Doctor Perception towards Itraconazole in the Market

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Introduction

- Itraconazole are the class of antifungal drugs which comes under the azole classification invented in 1984, it is prescribed by doctor to patients in fungal infections. The drug may be given orally or intravenously.
- Itraconazole has a broader spectrum of activity than fluconazole
- In 2015 the global drugs market size of antifungal was valued at USD 10.7 billion and is expected to positive growth due to the rising incidence or cases of fungal infections
- 400 Crore market of Itraconazole in India as per IMS Data 2017 May

- Itraconazole has relatively, low bioavailability after oral administration or especially when given in the capsule form on an empty stomach.
- The mechanism of action of itraconazole is the same as the other azole antifungals have: it inhibits the fungal-mediated synthesis of ergosterol via inhibiting the lanosterol 14α-demethylase.

Need for study:

- The pharmaceutical market is challenging. The brand which is most fitted into market condition will survive. Derma market is now shifted more towards Itraconazole from Terbinafine or Griseofulvin. There is minute difference between different brands of derma vitamins, antifungal to gain the advantage of some specific vitamins, antifungals which is not provided by other brands in market. Company can do this only by collecting the thorough information of competitors brand and doctors view about derma products.

OBJECTIVES:

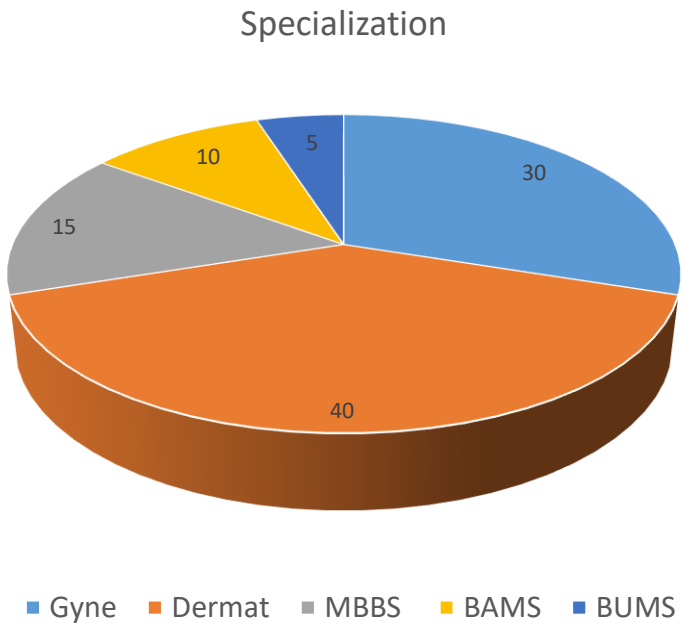
- 1 To assess the Doctor perception towards Itraconazole
- 2. To assess the top brands in itraconazole by the doctor point of view

RESEARCH DESIGN

- Sample area: Jaipur, India
- Study design: Descriptive study
- Study type: Analytical study
- Sampling: Non-Probability Sampling
- Sample size: 100 Doctors and 50 Chemists in Jaipur city.
- **Inclusion Criteria**: Doctors and chemist present in Wall City, VDN, Raja Park, Sasthri nagar, Bani Park, Jalupura, Murlipura, Jothwara, NIIMS, MGH area of Jaipur.
- **Exclusion criteria**: Other areas of Jaipur was not include in the study because of difficult to access.

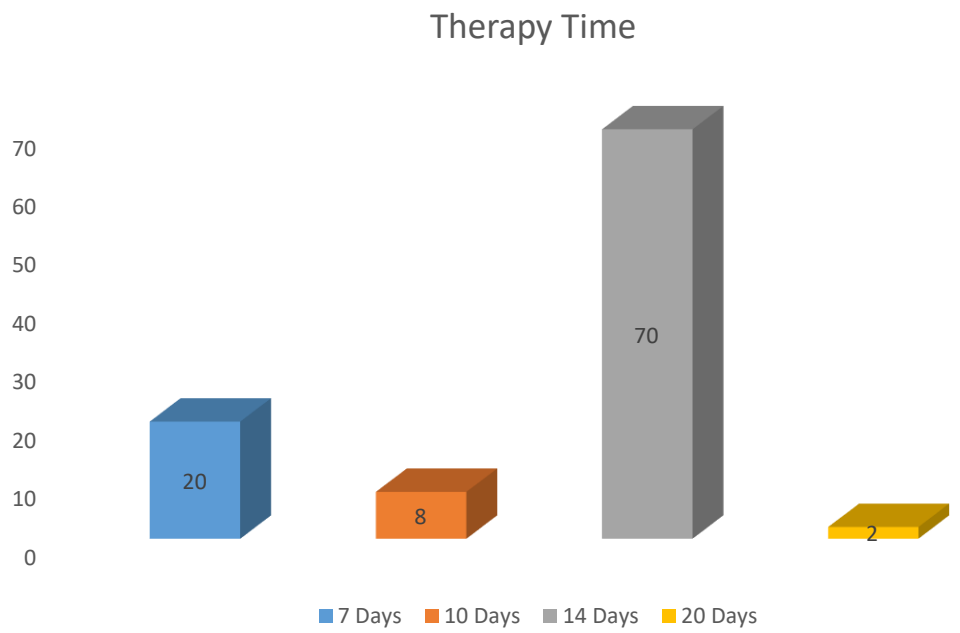
FINDINGS

S. No.	Specialization	Frequency
1	Gyne	30
2	Dermat	40
3	MBBS	15
4	BAMS	10
5	BUMS	5

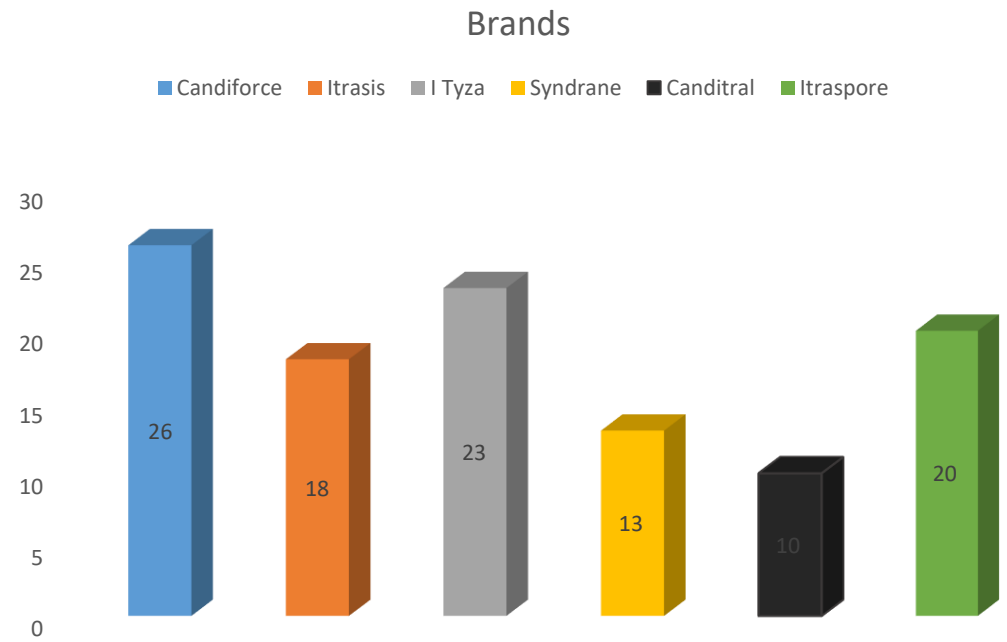


Average therapy dose prescribe to patient by doctor

S.No .	No. of Days	Frequency
1	7	20
2	10	8
3	14	70
4	20	2

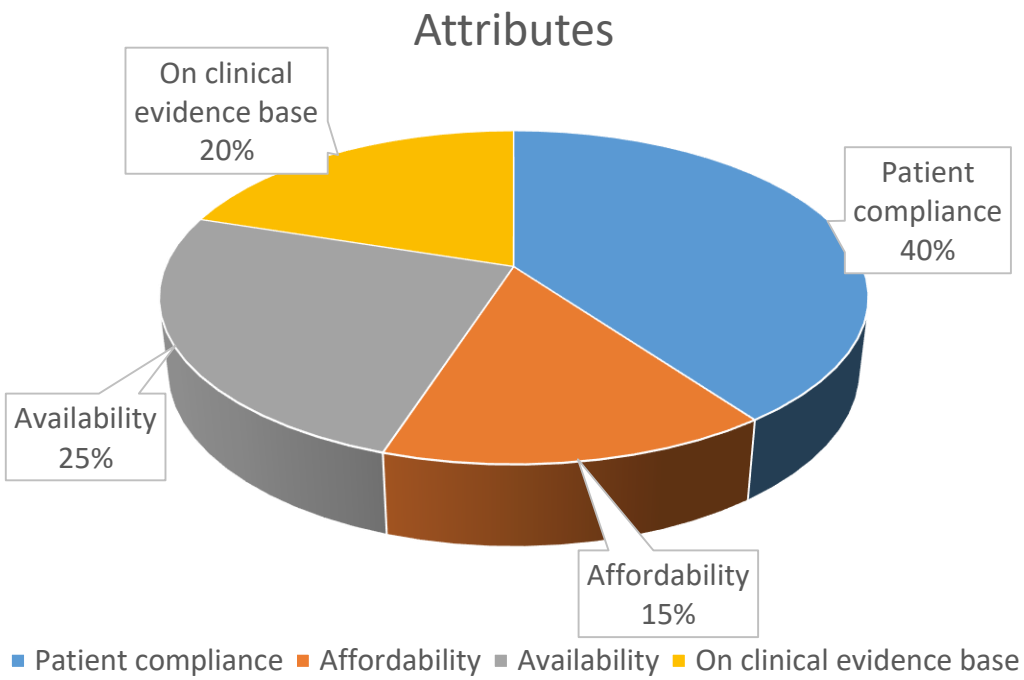


Most prescribed Itraconazole brand by the Doctor.



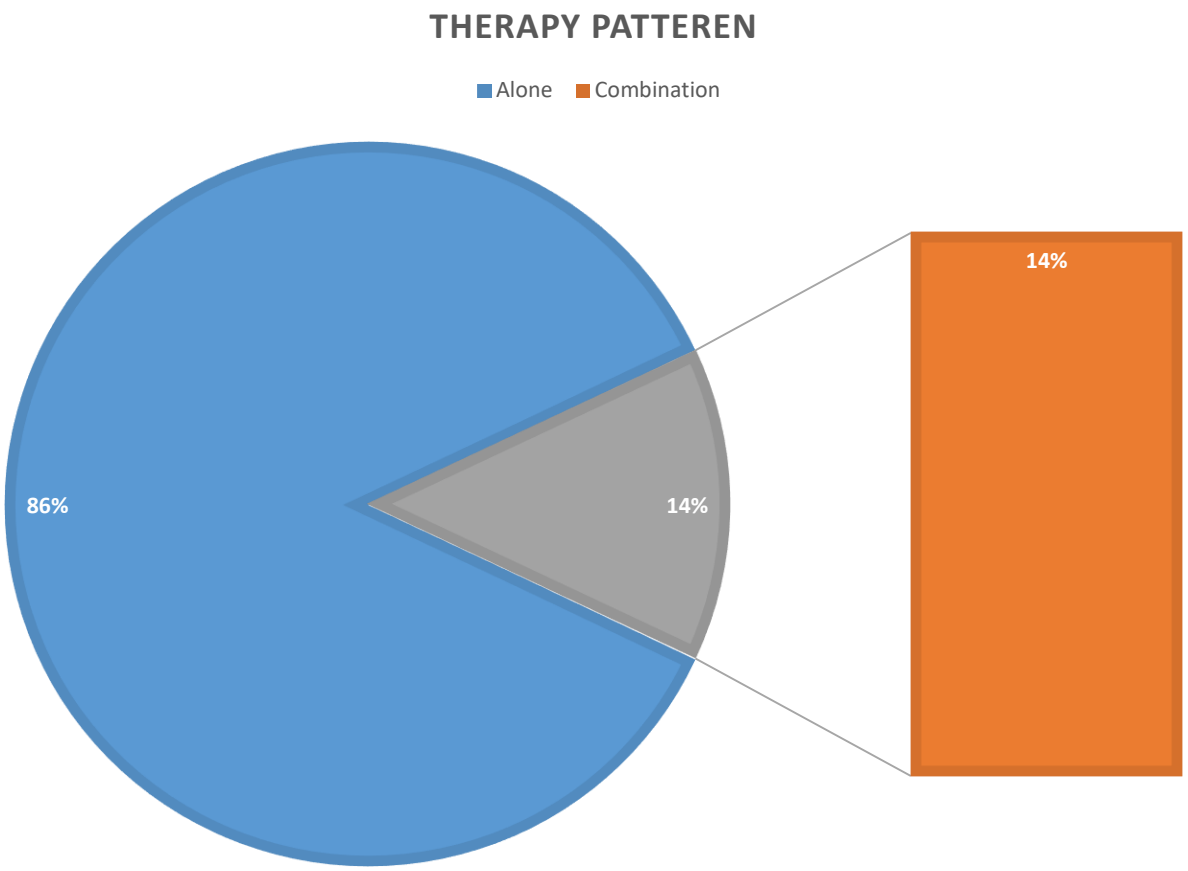
S. No.	Brands	Frequency
1	Candiforce	26
2	Itrasis	18
3	I Tyza	23
4	Syndrane	13
5	Canditral	10
6	Itraspore	20

Attributes suitable to prescribe particular brand



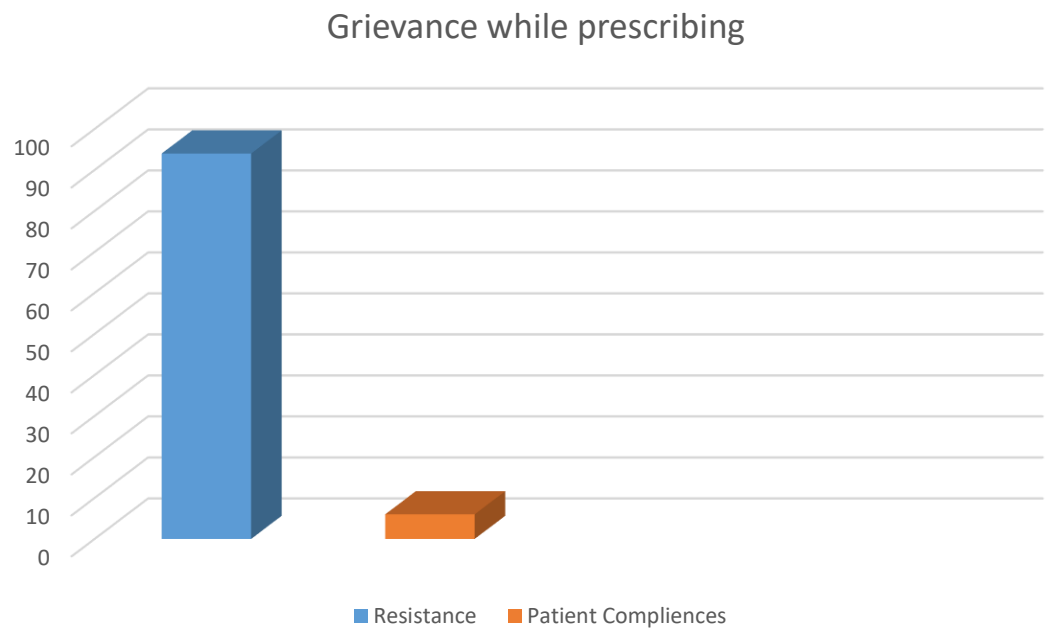
S.No.	Attributes	Frequency
1	Patient compliance	40
2	Affordability	15
3	Availability	25
4	On clinical evidence base	20

In case of fungal infection prescription pattern of Itraconazole.



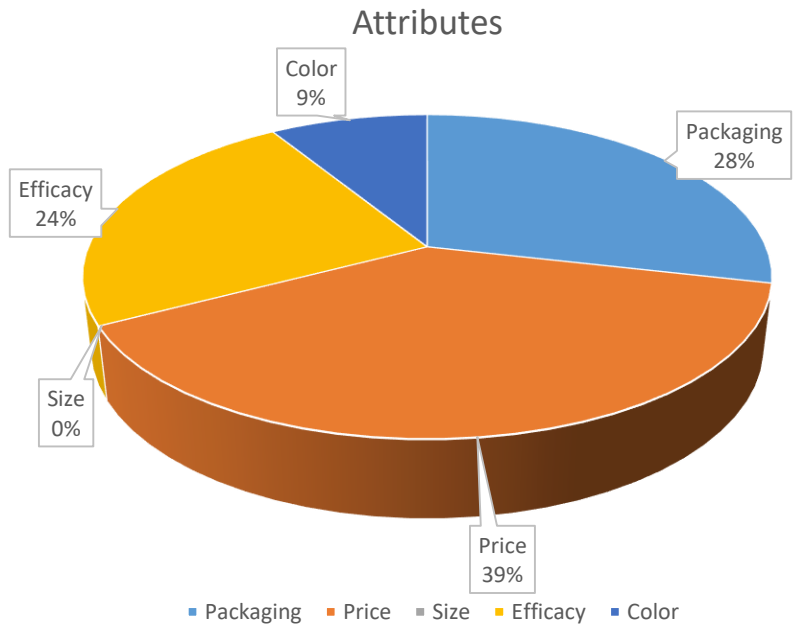
Grievance while prescribing Itraconazole to patient.

S. No.	Attributes	Frequency
1	Resistance	94
2	Patient Compliances	6

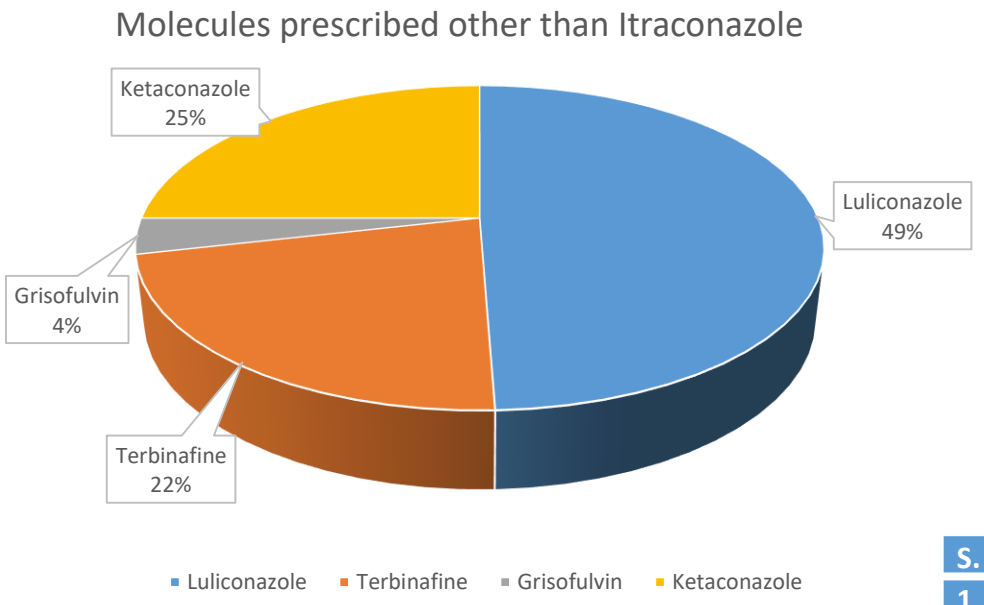


Attribute in the brand which you ideally prescribe can be improved.

S. No.	Attribute	Frequency
1	Packaging	42
2	Price	57
3	Efficacy	35
4	Size of capsule	00
5	Color of capsule	13



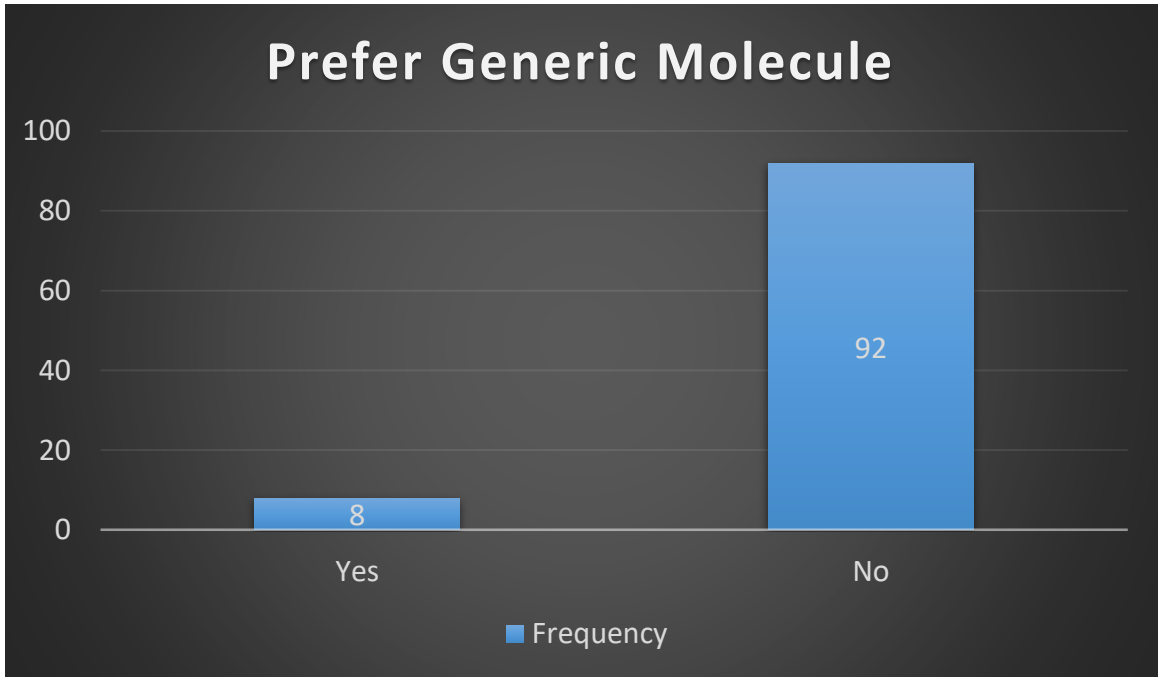
Prescribe other molecule rather than itraconazole



S. No.	Attributes	Frequency
1	Luliconazole	83
2	Terbinafine	37
3	Grisofulvin	6
4	Other (Ketaconazole)	42

Doctor prefer itraconazole generic formulation or not

S. No.	Attributes	Frequency
1	Yes	8
2	No	92



Result

- 40% of Doctor are dermatologist followed by the 30% Gyne in the study
- 85% of Itraconazole is prescribed in the case of Tinea Infection include Tinea Corporis, Tenia Cruris, Tinea Pedis and Onychomycosis.
- 15% of Itraconazole is used in the case of Vaginal Vulgaris
- Mostly respondent prescribe Itraconazole for 14 days to the patient

- Leading Brands of Itraconazole in the Jaipur are
- Candiforce as majority of preferred brand in Itraconazole
- Candiforce is followed by I tyza
- Itraspore is on 3rd number
- Doctors are prescribing the prefer brands of Itraconazole to the patient due to the following factors:
- 40% prefer due to Patient Compliance followed by availability.
- 20% prefer due to on clinic evidence based study of brand
- 86% of doctor may prescribe Itraconazole alone to the patient whereas 14% of doctor prefer Itraconazole with in the combination therapy (Itraconazole with Terbinafine or Luliconazole majorly)
- Sometime prescription pattern depends upon the severity of the patient
- Grievances which is majorly influence in the prescription pattern of doctor for Itraconazole are
- Resistance of Antifungal molecules in the market consist the major concern of doctor while few doctor have concern about the patient compliance

CONCLUSION

- Doctors are mostly prescribing Itraconazole due to its higher potency towards the fungus and quick relief and better safety profile.
- Itraconazole is effective in the pallet form hence all the company brands are available in the pallet form
- Due to the resistance of Itraconazole seen in the market doctor need that more effective formulation comes to the market for better patient compliances.
- Doctor also focused to reduce the therapy cost of itraconazole in market by the companies so that it should be in reach of every patient.
- Doctors are prescribing other molecule (Luliconazole, Ketaconazole) instead of itraconazole due to resistance seen in market or quality, efficacy of certain products.
- Average dose therapy given by doctors to his patient is 14 days in case of Tinea infection and in case of onychomycosis its duration is 14-21 days in pulse therapy.
- Doctors are basically focus towards the quality and efficacy of itraconazole.

- Some of the doctors also focused towards the qualitical products with in economic range for the patients.
- Whereas certain doctors think the efficacy/Bioavailability of the itraconazole is increased due to the resistance seen in market towards the existing molecule or dose.
- More patient prone to fungal infections are from the slum area or poor people due to unhygienic conditions.
- Doctors prescribing the terbinafine due to its cidal MOA than static of itraconazole and has currently no resistance problem seen in market. Luliconazole is newly introduced molecule for the dermatologists compare to other molecules and yet no resistance seen of luliconazole in market and its efficacy is also relevant for doctors.


THANK
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