

MARKET ASSESSMENT OF FAST MOVING DISPOSABLE SURGICAL ITEMS , DISINFECTANTS AND SANITIZERS



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About BHPL

- ▶ Bafna Healthcare Private Limited (BHPL) is a conglomerate of Bafna Group(first dealer for Tata Group) that is one of the prominent groups in India.
 - ▶ Turnover of above than USD 500 million in 2014-15
 - ▶ BHPL is India's first & largest foremost TUV certified Ambulance Fabricator.
 - ▶ BAFNA Healthcare PRODUCT PORTFOLIO CONSISTS OF 3 MAIN CATEGORIES OF PRODUCTS.
 - ▶ **Pre -hospital care**
 - ▶ **Mobile Health Solution**
 - ▶ **Medical Equipments**
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Surgical Disposable Items

- ▶ Delivery Kit



- ▶ Burn-pack

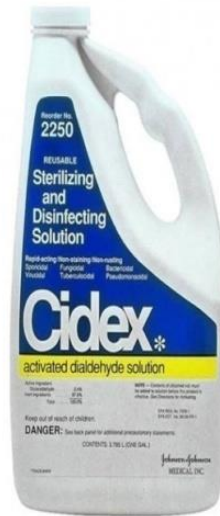


- ▶ First aid Kit



Hospital Disinfectant

- ▶ Disinfectant a chemical liquid that destroys bacteria.



Sanitizers

▶ Sanitizer

Hand *sanitizer* of the **alcohol-based** type is preferable to hand washing with soap and water in most situations in the healthcare setting



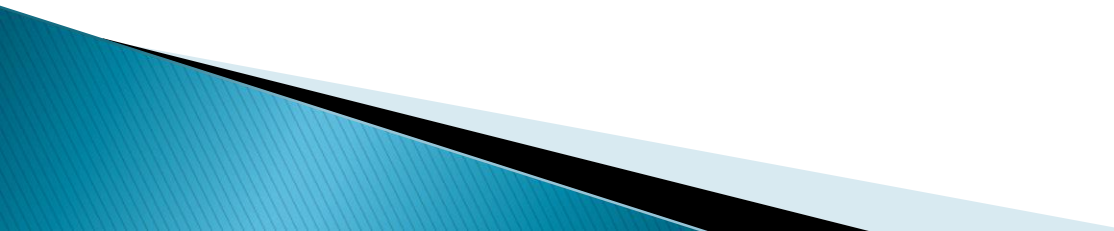
Literature review

1. THE FAST PROGRESSING MEDICAL PRODUCTS MARKET IN INDIA – MARKET OVERVIEW & CATEGORY INSIGHTS; By Ashish Sharma , Tanvi Gupta (Research analyst); 16 March, 2015

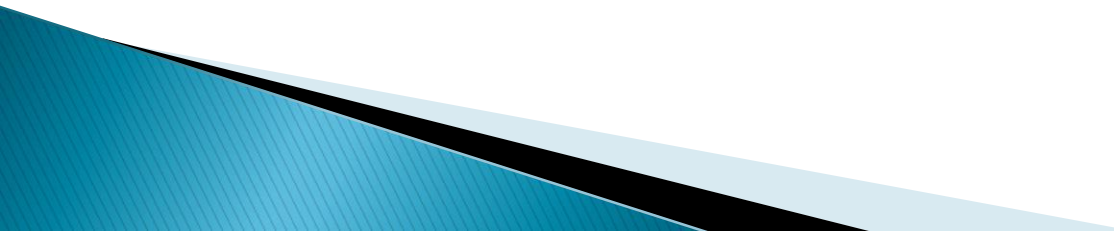
This study demonstrates on details such as–

- ▶ The size, key players, segmentation, most influential trends, and business environment of the market.

Contd....

- ▶ **2. Current and emergent strategies for disinfection of hospital environments** :By Ana C. Abreu Rafaela R. Tavares Anabela Borges Filipe Mergulhão Manuel Simões JAntimicrobChemother.
 - ▶ According to the study, A significant number of hospital-acquired infections occur due to inefficient disinfection of hospital surfaces, instruments and rooms.
 - ▶ More recently, investigations into gas plasma, antimicrobial surfaces and vapor systems have gained interest as promising alternatives to conventional disinfectants.
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Problem Statement

- ▶ Great concern about the growth and prevalence of HAI due to the increased incidence of resistant bacteria. Furthermore, the development of new antibiotics is a difficult task because of high research costs and regulatory issues.
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Study Objectives:

PRIMARY OBJECTIVE

- ▶ “Market Assessment of fast moving Disposable surgical items, Disinfectant and Sanitizers”.

SUB OBJECTIVES

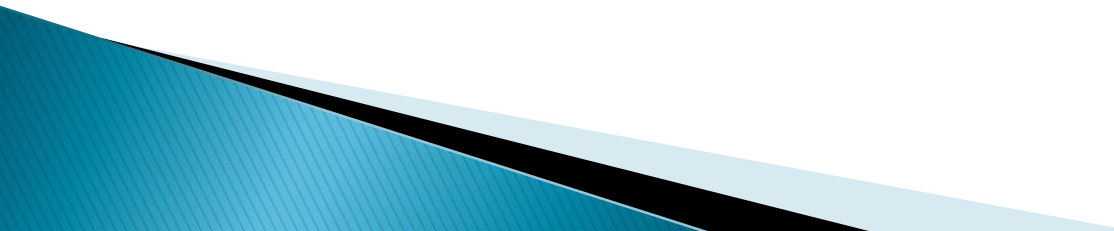
- ▶ To analyze the current market scenario of disposable surgical items, disinfectants and sanitizers in study area.
- ▶ To Assess the Brand Mapping of competitors in study area.

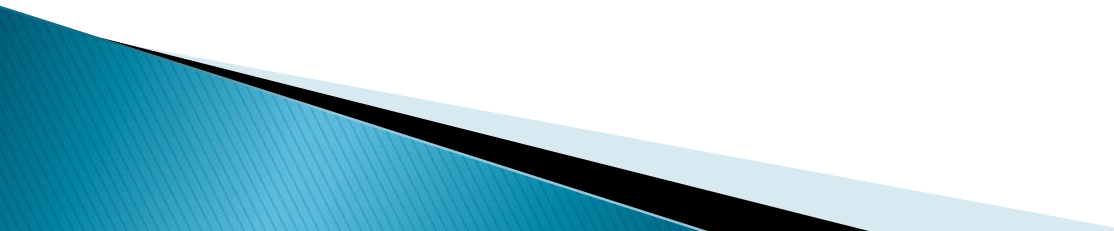
Research Plan

1. SECONDARY RESEARCH

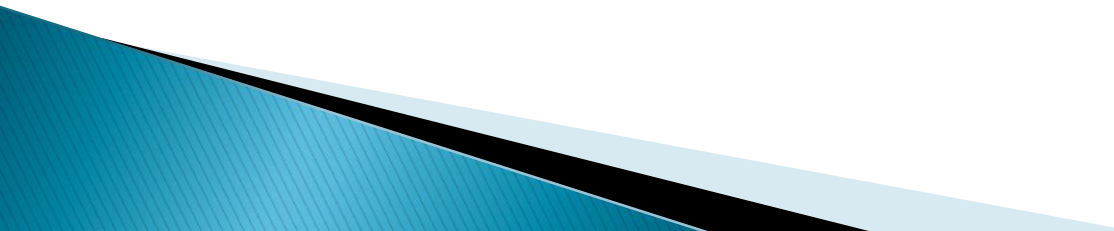
- ▶ Secondary Study was done before designing the questionnaire relevant to the project to have brief insights about the research work.
- ▶ Information was collected through various sources which include medical journals, Textbooks and websites.

Primary Research

- ▶ **TYPE OF DATA** : Primary data.
 - ▶ **TOOL OF DATA COLLECTION** : Close Ended question.
 - ▶ **TYPE OF QUESTIONNAIRE** : Structured.
 - ▶ **MODE OF DATA COLLECTION** : One to one interview.
 - ▶ **SAMPLING METHOD** : Random sampling
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- ▶ **TYPE OF RESEARCH** : Quantitative research.
 - ▶ **RESEARCH AREA** : South-East Delhi areas
 - ▶ **SAMPLE SIZE** : Covered 177 Pharmacy
(Responded- 118pharmacy)
 - ▶ **TARGET RESPONDENTS**: Pharmacists (Hospitals as well as private pharmacies)
 - ▶ **SAMPLING TECHNIQUE**: Convenience sampling based on geography.
 - ▶ **ANALYSIS OF DATA** : Was performed in Microsoft Excel and Coding method was used for the purpose of data entry.
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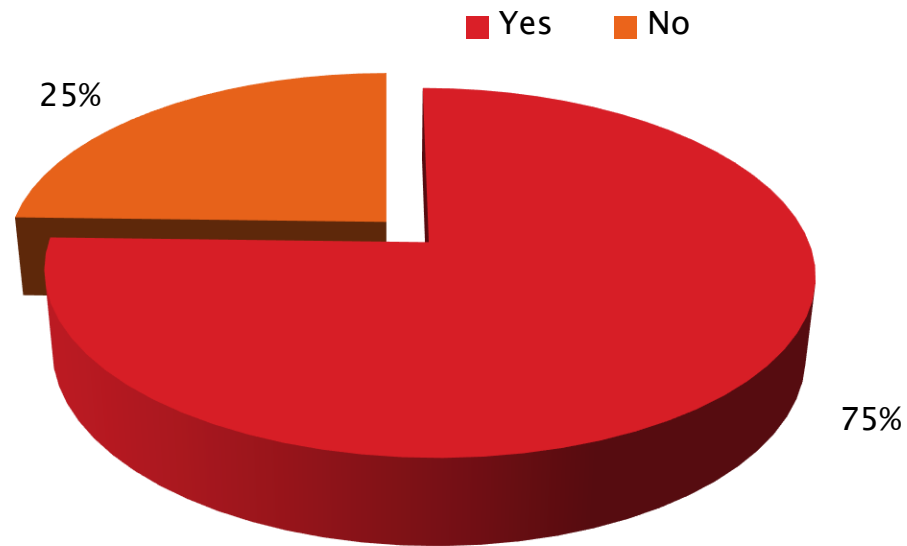
Ethical Concerns

- ▶ Informed consent form was attached with the questionnaire.
 - ▶ Privacy confidentiality has been maintained for the sake of keeping anonymity and safeguard the right of each respondent.
 - ▶ Only initials had been taken of each respondent instead of the full detail of the stakeholders.
 - ▶ Risk involved in the study is the privacy of the organization and its working culture along with stakeholders.
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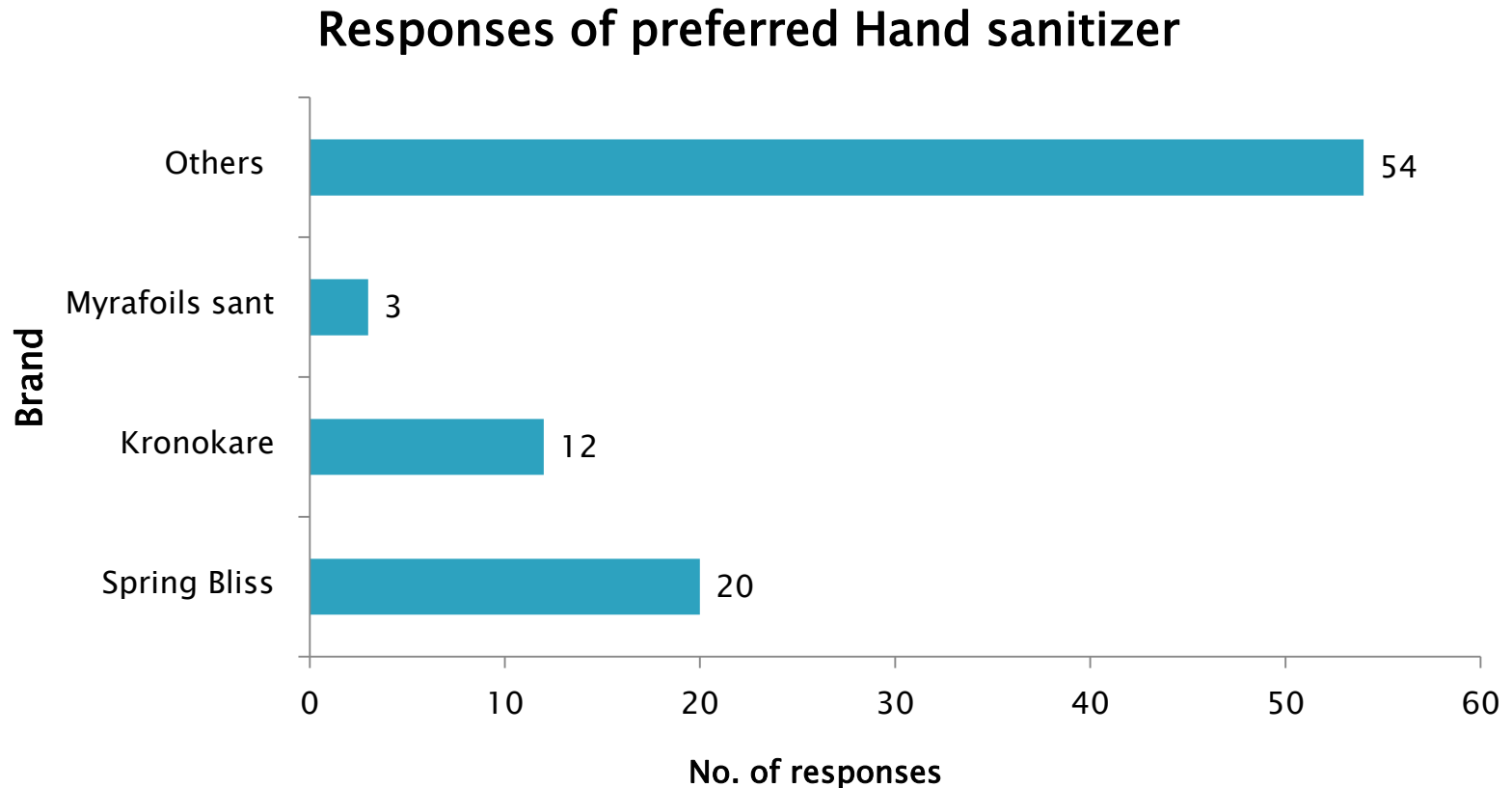
Data interpretation:

► 1. Are you aware of Hand sanitizer?

Awareness about Hand sanitizers

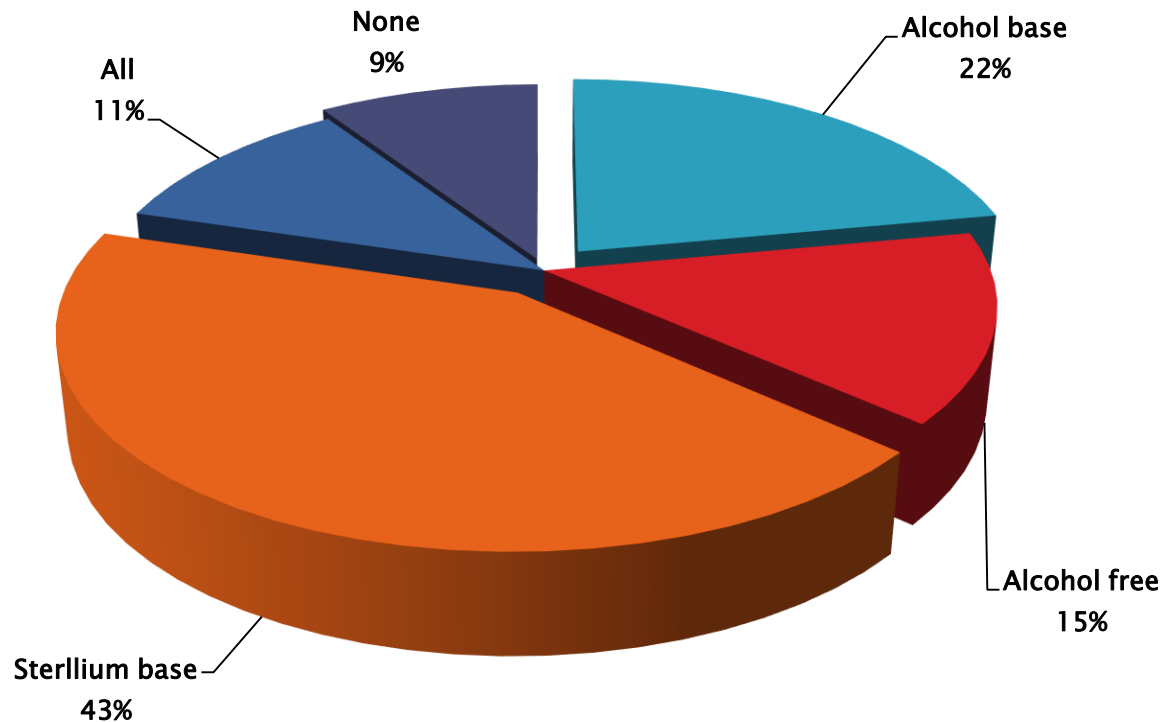


2. Which is the most preferred Hand sanitizer?



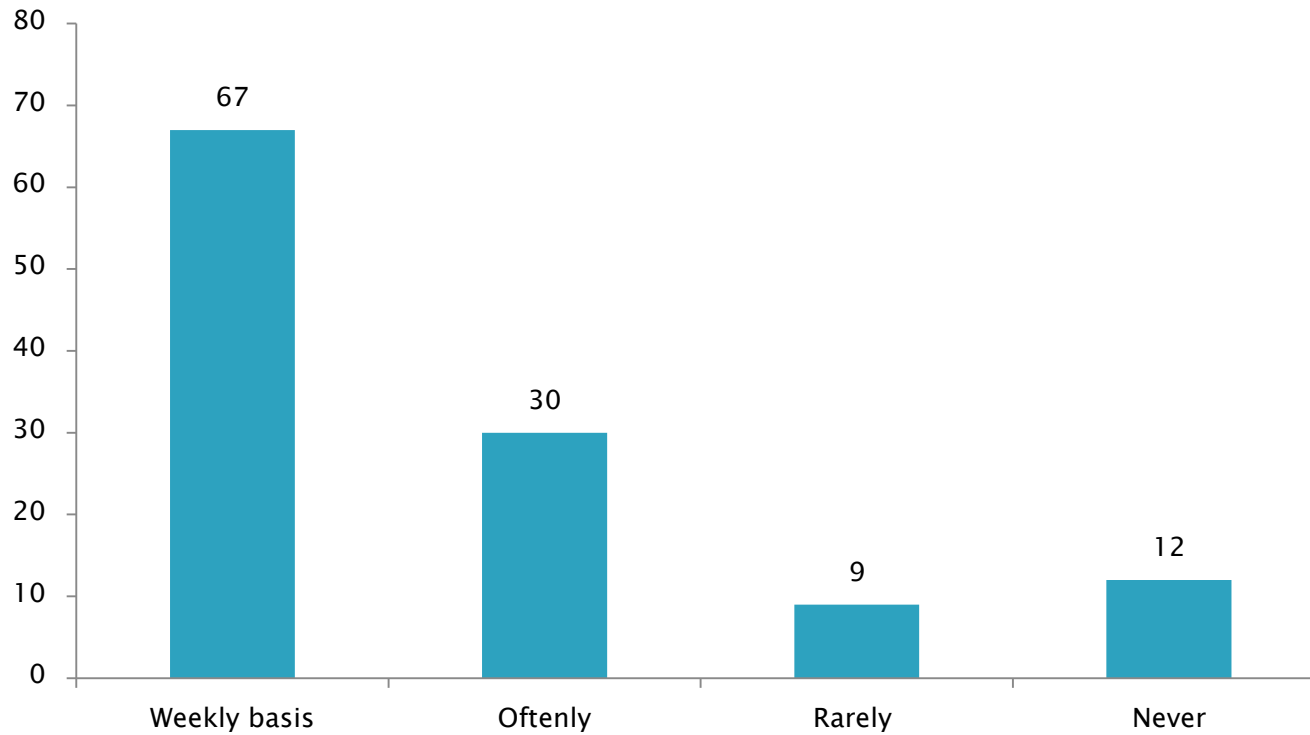
3. Which type of hand sanitizers sold mostly for hospital use ?

Distribution of hand sanitizer sold mostly for hospital

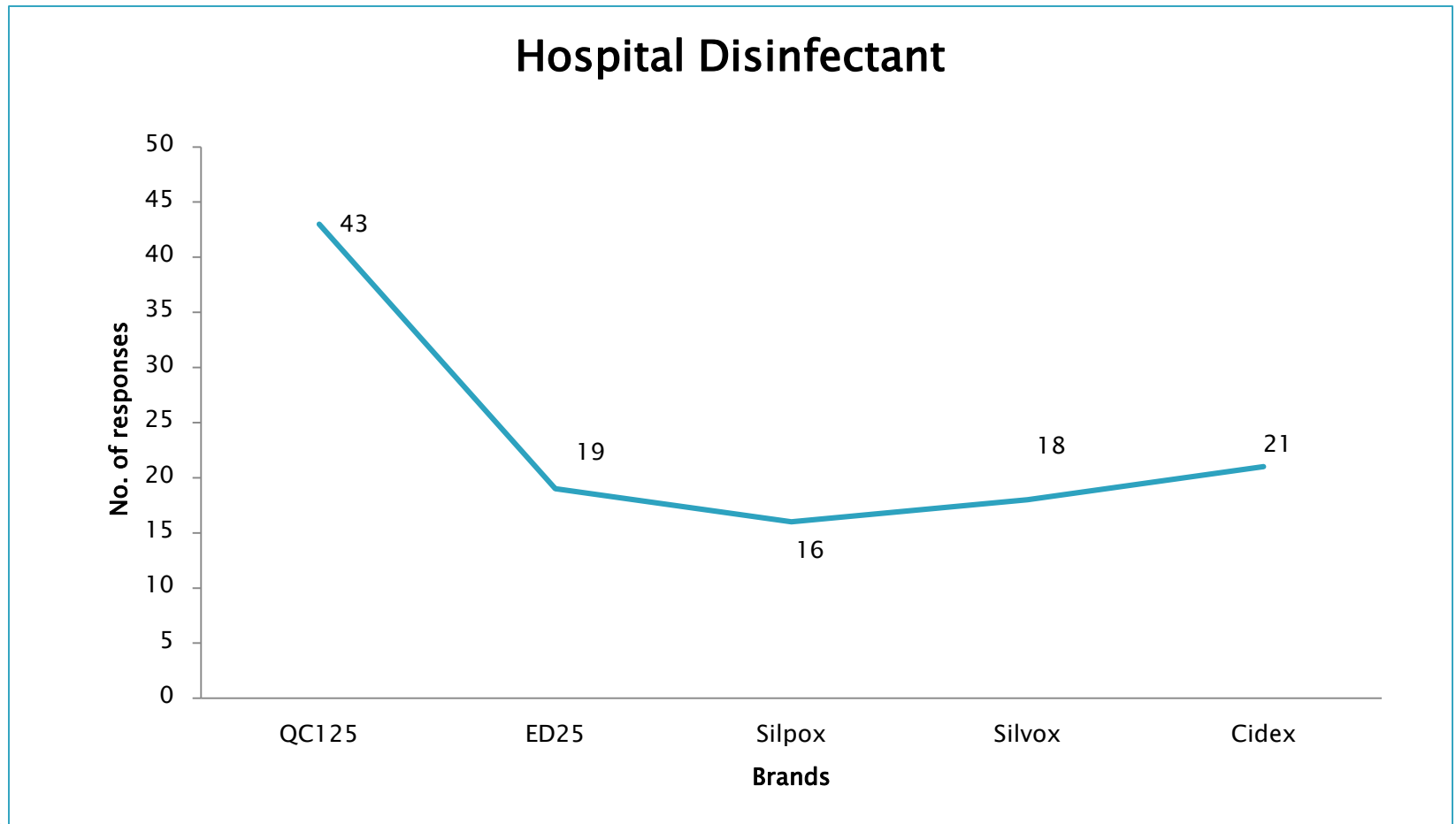


How frequently Sanitizers are sold?

Frequency of sanitizer sold

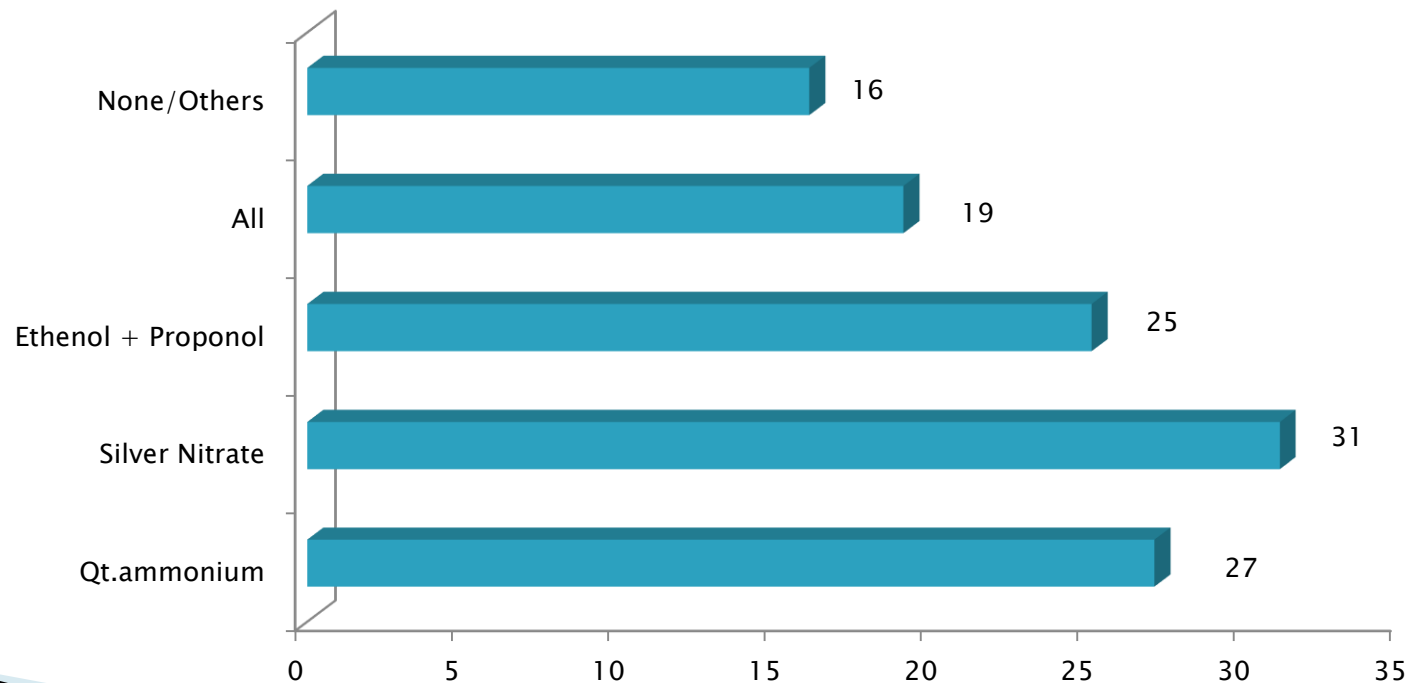


Which is the most Preferred Hospital Disinfectant?

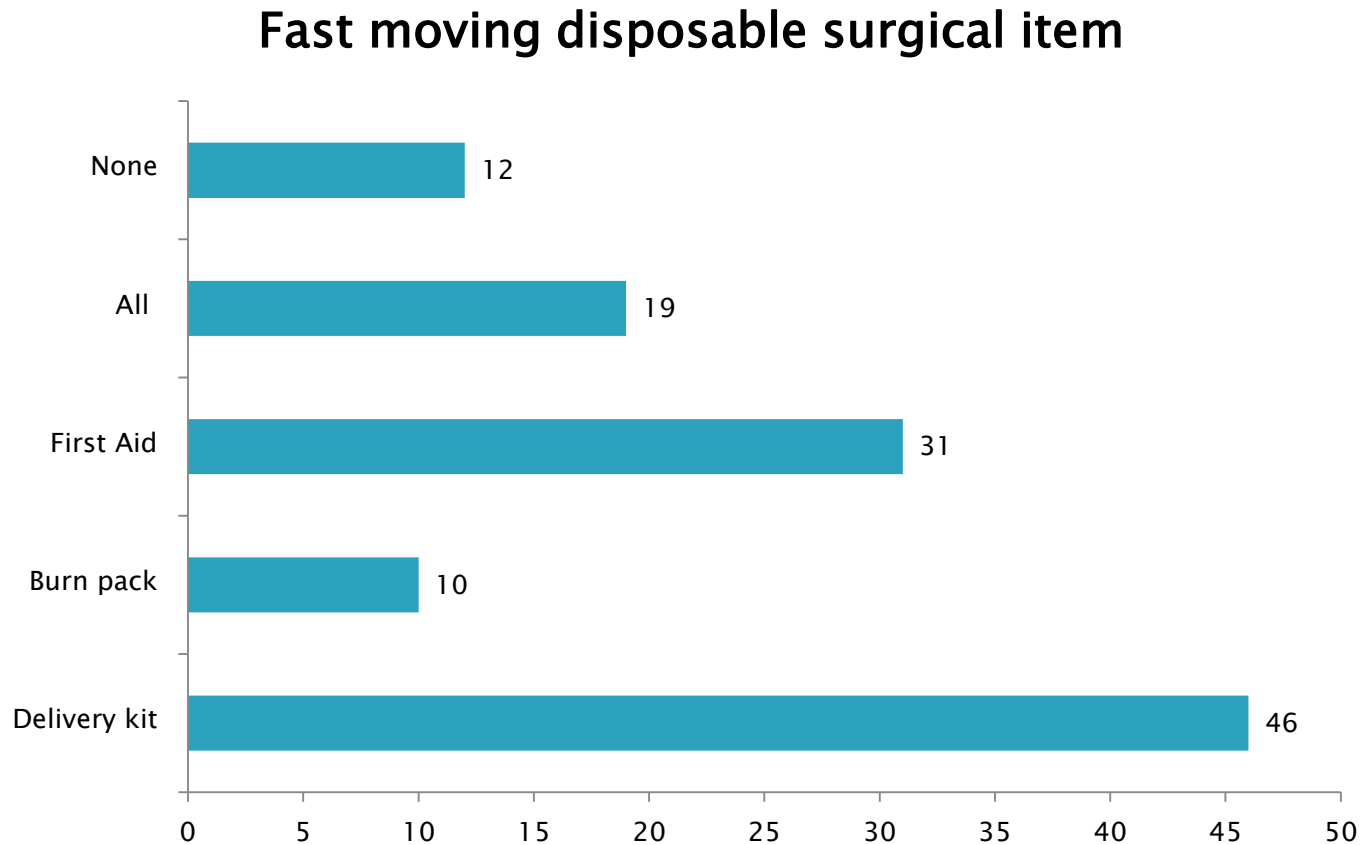


Which is the Most preferred hospital chemical in Ambulance disinfectant?

Frequency for preferred hospital chemical in ambulance disinfectant

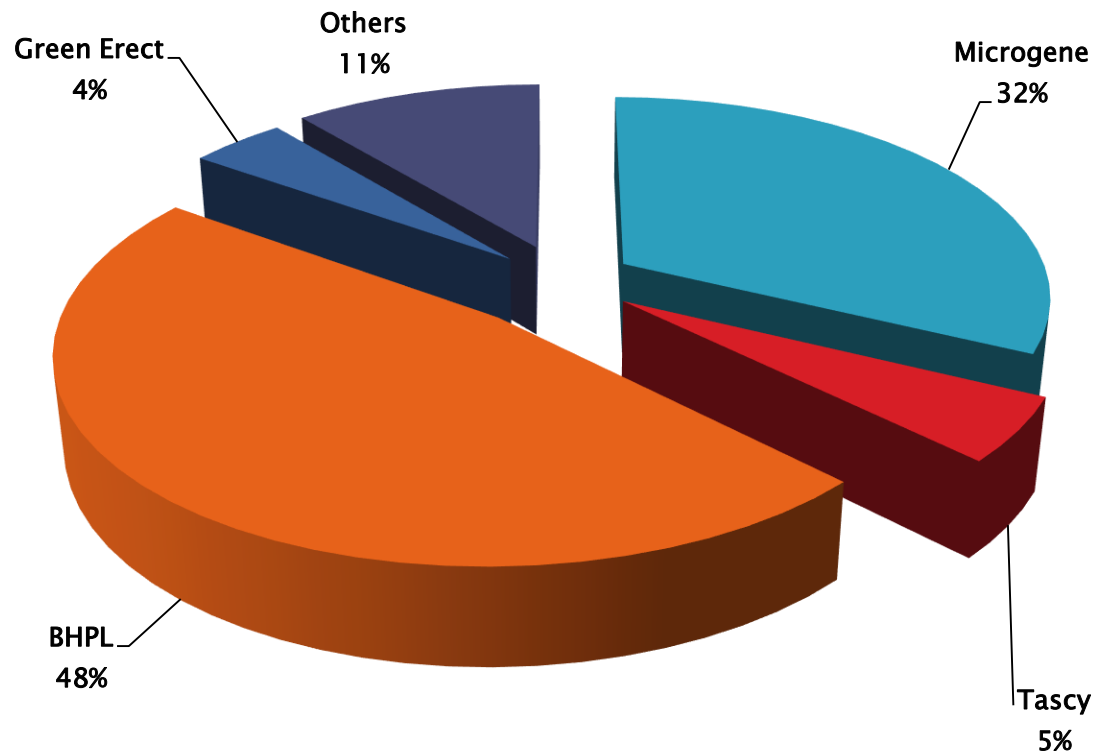


Fast moving disposable surgical items?



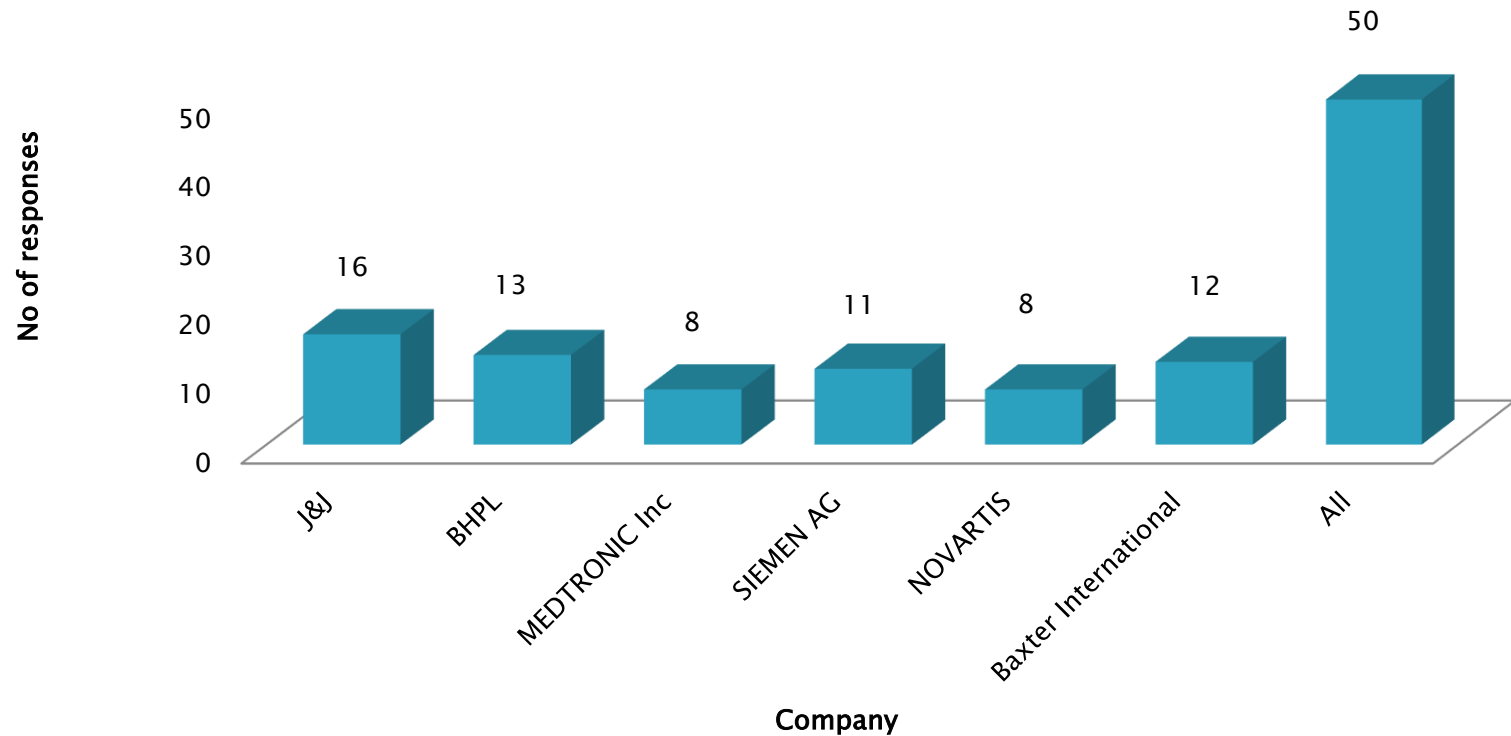
Familiar company in the field of hospital chemicals manufacturer?

Distribution of Familiar Company in the field of hospital chemicals manufacturer



Top companies you are aware in the field of disposable surgical items?

Top Companies in field of Disposable surgical items



Important findings of the study

- ▶ **Sterlium base**(43%) hand sanitizer mostly sold for hospital use found out during study.
 - ▶ **Delivery kit** followed by **First aid** is the fast moving disposable surgical items found out during study.
 - ▶ **Silver nitrate** base chemical mostly preferred as Ambulance disinfectant where as **QC125** mostly preferred as Hospital Disinfectant.
 - ▶ **BHPL** followed by **microgene** found out familiar chemical manufacturer company for hospital.
 - ▶ **Spring bliss** most preferred Hand sanitizer Brand found out during study.
 - ▶ **J&J** and **BHPL** came as top companies in the field of disposable surgical items.
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Limitations of the study

- ▶ This is a pilot study and this study had conducted only in South Delhi with limited sample size.
- ▶ The interviewer bias was a major limitation in the research. There could have been difference between the information generated and the information wanted due to the way in which the respondent must have interpreted the question.
- ▶ Some subjects were less cooperative and showed unfriendly attitude.

Suggestions

- ▶ Disinfectant like QC-125 (which gives germicidal action about 22-24 hrs after one time fumigation and managing the risk of high infection on the agenda of healthcare professional)should be more promoted among corporate and hospital pharmacies.
- ▶ Sanitizers and disinfectant should be more economical for better market penetration.
- ▶ Awareness programs should be more prevailed by BHPL.

Conclusion

- ▶ By intervening It has to notice that **disposable surgical** items such as delivery kit, burn kit as well as **sanitizers** and **Disinfectants** etc guarantee completely clean and sterile environment for every patient, which is used once and disposed off, removing the need for lengthy decontamination processes.
- ▶ Moreover, Market is growing Exponentially of Hand Sanitizers and Disinfectant
- ▶ In fast moving surgical disposable items, BHPL Facing tough fight in market with Competitors like J&J and Baxter International.

REFERENCES

Books

- ▶ Medical supplies and equipment for primary health care .A practical resource for procurement and management by Manjit Kaur and Sarah Hall ,Editor Kathy Attawel.

Websites

- ▶ Disinfection of medical and surgical equipment: efficacy of chemical disinfectants and water and soap; Silva [e Souza AC](#), [Pereira MS](#), [Rodrigues MA](#).
- ▶ FAST PROGRESSING MEDICAL PRODUCTS MARKET IN INDIA – MARKET OVERVIEW & CATEGORY INSIGHTS; By Ashish Sharma , Tanvi Gupta (Research analyst); 16 March, 2015
- ▶ High-level disinfection, sterilization, and antisepsis: current issues in reprocessing medical and surgical instruments by [Seavey R](#)



**THANK YOU FOR
YOUR ATTENTION!**



Have a nice day!!!!!!!