

MARKET RIVAL ANALYSIS OF ANTIBIOTIC (AUGMENTIN) IN KOTA

DISSERTATION PRESENTATION

BY

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MBA PM 09

UNDER THE GUIDANCE

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INTRODUCTION

- ANTIBIOTICS ARE MEDICATIONS THAT DESTROY OR SLOW DOWN THE GROWTH OF BACTERIA.
- THEY INCLUDE A RANGE OF POWERFUL DRUGS AND ARE USED TO TREAT DISEASES CAUSED BY BACTERIA.
- ALEXANDER FLEMING DISCOVERED PENICILLIN, THE FIRST NATURAL ANTIBIOTIC, IN 1928.
- SIDE EFFECTS CAN INCLUDE DIARRHEA, AN UPSET STOMACH, AND NAUSEA.

AUGMENTIN

- AUGMENTIN CONTAINS A COMBINATION OF AMOXICILLIN AND CLAVULANATE POTASSIUM.
- AMOXICILLIN IS AN ANTIBIOTIC BELONGING TO A GROUP OF DRUGS CALLED PENICILLINS.
- AMOXICILLIN FIGHTS BACTERIA IN THE BODY. WHEREAS,
- CLAVULANATE POTASSIUM IS A BETA-LACTAMASE INHIBITOR THAT HELPS PREVENT CERTAIN BACTERIA FROM BECOMING RESISTANT TO AMOXICILLIN.
- AUGMENTIN IS USED TO TREAT MANY INFECTIONS CAUSED BY BACTERIA, SUCH AS **SINUSITIS, PNEUMONIA, EAR INFECTIONS, BRONCHITIS AND URINARY TRACT INFECTIONS.**

COMPANY PROFILE

- **GLAXOSMITHKLINE** IS A GLOBAL HEALTHCARE COMPANY WHICH ENGAGES IN RESEARCHING, DEVELOPING AND MANUFACTURING OF PHARMACEUTICAL MEDICINES, VACCINES AND CONSUMER HEALTHCARE PRODUCTS.
- THE COMPANIES **MISSION** IS TO “HELP PEOPLE TO DO MORE, FEEL BETTER, LIVE LONGER”
- THE COMPANIES **GOAL** IS TO BE ONE OF THE MOST INNOVATIVE, BEST PERFORMING AND TRUSTED HEALTHCARE COMPANY IN THE WORLD.
- IN 2000, GLAXO WELLCOME AND SMITHKLINE BEECHAM ANNOUNCED THEIR INTENTION TO MERGE IN JANUARY AND WAS COMPLETED IN DECEMBER THAT YEAR, FORMING GLAXOSMITHKLINE (GSK).

LITERATURE REVIEW

- **HARLOW, UK. ANTHONY. R ET. ALL (2014)**
AMOXICILLIN/CLAVULANATE (AUGMENTIN) IS A BROAD-SPECTRUM ANTIBACTERIAL THAT HAS BEEN AVAILABLE FOR CLINICAL USE IN A WIDE RANGE OF INDICATIONS FOR OVER 20 YEARS AND IS NOW USED PRIMARILY IN THE TREATMENT OF COMMUNITY-ACQUIRED RESPIRATORY TRACT INFECTIONS. AMOXICILLIN/CLAVULANATE WAS DEVELOPED TO PROVIDE A POTENT BROAD SPECTRUM OF ANTIBACTERIAL ACTIVITY, COVERAGE OF BETA-LACTAMASE-PRODUCING PATHOGENS AND A FAVOURABLE PHARMACOKINETIC/PHARMACODYNAMIC (PK/PD) PROFILE. THESE FACTORS HAVE CONTRIBUTED TO THE HIGH BACTERIOLOGICAL AND CLINICAL EFFICACY OF AMOXICILLIN/CLAVULANATE IN RESPIRATORY TRACT INFECTION OVER MORE THAN 20 YEARS.

- **ROLINSON GN. (2017)** BACTERIAL RESISTANCE TO THE BETA-LACTAM GROUP OF ANTIBIOTICS IS FREQUENTLY DUE TO THE PRODUCTION OF BETA-LACTAMASE WHICH BRINGS ABOUT THE INACTIVATION OF THE ANTIBIOTIC. CLAVULANIC ACID IS A NATURALLY OCCURRING INHIBITOR OF BETA-LACTAMASE WHICH IS CAPABLE OF RENDERING PENICILLIN- AND CEPHALOSPORIN-RESISTANT ORGANISMS SENSITIVE. THE COMPOUND IS OBTAINED BY FERMENTATION FROM *STREPTOMYCES CLAVULIGERUS*. CLAVULANIC ACID SHOWS SOME STRUCTURAL SIMILARITY TO THE PENICILLINS AND CEPHALOSPORINS AND FUNCTIONS AS A PROGRESSIVE INHIBITOR OF A WIDE RANGE OF BETA-LACTAMASES

RESEARCH PROBLEM

- WHAT IS THE CURRENT MARKET SCENARIO OF AUGMENTIN IN KOTA

RESEARCH OBJECTIVES

- TO FIND OUT MOST SELLING ANTIBIOTICS CLASS OF DRUGS IN KOTA, RAJASTHAN.
- TO FIND OUT MOST SELLING ANTIBIOTIC STRENGTH IN KOTA, RAJASTHAN.
- TO FIND OUT THE ATTRIBUTES INFLUENCING DRS TO PRESCRIBE PENICILLIN CLASS OF ANTIBIOTICS.

RESEARCH METHODOLOGY

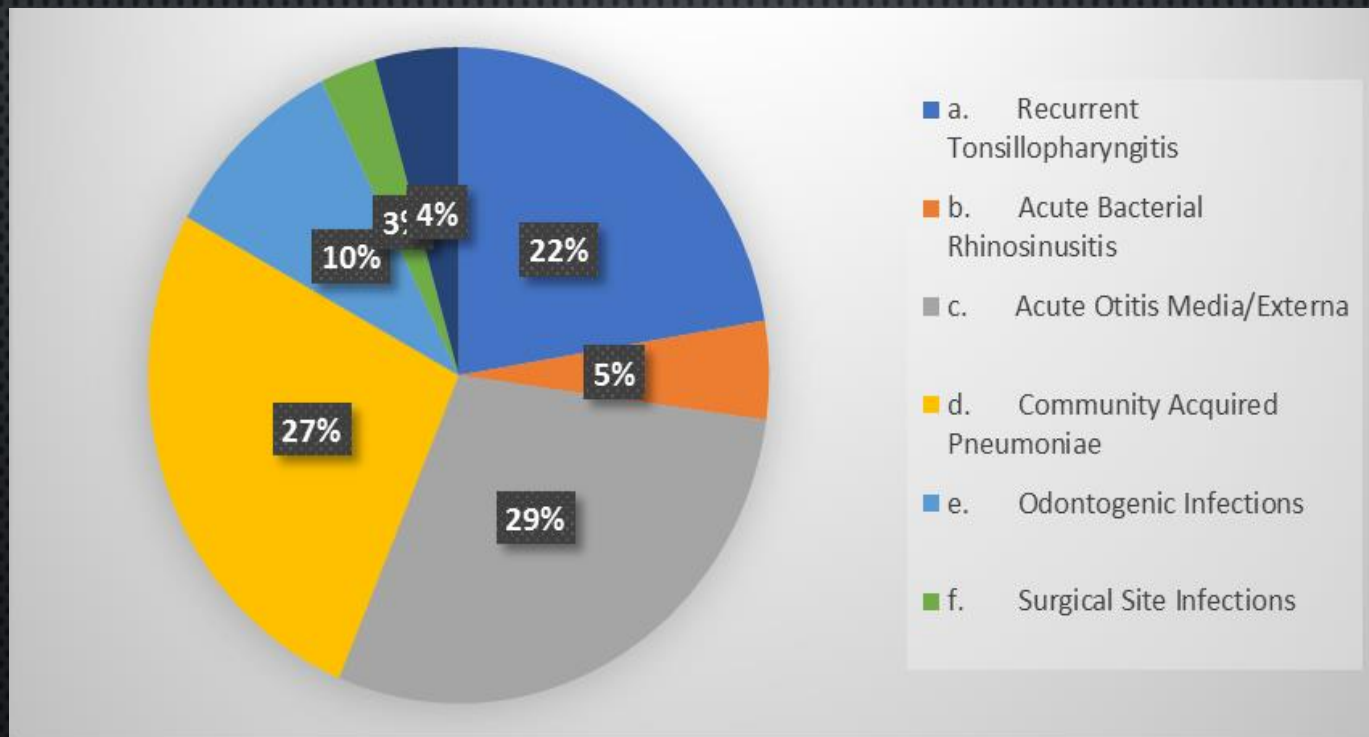
- STUDY DESIGN: DESCRIPTIVE STUDY.
- SAMPLING: NON-PROBABILITY (CONVENIENCE SAMPLING).
- TARGET RESPONDENT: FROM VARIOUS GOVT. & PRIVATE HOSPITALS
- ORTHOPAEDIC, PAEDIATRICIANS, ENTs, GYNAECOLOGISTS,
DENTISTS AND GENERAL PRACTITIONERS.
- SAMPLE AREA: KOTA IN RAJASTHAN
- TOOLS USED FOR DATA COLLECTION: DIRECT QUESTIONNAIRE METHOD.
- TYPE OF QUESTIONNAIRE: SEMI-STRUCTURED.

RESEARCH PLAN

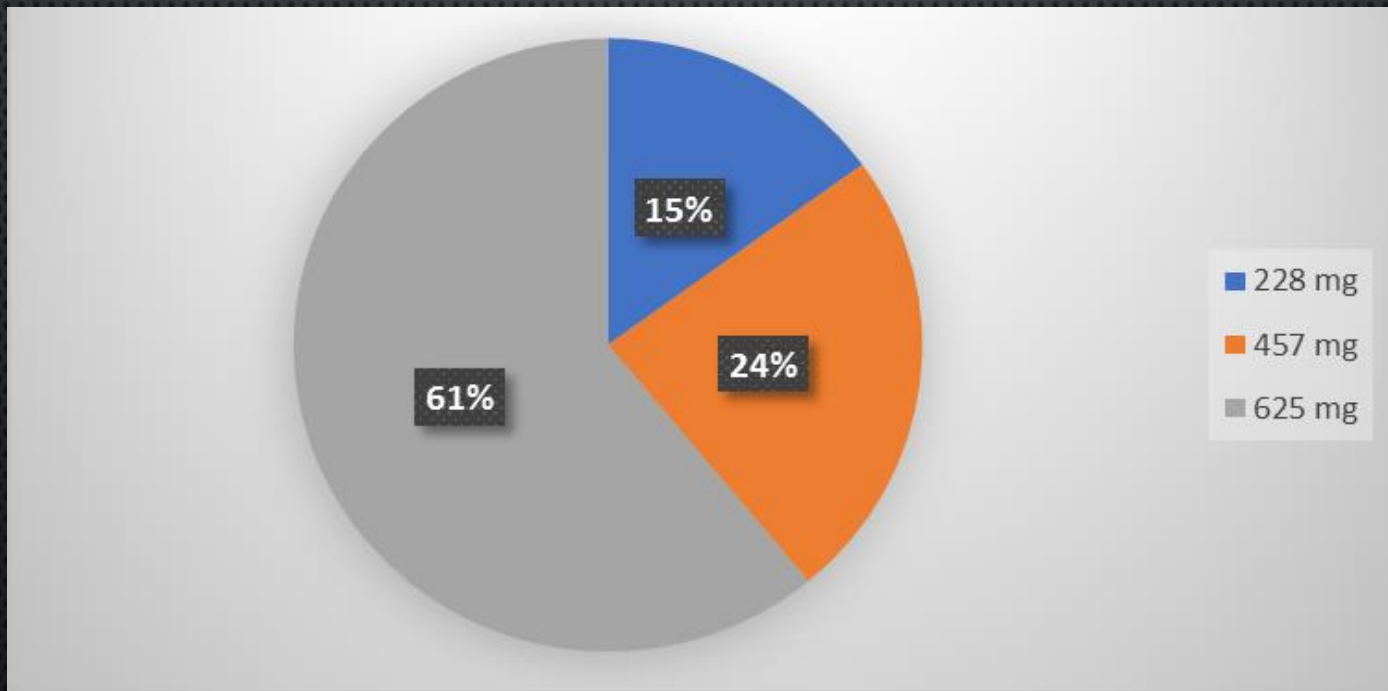
- DATA SOURCE: - PRIMARY DATA (THROUGH QUESTIONNAIRES AND MEETING WITH RESPONDENTS) AND SECONDARY DATA (THROUGH COMPANY WEBSITE, VARIOUS RESEARCH ARTICLES AND PUBLICATIONS).
- DATA WAS TRIANGULATED USING BOTH PRIMARY AND SECONDARY APPROACH.
- SAMPLE SIZE: NO. OF DOCTORS 100.
- DURATION OF STUDY: - 3 MONTHS.
- DATA ANALYSIS TECHNIQUES: THE FINDINGS AND THE INFORMATION'S COLLECTED AND COMPILED, ANALYZED ON MICROSOFT EXCEL.

DATA ANALYSIS

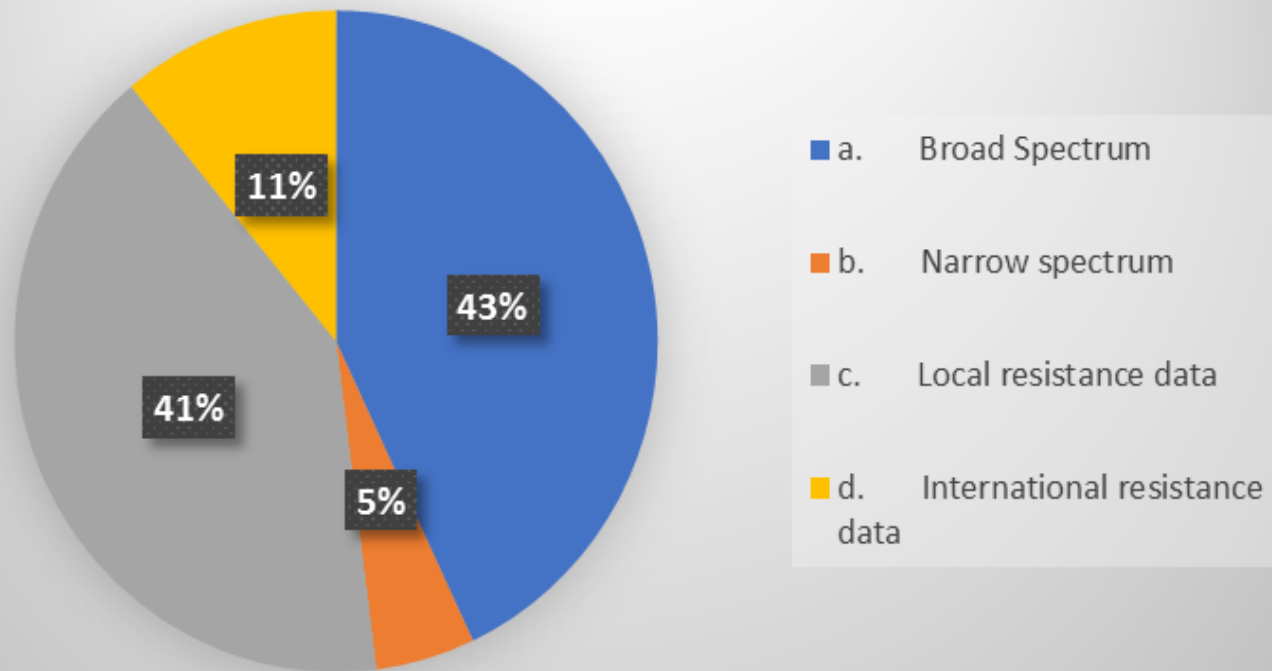
- DOCTOR IN WHICH INDICATION DO YOU PREFER MOST, PENCILIN ANTIBIOTICS?



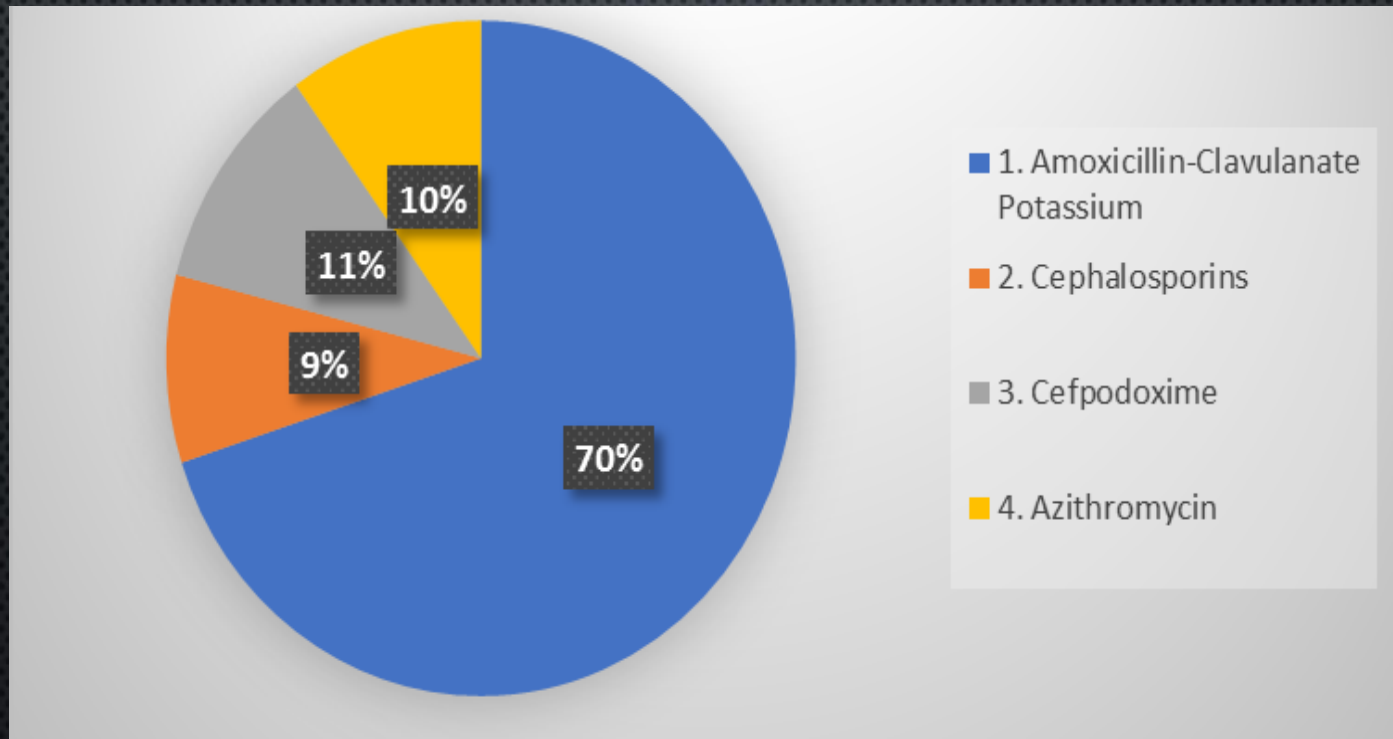
- DOCTOR WHAT IS THE PREFERRED DOSE OF THE TREATMENT?



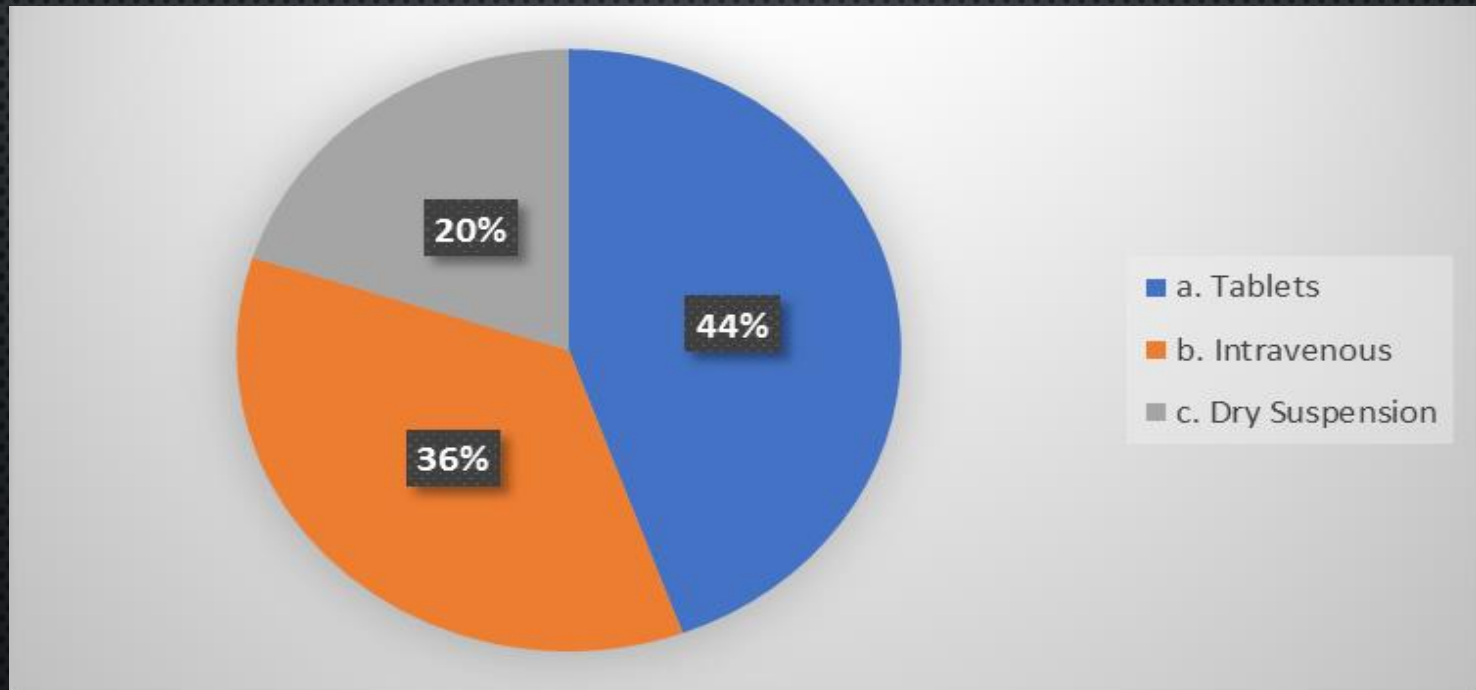
- DOCTOR ACCORDING TO YOU, WHAT ARE THE ATTRIBUTES OF IDEAL PENICILLIN ANTIBIOTIC?



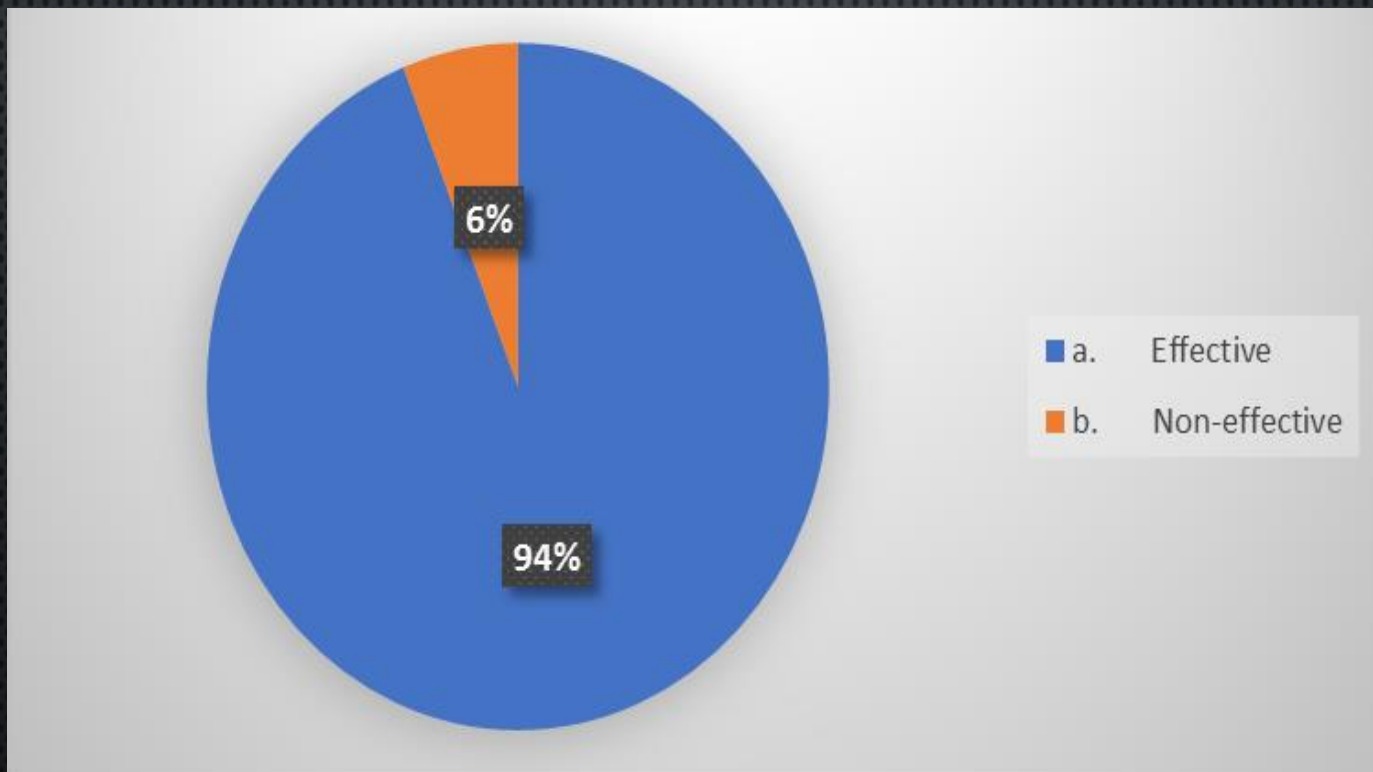
- WHICH BRANDS DO YOU USE THE MOST IN TREATMENT OF ABOVE INDICATION?



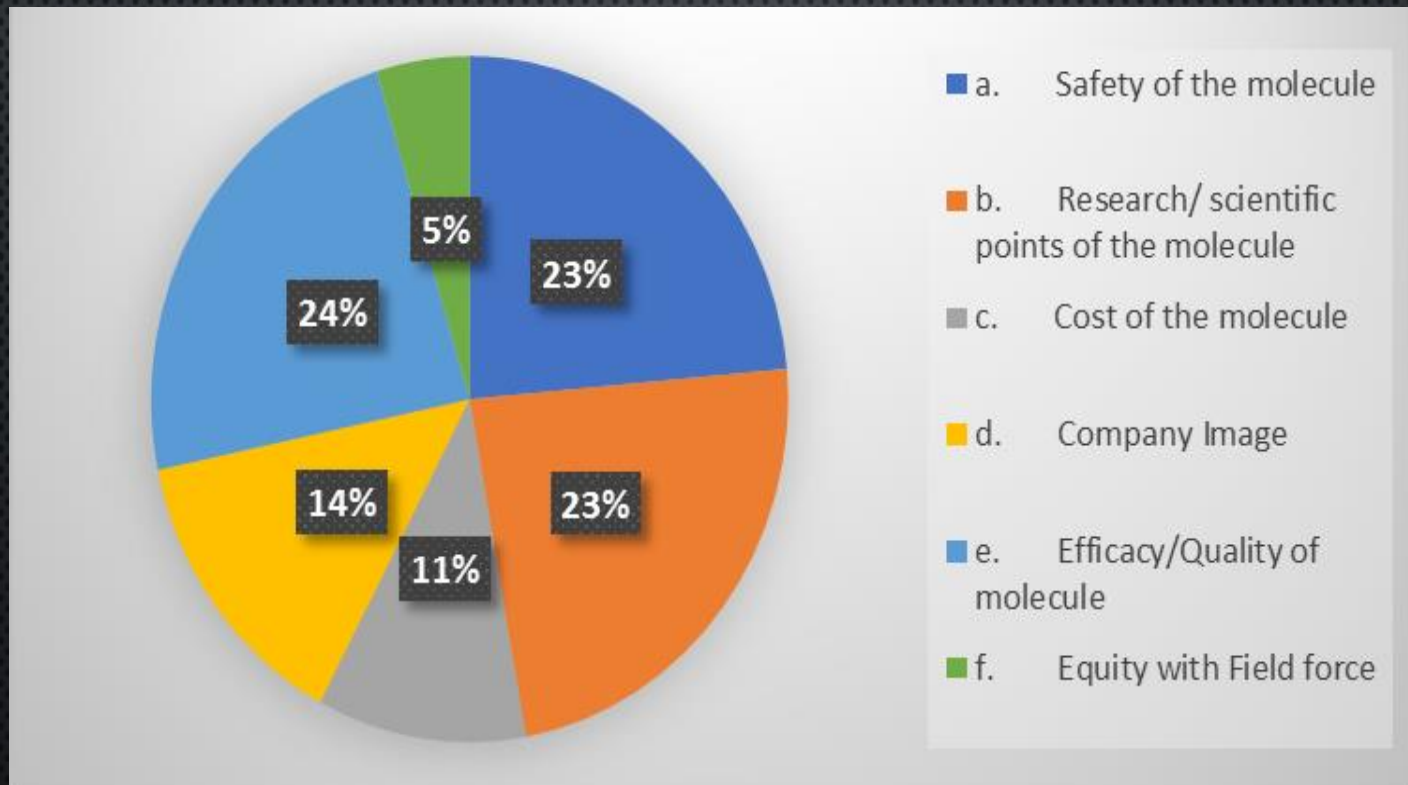
- DOCTOR WHICH IS THE MOST ACCEPTED FORM OF DRUG BY PATIENTS?



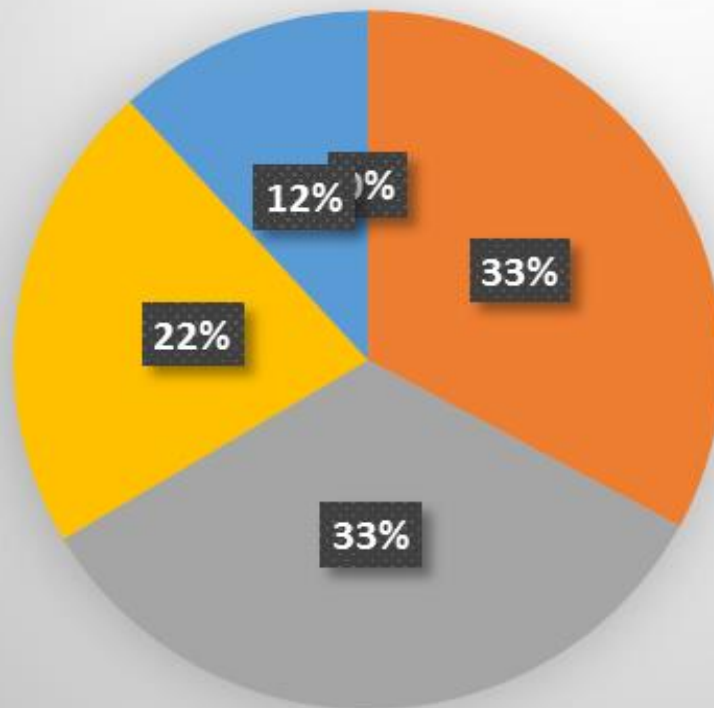
- DOCTOR WHAT COMES TO YOUR MIND WHEN YOU HEAR THE CO-AMOXICLAV?



- DOCTOR WHICH OF THE FOLLOWING ATTRIBUTES INFLUENCES YOUR Rx?

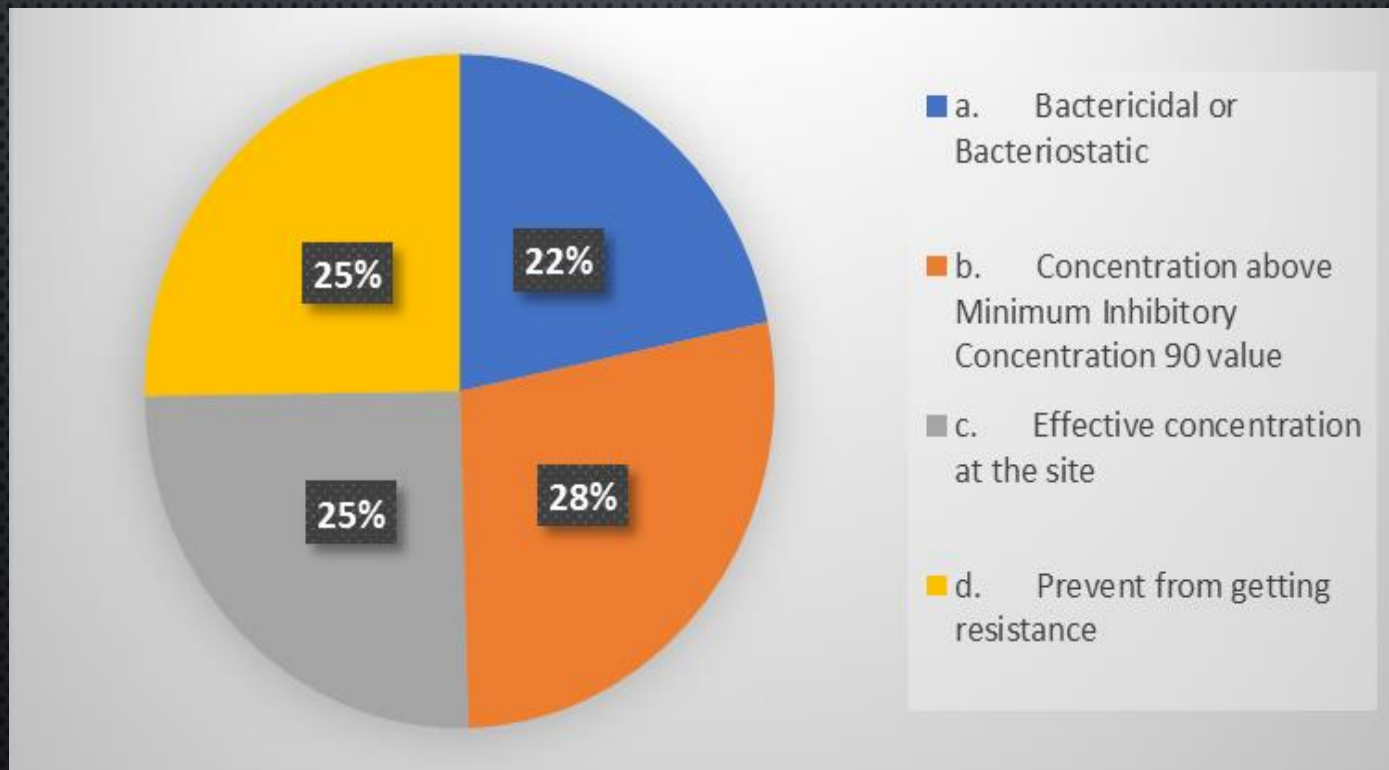


- DOCTOR WHICH OF THE FOLLOWING ACTIVITIES WILL HELP YOU IN PRESCRIBING THE CO-AMOXICLAV?

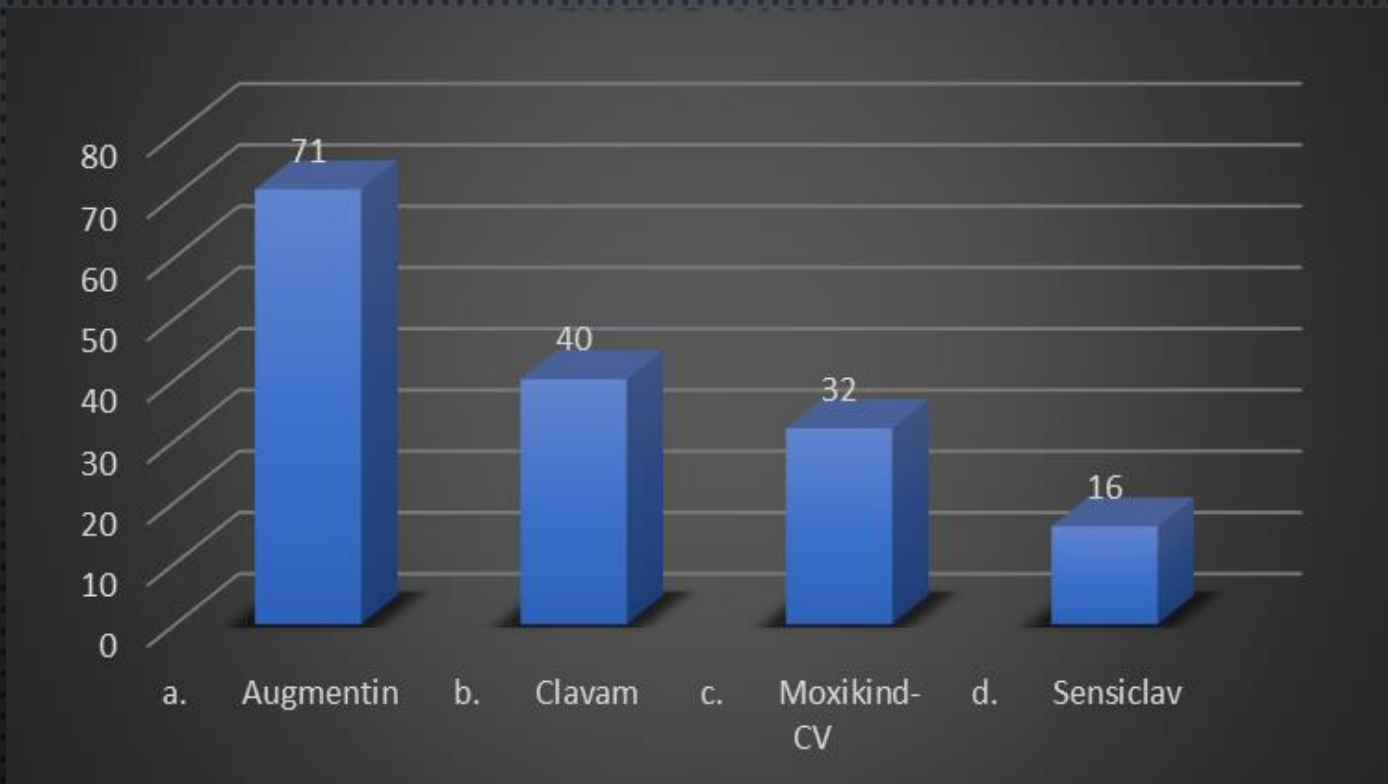


- a. Celebrity Endorsed VA pages
- b. MOA video
- c. Scientific leave behind literature
- d. In clinic gimmick activity
- e. Social media platform
- Any other please specify

- HOW DOES THE USE OF CO-AMOXICLAV HELP IN TREATING THE ABOVE-MENTIONED INFECTIONS?



- WHICH BRAND DO YOU PREFERRED TO PRESCRIBE CO-AMOXXYCLAV?



CONCLUSION

- FROM THIS STUDY IT WAS CONCLUDED THAT MOST OF THE PAEDIATRICIAN, ORTHOPAEDICS, GYNAECOLOGISTS AND DENTISTS PREFERABLY USE CO-AMOXICLAV, PREFERABLY FIRST LINE TREATMENT.
- IT WAS ALSO CONCLUDED THAT CO-AMOXICLAV ARE MOST EFFECTIVE IN THE TREATMENT OF BACTERIAL INFECTIONS OF LOWER AND UPPER RESPIRATORY TRACT INFECTIONS AS WELL AS ODONTOGENIC AND SURGICAL SITE INFECTIONS.
- IT WAS FOUND THAT THE MOST AVAILABLE AND SELLING BRAND IS AUGMENTIN THAN AFTER CLAVAM FURTHER MOXIKIND-CV AND OTHERS ON PRESCRIPTION.
- THE GSK IS ONLY LACKING IN PROVIDING THE APPROPRIATE DISCOUNT TO RETAILERS AND IN PROVIDING THE WATER FOR RECONSTITUTION FOR ITS DRY SUSPENSION FORMULATIONS, IN WHICH OTHER COMPANIES ARE PERFORMING WELL.

RECOMMENDATIONS

- TO IDENTIFY THE KEY OPINION LEADER AND SERVE WITH MORE FREQUENTLY, EXCELLENT CUSTOMER SERVICE.
- TO PREPARE THE PROMOTIONAL STRATEGIES, VISUAL AIDS, SCIENTIFIC BEHIND LITERATURES AS PER THE OUTCOME OF THE PHYSICIANS.
- TO PROVIDE THE WATER FOR RECONSTITUTION WHERE ITS MISSING ITS CONSUMERS AND TO INCREASE ITS SALES FIGURES TO NEW HIKE.
- TRY TO PROVIDE THE DISCOUNTS OR SCHEMES TO THE RETAILERS AND DISPENSING PHYSICIANS ATLEAST AT PAR COMPARED WITH THE OTHER COMPANIES.

THANK YOU