

**DISSERTATION TRAINING
PATHKIND DIAGNOSTIC PVT. LMT**



**IMPACT OF MARKETING ON SALES OF PRE-NATAL SCREENING
TESTS**

A Report By

Dr. Anu

PG/20/012

Guided By

Dr. Pankaj Talreja

Post-Graduate Diploma In Hospital And Health Management

Batch: 2020-2022



International Institute of Health Management Research

New Delhi

Annexure B (Cover page)

Internship Training

at

Bhagat Chandra Hospital

by

Name: Dr. Anu

Enroll No. **PG/20/012**

Under the guidance of

Dr. Pankaj Talreja

PGDM (Hospital & Health Management)

2020-22



**International Institute of Health Management Research
New Delhi**

Completion of Dissertation from
Pathkind Diagnostics Pvt. Ltd.

The certificate is Awarded to

Dr. Anu

In recognition of having successfully completing her Internship in the Department
of

Medico-Marketing

And has successfully completed her Project on

Impact of Marketing on the Sales of Pre-Natal Screening Test

Date: 28th June '22

At

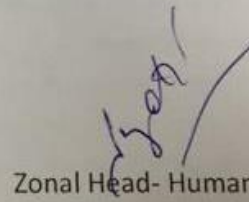
Pathkind Diagnostics Pvt. Ltd

She comes across a committed, sincere & diligent person who has a strong drive
& zeal for learning

We Wish her all the best for the future endeavors



Training & Development Team



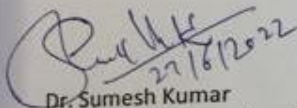
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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr. Anu student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at Pathkind Diagnostic Pvt Ltd. from Feb '22 to Apr '22


The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical. The Internship is in fulfilment of the course requirements.

I wish him all success in all his/her future endeavors.



27/8/2022

Dr. Sumesh Kumar
Associate Dean, Academic and Student Affairs IIHMR,
New Delhi



Mentor

IIHMR, New Delhi

Certificate of Approval

The following dissertation titled "IMPACT OF MARKETING ON THE SALE OF PRE-NATAL SCREENING TESTS at "PATHKIND DIAGNOSTICS PVT. LTD. is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of PGDM (Hospital & Health Management) for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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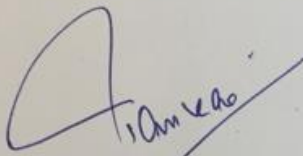
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Certificate from Dissertation Advisory Committee

This is to certify that Dr. Anu a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. He/ She is submitting this dissertation titled Impact of Marketing on the sale of Pre- Natal Screening test at Pathkind Diagnostics Pvt. Ltd. in partial fulfillment of the requirements for the award of the PGDM (Hospital & Health Management).

This dissertation has the requisite standard and to the best of our knowledge few (about 14%) part of it has been reproduced from other dissertation, monograph, report or book.



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Name of the Student: Dr. Anu

Dissertation Institute: Pathkind Diagnostic Pvt. Ltd

Area of dissertation: Medico-Marketing

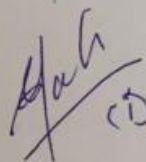
Attendance:

Objective met: Yes.

Strength: Hard working, coordination, creative.

Suggestion of improvement Aggression.

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Title of the Dissertation/Summer Assignment	<u>IMPACT OF MARKETING ON SALES OF PRE-NATAL SCREENING TEST</u>		
Plagiarism detect software used	<u>"TURNITIN"</u>		
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AKNOWLEDGMENT

I am extremely thankful to every one of the experts at Pathkind Diagnostic Pvt. Ltd. for sharing generously their valuable insight and precious time which motivated me to do my best during dissertation. My learning and data collection regarding dissertation report would not have been possible without in depth discussions with Dr. Palash . I express my gratitude towards him for providing timely guidance, inspiration & unconditional support during my study.

My special thanks to Mr. Abhishek Marwah (senior product manager) for his active cooperation and support as this study could not have been possible without his constant support and mentoring.

Mentors in IIHMR I am highly grateful to Dr. Pankaj Talreja and all the faculty members and staff for giving me this opportunity to learn and to add to my phenomenal experience. Without their cooperation and guidance, it would not have been possible to conduct my study and complete my training successfully.

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SECTION 1 OBSERVATIONAL LEARNING

Indian Diagnostic Industry

Diagnostic services act as an intermediary in India's healthcare industry. They offer vital information about the correct diagnosis and treatment of diseases. The diagnostic services are categorized mainly into 1. Pathology testing or in vitro diagnosis services, 2. Imaging diagnosis or radiology services, and 3. Wellness and preventive diagnostic services. Pathology testing contributes ~70% of the market share, whereas radiology tests account for the rest. You should note that Indian diagnostic services are provided at the lowest price in the world. The industry is mainly volume-oriented. As a result, the testing price hasn't increased or marginally increased (5%-7%) in the last five years.

About Pathkind Diagnostics

Pathkind is the India's fastest growing Pathology lab network

Pathkind Diagnostics has been established by the promoters of Mankind Pharma and co-promoted by Mr. Sanjeev Vashishta, Ex CEO of SRL Diagnostics. The Senior Leadership & Management team has a collective experience of more than 200 years in running hospitals & diagnostics, a very rare and unique combination.

MANKIND, the 4th Largest Pharma Company in India stands by its philosophy to make superior quality products/ services available to the masses at the most affordable prices and PATHKIND has the same DNA. In just 4 years since its inception, Pathkind has set up 88 Labs and a highly responsive robust network of 2500+ Collection Centres).

Mission

"To be a Trusted Brand having Pan-India footprint, Making Superior Quality Diagnostics Services Accessible to the masses at Affordable Price through Innovative means".

CORE VALUES



Innovation



Ownership



Customer Centricity



Integrity



Camaraderie

OUR MISSION



Trusted Brand



Pan India Footprint



Superior Dx



Accessibility



Innovation



Affordable

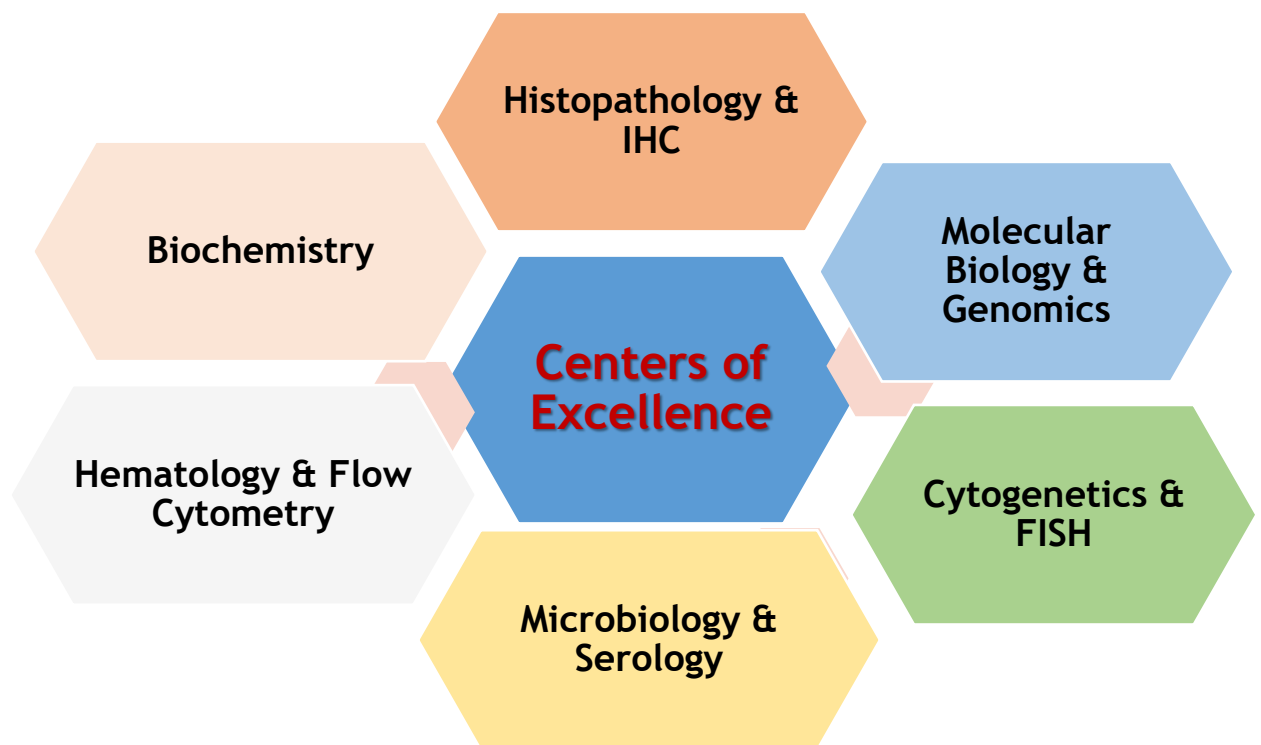


www.pathkindlabs.com

Pathkind has

- 88+ labs
- 2500+ Collection centres
- 1 Cr+ Happy Customers

Our expertise



Pathkind is the 1st laboratory to offer

- Separate channel team and regional marketing managers to drive BTL activities
- Co-investment of business partners in marketing expenditure
- First lab to be virtually audited by NABL for granting the accreditation
- First in the industry to validate commercially available COVID-19 PCR test kits

Pathkind in news



Pathkind in News!

Pathkind Labs Nagpur inaugurated by
Hon. Union Minister Sh. Nitin Gadkari ji



APN NEWS

Friday, January 2nd, Today's Market: Current Time: 04:04:40

NEWS BUSINESS TECH & INDUSTRY ENTERTAINMENT NEW PRODUCTS EDUCATION HEALTHY LIFESTYLE

SEARCH

HEALTH: MEDICAL NEWS

Punjab story

5 LPU students enter Khabadi League (W3) Season-8 **Dish T's 'Khabadi' brings family drama with series 'Papa Ka Roomer'** **Start streaming on October 30**

Union Minister Nitin Gaddkar inaugurated a new state-of-the-art pathology lab in Nagpur

Published on October 29, 2021

Punjab Diagnostics has made a foray in Maharashtra with a state-of-the-art Pathology Lab in Congress Nagar and Nagpur. This move is in line with the company's aggressive expansion plans in Maharashtra and other western & central states of India.

This new lab was inaugurated by Shri. Nitin Gaddkar, Minister of Road Transport and Highways of India (Govt. of India) and his daughter Yashviha, MD & CEO, Punjab Diagnostics.

As a part of the expansion plan and to make quality diagnostics services accessible to the masses in western and central India, Punjab Diagnostics has opened large format labs in Nagpur, Raipur, Jabalpur and very soon more labs will be launched in Mumbai, Pune, Aurangabad, Goa, Bhopal and Indore to be able to provide superior quality diagnostics services to the people residing in western and central parts of the state their doorstep. Punjab has opened almost 500 centres across the entire geography. It is pertinent to mention that Punjab already has impressive footprint in nearly all states of Odisha, Westbengal, Chhattisgarh and also the massive coverage in North and East India too.



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श्रीलंका के नौवें राष्ट्रपति श्री जे. एम. बजिराव ने 15 अक्टूबर को श्रीलंका के राष्ट्रपति भवन में श्रीलंका के प्रधानमंत्री श्री एम. एम. पुरिषे के नेतृत्व में एक प्रतिनिधिमंडल के साथ मिलकर श्रीलंका के राष्ट्रपति पद की शपथ ग्रहण की।

INTRODUCTION

Sales and Marketing teams are two most important business functions within the organization, whereas their impact leads to increase in the revenue generation of the company.

The term, sales refers to all those activities that lead to the sale of goods and services provided by the company.

Whereas, the marketing refers to the process of getting customers interested in the goods and services being sold.

A sales and marketing managers are fully responsible for doing researching and then developing marketing opportunities, planning new strategy and ensuring the implementation of the new sales plans effectively. The two teams (sales and marketing team) is also responsible for managing the marketing and the sales staff and along with this they perform managerial duties to meet the company's operations goals.

The Sales Team promotion is defined as a planned and implemented marketing activity that enhances both product and services and also changes customer's behavior in positive direction in return to an additional benefit for the purchase of the service or product

Apparently in any organization there are two elements- primarily revenue generating sources work together within a company that is the marketing team and sales team. Based on the work balance between the "sales team and marketing team, they should work together and create and execute effective sales strategy and planned activities and also encouraged sales teams to be the part marketing strategy development process, and they should co-ordinate in developing effective strategic plans to strengthen, deliver, and communicated a better customer/consumer experience.

In some organizations, the strategy Planning and execution is the responsibility of the marketing team without suggestions from the sale team members. So, the sales team becomes formally present with the new strategy planning only when the marketing team wants them to be involved in this. So the sales team was not aware of these implemented plans/strategy made by the marketing team, often the sales people did not accept and supported the strategy planned by the team because the sales team thought that these strategies planned by the marketing team were not appropriate, effective, relevant, and connected from reality on the field.

SALES AND MARKETING STATERGY

SALES

A **vertical sale** strategy is termed as focuses on creating the content and distribution efforts by the organization on the business's top-fit type of consumers in order to attract them towards the market and sales and convert them into best customers.

Example: Manpower for better services, providing promotional handouts to the sales team etc.

Horizontal sale integration strategy is when a business acquires a related business that occupies the same stage of the value chain and provides a similar type of value as the business.

Example: Franchise expansion, setting up collection centers, setting up labs for better TAT.

MARKETING

Marketing is of 3 types

- B2C – business to customer
- B2B- business to business
- Digital marketing

B2C – Business to customer

- B2C is the Marketing that targets individual consumers as customers.
- For the better consumer experience, the company do
 - **Branding**- is the process to create a strong, positive image of the organization, services in the customer's mind by putting together all elements like organization's logo, mission statement, vision etc.
 - Branding is of two types
 - **Internal branding**
 - Internal brand is designed to connect with the current employees as well as with the future employees
 - **External Branding**
 - External branding is designed to make a connect with the customer
 - **Promotion**
 - For promotions the company designs promotional materials like
 - LBLs- Leave behind leaflet
 - Banners
 - Brochure etc.
 - **ATL- Above the line Marketing:** it is done using mass media methods in which the wider audience is targeted
 - **BTL- Below the line Marketing:** it is when an organization thinks to target a specific minor groups

B2B – Business to Business

- B2B is the marketing that focuses on serving the other businesses
- Here in diagnostics B2B is the connect with the Dr. who prescribes our tests

Digital Marketing

The company now days also have a very strong base on the digital marketing like

- Facebook
- Instagram

They have their accounts on which the post promotional pictures and information.

Sales and Marketing Conflict- The Major Causes

- **Separate Identity:** Both sales people and marketing team are considered to perform the almost similar work in the organization, mostly in all companies both the teams are trained and managed very separately. Generally, Sales people complains that the other team is trying to cause barriers in getting their deals, whereas the marketing team in seen complaining that sales team was trying to portray a negative brand image within customers they also complained about the feedback that they receive from the sales team were less than required. In conclusion, both the teams have a struggling relationship due to a vast disconnection between the two teams due to lack of trust and respect between the sales and marketing team.
- **Time-Frame Conflicts:** the conflict arises between the sales team and marketing team due to the difference as when the targets are planned, resources are given accordingly, and their evaluations is done based on their performance.
- **Flow of Communication:** Communication is needed for the work to be shared and exchanged including with planning strategy and other assistance. It is often noticed that sales people upset about the fact that the information being available lately from marketing while the marketing team complains that information given to the sales team is not being valued much and utilization is not up to the mark by sale team
- **Goal Differences:** The goal differences between the two teams cause a huge gap like trusting problems, which creates misunderstanding between the teams.

Achieving Sales and Marketing Integration:

To end the conflict between the sales and marketing team

- **Create Shared Responsibilities:** The sales team and marketing team functions together to work in more aligned manner, the most important is how to develop better opportunities for the marketing team as well as for the sales teams working parallel

The responsibilities can be divided by common projects and specific target creations, customer account strategy. And this can create transparency and familiarity in the ways of thoughts and approaches for handling certain tasks. Brand managers should ensure that they are attending regular review meetings conducted by the field managers to understand the actual ground challenges faced by the team.

- **Creation of a Liaison Position between Sales and Marketing:** The liaison is a position that must be given to the person who is trusted by both the team members. The most important duty of the person on this position is to reduce all disputes and help in creating, smooth work flow of information between the two teams
- **Changes in the organization's strategy planning from being well aligned to being well integrated:** Integration is very important because when the two teams functions together they have different views about the same customer they are dealing with. All key information should be circulated between both, the sales team and the marketing team by making information systems full of automation so that it will be easily available by both teams.
- **Deciding clear roles and responsibilities within the teams:** The sales and marketing is responsible for making the customer base who'll make the purchase of products or services. Retention efforts are more important to hold the customer base an organization has created
- There are few steps which are taken by marketing like brand building, performance, marketing strategy, lead generation and identification, target customers, current market need and to ensure the proper implementation sales team takeover the charge.

How to make a better relations between the sales team and marketing team that will ultimately lead to better performance?

- The main focus should be on improving the relation between the two teams, it is an important to have healthy relations which is critical for an organization to do better performance.
- Management teams should try not to force any decision between the marketing team and sales teams.
- Both the teams should have good products knowledge about the company, and the sales team should be an expert with regards to the customer's relations from the company.
- Be it marketing Team or sales team both should own the responsibilities of the long term achievements of the firm, the other business unit should also own the responsible for the short-term achievements of the company.

IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR

The 4P's of Marketing are:

The 4 P's of marketing generally implies to the 4 very important components that comprises the process of marketing a product more effectively. So marketing Mix is a set of tools that any company uses to attract consumers for buying their services. The marketing mix involves:

- To understand the requirements of their customers
- Causes of failure for the present product
- Identifying the problem, then how to solve it and also to change the perception of the service among customers.
- To design different characteristics to increase advantage within competition.
- To understand the interaction between the service/product and the custom.

The 4P's of marketing are:

1. Product a company is selling
2. Price at which the product is sold
3. Place- target audience
4. Promotion materials used

PRODUCT

- It is generally the product/services provided in the company to the consumer to fulfill their desire

PRICE

- It is seen that the price decided for a product is responsible for its overall sale volume and business profits to the company.
- Demand of the product in the market, its cost, pricing of the competitors, and also governmental guidelines are some of the essential factors that decides the price. Price shows the product's actual market value rather than its real value. This shows that pricing can be increased to promote its exclusivity or can be reduced to create its access.
- So this includes making decisions in terms of the basic price, its discounts, price alteration, credit terms, etc. It is also important to analyze when and if techniques like discounting are required or appropriate.

PROMOTION

- The primary aim of promotion is to spread awareness about the product and services offered by a company. It helps in persuading consumers to choose a particular product over others in the market. Promotional efforts include the following:

- **Advertising:** A means of selling a product, service, or idea through communicating a sponsored, message about the services being provided
- **Public relations:** This includes managing and also controlling of the flow of information from the company to the customers.
- **Marketing strategy:** Includes to identification of the right target from the field and using suitable tool like advertisement and digital platforms for marketing get into the effective marketing strategy.
- Promotion majorly includes online factors like determination of the searching on Google and specific ads for a particular product, the design and layout of a company's official website, and also the content that is being posted on social media handles such as Instagram, Twitter, Facebook etc.

PLACE

- When it comes to Place, this means choosing the right place where service should to be available for sale. The primary aim of manage the product and to ensure that the product is always available for the customer on time.

SWOT Analysis



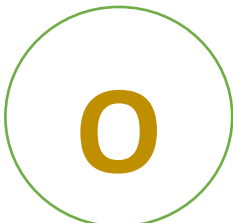
STRENGTHS

- Fastest growing diagnostic company
- More than 88 labs all over India
- 2500+ collection centers for sample collection



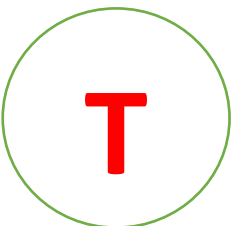
WEAKNESSES

- Very high cost of the services
- Increased turnaround time



OPPORTUNITIES

- Providing services in rural areas
- Conducting more of health camps



THREATS

- Very low cost the same services in other companies
- Increasing competition in diagnostics field

PATHKIND PRODUCT OVERVIEW

WHAT IS PRE-NATAL SCREENING?

- Pre-Natal screening involves the tests performed to detect any kind of abnormality in the fetus of the mother.
- Most commonly occurring abnormalities in the fetus is trisomy of chromosomes.
- Now the question arises that what are chromosomes?
- They are the thread like structure present in the DNA of the human body.
- There are 23 pair of chromosome in a human body that carry genetic material in them that passes on to the child.
- The 22 pairs are known as autosomes and the 23th pair is called sex chromosomes (decides the gender of the baby)

ANEUPLOIDY?

Improper disjunction of chromosomes at any position the condition is known as “**Trisomy of Chromosomes**”

Most commonly occurring trisomy are

- **Trisomy 21 (Down syndrome)** – aneuploidy at 21 position
- **Trisomy 18 (Edward syndrome)** - aneuploidy at 18 position
- **Trisomy 13 (Patau syndrome)** - aneuploidy at 13 position
- **Aneuploidy can also be seen at chromosome position no. 23 i.e., sex chromosome.**

PATHKIND NIPS RANGE OF TESTS

- **NIPS BASIC**- Screening the Trisomy of 13, 18 & 21
- **NIPS ADVANCE**- Screening the Trisomy of 13, 18, 21 & Sex Chromosomes
- **NIPS COMPREHENSIVE**-Screening of all 23 pair of chromosomes.

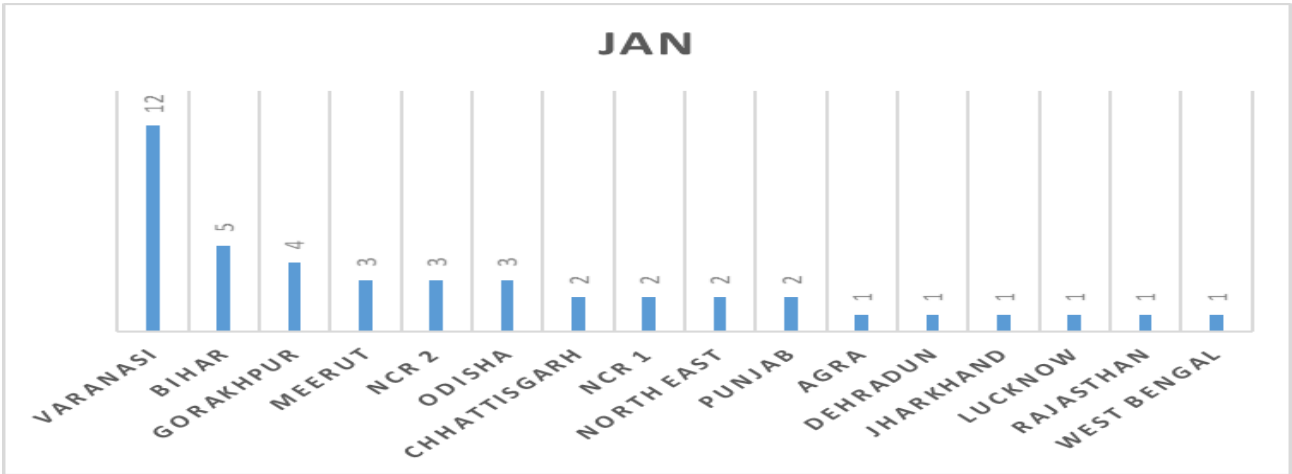
What if screening is positive for one of the anomalies?

- Additional testing such as *Amniocentesis* may be required

SALES TREND OF NIPS IN LAST 5 MONTHS

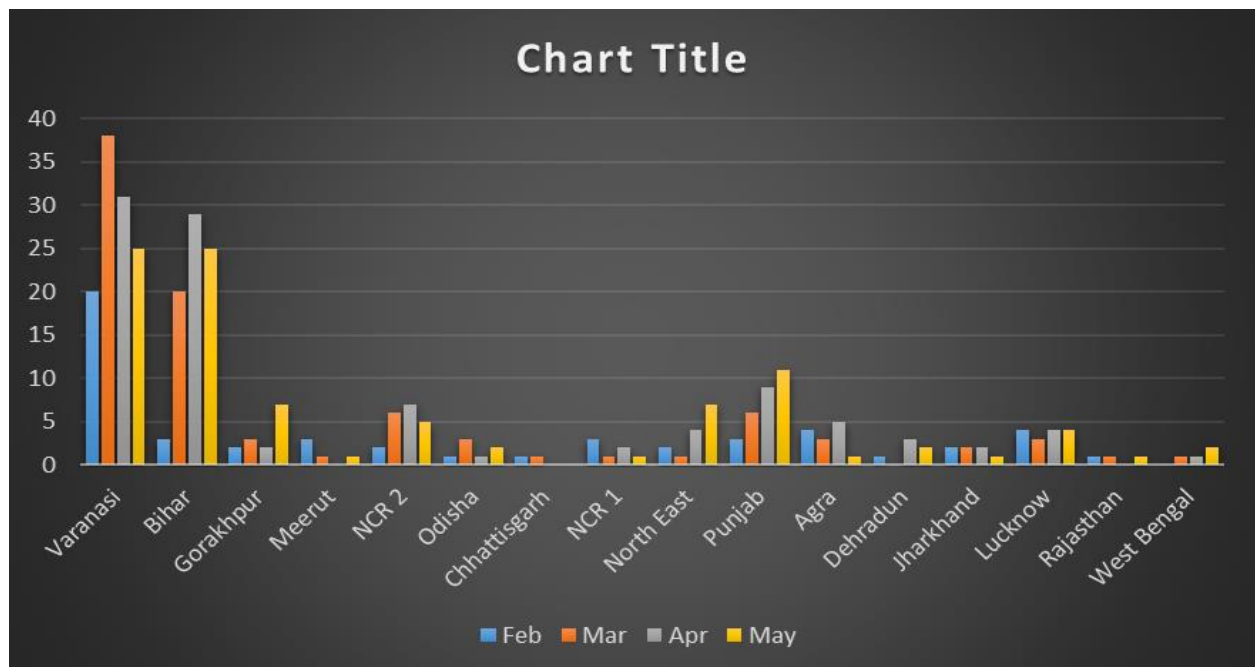
- Sale for the month of January

Cluster	Jan
Varanasi	12
Bihar	5
Gorakhpur	4
Meerut	3
NCR 2	3
Odisha	3
Chhattisgarh	2
NCR 1	2
North East	2
Punjab	2
Agra	1
Dehradun	1
Jharkhand	1
Lucknow	1
Rajasthan	1
West Bengal	1



Sale in next few months

Cluster	Feb	Mar	Apr	May
Varanasi	20	38	31	25
Bihar	3	20	29	25
Gorakhpur	2	3	2	7
Meerut	3	1	0	1
NCR 2	2	6	7	5
Odisha	1	3	1	2
Chhattisgarh	1	1	0	0
NCR 1	3	1	2	1
North East	2	1	4	7
Punjab	3	6	9	11
Agra	4	3	5	1
Dehradun	1	0	3	2
Jharkhand	2	2	2	1
Lucknow	4	3	4	4
Rajasthan	1	1	0	1
West Bengal	0	1	1	2



RESULTS

1. In the month of January, the product was launched in Pathkind. It was being outsourced by the company due to which the Turnaround Time was long as compare to other companies
2. In February the company started performing the test In-house which lead to decrease in the Turnaround Time
3. In Next few months the Medico-Marketing team stated
 - a. Designing new LBLs and new visual aids
 - b. Taking regular trainings of the sales team which helped in building their product knowledge
 - c. The PMT (Product Management Team) designed new leaflets and other promotional material for the sales team which helped them in better promotion of the product
 - d. Sales team was helped in conducting CME (Continuous Medical Education) Program for doctors for Brand building.
 - e. Regular RTM's (Round Table Meetings) with the Doctors also helped in face reorganization of our sales team.
 - f. We also decided to plan joint working with the sales team to guide them in the detailing of the products.

DISCUSSION

The analysis yielded shows that the importance of marketing and how it was impacting the company's sales success.

1. The struggle between the two teams (sales team and the Marketing team) focuses more on increasing the sale opportunity which results in direct communication within the two teams. Research on marketing, shows that an effective internal team work brings company benefited in terms of better sale performance and customer's satisfaction. So the best ways in which the organization can develop a better relation between sales team and marketing team that can result to improved sale performance, it may not always affect sale performance after the strategy planning and then implementation. It important to learn that both teams play a very important role within a company. They are majorly responsible for generating revenue for the company.
2. **. Increasing Opportunities** – Without any support from the marketing team, the sales Team cannot grow at a considerable rate. The organization should have an active sales culture. Which can easily incorporate the needs, help increasing marketing activity, Like relationship with the sales team along with price, brand and service. The organization can

increase the marketing budget and allocate funds in organizing regular clinical activities like camps etc. for the doctors

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