



PRODUCT-MARKET STRATEGY AND PERFORMANCE: AN ANALYSIS OF EXTRALUBE(CARBOXYMETHYLCELLULOSE)

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INTRODUCTION

- **DRY EYE** - Dry eye syndrome is caused by a chronic lack of sufficient lubrication and moisture on the surface of the eye.
- **Symptoms:-**
 - **Irritation**
 - **Pain**
 - **Redness**
 - **Blurred vision**

FACTORS ASSOCIATED WITH DRY EYE SYNDROME

- Computer use
- **Contact lens wear**
- **Aging**
- **Indoor environment**
- **Outdoor environment**
- **Frequent flying**
- **Eyelids Problem(lagophthalmos)**

- Artificial tears are the primary treatment for dry eye disease. Although there are many effective artificial tear formulations, carboxymethylcellulose (CMC) and hyaluronate (HA) are the two most commonly prescribed and used

NEED FOR STUDY

- Problem of Dry eye is a growing problem in world, especially in India. Seeing the scenario Microlab pharma took Pleasure to Introduce Carboxymethylcellulose in the market in eye drop form with the Name of Extralube. product was launched with aggressive Promotions which results in good number of sales with continuous growth Quarter by Quarter. Since last few Quarter sales of Extralube is in Negative growth. This study is carried out to find out the preference of Prescriber while prescribing Carboxymethylcellulose and Preferred Brand.”
- This study will also help us in analysis of market potential & prescription trends are needed to find out unmet medical needs

THE STUDY HELPS TO FIND:

- Market Strategy analysis for Carboxymethylcellulose.
- Market scenario of Carboxymethylcellulose.
- Indication for usage of Carboxymethylcellulose.
- Most commonly prescribed Carboxymethylcellulose with other parameters.
- Most prescribed combination therapy with Carboxymethylcellulose.
- Identification of highest stock & sale of Carboxymethylcellulose.
- Most prescribed brands
- Major competitors

RESEARCH QUESTIONS

- What are the factors affecting the sales of Extralube (Carboxymethylcellulose)?
- What are the attributes of products responsible for Prescribers?
- What is the market potential of Carboxymethylcellulose in patients with Dry eye in New Delhi city?

OBJECTIVES

- To identify the market scenario of Carboxymethylcellulose.
- To analyze the prescription pattern of Carboxymethylcellulose
- To determine highest sales volume & stock of Carboxymethylcellulose
- To investigate the factors responsible for Prescribing Carboxymethylcellulose

METHODOLOGY

- Sample Designe

The research conducted was descriptive (Cross-sectional)

- Sampling Method

The sampling method was Non-Probability (Purposive) sampling

- Study Area

The study was carried out in North Delhi.

- Sample population

It includes all doctors (Ophthalmologists) and Pharmacists

- Sample size

Sample size for the study is 183:

Doctors: 98

Pharmacist: 85

- **Data collection**

Primary and secondary data

- **Primary data-** The primary data for this project was gathered through survey using questionnaire, face to face interview online format also.
- **Secondary data-** The secondary data for this project was gathered through different dependable articles and research reports and data available in PMT Department.

- **Research Instrument(Tool and Techniques)**

Research instrument is the semi-structured questionnaire consists of both type of open and close ended questions for both Pharmacist and doctors.

- The information was collected by interviewing with doctors and Pharmacist.

- **Study Duration**

3 months (12th February to 12th May)

SWOT ANALYSIS

Strength

- Special eye drops with extra APIs.
 - Company reputation
 - Competitive Pricing
- Promoted for any age groupe

Weakness

- Less Promotion compared competitor.
- No Sustained Inputs for extralube
- Less efficiency of representing for major indication

Opportunity

- Growing market for Carboxymethylcellulose
- Combination with extra APIs
- High Prevalence rate of Dry eye patients
- High Growth recorded continuously in this Segment.

Threats

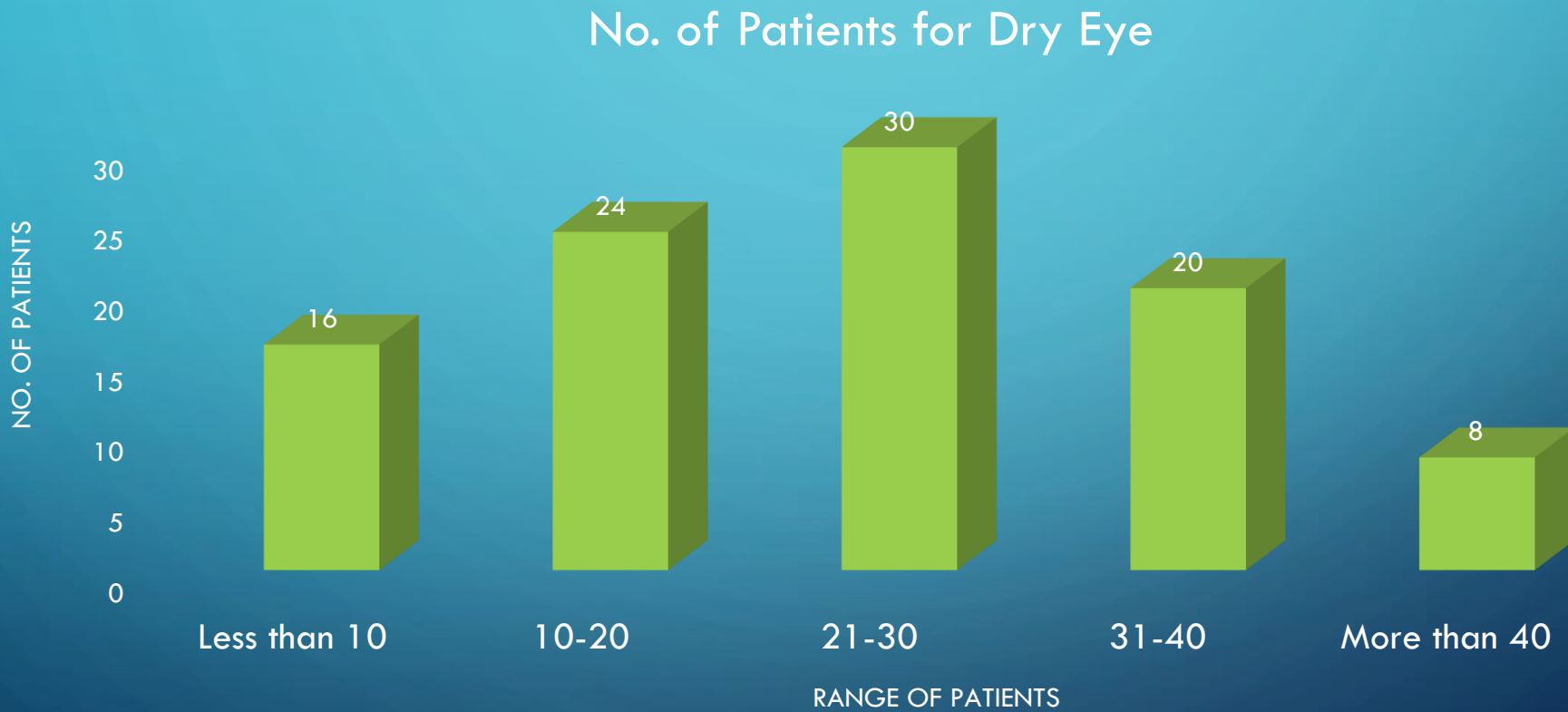
- Ability to solve Query
- Major players Entry in the competition
- Small Scale industries with competitive pricing Strategy
- Various combination in the market of carbocymethylcellulose.

DATA ANALYSIS (FINDINGS & INFERENCES)”

Analysis of Doctors’ views

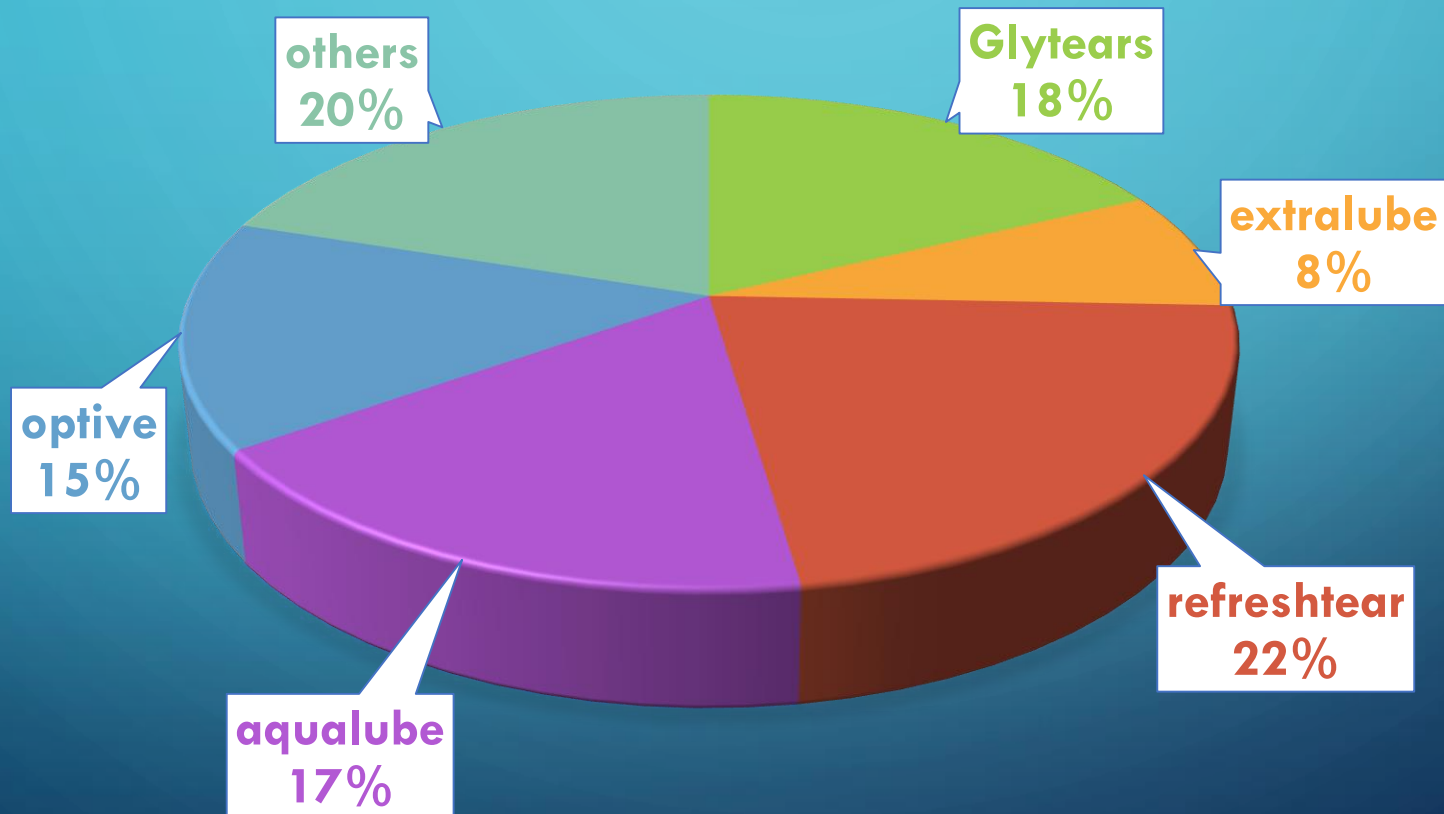
Market scenario of Carboxymethylcellulose

NUMBER OF DRY EYE PATIENTS EXAMINE BY DOCTORS WEEKLY



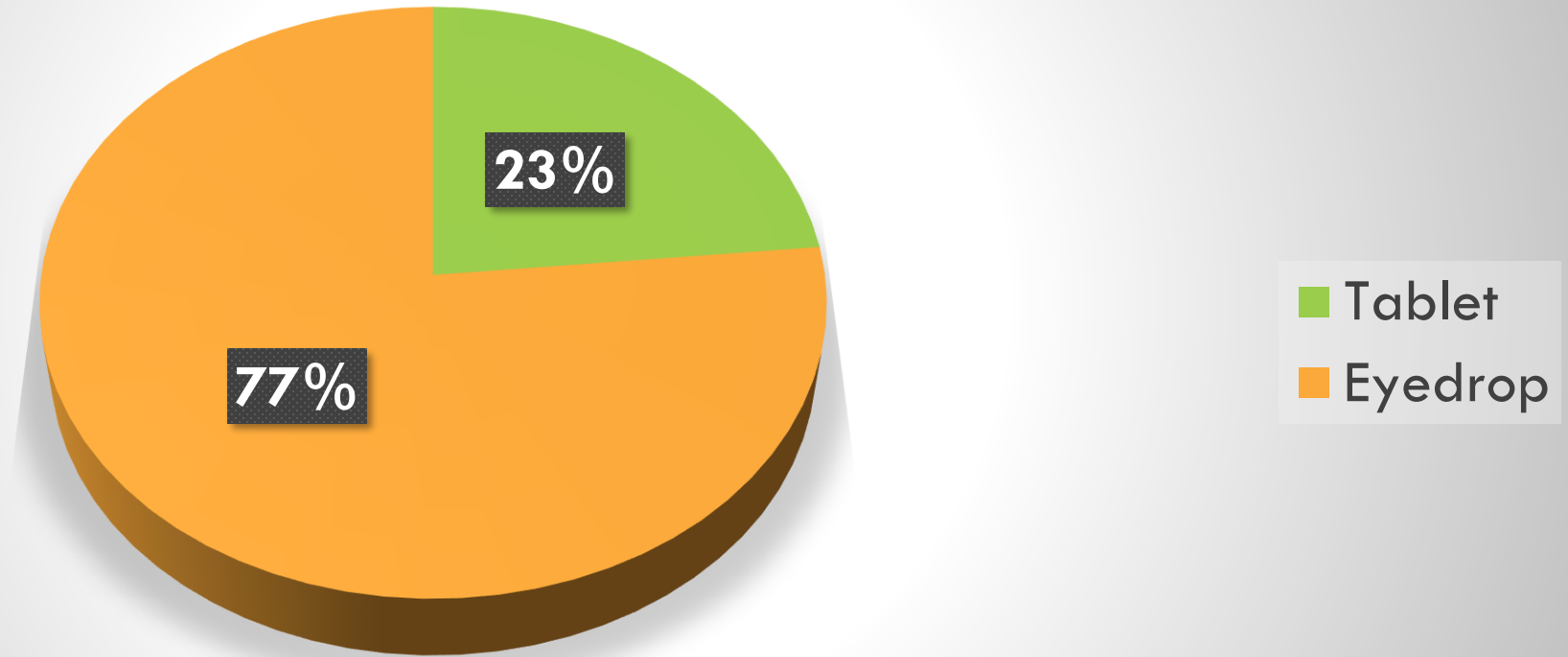
TOP BRANDS OF CARBOXYMETHYLCELLULOSE PRESCRIBED BY DOCTORS

TOP BRANDS OF CMC PRESCRIBED BY DOCTORS



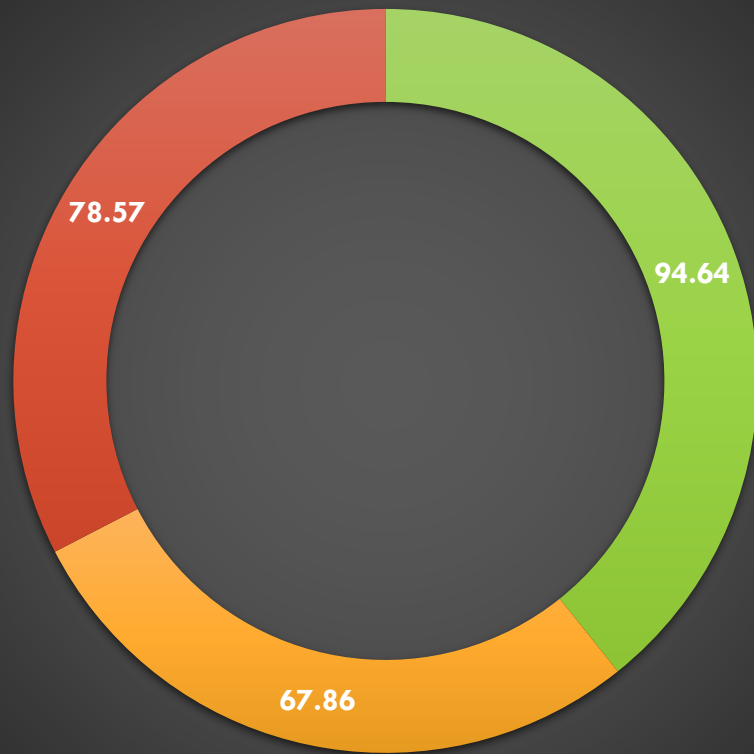
PREFERRED DOSAGE FORM OF DRY EYE PATIENTS BY DOCTOR

Preferred Dosage Form In Percentage



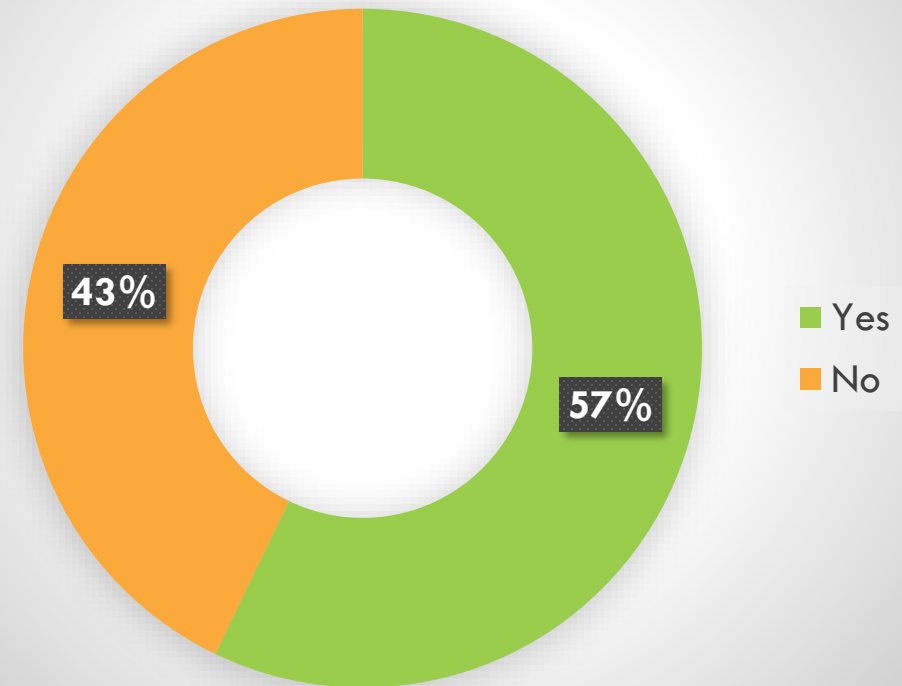
ANY COMBINATION THERAPY PREFERRED WITH CARBOXYMETHYLCELLULOSE

Drugs used in Combination



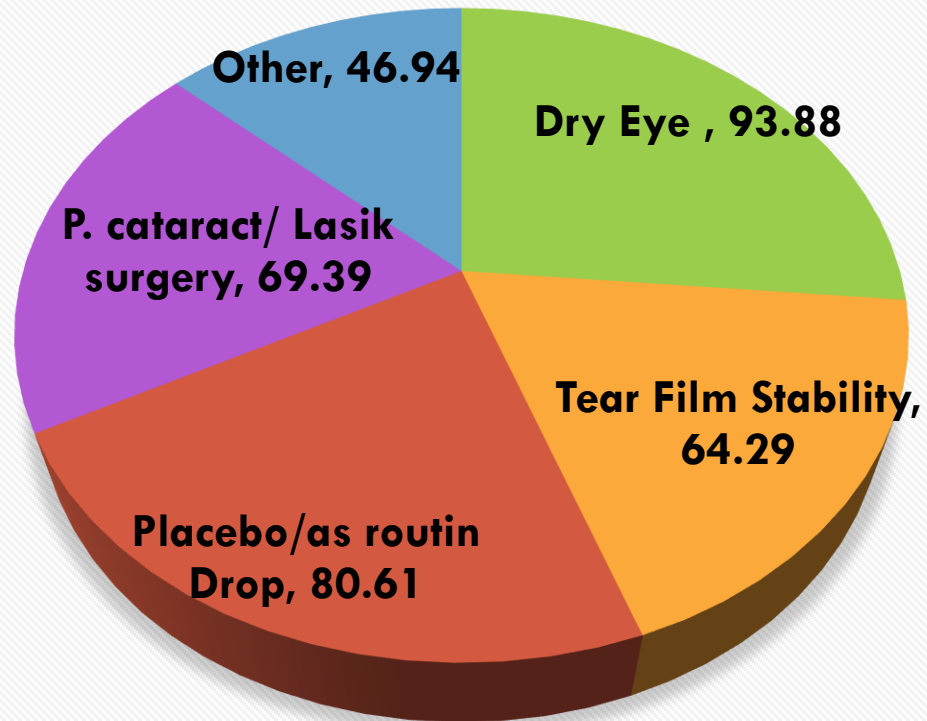
■ SH ■ L-carnitin ■ Oxychloro

Combination with Carboxymethylcellulose



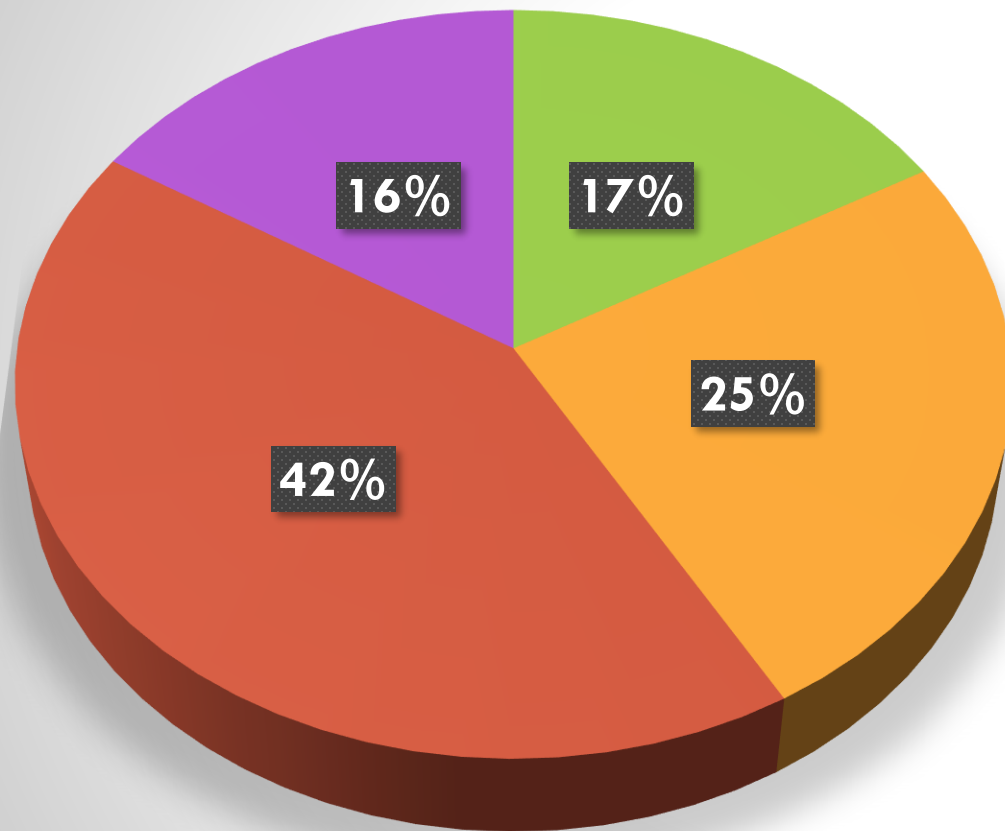
INDICATION FOR CARBOXYMETHYLCELLULOSE IS PRESCRIBED

Indications For carboxymethylcellulose



ATTENTION ON PRODUCT PROMOTION

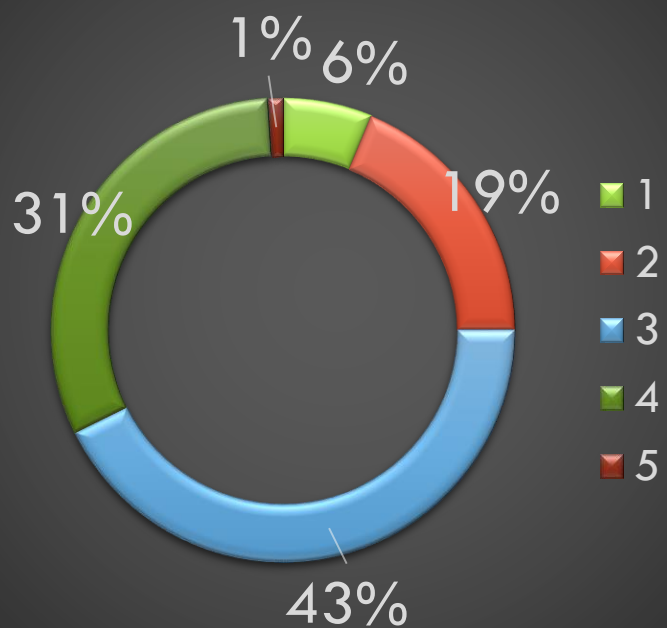
Product Promotion



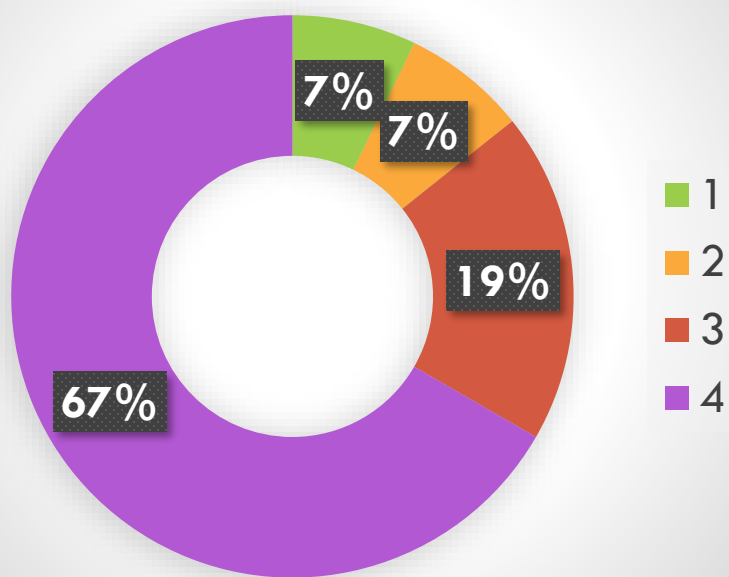
- Name of the company
- Product or brand name
- Ability to solve Query by sales representative
- Count of Information's shared by the sales representatives

PARAMETER CONSIDER, BEST DEFINE THE CARBOXYMETHYLCELLULOSE BRANDS

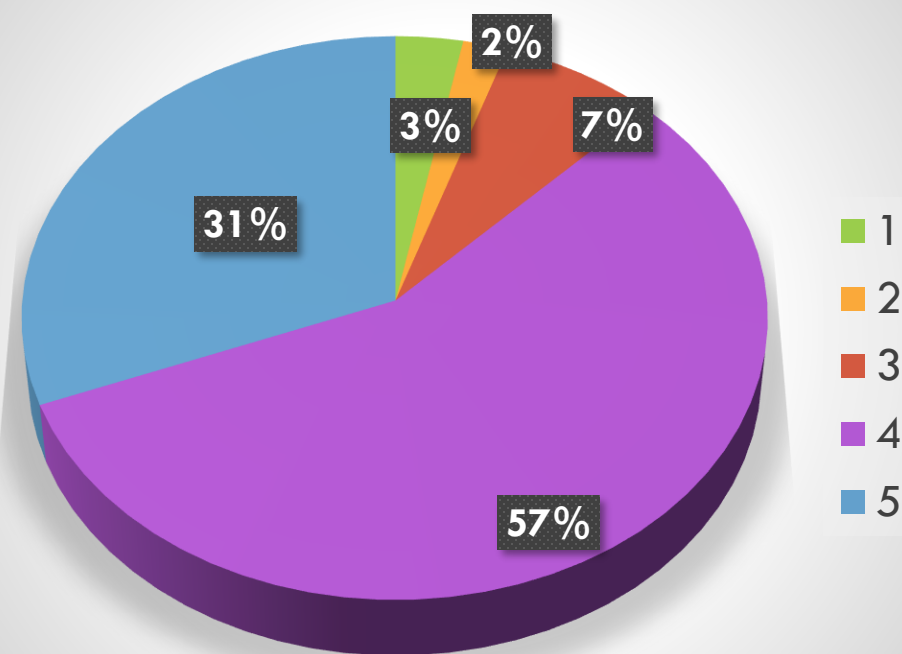
Price



"Availability"



Clinical Evidence





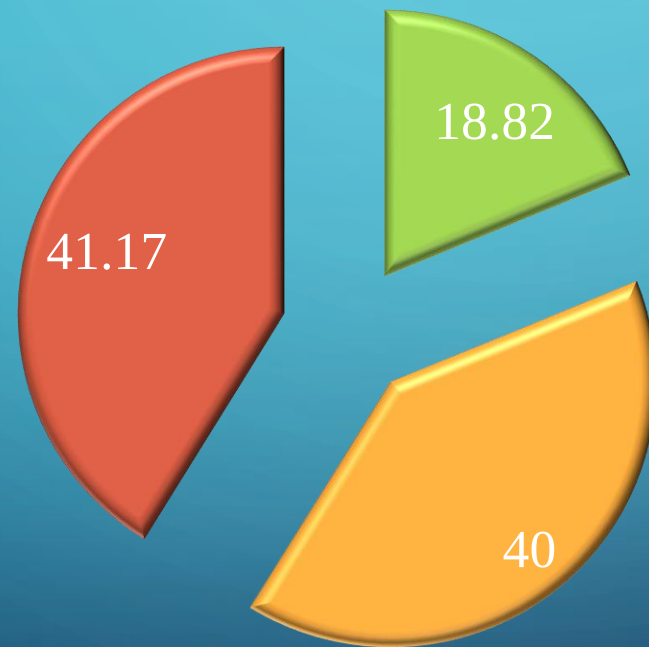
ANALYSIS OF PHARMACISTS' VIEWS

Market scenario of Carboxymethylcellulose



NUMBER OF CARBOXYMETHYLCELLULOSE BRANDS AVAILABLE

No. of Carboxymethylcellulose Available in Percentage



No. of Brand

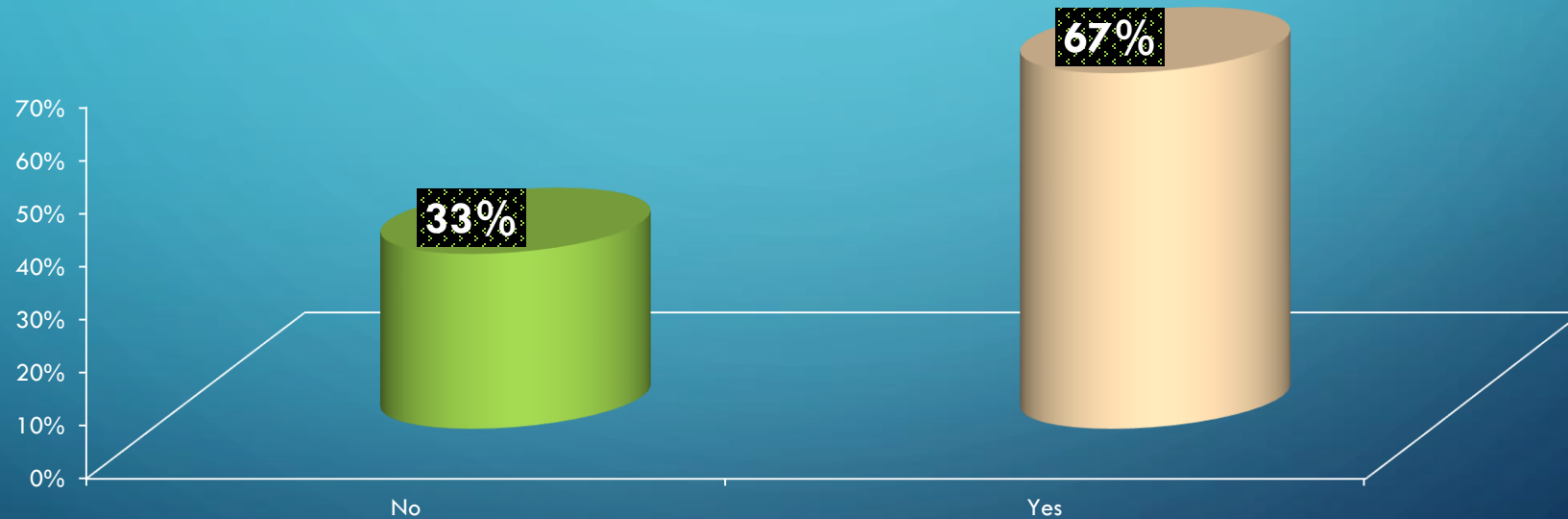
■ 1-3

■ 4-6

■ More than 6

SALE OF OTHER BRAND OF SAME MOLECULE NAME PRESCRIBED

Substitution of brand



FINDINGS BASED ON OBSERVATION & KEY OPINIONS

- Number of patients with Dry eye therapy is increasing exponentially.
- Prescription pattern of Carboxymethylcellulose depends on the presentation of sales representatives in the chamber
- Prescription pattern follows Price competitiveness of the Product
- Availability is the major issue need to solve for product to be approachable to consumers. Otherwise, major substitute is available in the market which will permanently evaporate the bounced prescription.
- According to some doctors prescription trend never residues equal, it keeps on changing as per Product being Promoted effectively”
- Many doctors prefer approved article for the indications products being promoted.

CONCLUSION

- Prescription pattern also follow with the information shared by the company all the updated views provided for use of Carboxymethylcellulose and various studies changes the prescription pattern is Carboxymethylcellulose.
- As Refresh tear has highest volume in sales which is 23.3% as well as in prescription which states that availability of your product in the market makes foundation even for substitution at times.
- Many factors affects the prescription pattern of Carboxymethylcellulose such as 56.2 of doctors says Clinical evidences is an important parameter and 57.14% of doctors says Availability also because many many patients want symptomatic relief and due to unavailability of the product which prescribed by doctors is substitute with other one. But in doctors chamber information shared and communicating the required information is necessary.

SUGGESTIONS

- As India is developing country, with a large population which is Dry Eye patients. Extralube Repositioning along with different parameter with same USP could be able to generate new prescriptions.
- It is been observe that query handling in major indications is not upto the mark. This can cause symentic barrier between the products attribute and doctors understanding.
- Combination therapy with CMC and CMC with glycerin, erythritol and L-carnitin as Add on therapy could be future market driver as it is having good efficacy.
- Rigorous Brand Promotion of Extralube with various separate inputs segregated for the speciality could help to increase the sales of Extralube.

LIMITATIONS

- Sample unit are limited for survey, it affect the accuracy of outcomes.
- Survey was carried out in one region only (North Delhi).
- Time duration of the survey did not allow collecting more data.
- The respondents were very busy and could not afford more time to answer.

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- Miljanovic B, Dana R, Sullivan DA, Schaumberg DA. Impact of dry eye syndrome on vision-related quality of life. *Am J Ophthalmol.* 2007;143(3):409–15. doi: 10.1016/j.ajo.2006.11.060.
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- Han KE, Yoon SC, Ahn JM, Nam SM, Stulting RD, Kim EK, et al. Evaluation of dry eye and meibomian gland dysfunction after cataract surgery. *Am J Ophthalmol.* 2014;157(6):1144–50. doi: 10.1016/j.ajo.2014.02.036.

