

Practical Cases of Tertiary Sales Analysis and Marketing Activity Monitoring of Kusum Company



In an ever-growing market of pharmaceutical products, every company strives to **expand the prescribing potential of its products**. This requires finding innovative approaches and techniques to attract a broader audience and increase interest in the company's products.

This case study shows how Proxima Research's analytical products can empower pharmaceutical companies to achieve their objectives.

PromoRxTest (Promo Products):

- provide ideas and information for shaping marketing activities,
- allow for assessing audience reactions to different types of promotions,
- enable monitoring competitors' actions.

The "Market Audit" product, with its data, provides:

- a clear picture of the market situation,
- helps to choose the most suitable time for promotions,
- allows for ROI increasing,
- tracks the direct impact of activities on sales.

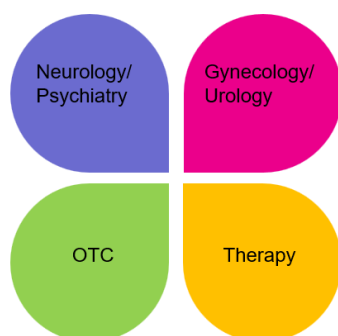
Kusum Company has been represented in Kazakhstan for more than 20 years, since 2001

KUSUM Group of Companies is:

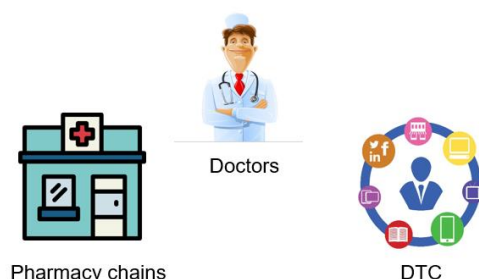
- ❖ more than 2000 highly qualified specialists;
- ❖ 4 modern plants (1 in Ukraine and 3 in India);
- ❖ 2 own research centers
- ❖ more than 50 brands;
- ❖ 10 countries coverage

Kusum Company - main promotional areas and channels

4 main promotional lines

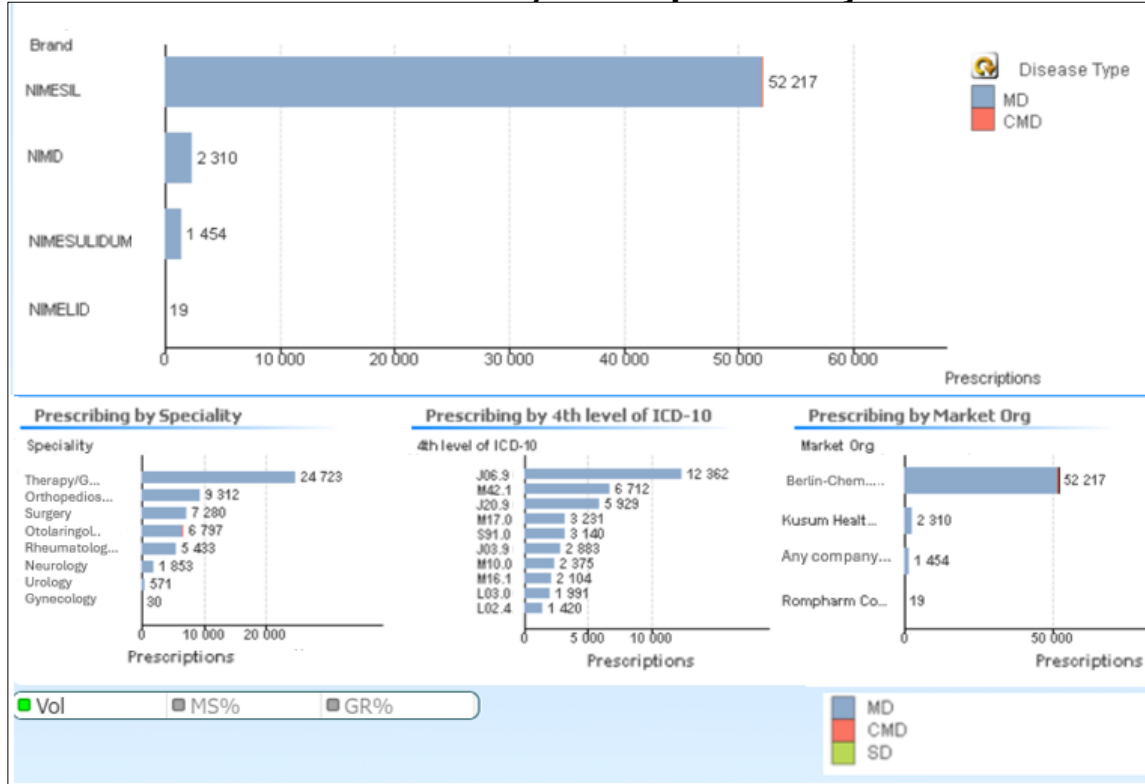


3 main channels of promotion

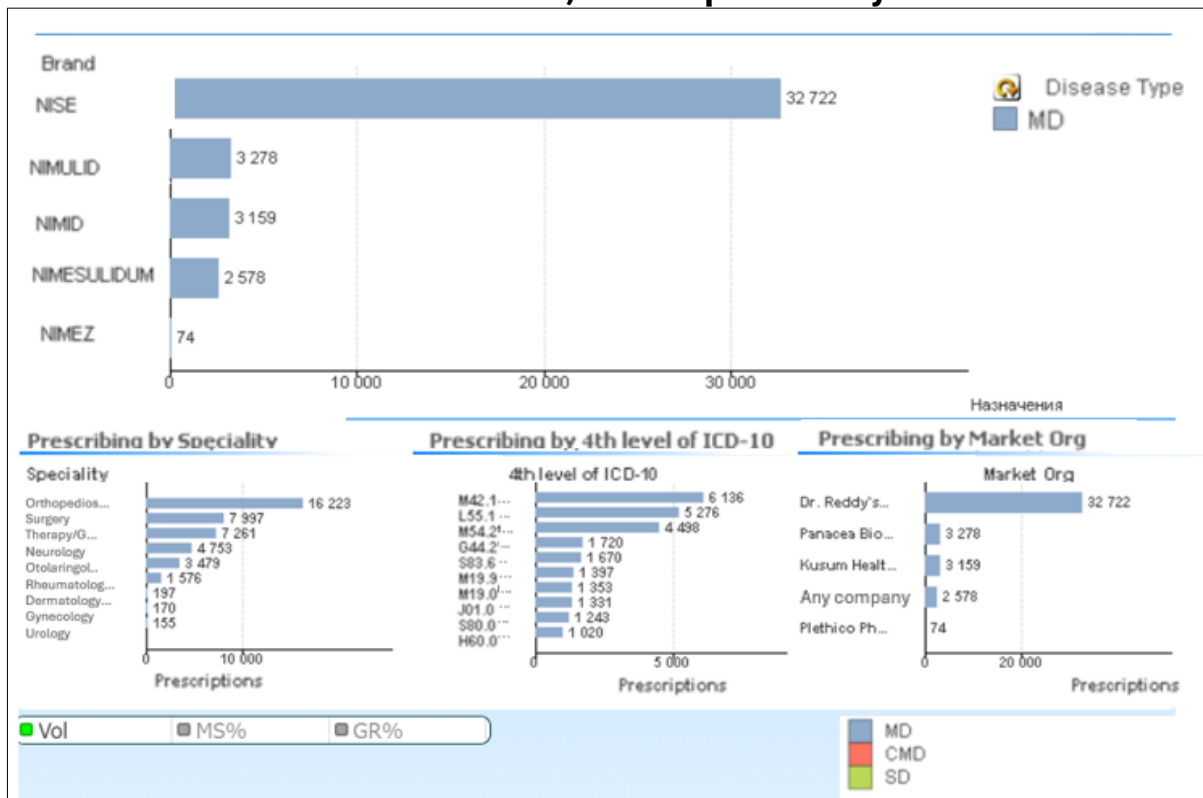


Nimid (granules and tablets) prescription analyses of specialists' prescriptions. Proxima Research RxTest data (Q1 2023 MAT)

Nimide Granules, Prescription Analysis



Nimide tablets, Prescription analysis



Prescribers No1 for Nimide granules – therapists, while for tablets – orthopedists/traumatologists.
 According to Proxima Research data, the targeting of external service visits has been changed!

Nimide Granules & Tablets. Regular data analysis. Proxima Research (RxTest) data

Nimid (granules and tablets).

Indications: treatment of acute pain, symptomatic treatment of osteoarthritis with pain syndrome, treatment of primary dysmenorrhoea.

Data from Proxima Research's Q1 RxTest Proxima Research report was analyzed in terms of 'Specialist Prescriptions Analytics' by competitive groups

CONCLUSIONS:

Nimide Granules:

- Therapists are the main prescribers.
- The main diagnoses are arthrosis, osteochondrosis, back pain.

Nimide tablets:

- Orthopedists/traumatologists are the main prescribers.
- The main diagnoses are osteoarthritis, osteochondrosis, fractures.

RECOMMENDATIONS:

Nimide Granules:

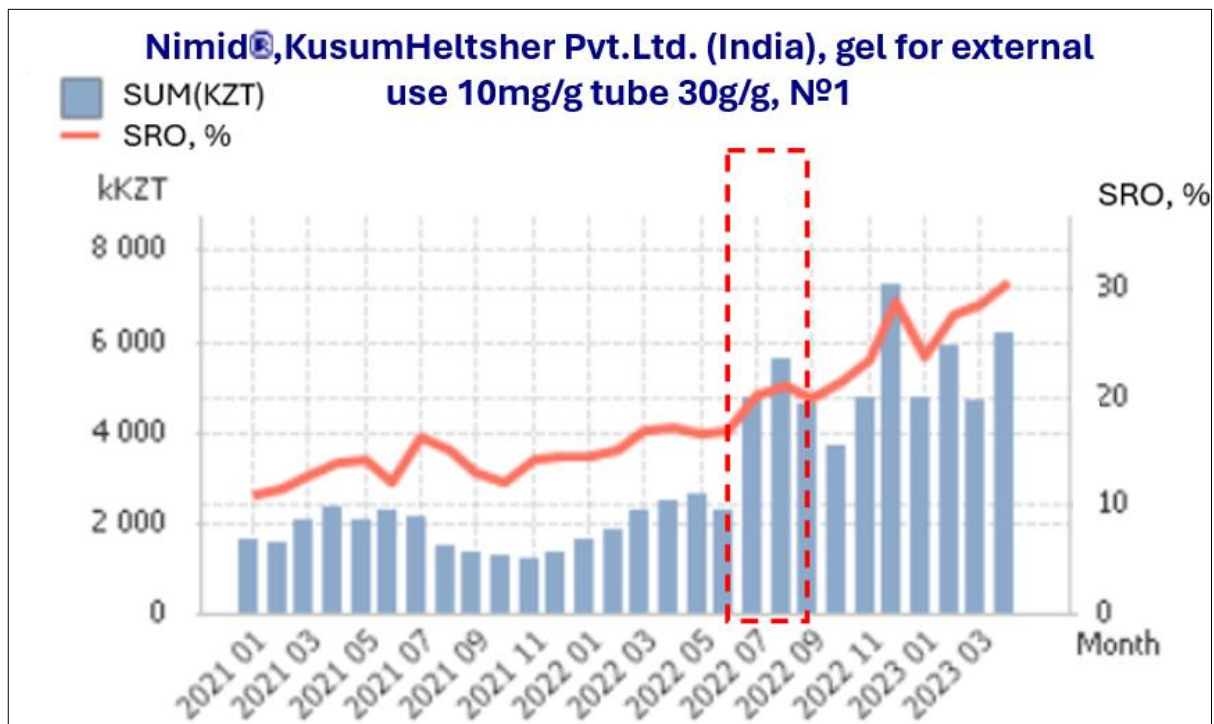
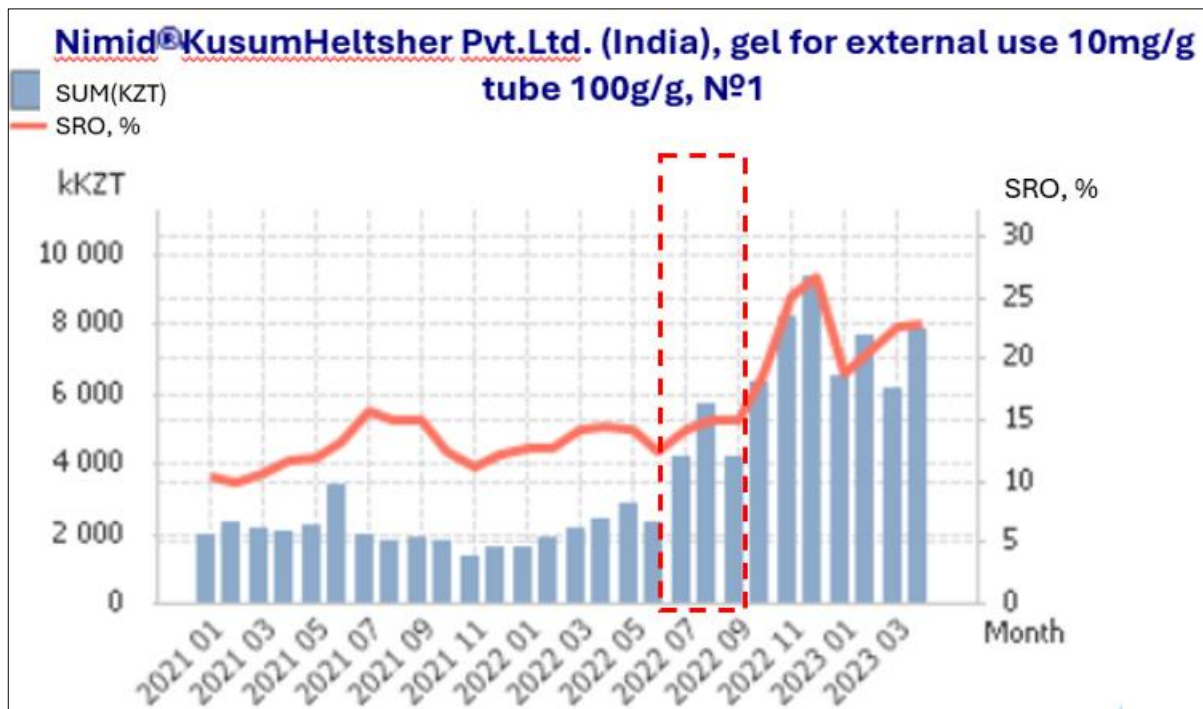
- Focus marketing efforts on therapists.
- Develop content for patients with osteoarthritis, osteochondrosis, back pain.

Nimide tablets:

- Focus marketing efforts on orthopedic trauma surgeons.
- Develop content for fracture patients.



Nimide gel-Monitoring of the SRO index for the TV campaign launch. Proxima Research (Market Audit) data

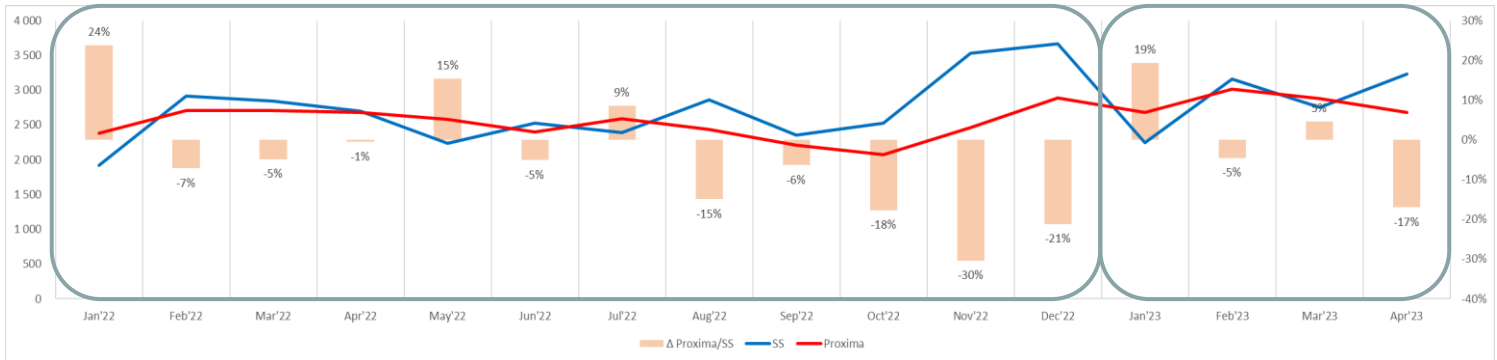


Indications for Nimid gel use: arthritis, joint pain, back pain (neck, lumbar, between the shoulder blades), ligament and tendon injuries. **Target:** to increase coverage and sales of Nimid gel on the territory of Kazakhstan. The promotion tool is an advertising campaign on television.

TV campaign launch was scheduled for October 2022. Activity period: June-July. The target was to increase penetration in pharmacies, which was assessed by the SRO index and the penetration index of the base of covered pharmacies.

RESULT: an increase in SRO from 12 to 15 for Nimid 100g and from 16 to 21 for Nimid Gel 30g between June and September and consequently a successful launch of TV adverts and increased sales.

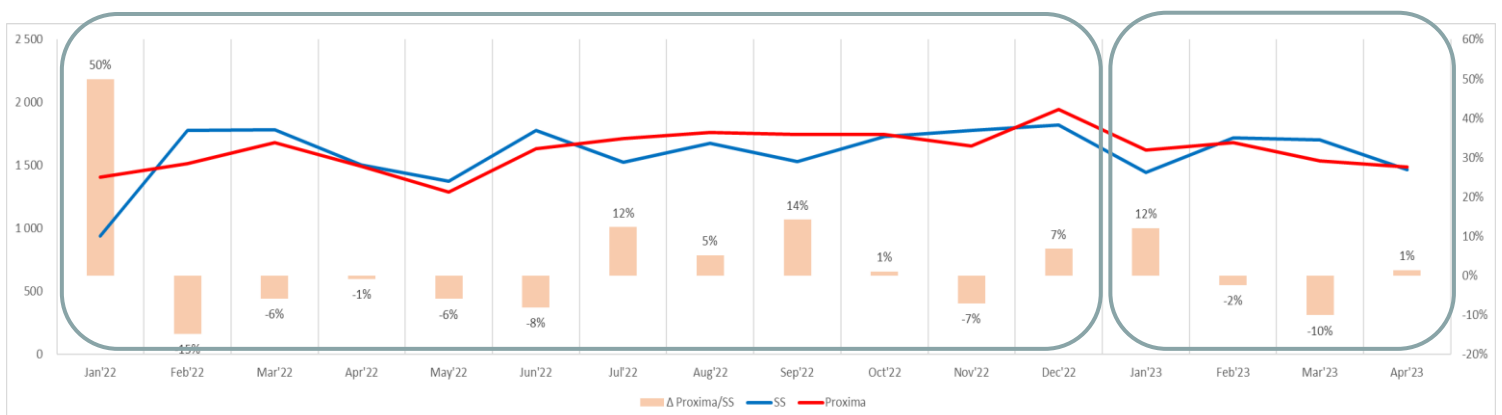
Serrata - tablets: comparison of secondary and tertiary sales, Proxima Research (Market Audit) data and internal sales data of the company



	MAT		YTD 04		RQ 1		MTH 4	
kUnits	2023	2022	2023	2022	2023	2022	2023	2022
Δ Proxima/SS	-8%	0%	-1%	1%	-6%	-4%	-17%	-1%

The discrepancy between the internal sales data of Kusum and Proxima Research is 8% in MAT and 1% in YTD. The deviation in November-December corresponds to the utilization of pharmacies and pharmacy chains.

Quanyl Granules - comparison of Secondary and Tertiary Sales: Proxima Research (Market Audit) Data and Internal Company Sales Data



	MAT		YTD 04		RQ 1		MTH 4	
kUnits	2023	2022	2023	2022	2023	2022	2023	2022
Δ Proxima/SS	1%	-1%	0%	1%	-4%	-7%	1%	-1%

The discrepancy between Kusum's internal sales data and Proxima Research is 8% in MAT and 0% in YTD.