicians to identify the right patient, diagnose & prescribe
- Influence HCP-driven advocacy in both OTC & prescription

Extensive Secondary Research



- Top relevant topics identified around pathophysiology, diagnosis & management of osteoporosis & its associated co-morbidities

Solution Strategy Infocenter



- Infocenter titled- **“Engage to Excellence”** which is a dedicated knowledge micro site to discuss and engage target HCPs across 3,80,000+ registered medical practioners on Docplexus platform
- Enable & empower sales team with additional digital touchpoints for HCPs

WHERE'S MY SHARE?

BRANDED MICROSITE (INFOCENTER) SNAPSHOT

Total HCPs reached

15,600+



Specialty covered

30%

Consulting
Physicians & General
Physicians



70%

Orthopedics &
Gynaecologists

Geographical footprint

Evenly distributed across metro & non metro cities



53%



47%



North
23%

East
25%

South
21%

West
31%

WHERE'S MY SHARE?

WE WENT BEYOND "REACH"



HCP Sentiment Analysis

Unprejudiced social listening to understand trends around the brands, osteoporosis, available molecules & competitors

Contents designed as per HCP sentiments to bust myths & address concerns

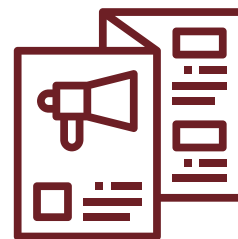
Dynamic content strategy with focus changed to **"Boosting immunity"**, keeping it relevant to COVID-19 information

Spike in viewership & engagement of target HCPs across India

Innovative marketing collaterals

Innovative GIF flyers for both online and offline promotion of our partner's infocenter to HCPs

Maximize reach & engagement of target audience even in **tier 2 & tier 3 cities** with minimum investment



An exclusive KOL engagement

One of India's most revered **KOLs** spoke on **'Managing osteoporosis: challenges & strategies'**

Garnered **highest engagement & popularity** on the platform

Consistently engage & respond to HCPs

Effective engagement through **customized & standard responses** to HCPs comments made on the platform



IMPACT



UPTICK IN PRESCRIPTION & SALE

for the three brands within 9 months



IMPROVED ADOPTION

for both primary & secondary target audiences, across metros & non metros



OFFLINE-ONLINE ENGAGEMENT

supporting the sales team in their covered accounts and helping with consistent messaging in non covered accounts & specialties



Your Trusted Medico Marketing Partner

We are India's largest online community of over **3,80,000** verified doctors.

As a medico-marketing professional, we help you meaningfully engage with our clinician users through data-driven, evidence-based marketing & brand management solutions such as Infocenters, Mindset analysis, KOL webinars, Sponsored Medical Updates, Online CMEs & more.

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