Raptakos Brett

ASSESSMENT OF BMS MARKETING IN MUMBAI, INDIA

Article 4: Informational and educational material for mothers and pregnant women
- No informational and educational materials produced by Raptakos Brett were found in healthcare facilities or retailers.

Article 5: Advertising and promotion to the general public including mothers and pregnant women
- No adverts were found on traditional or new media.
- None of the 808 women interviewed recalled seeing an advertisement on any communications medium for what they believed to be a Raptakos Brett product.
- No point-of-sale promotions were identified in the 120 stores visited nor on the 12 online retail sites monitored.

Article 6: Healthcare systems (promotion within)
- Two of the 808 women (0.25%) interviewed recalled that a healthcare worker had recommended that they use a Raptakos Brett product.
- Two of the 120 healthcare workers (1.7%) interviewed recalled any visits by a Raptakos Brett representative but not with the intent of talking to women, obtaining their contact information or providing materials to them.

Article 9: Labeling
- All of Raptakos Brett’s 4 products were found to have compliant labels.

Summary of approach
The research was undertaken under contract to ATNF by Westat, a US-based health and social science research company and CMS in India.

Methodology used

Data collection methods
- Interviews with pregnant women and mothers of infants in healthcare facilities.
- Interviews with healthcare workers in healthcare facilities.
- Identification of informational materials produced by BMS manufacturers available in healthcare facilities and retail stores.
- Identification of sales promotions by BMS manufacturers in retail stores (both traditional and online) and on their own corporate or brand websites in India, Twitter feeds or YouTube sites.
- Analysis of product labels and inserts for all available products found in the study area.
- Media monitoring (selected traditional and new media).

Location and date of study

Sampling
- Healthcare facilities: Selected with probability proportionate to size from a sample frame of eligible facilities.
- Women and healthcare workers: Selected either on a probability or sequential basis, as possible, within each healthcare facility.
- Retailers: Three retail stores near each healthcare facility selected on a purposive basis.
- Products: The labels and inserts of all BMS products found in the study area were analyzed.
- Advertising: The two most widely used traditional media channels were monitored by a specialist agency, i.e. television and print. Additional monitoring of online retailers and media was undertaken by CMS and Westat.
- In total, 808 women and 120 healthcare workers were interviewed, 120 retail stores were visited and 12 online stores were monitored.

Scoring system used in all countries
A rating of complete, high, medium or low compliance is assigned based on the total number of incidences of non-compliance normalized using the number of products marketed. Complete compliance is the expected standard, with 0 incidences of non-compliance. Other levels are: high compliance (1 or fewer incidences of non-compliance), medium compliance (between 1.1 and 2 incidences) or low compliance (more than 2.1 incidences).
- For those companies included in the India Index, this level of compliance translates into an adjustment of their score of -0.75 if compliance is low, -0.5 if compliance is medium and -0.25 if compliance is high. Only if a company is fully compliant is no adjustment made.
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Note
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