

## МЕНЕДЖМЕНТ І МАРКЕТИНГ

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## SCIENCE-TO-PRACTICE APPROACH TO POSITIONING OF “CLIMASED” HERBAL MEDICINE

V.K.Iakovenko, Z.M.Mnushko\*

Institute of Pharmacy Professionals Qualification Improvement of the National University of Pharmacy  
National University of Pharmacy\*

*Key words: comparative positioning; “Climased” herbal medicine*

*A competitive positioning of the herbal medicine “Climased”, oral drops, has been carried out. The most expressed pharmacological effects of “Climased” medicine are sedative, hypotensive, spasmolytic, anti-inflammatory and choleretic. According to the results of marketing analysis the main medicines-competitors and 7 basic segments of consumers of the medicine studied have been determined. The segments of customers with such indications for “Climased” use as neurogenic headache, mild and medium arterial hypertension, climacteric syndrome are promising for positioning. Twenty six medicines have been selected, including “Climased”; and their comparative characteristic has been performed by the following parameters: the number of indications that are common with “Climased”; the number of side effects and contraindications; a medicinal form of the medicine; average daily cost of treatment. The cost of daily treatment with the medicines under research ranging from 0,17 UAH to 10,17 UAH has been calculated. For “Climased” it equals 2,14 UAH; this fact describes it as a comparatively cheap medicine. The matrix of the main criteria of “Climased” positioning has been created. The following parameters are referred to the characteristics of successful positioning with a mean and high probability: a great number of indications, a wide spectrum of the pharmacological action, the absence of expressed side effects, easy to use medicinal form and relatively low cost of treatment. The results of general estimation of technological and economical indices of “Climased” has proven that these oral drops substantially exceed the herbal medicines-competitors studied from the subgroup N05C M50 “Other soporific and sedative medicines, including combinations” according to the ATC-classification.*

Creation of a new original medicine requires the company-producer to position its market offer by some means or other. Positioning means actions on developing the company’s offer and image directed to hold a separate favourable position in consciousness of the target group of customers. The final result of the drug positioning is a successful creation of the market-oriented offer of the product value – a simple and clear statement that clarifies why exactly the target audience should buy and use products of this company [2, 3, 5]. The adequate position to the market is steady, protected and adapted to future development. The position can evolve and vary according to the market environment and the

product life-cycle stage [1, 7, 10]. The following approaches to positioning can be distinguished: positioning as comparison of similar products and positioning as customers informing.

Based on the analysis of the customer’s needs the opportunities for comparative positioning of a drug can be defined as follows: on the background of specific characteristics (efficiency, potency, number of indications, side effects, tolerance, the speed of the effect onset, drug cost in comparison with analogues); by the way of application (dosing schedule, mode of drug administration, usability); by the customer’s advantages (the cost of daily treatment or the cost of the course of treatment, drug action duration); in relation to the

end consumer or a patient (the possibility of using by special groups of patients – children, elderly age group; use in a chronic or an acute disease; depending on severity of a disease; depending on therapeutic aims – medicinal or preventive); in relation to a medicine-competitor; in relation to the pharmacotherapeutic group of medicines; in relation to the elements of the marketing mix (package design, package size, etc.) [2, 4]. The aim of our work was the market positioning of the herbal medicine “Climased”, oral drops, by Zhytomyr “SCE “Pharmaceutical factory” JSC.

### Materials and Methods

To achieve the goal the level V subgroup of the ATC-classification N05C M50 “Other soporific and sedative medicines, including combinations” has been analyzed; from it the combined herbal drugs registered at the Ukrainian pharmaceutical market as of 2013 have

**V.K.Iakovenko** – Candidate of Pharmacy, associate professor of the Department of Industrial Pharmacy and Economy of the Institute of Pharmacy Professionals Qualification Improvement of the National University of Pharmacy (Kharkiv)

**Z.M.Mnushko** – Doctor of Pharmacy, professor, head of the Department of Management and Marketing in Pharmacy of the National University of Pharmacy (Kharkiv)

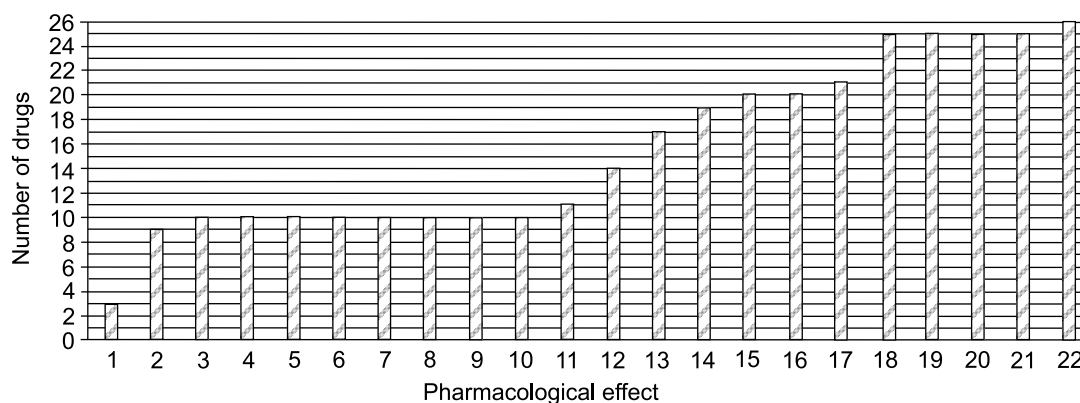


Fig. 1. Comparative analysis of pharmacological effects of "Climased" medicine in other combined herbal sedative drugs: 1 – diaphoretic; 2 – expectorate; 3 – antiemetic; 4 – antihistaminic; 5 – antiviral; 6 – renewal of saprophytic microflora; 7 – metabolic process improvement; 8 – anticlimatectic; 9 – elimination of weak dysmenorrhea; 10 – elimination of toxicosis of pregnancy; 11 – anticonvulsive; 12 – diuretic; 13 – hypotensive; 14 – estrogenic; 15 – analgesic; 16 – antibacterial; 17 – anti-inflammatory; 18 – sedative; 19 – arrhythmic; 20 – hypersecretion of gastric glands; 21 – choleric; 22 – spasmolytic

been identified; a comparative analysis of their specific characteristics has been carried out. According to the results of analysis 26 medicines have been selected, including "Climased"; and their comparative characteristic has been performed by the following parameters: the number of pharmacological effects that are similar with "Climased"; the number of indications that are common with "Climased"; the number of side effects and contraindications; a medicinal form of the medicine; average daily cost of treatment.

### Results and Discussion

Among the most expressed pharmacological effects of "Clima-

sed" medicine there are sedative, hypotensive, antispasmodic, anti-inflammatory and choleric ones. However, the effects mentioned are typical for the most of the drugs-analogues analyzed. Therefore, with the purpose of more profound study of pharmacodynamics of the medicines selected we have conducted analysis of pharmacological effects of all plants in their compositions, and compared their quantity with the number of effects that are typical for the plants in the composition of "Climased" (Fig. 1). Among 22 diverse pharmacological effects of "Climased" such effects as anticonvulsive, antiemetic, antihistaminic, expectorant, antiviral, diaphoretic, anticlimatec-

tical were the the rarest ones for drugs of the selected group. These effects are typical for less than ten comparative medicines, including "Dormiplant", "Sedative tea", "Persen", "Relaxil", "Sedasen", "Phyto-sed" and "Novo-passit", which is the only medicine possessing all 22 effects of "Climased". Despite the fact that the effects listed above are less expressed than the main ones, they can play a key role for the drug use in the complex treatment of neurosis of various genesis.

One of the most widespread approaches to the segmentation of the market of a particular group of medicines is the segmentation on the basis of diseases the drugs

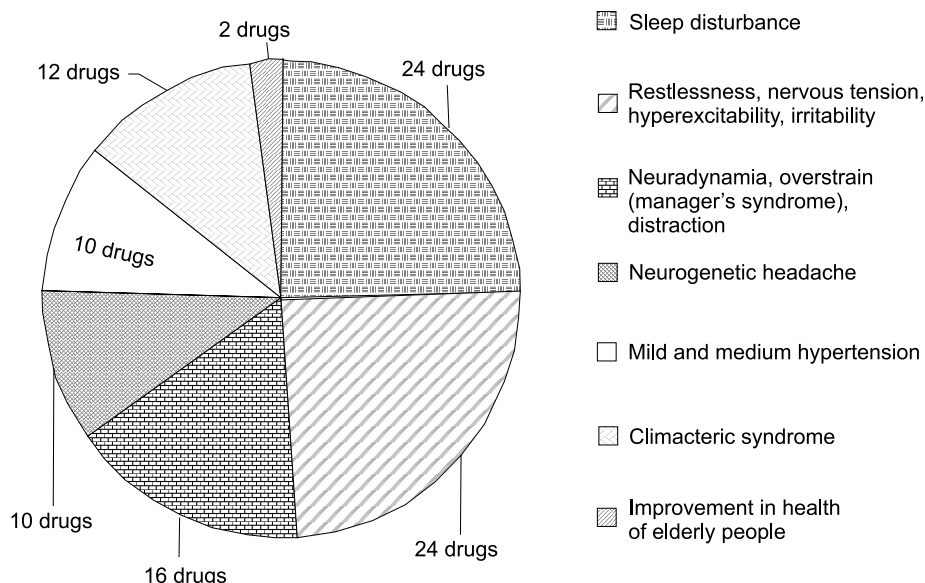


Fig. 2. Comparative analysis of the main segments of customers of "Climased"

Table

**The matrix of “Climased” positioning criteria**

Probability of successful positioning of the medicine (in accordance with numbers of medicines-competitors with the similar characteristics)		Importance of some characteristics of the medicine		
		Significant	Moderate	Insignificant
	High	<b>“HS”</b> 1. A great number of indications, including arterial hypertension, climacteric syndrome, neurogenetic headache (no medicines-competitors); 2. A wide spectrum of the pharmacological action (1 medicine-competitor, 4%); 3. The absence of expressed side effects; moreover, the medicine does not cause drowsiness (2 medicines-competitors, 8%)	<b>“HM”</b> Medicinal form – drops that assists easy use of the medicine (1 medicine-competitor, 4%)	<b>“HI”</b> Originality of design of the package and the name of the medicine that raises probability of being recognizable by representatives of the target audience
	Mean	<b>“MS”</b> Low cost of treatment (9 medicines-competitors, 36%)	<b>“MM”</b> Possibility of using for a long-course treatment (13 medicines-competitors, 52%)	<b>“MI”</b> –
	Low	<b>“LS”</b> Small number of contraindications (18 medicines-competitors, 72%)	<b>“LM”</b> Dosage frequency per day (24 medicines-competitors, 96%)	<b>“LI”</b> –

prescribed [8]. According to the results of analysis of indications for “Climased” seven basic segments of customers have been selected (Fig. 2). In the list of indications that are typical not only for “Climased”, but also for the most of combined sedative herbal medicines the following indications can be distinguished: sleep disturbance, restlessness, nervous tension, hyperexcitability, irritability; neuradynamia, distraction, overstrain (the “manager’s syndrome”). Besides, “Climased” is indicated for the treatment of neurogenetic headache, mild and medium arterial hypertension, the climacteric syndrome and for improvement of elderly people health. These indications are common for significantly less number of drugs from the group analyzed; among them there are such medicines as “Climapin”, “Menovalen”, “Novopassit”, “Relaxil”, “Sedavit”, “Sedasen”, “Sedafiton”, “Florised”. That is why these particular segments are supposed to be key ones for “Climased” positioning.

Such drug characteristic as its safety is also of great importance, i.e. characteristics of side effects [6, 9]. “Climased” has shown no expressed side effects, that is why it is an important criterion for its positioning. The main disadvantage of sedative medicines is their specific side effect – drowsiness, which makes the patients’ quality of life considerably worse. However, when taking “Climased” the given side effect develops only in case of a significant overdose. It should be noted that “Dormiplant” and “Climapin” can be also added to the list of medicines with the absence of expressed side effects.

The use of “Climased” is contraindicated in pregnancy and lactation period, to children under 18 and people who drive a car or operate machinery when the concentration of attention is required. Nevertheless, for most of drugs of this group not only these contraindications are typical, but also arterial hypertension, gastrointestinal, hepatic and renal diseases, atherosclerosis, glaucoma, myasthenia,

etc. Besides, some medicines can cause photosensitivity. This also significantly decreases the number of potential customers of these drugs. Taking into consideration all stated above “Climased” can be positioned as a medicine permitted to use for most of groups of patients with various diseases.

Based on the data of analysis of combined sedative herbal medicines it has been found that most of them are prepared in the form of tablets, capsules and teas. However, liquid medicinal forms have significant advantages in use, such as usability and adjustment of the individual dose of the drug, therapeutic effect controllability in terms of time and potency, possibility of using by patients, who take solid dosage forms with difficulty. Among these medicines there is “Klimapin” and “Fitosed” tinctures, “Flora” elixir, “Florised-Zdorovye” syrup, “Novo-passit” solution. However, drops have a great advantage among liquid medicinal forms, and it is exactly the form that “Climased” is manufactured

in. That is why this fact is also an integral part of its positioning.

We have also analyzed the cost of medicines from the group under study. As a key indicator the treatment cost per day was used on basis of the average retail price for medicines as of August, 2013. The results obtained are in the range of 0,17 UAH to 10,17 UAH. The cost of daily treatment with "Climased" equals 2,14 UAH; this fact describes it as a comparatively cheap medicine despite the retail price for a package does not almost differ from the price for the most medicines analyzed and it is 38,10 UAH. First of all, it is connected with a low dose of "Climased" per day, and it allows using one package of the medicine for longer period of time than other drugs.

Based on the results obtained we have created a matrix of the basic criteria of "Climased" positioning (Table). In the matrix horizontally there is the significance level of separate characteris-

tics of the medicine described above (significant, moderate, insignificant); vertically – the probability of successful positioning of the given characteristics based on the share of medicines-competitors with the same properties (a high probability – 0-20% of medicines-analogues, the mean probability – 21-50%, the low probability – 51-100%).

Fields of the key criteria of positioning obtained in the middle of the matrix, have different values. Characteristics placed in the quadrants of "HS", "HM" and "MS" are of the greatest importance and have the biggest influence on the drug positioning. The criteria placed in the fields of "HI", "MM", "LS" have a complementary character in positioning of the medicine. Characteristics that are in the quadrants of "MI", "LM" and "LI" usually do not have any influence on development of the drug position, which is different from other analogues. However, their presentation assists the enterprise to find "weak

points" in the drug competitive position and, when required, to improve them [2, 4].

The characteristics registered in the quadrants of "HS", "HM" and "MS" of the matrix designed, namely a great number of indications, a wide spectrum of the pharmacological action, the absence of expressed side effects, easy to use medicinal form and relatively low cost of treatment, are the competitive advantages of "Climased" medicine.

#### CONCLUSIONS

Thus, "Climased" herbal medicine can be positioned as a sedative medicine with a wide spectrum of the pharmacological action indicated for the complex treatment of the climacteric syndrome, arterial hypertension, and neuroses of various genesis with the absence of the marked side effects, including also drowsiness, in an easy to use medicinal form, which allows to select an individual therapeutic dose; it is widely available.

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Address for correspondence:

17, Povstannya sq., Kharkiv, 61001, Ukraine.  
Tel. (57) 757-55-49. E-mail: v.iakovenko@gmail.com.  
Institute of Pharmacy Professionals Qualification  
Improvement of the National University of Pharmacy

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**НАУКОВО-ПРАКТИЧНИЙ ПІДХІД ДО ПОЗИЦІОНУВАННЯ РОСЛИННОГО ЛІКАРСЬКОГО ПРЕПАРАТУ «КЛІМАСЕД»****В.К.Яковенко, З.М.Мнушко\*****Інститут підвищення кваліфікації спеціалістів фармації Національного фармацевтичного університету, Національний фармацевтичний університет\*****Ключові слова:** конкурентне позиціонування; рослинний лікарський препарат «Клімасед»

Проведено конкурентне позиціонування рослинного лікарського препарату «Клімасед», краплі оральні. До найбільш виражених фармакологічних ефектів препарату «Клімасед» відносяться седативний, гіпотензивний, спазмолітичний, протизапальний та жовчогінний. За результатами маркетингового аналізу визначені основні препарати-конкуренти, встановлені 7 основних сегментів споживачів досліджуваного лікарського засобу. Перспективними для позиціонування є сегменти споживачів з показаннями до застосування «Клімаседу» при нейрогенному головному болю, артеріальній гіпертензії легкого та помірного ступенів, клімактеричному синдромі. Були відібрані 26 лікарських засобів, включаючи препарат «Клімасед», та проведено їх порівняльну характеристику за наступними ознаками: кількість фармакологічних ефектів, спільних з ефектами препарату «Клімасед»; кількість показань до застосування, спільних з його показаннями; кількість побічних ефектів; кількість протипоказань; лікарська форма препарату; середньозважена добова вартість лікування. Розраховано вартість добового лікування препаратами досліджуваної групи, яка знаходиться у діапазоні від 0,17 до 10,17 грн. Для препарату «Клімасед» вона складає 2,14 грн, що характеризує його як порівняно дешевий лікарський засіб. Побудовано матрицю основних критеріїв позиціонування препарату «Клімасед». До характеристик з середньою та високою вірогідністю вдалого позиціонування віднесені: велика кількість показань до застосування, широкий спектр фармакологічної дії, відсутність виражених побічних ефектів, зручна лікарська форма та відносно низька вартість лікування. За загальною оцінкою технологічних та економічних показників «Клімасед», краплі оральні суттєво випереджає розглянуті препарати-конкуренти рослинного походження з підгрупи N05C M50 «Інші снодійні та седативні препарати, включаючи комбінації» за АТС-класифікацією.

**НАУЧНО-ПРАКТИЧЕСКИЙ ПОХОД К ПОЗИЦИОНИРОВАНИЮ РАСТИТЕЛЬНОГО ЛЕКАРСТВЕННОГО ПРЕПАРАТА «КЛИМАСЕД»****В.К.Яковенко, З.Н.Мнушко\*****Институт повышения квалификации специалистов фармации Национального фармацевтического университета, Национальный фармацевтический университет\*****Ключевые слова:** конкурентное позиционирование; растительный лекарственный препарат «Климасед»

Проведено конкурентное позиционирование растительного лекарственного препарата «Климасед», капли оральные. К наиболее выраженным фармакологическим эффектам препарата «Климасед» относятся седативный, гипотензивный, спазмолитический, противовоспалительный и желчегонный. По результатам маркетингового анализа определены основные препараты-конкуренты, установлены 7 основных сегментов потребителей исследуемого лекарственного средства. Перспективными для позиционирования являются сегменты потребителей с показаниями для применения «Климаседа» при нейрогенной головной боли, артериальной гипертензии легкой и средней степени, климактерическом синдроме. Отобраны 26 лекарственных средств, включая препарат «Климасед», и проведена их сравнительная характеристика по следующим признакам: количество показаний к применению, общих с его показаниями; количество побочных эффектов; количество противопоказаний; лекарственная форма препарата; среднесуточная стоимость лечения. Рассчитана стоимость суточного лечения препаратами исследуемой группы, которая находится в диапазоне от 0,17 до 10,17 грн. Для препарата «Климасед» она составляет 2,14 грн, что характеризует его как сравнительно дешевое лекарственное средство. Построена матрица основных критериев позиционирования препарата «Климасед». К характеристикам со средней и высокой вероятностью удачного позиционирования отнесены: большое количество показаний к применению, широкий спектр фармакологического действия, отсутствие выраженных побочных эффектов, удобная лекарственная форма и относительно низкая стоимость лечения. По общей оценке технологических и экономических показателей «Климасед», капли оральные значительно превосходят рассмотренные препараты-конкуренты растительного происхождения подгруппы N05C M50 «Другие снотворные и седативные препараты, включая комбинации» по АТС-классификации.