

Study on the Effectiveness of Ulipristal Acetate in the Treatment of Uterine Fibroids

By

Sneha Priya

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2015-2017



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

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TO WHOMSOEVER MAY CONCERN

This is to certify that **SNEHA PRIYA**, student of **MBA Pharmaceutical Management** from The **IIHMR University, Jaipur** has undergone internship training at **DELCURE LIFESCIENCES Ltd., Mumbai** from **February 6, 2017 to May 10, 2017**.

The Candidate has successfully carried out the study designated to him during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

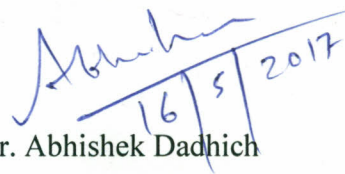
I wish her all success in all her future endeavors.



Dr. Ashok Kaushik

Dean - Academics and Student Affairs

The IIHMR University, Jaipur



Mr. Abhishek Dadhich

Assistant Professor

The IIHMR University, Jaipur

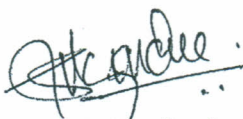
To Whom So Ever It May Concern

The certificate is awarded to **Ms Sneha Priya** student of The IIMR University, Jaipur. In recognition of having successfully completed her dissertation project in the department of **Marketing** from month of Feb 17 to May 2017 under the guidance of **Mr Vineet Razdan**- Sr. GM Sales & Marketing, DelCure LifeScience Ltd, Mumbai.

She comes across as a committed, sincere & diligent person who has a strong drive and zeal for learning.

We wish him/her all the best for future endeavours.

DelCure LifeSciences Limited

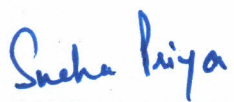


Shirish Vankudre
General Manager -HR

Original Literary Work Declaration, THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **"DELCURE LIFESCIENCES. – A STUDY TO SHOW THE EFFECTIVENESS OF ULIPRISTAL ACETATE FOR UTERINE FIBROIDS."**: Study based in MUMBAI" and submitted by **SNEHA PRIYA**, Enrollment No: IIHMR-U/02/2015-17/0046, under the supervision of **Mr. Abhishek Dadhich** for award of (MBA in Pharmaceutical Management) Postgraduate Diploma in Pharmaceutical of the University carried out during the period from 6th February, 2017 to 10th may, 2017 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.


SNEHA PRIYA

The IIHMR University



CERTIFICATE OF SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled **"A study on the effectiveness of Ulipristal acetate for uterine fibroids"**.


Sneha Priya

IIHMR University

ABSTRACT

A STUDY ON THE EFFECTIVENESS OF ULIPRISTAL ACETATE IN THE TREATMENT OF UTERINE FIBROIDS.

Sneha Priya

Guide: Mr. Abhishek Dadhich

KEY WORDS: SPRM, Postcoital, amenorrhoea, fibroids

INTRODUCTION

Ulipristal acetate is a SPRM selective progesterone receptor modulator that has previously been approved as a postcoital contraceptive. Progesterone promotes the growing of uterine fibroids, blocking its receptor may reduce their size. The amount used for this indication can inhibit ovulation and lead to amenorrhoea which will be of benefit who have heavy menstrual bleeding related to their fibroids. Treatment commences from the first week of the menstrual cycle. There is an extensive uptake of cytochrome P450 3A4. The half life of ulipristal is 38 hours. The approval of ulipristal for the treatment of fibroids appears to have been mainly based on four trials of PEARL. A structured questionnaire was prepared and were filled by 38 gynaecologists in Mumbai region.

CONCLUSION

Ulipristal acetate has been found to induce amenorrhoea rapidly in women with uterine fibroids.

It is proved to be a useful treatment in the emergency management of fibroid related acute abnormal uterine bleeding.

ULITOP is proved to be an emerging and effective brand for Uterine fibroids. It should be done with the proper positioning.

ULITOP is launched with distinctive features that is proved clinically.

ACKNOWLEDGEMENT

I would like to show my gratitude towards Delcure Lifesciences Ltd. for giving me an opportunity to work in the organization in the product management team.

I would like to thank my corporate mentor Mr. Vineet Razdan and my faculty mentor Mr. Abhishek Dadhich for sharing their valuable expertise all through the completion of this dissertation.

For the successful completion of my work, I am thankful to Mr. Yashwant Singh (Product Manager) and Mr. Amit Desai (Group Product manager) for his guidance and support. Without his encouragement, guidance and interest, this project would not have materialized.

I would also like to show my gratitude towards Distribution and MIS Department and the entire team of DelVoice division for providing the best of working environment and ambience.

I would also like to sincerely thank all the employees of Delcure Lifesciences Limited, Mumbai and IIHMR, Jaipur who either directly or indirectly contributed towards completion of the project and for their patient co – operation.

I hope that I can use this experience and knowledge that I have gained in this dissertation and make a greater contribution to the industry in the coming future.

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- Ulipristal acetate is a SPRM selective progesterone receptor modulator that has previously been approved as a postcoital contraceptive. Progesterone promotes the growing of uterine fibroids, blocking its receptor may reduce their size. The amount used for this indication can inhibit ovulation and lead to amenorrhoea which will be of benefit who have heavy menstrual bleeding related to their fibroids.
- Treatment commences from the first week of the menstrual cycle. There is an extensive uptake of cytochrome P450 3A4. The half life of ulipristal is 38 hours.
- The approval of ulipristal for the treatment of fibroids appears to have been mainly based on four trials of PEARL.
- A structured questionnaire was prepared and were filled by 38 gynaecologists in Mumbai region.
- It was observed that:
 - 100% of the Gynaecologists were aware about Uterine fibroids and its complications related with it. 22% of them said that they diagnose 1 patient in the month. Majority of them said that they diagnose 2 patients in a month.
 - 78% of the patient prefer surgery while 22% prefer medication for Uterine fibroids. (According to Gynaecologists)
 - 50 % of Doctors prescribe SPRM, 30% prescribe NSAID and 20% prescribe Oral contraceptive for treatment of Uterine Fibroids.
 - 80% of Doctor prefer treatment that depends on the age group of patients, 11% said that they prefer surgery in any case while 9% said that they prefer medication.
 - Fibroprist is the most preferred brand followed by Elata, Esmya and Ulitas.
 - According to gynaecologists, patient compliance is an important factor while selecting a particular brand followed by medical representative approach, Detailing as well as leaf behind literature.
 - Most of the gynaecologists has given first rank to patient compliance followed by labelling, indications, cost effective, packaging and clinical data. Most of them told that clinical data should have valid reference point. These are the points important for a new brand launch.
 - 88% of the Doctors are satisfied by visual aid communication. They were satisfied with the information given in the visual aid related to brand.
- Positioning of brand ULITOP can be done by:
 - Distributing FAQ related with Fibroids.

- ▣ Distributing Clinical trials data based on effectiveness of Ulipristal Acetate over fibroids.
- ▣ Arranging conferences and seminars attended by Key opinion leaders in this field.
- ▣ Distributing LBL over different clinics and get the response by customers.

INTRODUCTION

UTERINE FIBROIDS

Uterine fibroids, also called as uterine leiomyomas or fibroids, are benign smooth muscle tumors of the uterus. They are benign in nature that led to controlled growth of cells.

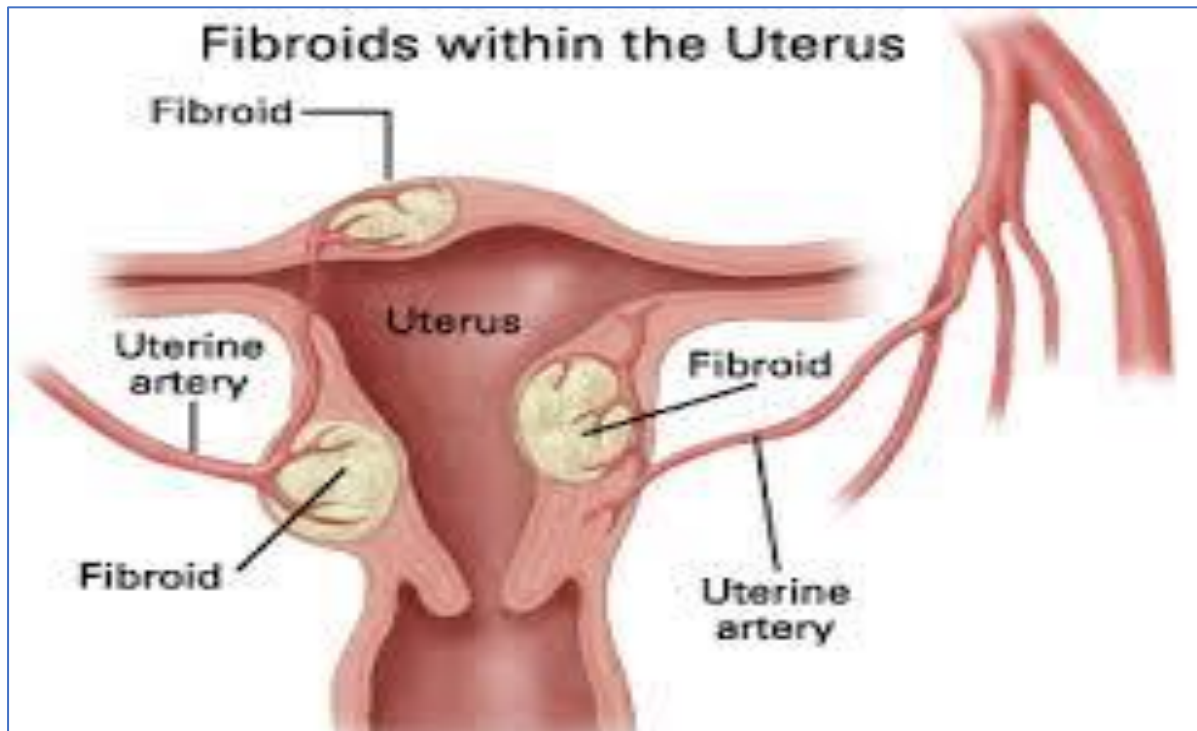


Fig: Systematic view of Fibroids within the Uterus.

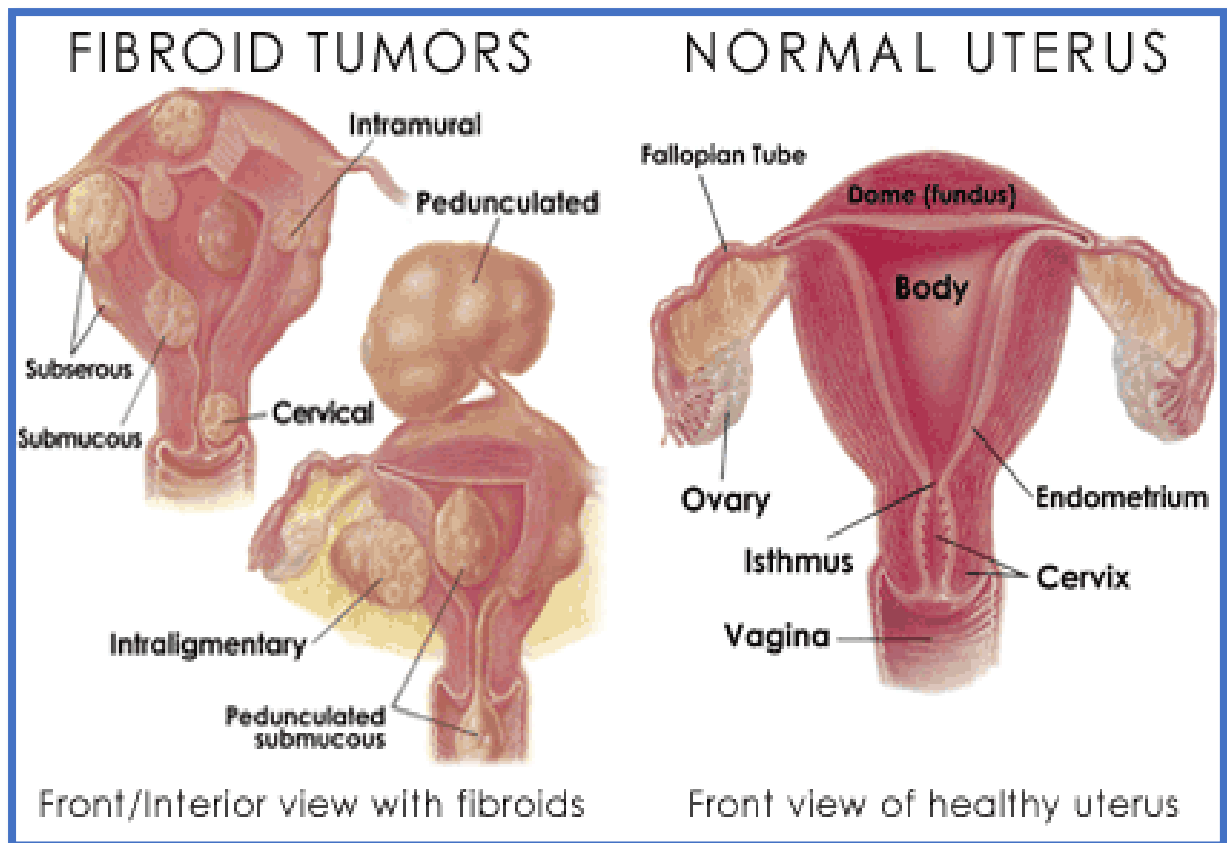


Fig: Comparison between normal uterus and uterus with fibroids.

Symptoms

Heavy periods

Heavy periods are the most common symptoms of fibroids, that causes iron-deficiency anaemia, tiredness and shortness of breath.

Irregular bleeding

This can happen because fibroids has an effect on the lining of the womb i.e, on the endometrium and disturb the overall reproductive cycle.

Frequent urination and constipation

Needing to go to the toilet more often than normal can happen if fibroids press on the bladder.

Painful periods

Fibroids led to heavy or painful bleeding during periods as they can interfere with the function of the womb (uterus) and make it bigger.

Pelvic pain and feeling of pressure in the stomach

Fibroids can cause pain or swelling in the pelvis, especially if they are large. They may also cause some pain in the lower back and legs.

Pain and discomfort during sex

Some women can experience pain during sex if it is located near the vagina or near the neck of the womb which can have an impact on relationships.

Difficulty becoming pregnant or infertility

Fibroids can lead to problems with becoming pregnant or infertility. Fibroids are very large or submucosal causes infertility where they grow into the cavity of the womb.

Causes

Fibroids are dependent on estrogen and mainly on progesterone hormones to grow during the reproductive years.

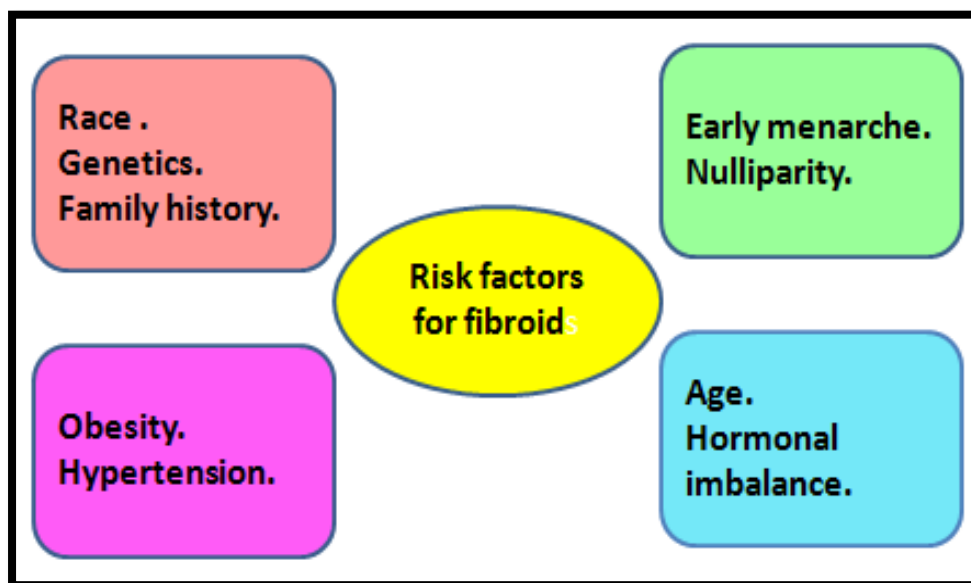


Fig: Various risk factors associated with fibroids.

Age

Fibroids become more common as women of reproductive age, until they reach the age where they go through the menopause.

Number of children

Women who have given birth have a lower risk of developing fibroids than those who have had no children.

High blood pressure or risk of heart disease

Women with high blood pressure or a risk of heart disease have a higher incidence of developing fibroids.

Menopause

Women who is at the menopause stage have a lower risk of developing fibroids.

Obesity

Chances of suffering from fibroid is higher in obese women.

ULIPRISTAL ACETATE

Ulipristal acetate is an orally active synthetic SPRM (Selective progesterone receptor molecule). Today, Ulipristal Acetate is the most effective medication for conservative treatment of uterine fibroids.

Mechanism of Action

- Suppression of neovascularization & cell proliferation.
- Downregulation of growth/angiogenic factors & receptors Inhibition.
- Induction of cell apoptosis.
- Inhibition of ovulation.
- Reduced collagen deposition.

Advantages

- Reduction in uterine fibroid size lasts longer. (Reduction in fibroid size 45% at end of 6 months follow up compared to only 17%)
- UPA has rapid documented onset of action and control of bleeding (within 7days compared to 30 days with LA)
- Improves Hb & hematocrit levels in anemic patients. (87% of patients)
- Shows a better tolerability profile.(Hot flushes 26% compared to 64% with LA after 3 months therapy)
- Associated with better pain control & higher quality of life.
- Estradiol levels are kept within the normal range (64 pg/ml compared to 25 pg/ml after 3months), no impact on bone turnover.

Efficacy of Ullipristal Acetate

- ✓ **In fertile women**,:UPA grants an asymptomatic window in which sexual intercourse can be targeted to allow spontaneous conception.
- ✓ **Infertile patients, (IVF)** candidates : Benefit from UPA administration, as it allows for postponing surgery after child bearing.
- ✓ **Perimenopausal women** who are unwilling to undergo surgery could be effectively treated with UPA in the menopause stage.

Pharmacokinetics

Absorption: Ulipristal acetate rapidly absorbed, has good oral bioavailability.

Distribution: UPA is highly bound (>98%) to plasma proteins.

Metabolism: It is readily converted to its metabolites predominantly mediated by CYP3A4 .

Excretion: Main route of elimination is through faeces & < 10% is excreted in urine.

Terminal half-life is estimated to be about 38 hours.

CLINICAL STUDIES

PEARL stands for performance evaluation and assessment logic. This is basically related with the effectiveness of ulipristal acetate for uterine fibroids. Four studies were conducted that are explained in the table.

	Pearl 1	Pearl 2	Pearl 3	Pearl 4
Treatment & dosage	UPA 5 mg/day; UPA 10 mg/day; placebo	UPA 5 mg/D; UPA 10 mg/D; LA 3.75 mg/month	UPA 10 mg/day	UPA 5 mg/day; 10 mg/day
Duration of Study	12 weeks	12 weeks	12 weeks Extension study: 3 further 3-month long courses	two 12-week long courses separated by a drug-free interval
Comparison groups	UPA 5 mg/d: (n)96 UPA 10 mg/d: (n)98 Placebo: (n)48	UPA 5 mg/d:(n)97 UPA 10mg/d: (n)103 LA: (n)101	Study: (n)209 Extension study: (n)132 (107 women with 4 courses UPA)	UPA 5mg/d: n228 UPA 10 mg/d: n223
Primary objective	Controlling bleeding: PBAC <75 Reduction of fibroid volume at week 13	UPA is not inferior to LA in reducing the uterine bleeding	Amenorrhea at the end of each UPA course	Amenorrhea at the end of both UPA courses
Secondary objectives	Bleeding pattern Amenorrhea Hb, hematocrit, and ferritin values Pain ,Quality of life	Bleeding pattern Amenorrhea Hb, hematocrit, and ferritin values	Reduction of the three largest fibroids Pain Quality of life	Amenorrhea. Time to amenorrhea Reduction of 3 largest fibroids

	Tolerability of UPA	Pain ,Quality of life Tolerability of UPA		Pain ,Quality of life
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	Pearl 1			Pearl 2			Pearl 3				Pearl 4	
	UPA 5mg/d	UPA 10mg/d	P	UPA 5mg/d	UPA 10mg /d	LA	UPA 10mg/d Course 1	UPA 10mg/d Course 2	UPA 10mg/d Course 3	UPA 10mg/d Course 4	UPA 5mg/d 2 courses	UPA 10mg/d 2 courses
PBAC <75 at 13 weeks	91%	92%	19%	90%	98%	89%	NR	NR	NR	NR	81%	>86%
Amenorrhea at 13 weeks	73%	82%	6%	75%	89%	80%	79%	89%	88%	90%	62%	73%
Days to amenorrhea	NR	NR	NR	7	5	21	4	2	3	3	5	4
Reduction in fibroid volume at 13 weeks	-21%	-21%	3%	-36%	-42%	-53%	-45%	-63%	-67%	-72%	-54%	-58%

Fig: Ulipristal Acetate as an effective molecule in controlling bleeding as compared to GnRH.

PEARL1: Time to control Bleeding.

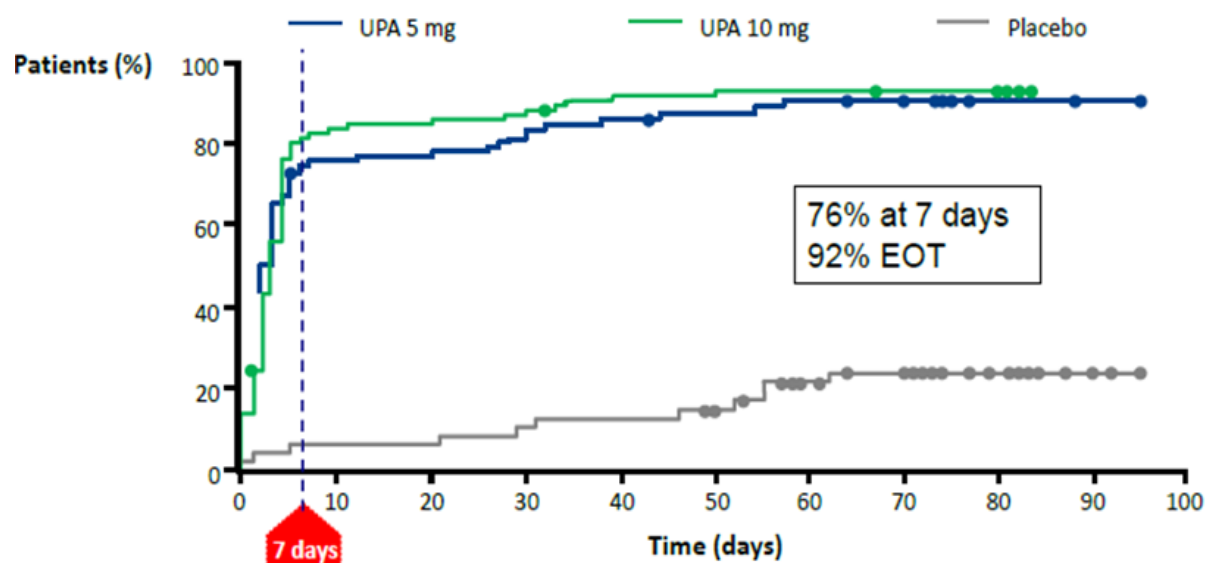


Fig: Bleeding was controlled within 7 days of treatment using UPA 5mg

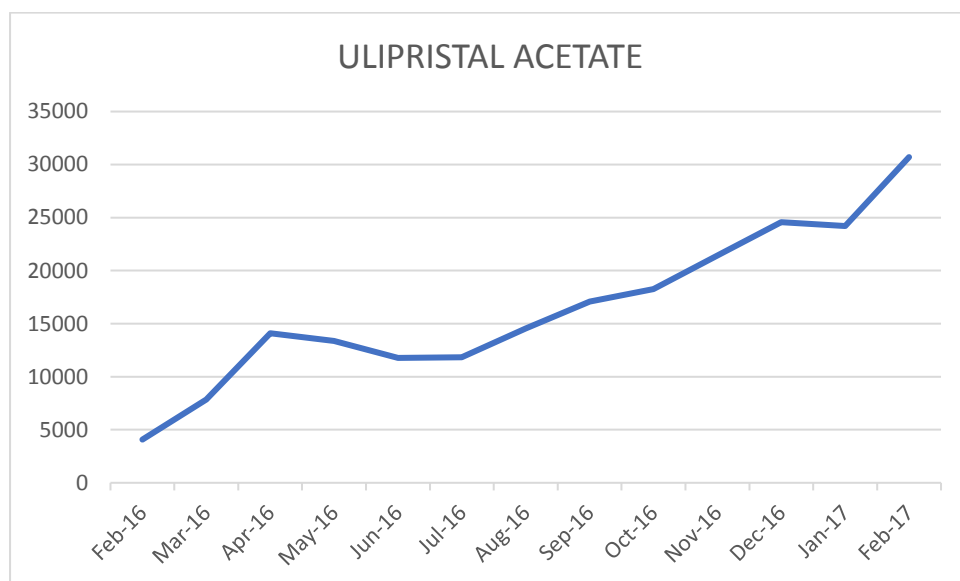
 MARKET ANALYSIS OF COMPETITOR BRAND FOR UTERINE FIBROIDS.

TOP BRANDS	COMPANY	STRENGTH	PRICE (Rs)	MARKET SHARE
FIBRISTAL	ACUMENTIS HEALTHCARE LTD.	5mg	1499	45.23%
FIBROPRIST	ACUMENTIS HEALTHCARE LTD.	5mg	1499	35.11%
ELATA	ALEMBIC	10mg/ 6.5mg	1499	17.26%
ULITAS	INTAS PHARMACEUTICALS	5mg	1499	2.38%
PRIZAL	PHARMANOVA	5mg	1499	0.00%

MAT VALUE (COMPETITOR BRAND FOR UTERINE FIBROIDS)

			MAT			
RANK	BRAND	COMPANY	VAL JAN 17	VAL GR JAN 17	UNIT JAN 17	GR JAN 17
TOTAL			18.8	438.2	168.1	285.4
			18.8	438.2	168.1	285.4
1	FIBRISTAL	AKUMENTIS	8.4	1853.2	73.6	1853.2
2	FIBROPRIST	AKUMENTIS	6.3	105.9	58.7	47.4
3	ELATA	ALEMBIC	3.5	#DIV/0!	31.0	#DIV/0!
4	ULITAS	INTAS	0.5	#DIV/0!	4.6	#DIV/0!
5	PRIZAL	PHARMANOVA	0.0	#DIV/0!	0.1	#DIV/0!

MARKET TREND



Graph showing the market trend of prescribing Ulipristal acetate by gynaecologists for Uterine fibroids(feb'16-feb'17)

PRESCRIPTION TREND

According to SMSRC Data

SPECIALITY_OVERALL	SPR Rxer%	ULIPRISTAL ACETATE	FIBRISTAL TAB [AKUMENTIS HC]
GYNAE	9.5	100.0	100.0

Inference: Ulipristal acetate is prescribed primarily by Gynaecologists. **Fibroprist (Akumentis)** is the top brand prescribed by most Doctors. This segment occupies **9.5%** of the total shared market.

RESEARCH METHODOLOGY:

OBJECTIVE:

- To understand the current available treatment for uterine fibroids and analyse the gap between them.
- To analyse the market trend, competitors, prescription trend.
- To analyse the positioning of new brand launch.

SR.NO	PARAMETERS	DESCRIPTION
1.	Research Type	Qualitative
2.	Data Collection	Primary and Secondary
3.	Measurement Technique	Structured questionnaire, articles, literature review.
4.	Geographical location	Mumbai
5.	Sample size	38
6.	Sample unit	Gynaecologists
7.	Sampling technique	Random sampling
8.	Analysis technique	MS-Excel

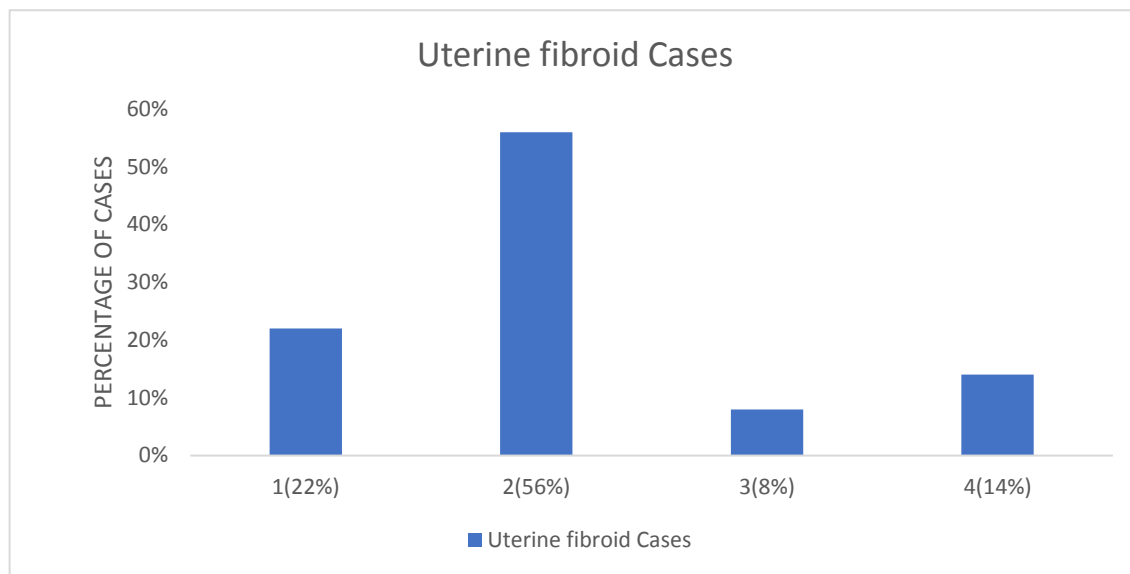
Primary Study: Through structured questionnaire that is filled by gynaecologists.

Secondary Study: Literature reviews, articles, journals, Books related to Uterine fibroids.

Gynaecologists list attached on the last page

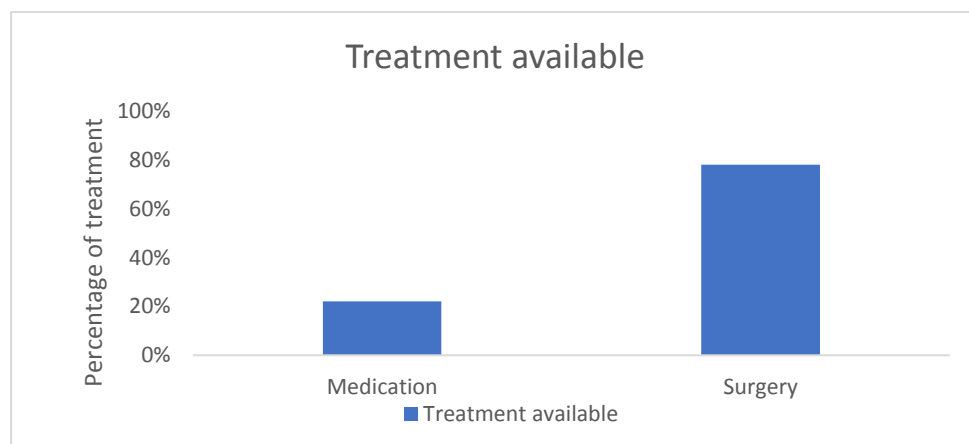
DATA ANALYSIS

1. Total number of patients you treat for Uterine fibroids in a month.



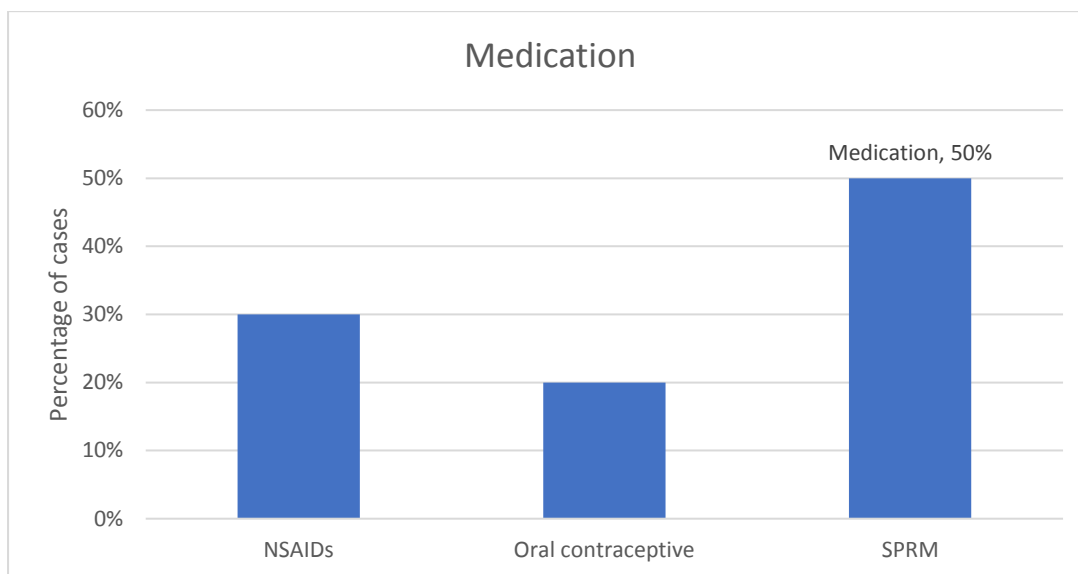
Inference: 100% of the Gynaecologists were aware about Uterine fibroids and -its complications related with it. 56% of them said that they diagnose 2 patient in the month. Majority of them said that they diagnose 2 patients in a month.

2. Current treatment available for Uterine fibroids.



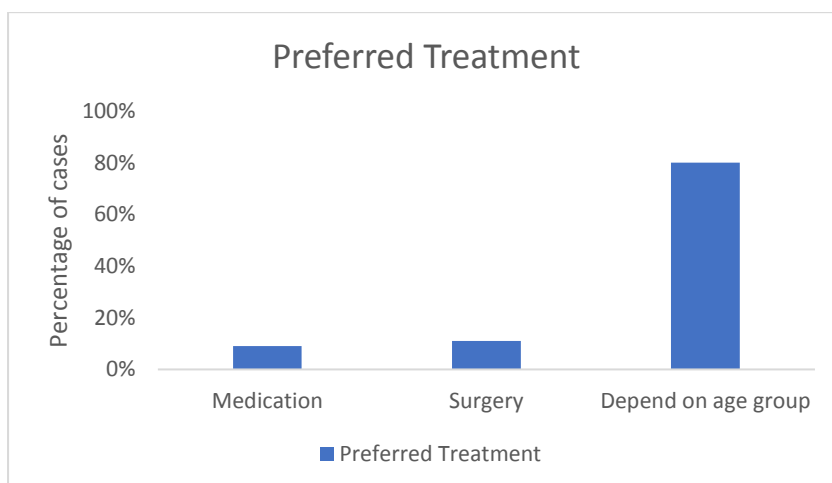
Inference: 78% of the patient prefer surgery while 22% prefer medication for Uterine fibroids. (According to Gynaecologists)

3. Medication prescribed to patients for Uterine Fibroids.



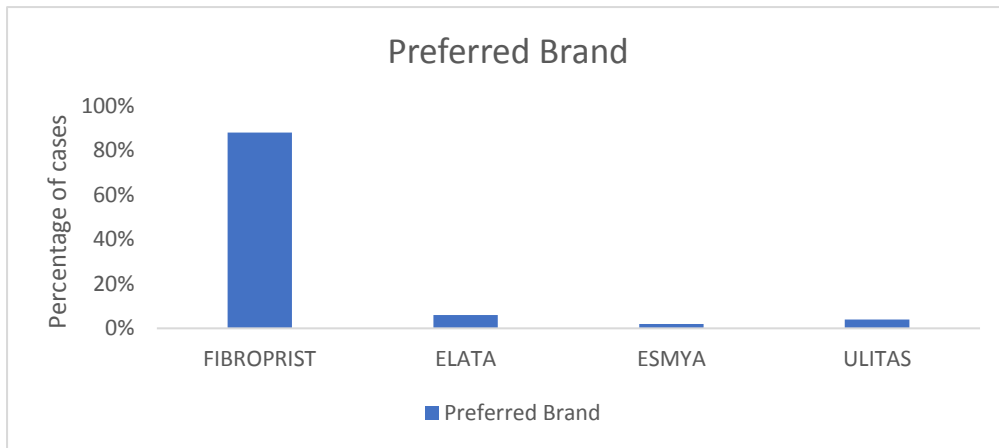
Inference: 50 % of Doctors prescribe SPRM, 30% prescribe NSAID and 20% prescribe Oral contraceptive for treatment of Uterine Fibroids.

4. Most Preferred Treatment for Uterine fibroids.



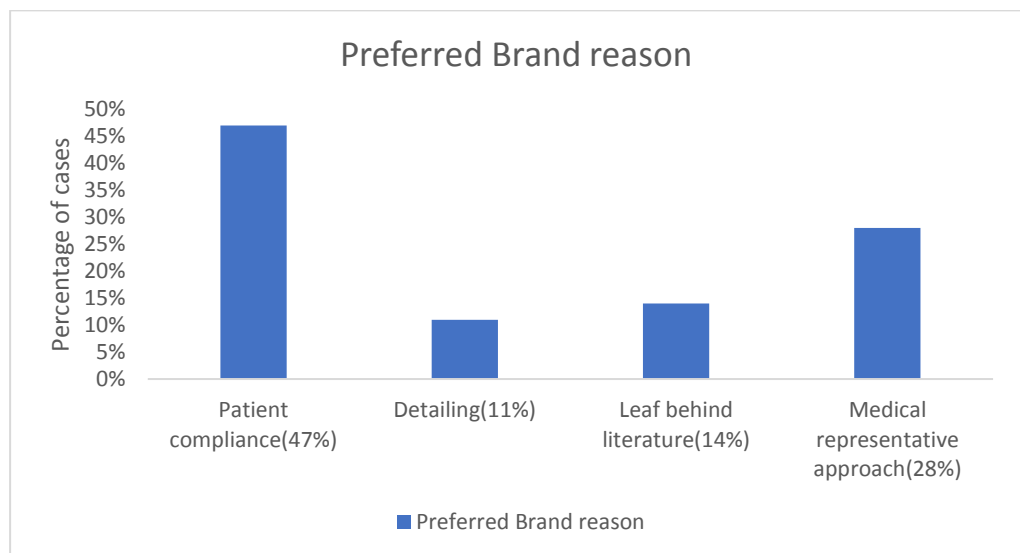
Inference: 80% of Doctor prefer treatment that depends on the age group of patients, 11% said that they prefer surgery in any case while 9% said that they prefer medication.

5. Most Preferred Brand prescribed by Gynaecologists for Uterine Fibroids.



Inference: Fibroprist is the most preferred brand followed by Elata, Esmya and Ulitas.

6. Reason for Preferred Brand.

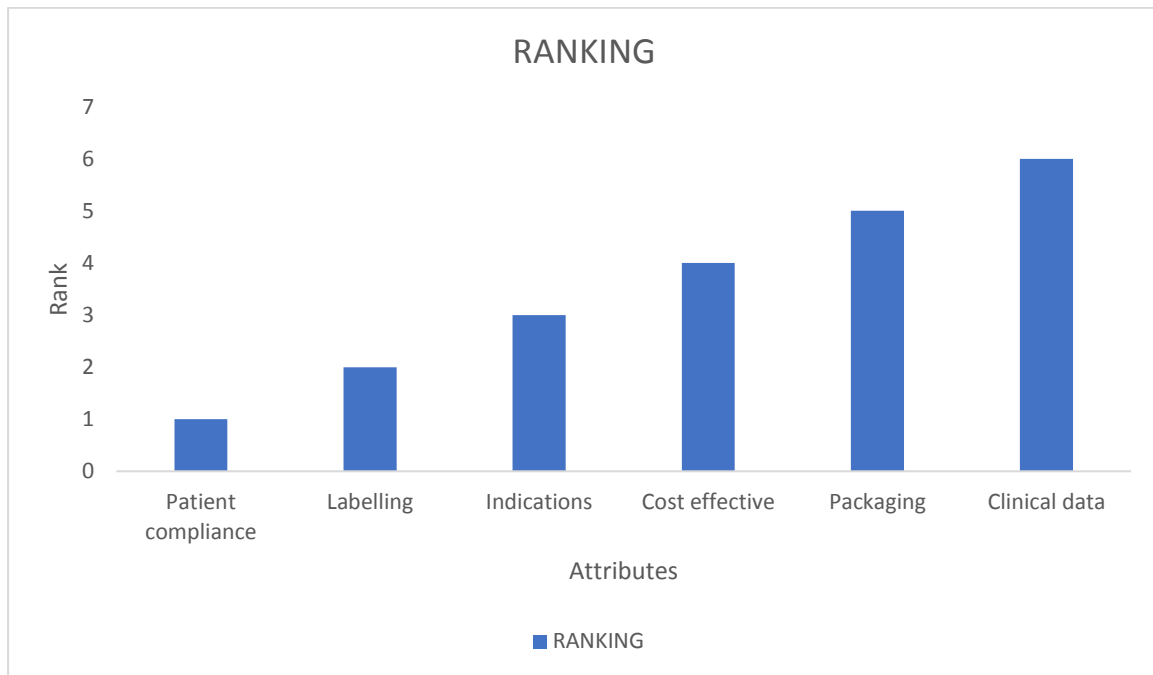


Inferences: According to gynaecologists, patient compliance is an important factor while selecting a particular brand followed by medical representative approach, Detailing as well as leaf behind literature.

7. Signs and symptoms noticed for Uterine fibroids.

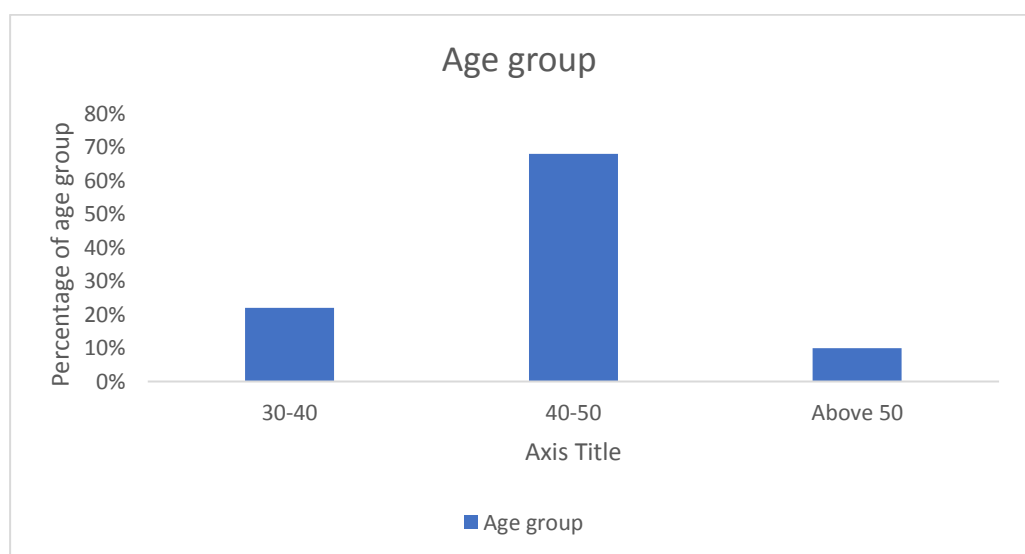
- Menorrhagia
- Dysmenorrhoea
- Anaemia
- Abdominopelvic Pain
- Infertility
- Urinary Pressure symptoms.

8. Important factors you noticed while prescribing a particular brand for uterine fibroids. Kindly rank.



Inferences: Most of the gynaecologists has given first rank to patient compliance followed by labelling, indications, cost effective, packaging and clinical data. Most of them told that clinical data should have valid reference point. These are the points important for a new brand launch.

9. Major age group suffered by Uterine fibroids.

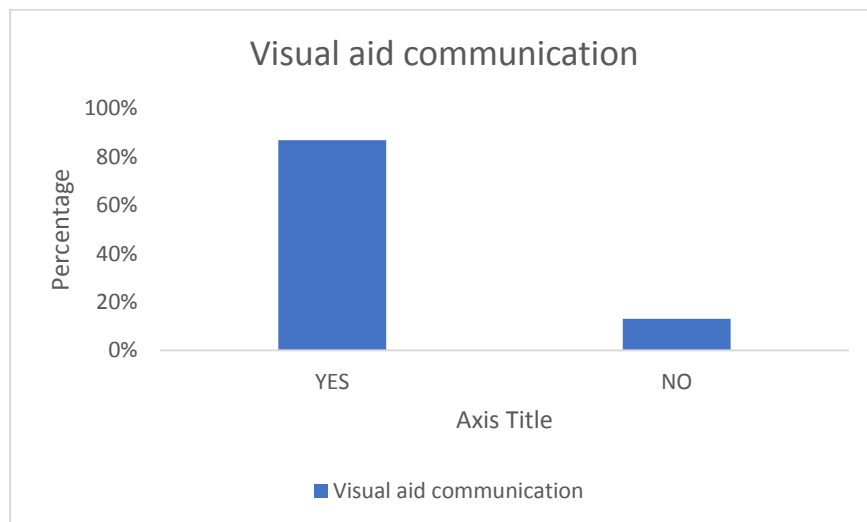


Inference: Major age group that is affected by Uterine fibroids is between 40-50 years of age group.

10.Side effect noticed by current brands available.

Recurrence of Fibroids after the treatment.

11.Satisfied with visual aid communication.



Inference: 88% of the Doctors are satisfied by visual aid communication. They were satisfied with the information given in the visual aid related to brand.

STP of ULITOP

1. SEGMENTATION & TARGETING

✓ High profile Gynaecologists.

2. POSITIONING

- ✓ Women suffering from Uterine fibroids of reproductive age.
- ✓ Tagline: **Life On Top.**

3. PROMOTIONAL ACTIVITY

- ✓ Distributing FAQ related with Fibroids.
- ✓ Distributing Clinical trials data based on effectiveness of Ulipristal Acetate over fibroids.
- ✓ Arranging conferences and seminars attended by Key opinion leaders in this field.
- ✓ Distributing LBL over different clinics and get the response by customers.

VISUAL AID COMMUNICATION



Uterine Fibroids



- Menorrhagia
- Irregular bleeding
- Constipation
- Painful Periods
- Pelvic pain
- Infertility

DelCure

Knocks Down the Life

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DelCure

Presenting
1st oral once daily therapy for the preoperative treatment of Uterine Fibroids for women of reproductive age

ULITOP[®]
Ulipristal Acetate 5 mg Tablets

LIFE ON TOP

RECOMMENDED BY

THE SOCIETY OF OBSTETRICIANS AND GYNAECOLOGISTS OF CANADA

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DelCure

ULITOP[®]
Ulipristal Acetate 5 mg Tablets

LIFE ON TOP



Fibroids

- Reduces their size by inhibition of cell proliferation
- Induces apoptosis



Endometrium

- Stops uterine bleeding
- Results in benign and reversible changes in endometrial tissue



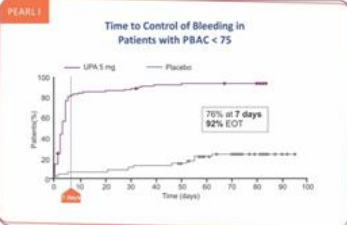
Pituitary

- Induces amenorrhea by inhibiting ovulation
- Maintains mid-follicular phase levels of estradiol

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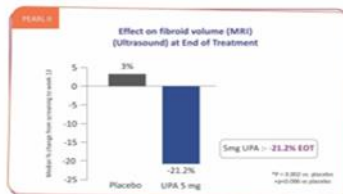
Significantly reduces excessive bleeding

- Fast onset of efficacy
- Controls excessive bleeding within 7 days of initiation of treatment
- 92% of patients reported control of bleeding by end of therapy

UPA is a pregnancy, Class II, Fast-acting, First-Generation, Selective Progesterone Receptor Modulator (SPRM).
 PEARL I: A Phase III, Randomized, Double-Blind, Placebo-Controlled Study of the Efficacy and Safety of UPA 5 mg Tablets in the Treatment of Heavy Menstrual Bleeding (HMB) in Women with PBAC < 75.
 EOT: End of Therapy.



DelCure



Demonstrated reduction & Maintenance of Fibroid Volume

- Reduced size of fibroid by 21% from baseline in PEARL I
- Reduces median fibroid volume by 36% at week 13 in PEARL II
- Maintains fibroid reduction for 6 months post treatment in patients who did not have a hysterectomy

UPA is a pregnancy, Class II, Fast-acting, First-Generation, Selective Progesterone Receptor Modulator (SPRM).
 PEARL II: A Phase III, Randomized, Double-Blind, Placebo-Controlled Study of the Efficacy and Safety of UPA 5 mg Tablets in the Treatment of Heavy Menstrual Bleeding (HMB) in Women with PBAC < 75.
 EOT: End of Therapy.



DelCure

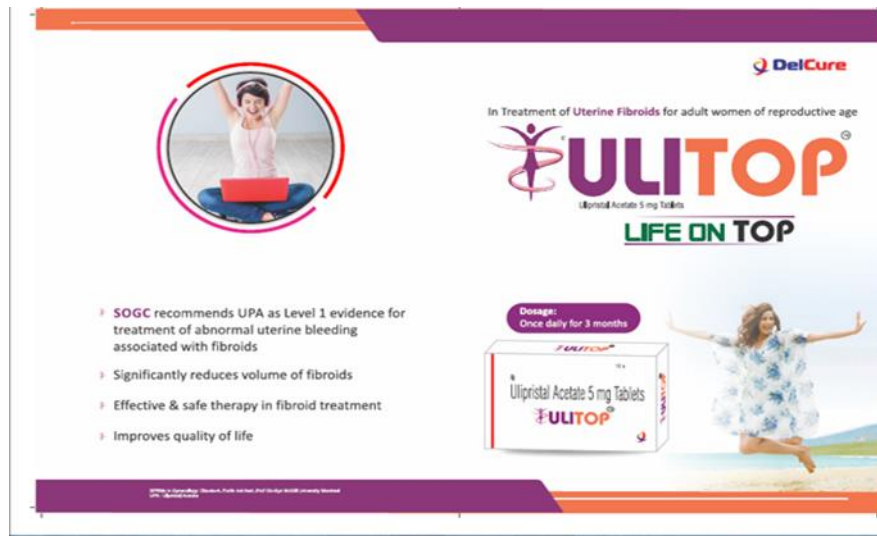


- Patients returned to normal Menstrual Cycle within 4 weeks end of treatment



- 7 Points degree of reduction in pain score (VAS)

UPA is a pregnancy, Class II, Fast-acting, First-Generation, Selective Progesterone Receptor Modulator (SPRM).
 PEARL III: A Phase III, Randomized, Double-Blind, Placebo-Controlled Study of the Efficacy and Safety of UPA 5 mg Tablets in the Treatment of Heavy Menstrual Bleeding (HMB) in Women with PBAC < 75.
 EOT: End of Therapy.



SWOT Analysis

1. Strength

- ✓ High quality product with distinctive features.

2. Weakness

- ✓ Raw materials are less available in the market.

3. Opportunity

- ✓ Untapped market
- ✓ Not much options available
- ✓ Maintain the sense of motherhood.

4. Threats

- ✓ High cost

KEY FINDINGS

○ It was observed that:

1. 100% of the Gynaecologists were aware about Uterine fibroids and its complications related with it. 22% of them said that they diagnose 1 patient in the month. Majority of them said that they diagnose 2 patients in a month.
2. 78% of the patient prefer surgery while 22% prefer medication for Uterine fibroids. (According to Gynaecologists)
3. 50 % of Doctors prescribe SPRM, 30% prescribe NSAID and 20% prescribe Oral contraceptive for treatment of Uterine Fibroids.
4. 80% of Doctor prefer treatment that depends on the age group of patients, 11% said that they prefer surgery in any case while 9% said that they prefer medication.
5. Fibroprist is the most preferred brand followed by Elata, Esmya and Ulitax.
6. According to gynaecologists, patient compliance is an important factor while selecting a particular brand followed by medical representative approach, Detailing as well as leaf behind literature.
7. Most of the gynaecologists has given first rank to patient compliance followed by labelling, indications, cost effective, packaging and clinical data. Most of them told that clinical data should have valid reference point. These are the points important for a new brand launch.
8. 88% of the Doctors are satisfied by visual aid communication. They were satisfied with the information given in the visual aid related to brand.

CONCLUSION

Ulipristal acetate has been found to induce amenorrhoea rapidly in women with uterine fibroids.

It is proved to be a useful treatment in the emergency management of fibroid related acute abnormal uterine bleeding.

ULITOP is proved to be an emerging and effective brand for Uterine fibroids. It should be done with the proper positioning.

ULITOP is launched with distinctive features that is proved clinically.

Questionnaire

1. What is the total number of patients you treat with uterine fibroids?
 - a. 1
 - B. 2
 - c. 3
 - d. 4
2. Which is the current treatment available for Uterine Fibroids?
.....
3. Which is more preferred by you on patients?
 - 1.Surgery
 - 2.Medication
 - 3.Depend on age group
4. What are the various medications available for Uterine fibroids?
5. Which is most preferred brand prescribed by you?
.....
.....
.....
6. What is the reason for prescribing a particular brand?
7. What are the signs and symptoms noticed in patient?
.....
8. Which is the major age group of people suffered by this disease?
 - a.30-40
 - b.40-50
 - c. Above 50
9. According to you, what are the important factors you noticed while prescribing a particular brand for uterine fibroids. Kindly rank.

ATTRIBUTES	RANK
Patient compliance	
Labelling	
Indications	
Packaging	
Cost effective	
Clinical Data	

10. Are you noticed any side effect of the prescribed brand in patients with uterine fibroids?
11. Are you satisfied with the visual aid communication?

GYNEAC LIST

	Name of Gyne
	Dr.Suman Bijlani
Name of Gyne	Dr.Famidha Shaikh
RAJENDRA NAGARKATTI	Dr.Nutan Chedda
DAXA JAIN	Dr.Shifa Khan
PREETI SHARMA	Dr.Shernik Shah
AMRUTA ACHERKAR	Dr.Ganpat Sawant
SHIPRA TYAGI	Dr.Hemant Bhatt
SEEMA RAI	Dr.S.Upaddhay
MEENA PRABOO	Dr.Sadhna Shah
BIPIN PANDIT	Dr.B.Hingwala
ANJALI JITENDRA BAPAT	Dr.Bharati More
BELLA JAGTAP	Dr.Jyoti Bobe
RESHMA HUSSAI	Dr.Surekha Mude
AMITA MARATE	Dr.Dilip Rane
NAMITA GHARAT	Dr.I.Asgekar
KUNDA JOSHI	Dr.M.Inamdar
VARUN SHIRISHKAR	Dr.P.Rajput
VIJAY SHRISHKAR	Dr.C.Sakolikar
SANDESH SANKE	Dr.Sanna Shaikh
VISHKA DESHMUKH	Dr.Shruti Nikam

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