

MARKET INVESTIGATION STUDY OF GLIPTINS (ANTIDIABETIC) IN MAJOR URBAN CITY OF JAIPUR

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Organization Name – Abbott Healthcare

INTRODUCTION

- **T2DM**

- ✓ Metabolic discomfort of carbohydrate, fat & protein into body, a chronic condition characterized by the presence of abnormally high blood glucose levels

- **Reasons for T2DM**

1. Insulin deficiency & resistance
2. Beta cells dysfunction
3. Hepatic glucose over production

LIST OF GLIPTINS

- **Sitagliptin** (Merck Sharp and Dohme Corp, approved as Januvia by US FDA in year 2006)
- **Vidagliptin** (Novartis, approved as Galvus by EU in year 2007)
- **Saxagliptin** (Bristol-Myers Squibb, approved as Onglyza by US FDA in 2010)
- **Linagliptin** (Boehringer Ingelheim, approved as Tradjenta by US FDA in year 2011)
- **Alogliptin** (developed by Takeda Pharmaceutical Company Limited, approved for use in Japan)
- **Dutogliptin** (being developed by Phenomix Corporation)
- **Gemigliptin** (being developed by LG Life Sciences)
- **Teneligliptin** (Mitsubishi-Japan, India, Argentina, Korea)

NEED FOR STUDY

- Identification of Market potential of gliptin
- Market scenario
- Indication for usage
- Most commonly prescribed gliptin for T2DM with efficacy, safety & durability parameters.
- Most prescribed combination therapy with gliptin

RESEARCH QUESTION

- What is the market potential of gliptins in patients with type 2 diabetes in Jaipur city?

OBJECTIVES

- To identify the market scenario of gliptins in type 2 diabetes mellitus.
- To determine market potential of gliptins in antidiabetic market of Jaipur city.

METHODOLOGY

Sample design - Descriptive (Cross-sectional)

Sampling method - Non-Probability (Purposive) sampling

Study Area - Jaipur city

Sample population - Doctors (general physician, consultant physician, cardiologist, and endocrinologist), chemists & stockiest

Sample size - Doctors: 184

Chemist: 143

Data collection:

Primary data- The primary data for this project was gathered through survey using questionnaire, face to face interview.

Secondary data- The secondary data for this project was gathered through different dependable articles and research reports.

Research Instrument (tools and techniques)

- Both open and close ended questions.
- The information was collected by interviewing with doctors & chemist. All the questions could not find included in the questionnaire as it would have resulted in to a lengthy format which results into negative response of the sample population. Hence some data was collected with the help of informal talk with the doctors, chemist & stockiest.

Study duration

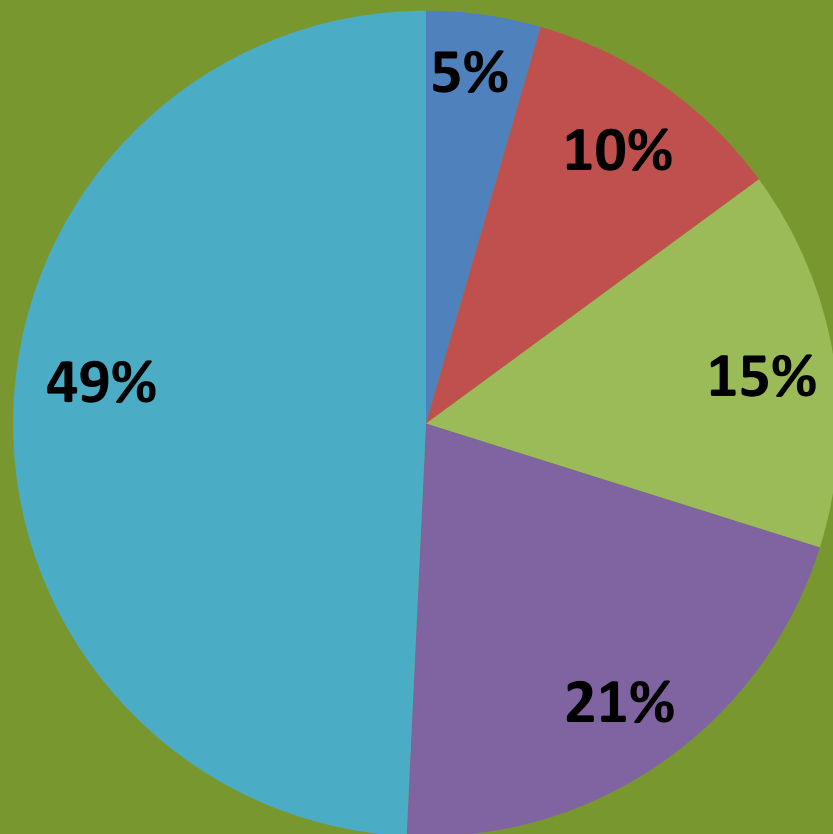
3 months (5th February to 5th May)

Data Analysis

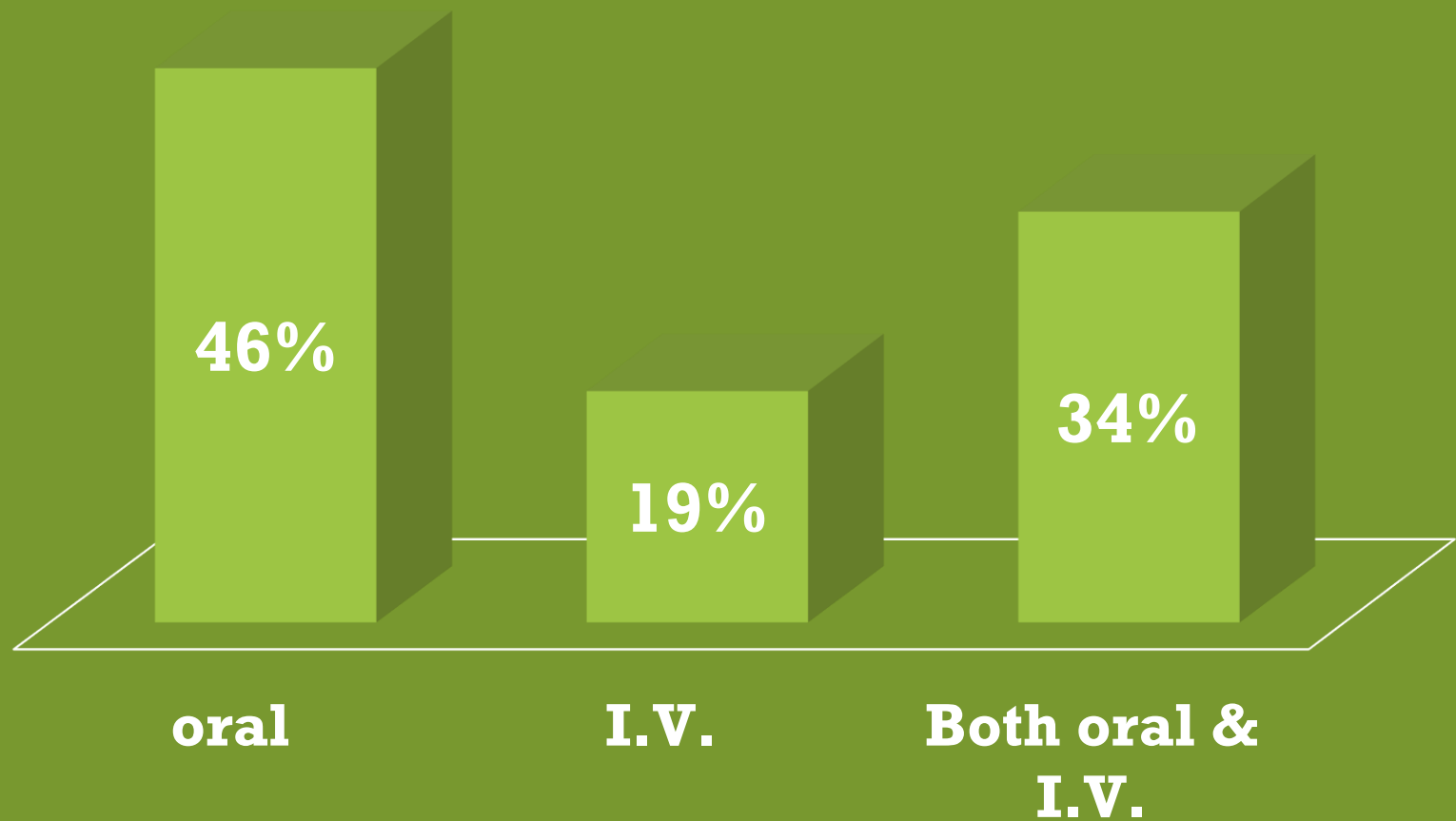
For Doctors

% Number T2DM patents examine per week

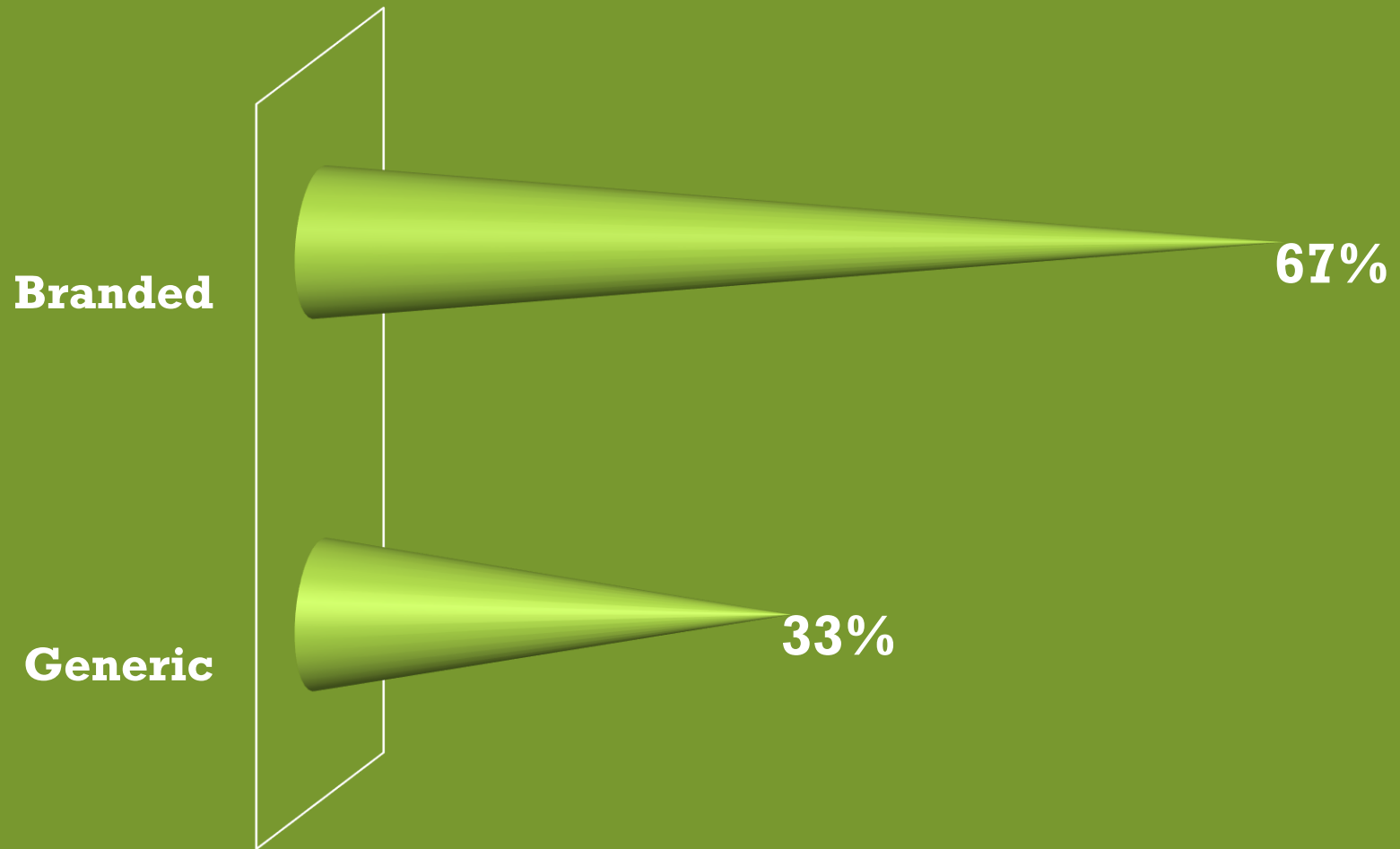
■ Less than 10 ■ 10 to 20 ■ 20 to 30 ■ 30 to 40 ■ above 40



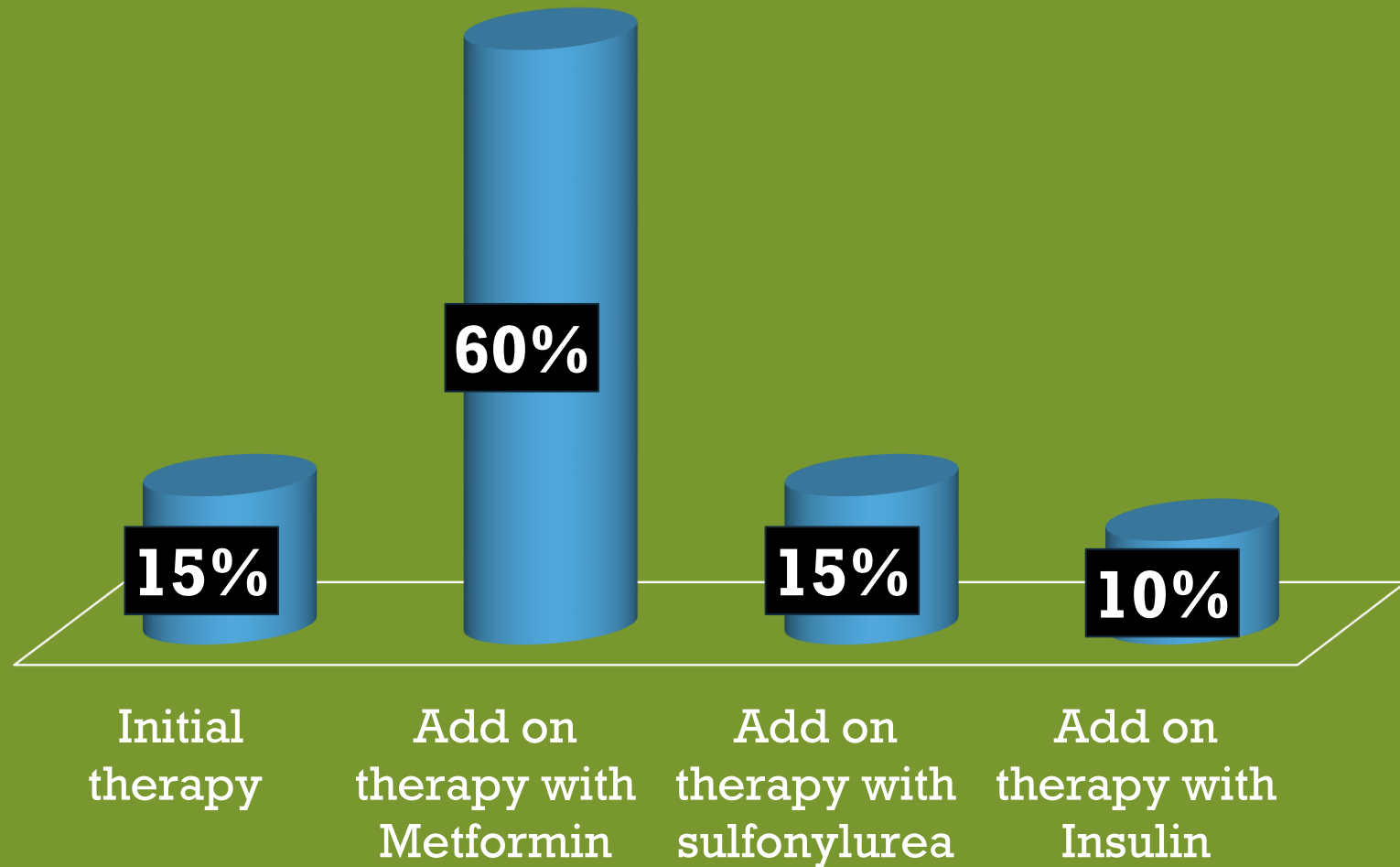
% of Therapy used for T2DM



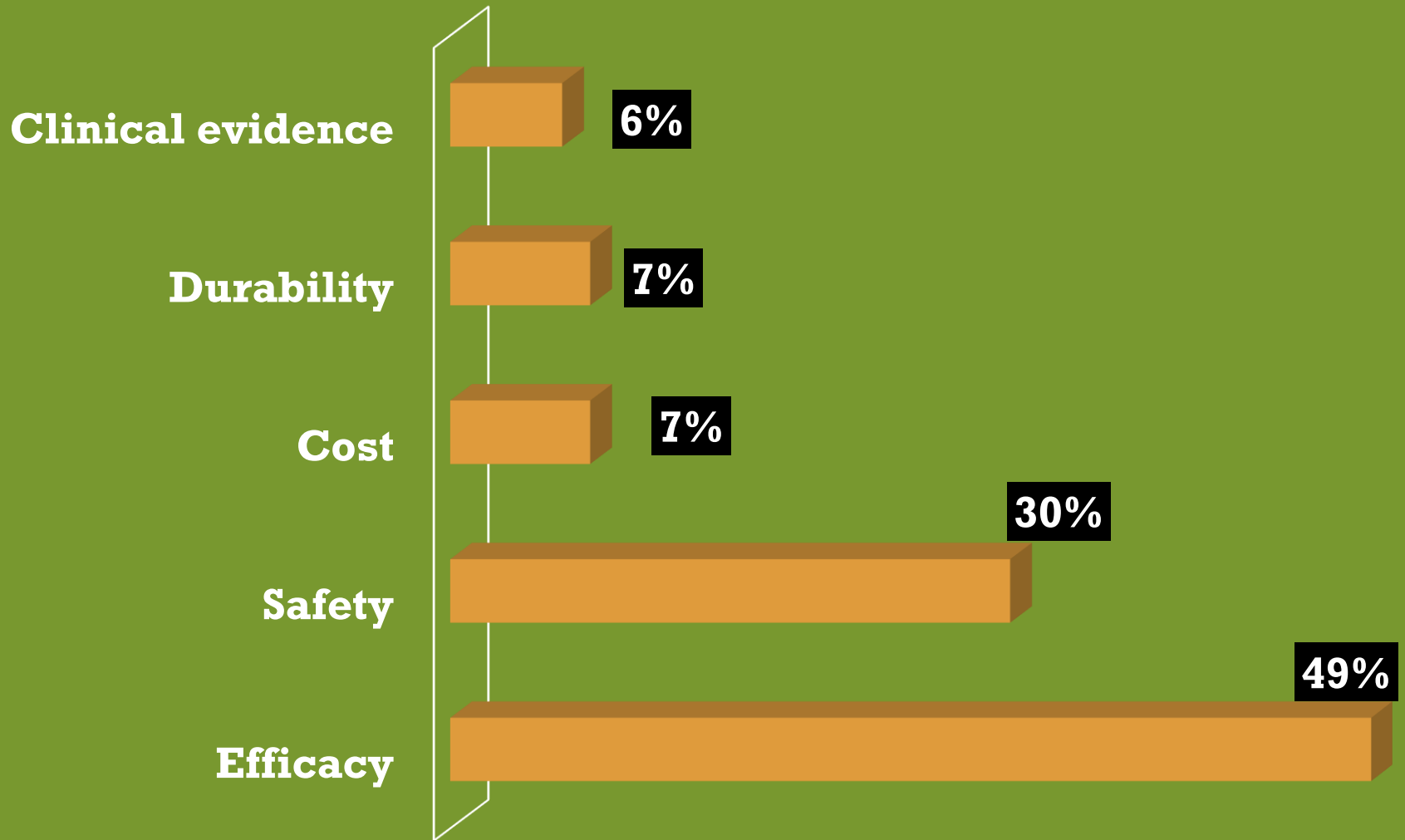
% type of drug used for T2DM



% of indication for usage of gliptins

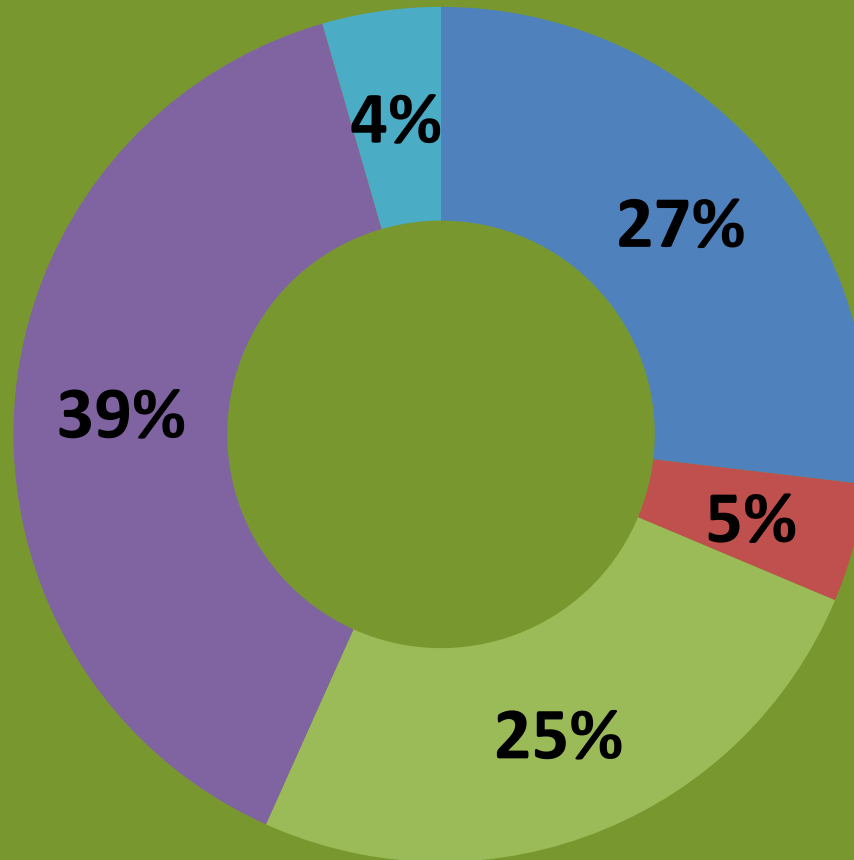


% of factors influence to Rx any gliptin



% of hepatic & renal safety with gliptins

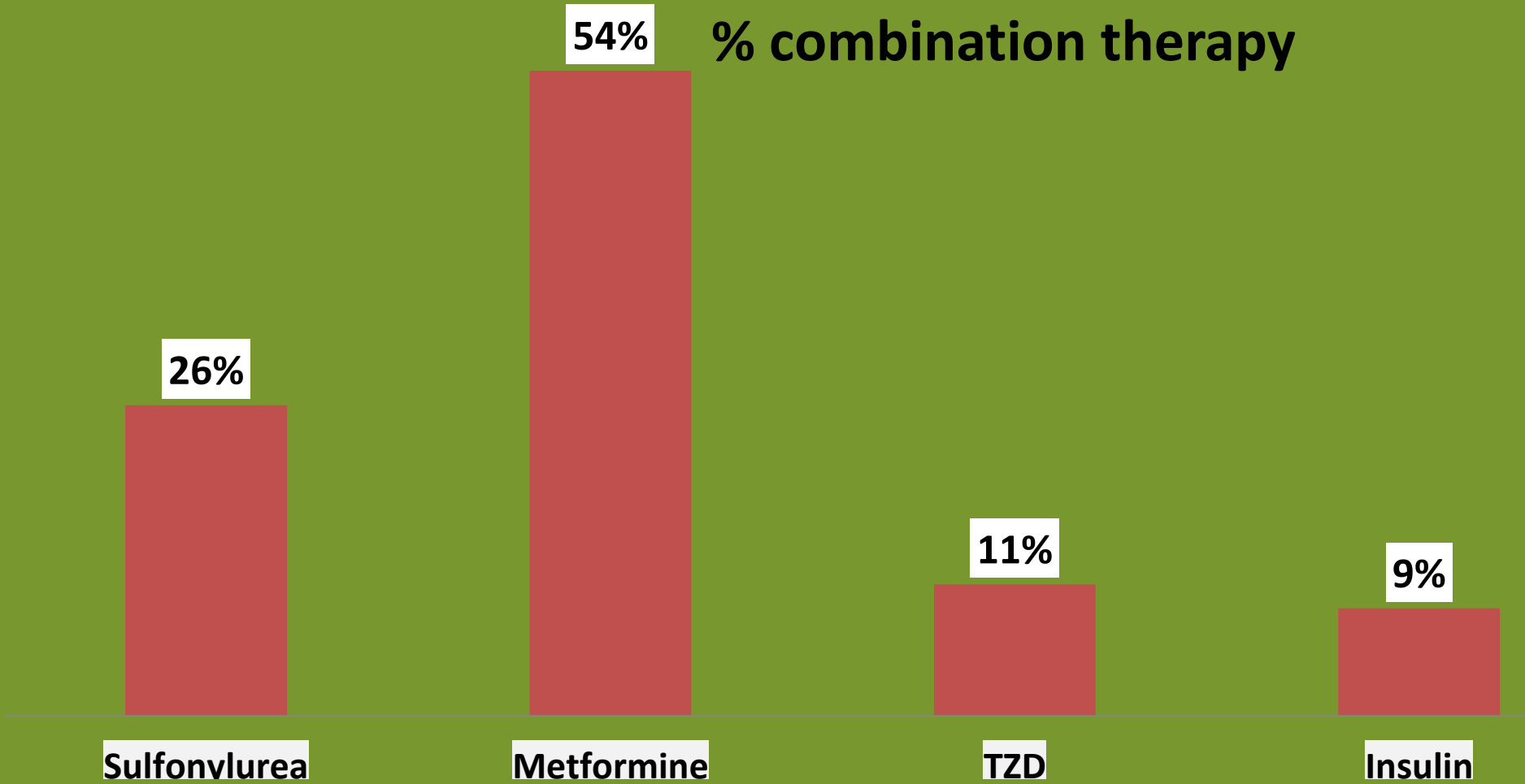
■ Sitagliptin ■ Vildagliptin ■ Teneligliptin ■ Linagliptin ■ Saxagliptin



% of most preferred brands

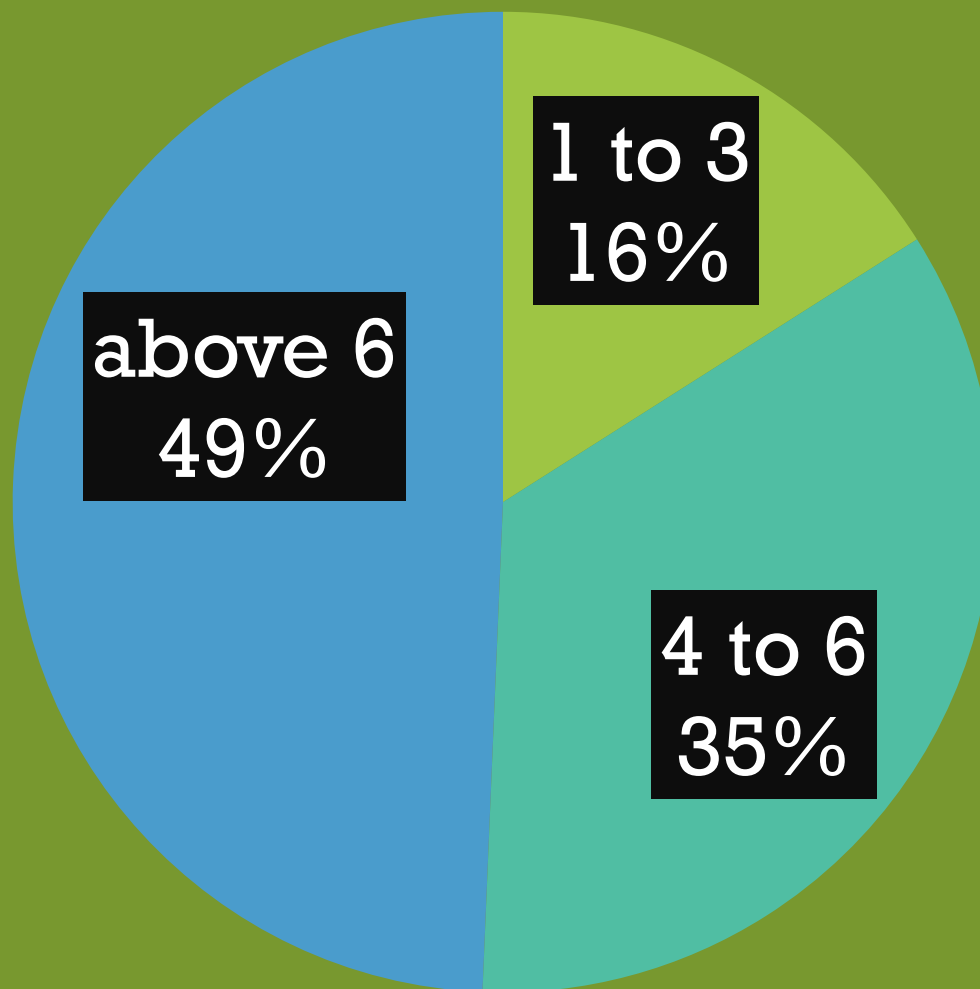


Combination therapy with gliptins	Preferred combination therapy with gliptins	% of combination therapy with gliptins
No	16	24%
Yes	51	76%

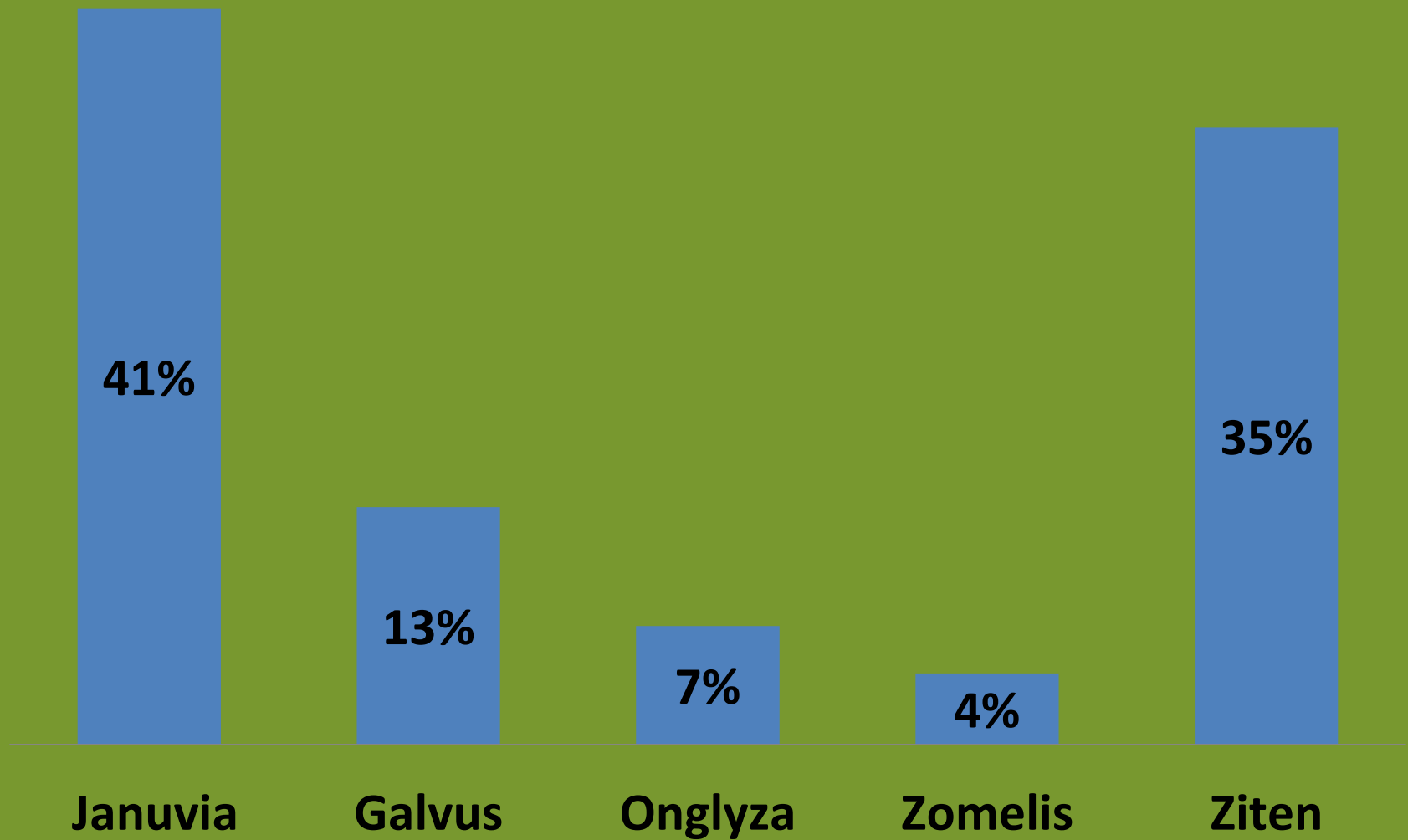


Analysis of Chemists

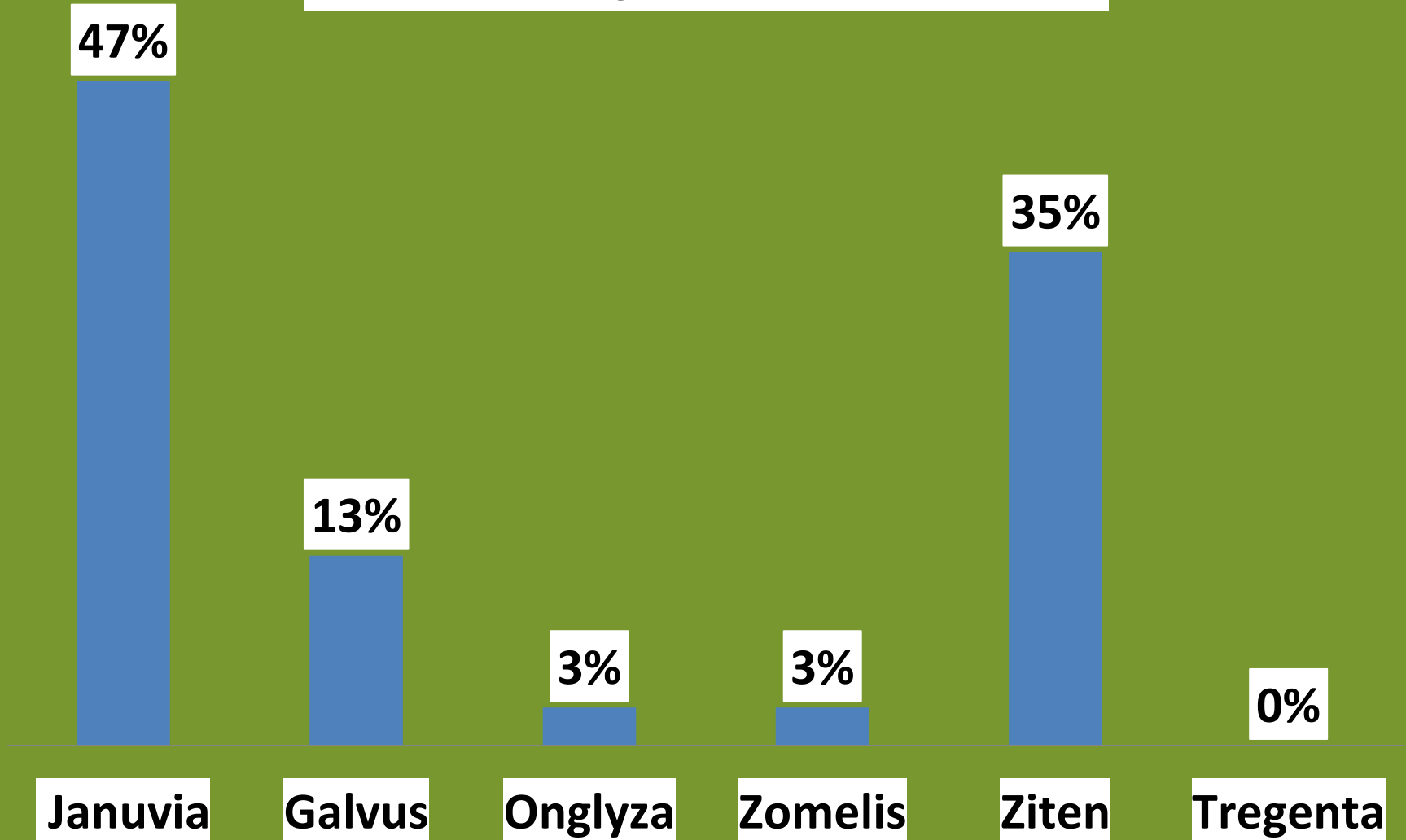
% no. of gliptins brands



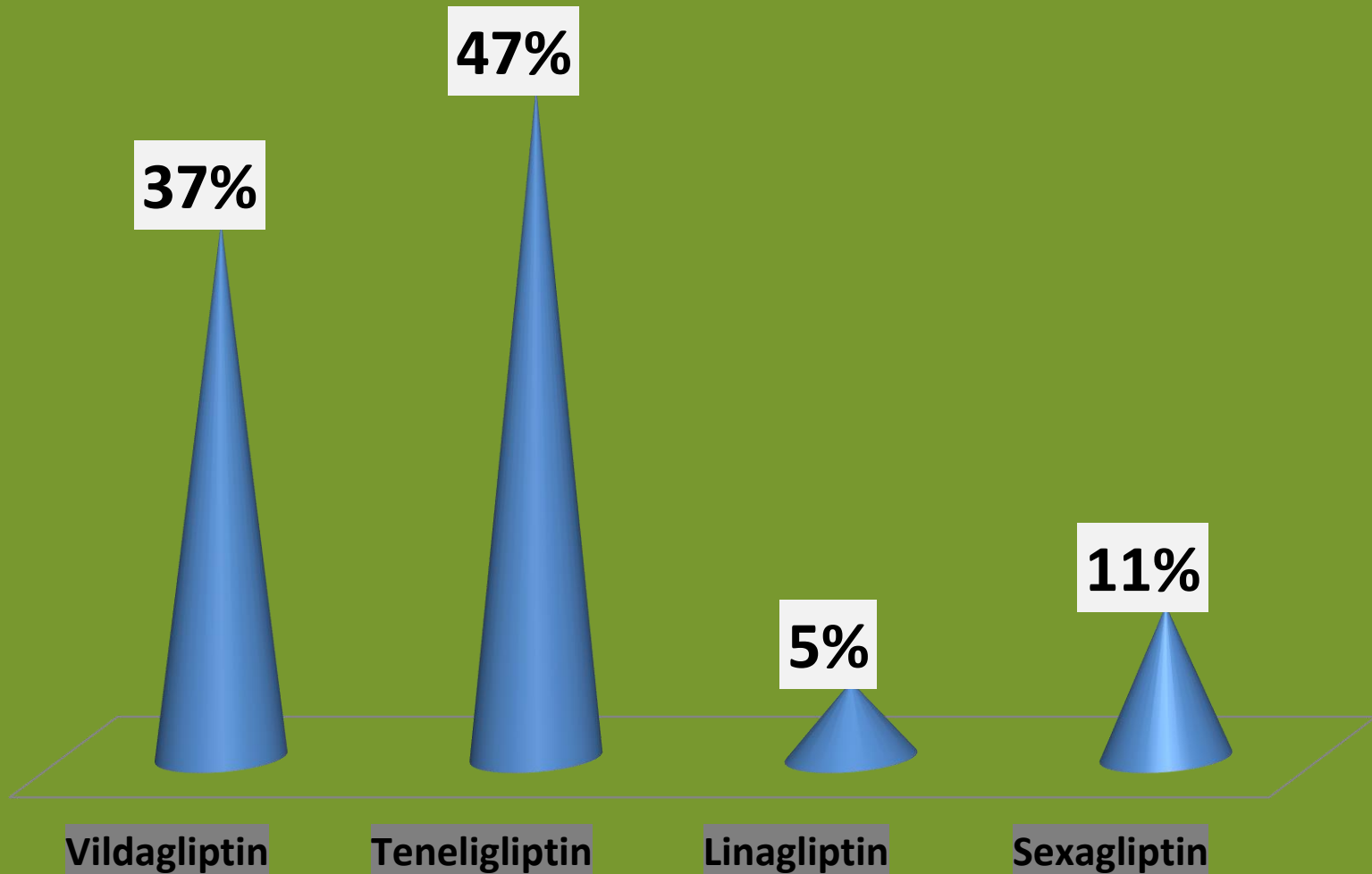
% of brands in stock



% of most prescribed brand

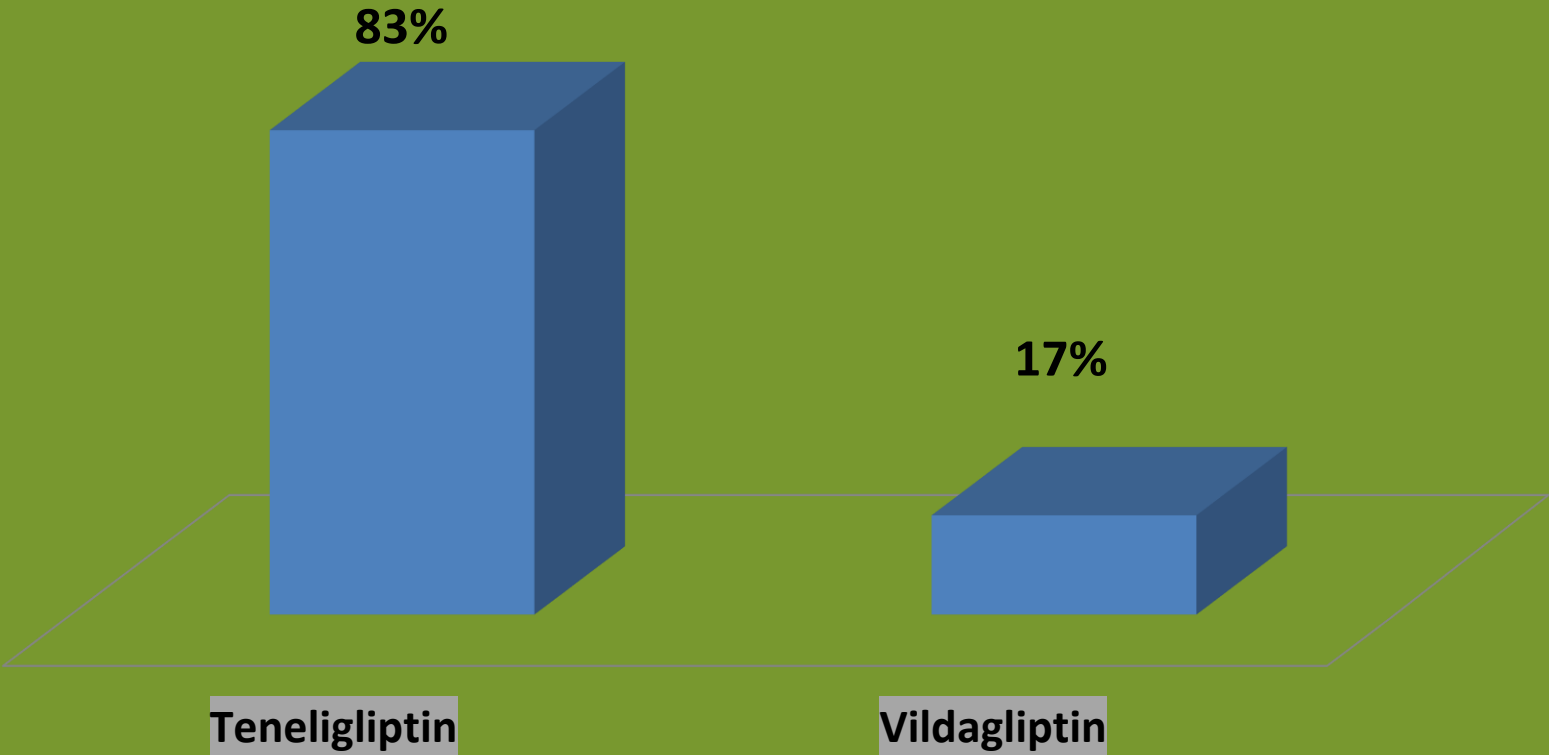


% Competitors of sitagliptin

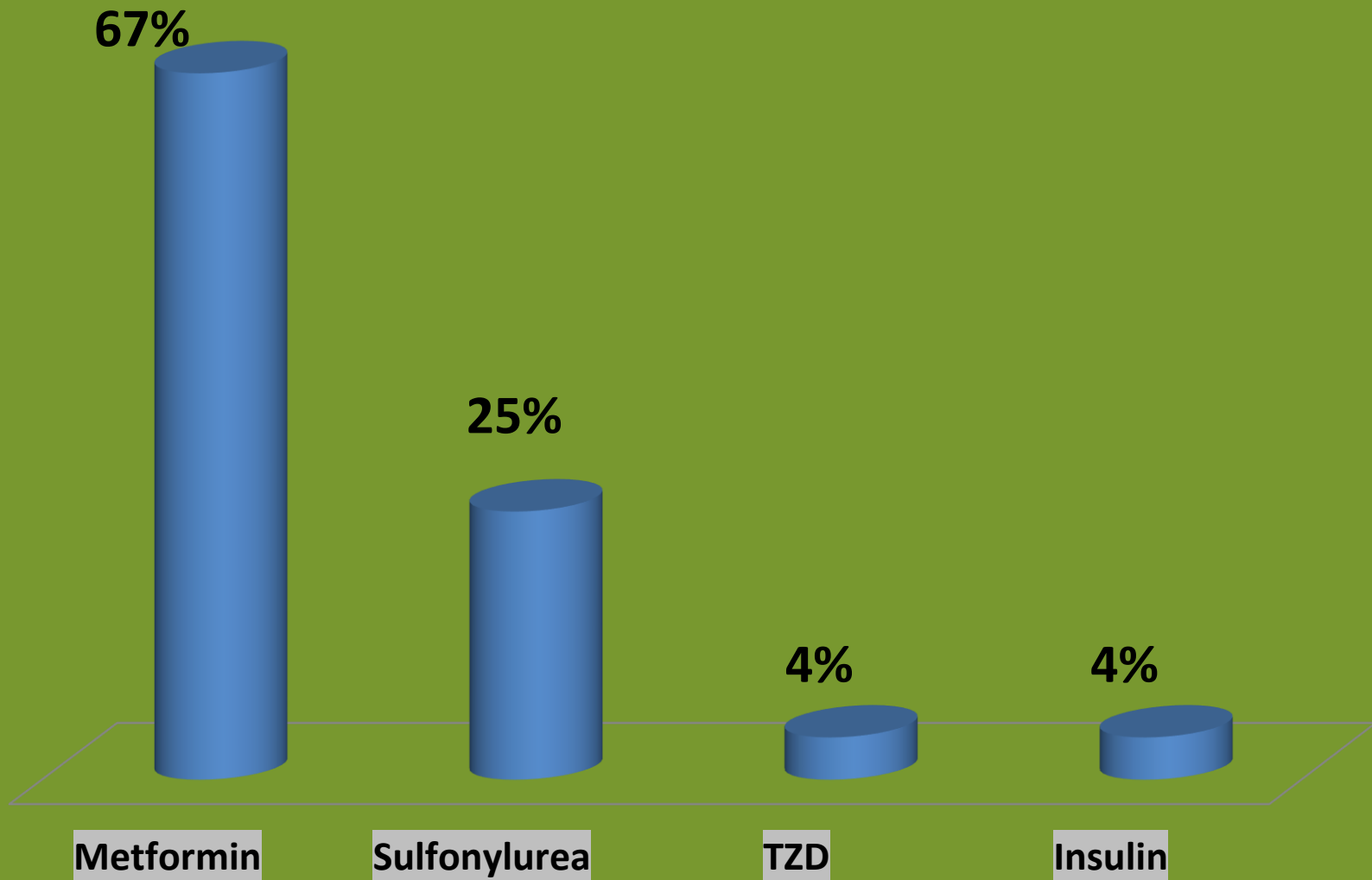


sale of other brand than Rx	Response	% Response
No	65	87%
Yes	10	13%

% sale of molecule other than prescribed brand

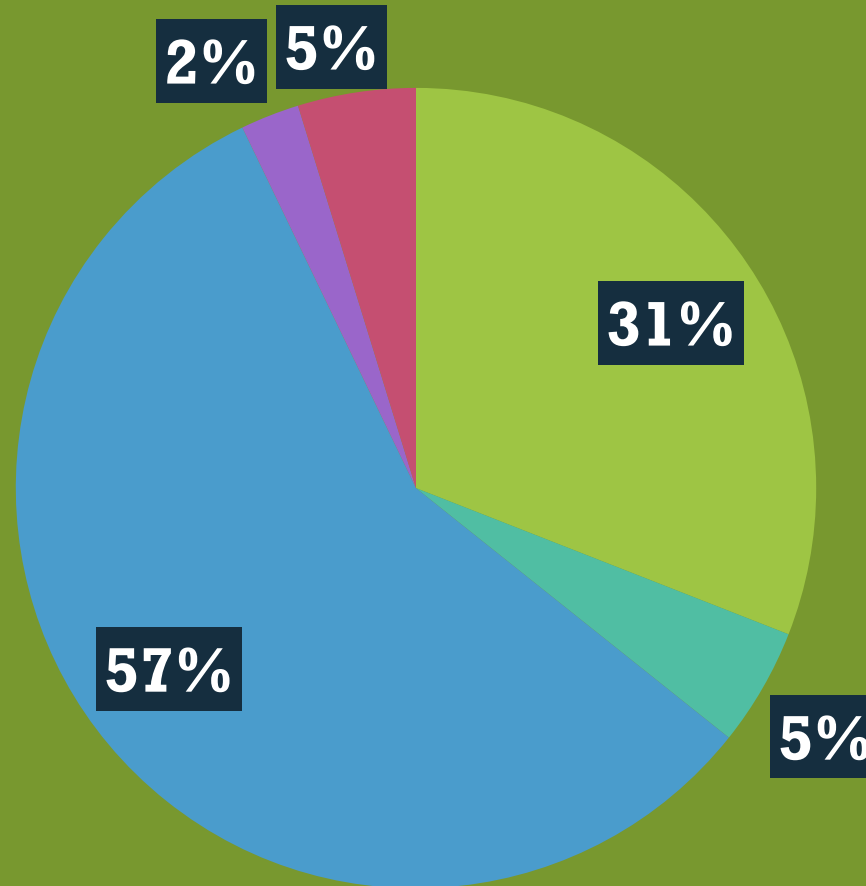


% of combination therapy with sitagliptin



% Competitor of januvia

■ Galvus ■ Onglyza ■ ziten ■ Tregenta ■ Zomelis



FINDINGS BASED ON OBSERVATION

- According to some doctors prescription trend never remains same, it keeps on changing.
- Many doctors prefer USFDA approved products.

CONCLUSION

- Teneligliptin is choice of drug because of cost-effectiveness in majority of the clinics, but teneligliptin is having certain side effects. While prescribing any product complication cost can be taken in consideration rather than therapy cost.
- Sitagliptin is the best choice in all gliptins among doctors in terms of onset of action, hepatic & renal safety.

CONTINUE..

- Cost effectiveness of sitagliptin could help a molecule to become market leader according to some doctors.
- Sitagliptin with Add on therapy with Insulin could be future market driver as it is having good efficacy.

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**THANK
YOU**