

**“TO CONDUCT
MARKET
RESEARCH ON
FESOBIG IN
UROLOGY”**

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INTRODUCTION

- Overactive bladder, also called OAB, causes a frequent and sudden urge to urinate that may be difficult to control.
- You may feel like you need to pass urine many times during the day and night and may also experience unintentional loss of urine (urgency incontinence).
- Overactive bladder affects approximately 11% of the population and more than 40% of people with overactive bladder have incontinence.



SYMPTOMS OF OAB:



Urgeness: Urinary urgency is a sudden, overwhelming urge to urinate. You only have a brief window of time to reach a loo once the urge to urinate strikes.



Frequent urination: You have to use the loo more frequently than usual if you frequently need to urinate.



Incontinence is urgent. Urge incontinence is a sudden, irrational urge to urinate that could result in urine leakage.



Nocturia: Nocturia is the urge to get up at least twice during the night to use the loo.

CAUSES

- Normally, when your bladder is full of urine waste, your brain signals the bladder. The bladder muscles then squeeze. This forces the urine out through the urethra. The sphincter in the urethra opens and urine flows out. When your bladder is not full, the bladder is relaxed.
- With a healthy bladder, signals in your brain let you know that your bladder is getting full or is full, but you can wait to go to the bathroom. With OAB, you can't wait. You feel a sudden, urgent need to go. This can happen even if your bladder isn't full

LITERATURE REVIEW :

Title of the Study	Author's name and Year	Learning
The most recent clinical data on the use of fesoterodine fumarate to treat elderly patients with overactive bladder	Wagg Adrian, 2012	OAB symptoms and OAB treatment options. Using fesoterodine to treat OAB, its therapeutic applications, safety, and effectiveness, and how it enhances quality of life
Treatment of Overactive Bladder Syndrome with Mirabegron.	Maria Vella & Linda Cardozo, 2022	Effects of OAB's rising incidence in an ageing population and the way anti-muscarinic drugs work to treat OAB
Fesoterodine for overactive bladder	Gupta K, etal. 2010.	Fesoterodine is an effective and well-tolerated therapy option for OAB patients, according to a review of the literature.

METHODOLOGY

Research Question:

- To know about various OAB therapies in the market and find out the best suitable one.
- To find solutions to OAB for geriatric patients.
- To know about the limitations of fesoterodine

Research Objective:

- In-depth learning of OAB
- To learn about treatments & criteria's for OAB
- Fesoterodine as an effective drug in the treatment of OAB.
- Efficacy & Safety of fesoterodine in OAB patients
- 'Forta' Research of Fesobig



Market Research on OAB

How much is the market size of OAB?

MARKET SIZE :

In the world -

- The global overactive bladder treatment market was valued at USD 3.20 billion in 2022, increasing at a CAGR of 3.90% from 2022 to 2032 and anticipated to reach USD 4.69 billion by 2032.

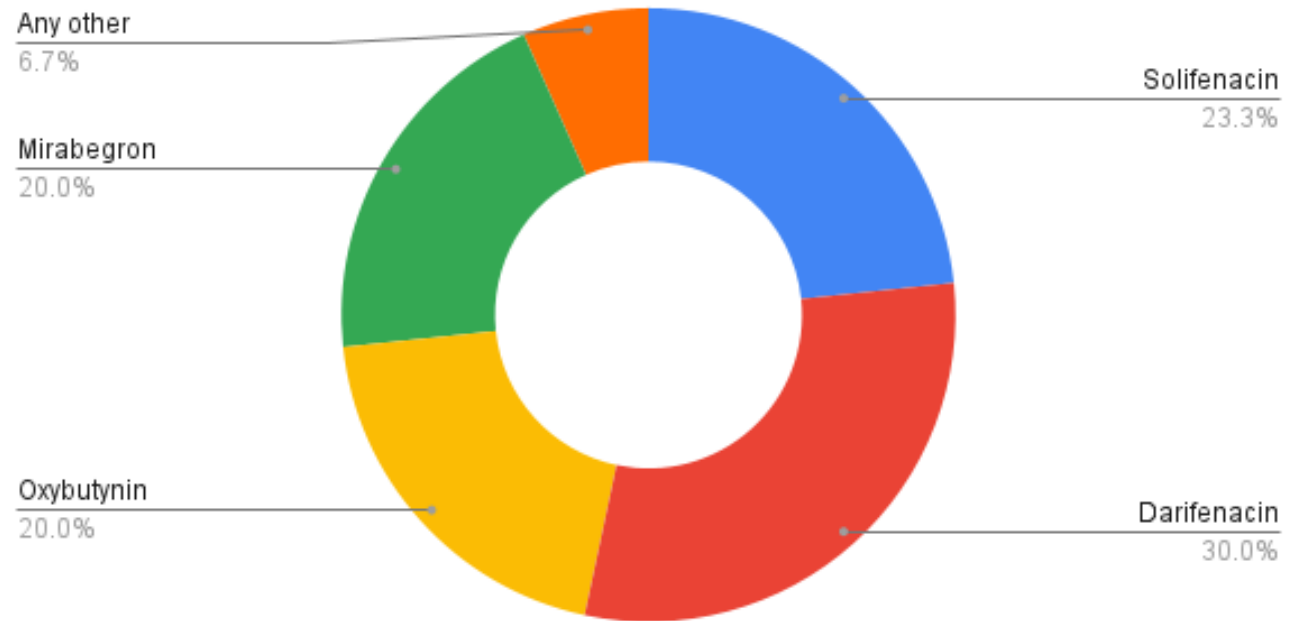
In India –

- The India Overactive Bladder Market was valued at approximately USD 293.73 million in 2021 and is expected to reach USD 507.37 million by 2027, registering a CAGR of 9.43% during the forecast period (2022-2027).



What therapies are used in OAB?

Count of What is your preferred drug of choice in the treatment of Frequent Micturition, Urinary incontinence issue associated



Why Fesoterodine is special among all OAB drugs?

Drug class	Agent	FORTA class
Antimuscarinics	Darifenacin	C
	Fesoterodine	B
	Oxybutynin standard dose/ immediate release	D
	Oxybutynin low dose/extended release	C
	Propiverine	D (C)*
	Solifenacin	C
	Tolterodine	C
	Trospium	C (B)*
β_3 -agonist	Mirabegron	C

What is FORTA Class?(Fit fOR The Aged)

- 1. FORTA is evidence-based + real-life-oriented (factors such as compliance issues, age-dependent tolerance and frequency of relative contraindications are considered).
- 2. Classifications are indication (or diagnosis)-dependent: a medication can receive different FORTA classifications based on differing indications.
- 3. Contraindications always take precedence over the FORTA classification (for example, even Class A medications may not be given if allergies are present).
- 4. FORTA is designed to be a quick and user-friendly clinical tool to aid in the pharmacotherapy of older patients* . The system is not intended to take the place of individual therapeutic considerations or decisions. As with any simplified model, it does allow for exceptions.

FORTA Class Parameters -

F O R T A – Classification System A-D^{3,4,5,6,7}

Class A

= Indispensable drug, clear-cut benefit in terms of efficacy/safety ratio proven in elderly patients for a given indication

Class B

= Drugs with proven or obvious efficacy in the elderly, but limited extent of effect and/or safety concerns

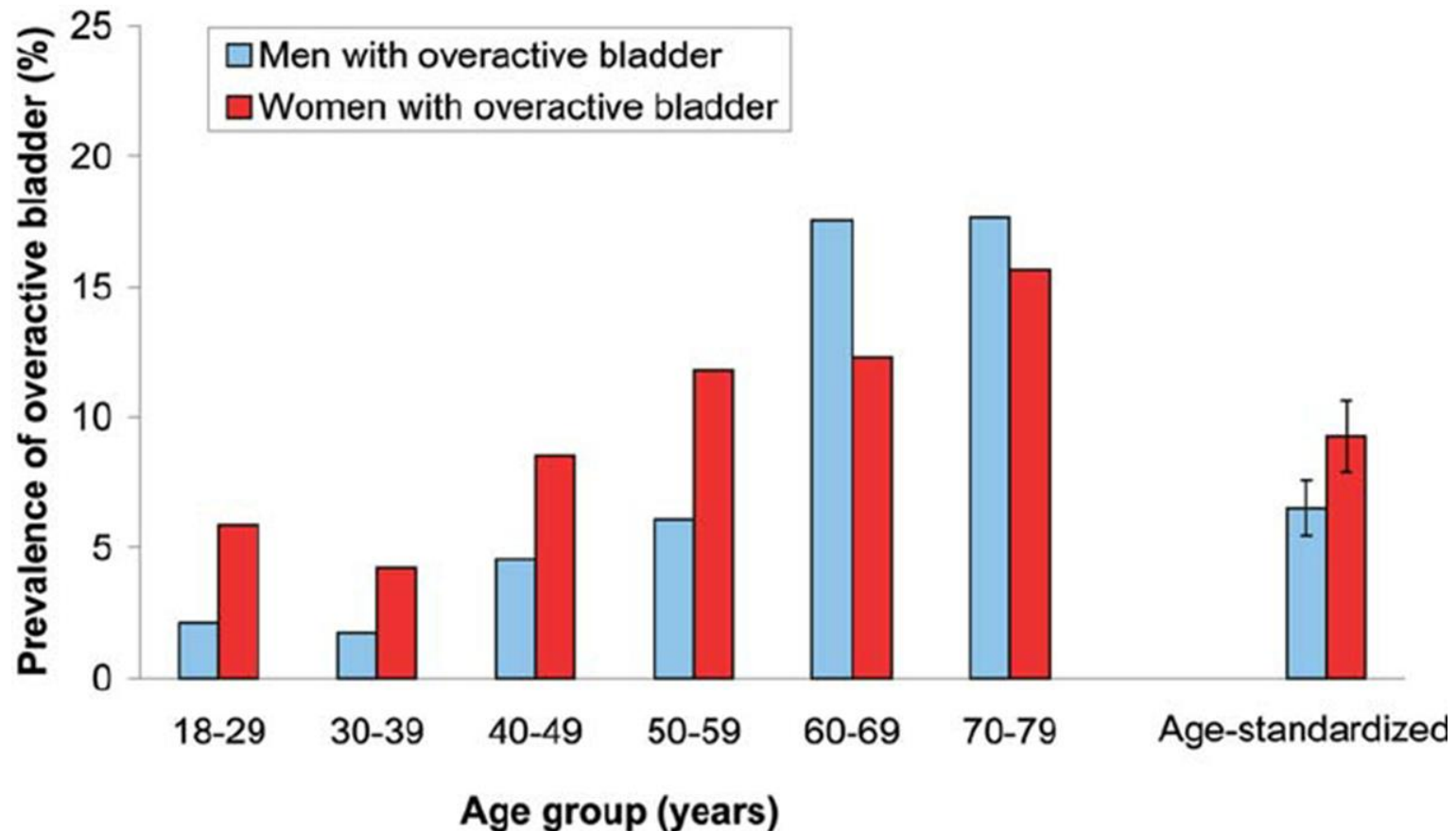
Class C

= Drugs with questionable efficacy/safety profiles in the elderly which should be avoided or omitted in the presence of too many drugs, absence of benefits or emerging side effects; explore alternatives

Class D

= Avoid if at all possible in the elderly, omit first and use alternative substances

Prevalence of Overactive Bladder :



RESULT :



As per my understanding of the field, interaction with doctors, and literature reviews, Fesobig is the best-known therapy for patients with OAB. It is well tolerated by patients and has better safety and efficacy profiles as compared to other therapies for OAB.



As I did field work In Hyderabad and understood that all OAB therapies come under FORTA CLASS C it means this category is questionable as per American Urology Association.



I met around 147 Urologists in Hyderabad, surprisingly they gave positive responses about Fesobig. Which drug comes under FORTA CLASS B is known for beneficial for Aged Patients



Fesobig is the first launched drug in the category of OAB by MSN Laboratories., so this is a new molecule for OAB Patients in India. And that's why doctors are hesitant to prescribe new molecules.



THANK YOU
