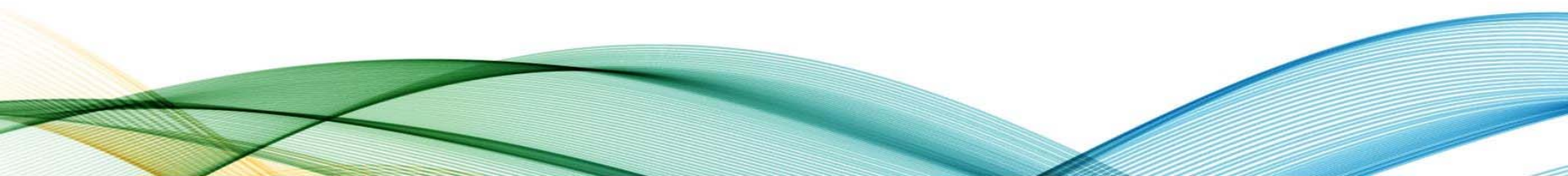




QuintilesIMS

***ASSESSMENT OF COMMUNITY
PERCEPTION FOR REBRANDING ICT
BASED ADHERENCE TECHNOLOGY 99
DOTS FOR TB***

BY-AHANA CHOUDHURY (0248)





INTRODUCTION

SNAPSHOT OF THE DISEASE:

Tuberculosis as a disease is -

- a. Infectious disease
- b. Caused by *Mycobacterium Tuberculosis* bacteria
- c. Airborne disease (mode of transmission: sneezing or coughing)
- d. Pulmonary TB & Extra pulmonary TB
- e. TB Incidence worldwide: 9.6 million
- f. TB Incidence in India: 2.2 million





COMBATING TB AT THE WORLD LEVEL

WHO's *END TB STRATEGY's*
VISION WAS TO
HAVE "A World
Free Of TB"

3 indicators of
the End TB
Strategy-

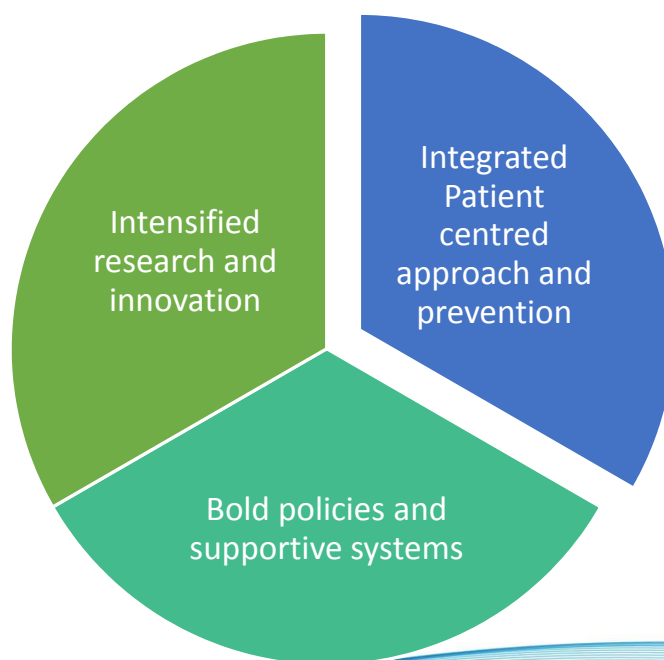
Percentage
reduction in the
absolute number
of deaths
occurring due to
TB as compared
to 2015 statistics.

Percentage
reduction in TB
incidence rate
keeping 2015 as
the baseline.

Percentage of TB
affected
households
bearing
catastrophic
expenditure
because of TB
considering 2015
as the baseline.



COMPONENTS OF END TB STRATEGY





COMBATING TB AT THE NATIONAL LEVEL

Revised technical and operational guidelines of RNTCP

Daily regimen for treatment of TB

Use of Bedaquiline for treatment of drug resistant TB with Drug Susceptibility Testing (DST) guided treatment.

Information and Communication Technology (ICT) based adherence support

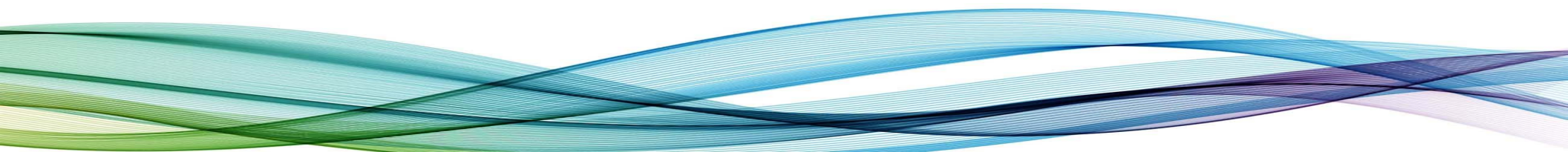
Post- Treatment Followup

ICT: WHAT IS IT?



ICT- Information And Communication Technology is a product of two components of End TB Strategy-

- Integrated Patient centred approach and prevention
- Intensified Research and Innovation



ICT AND 99 DOTS

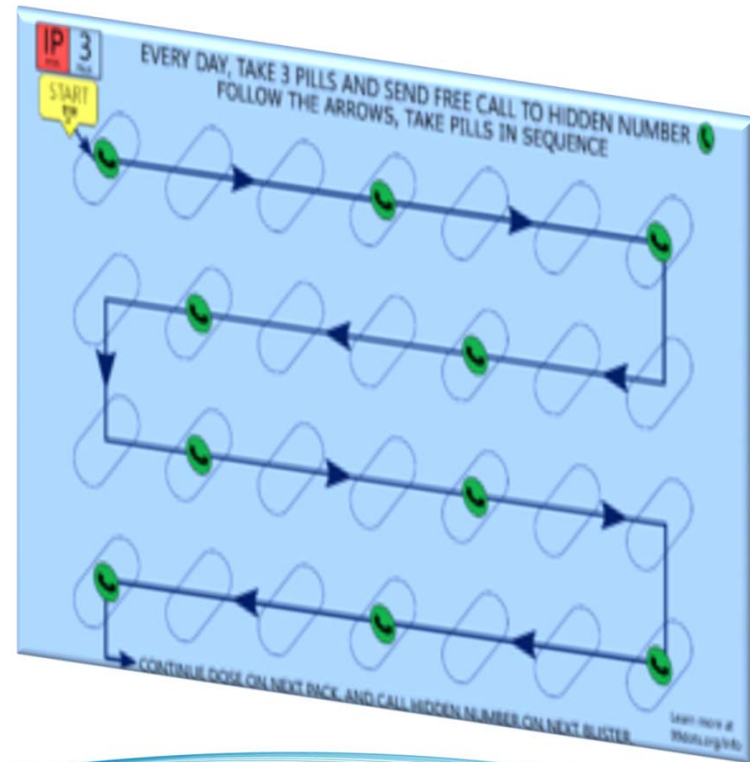
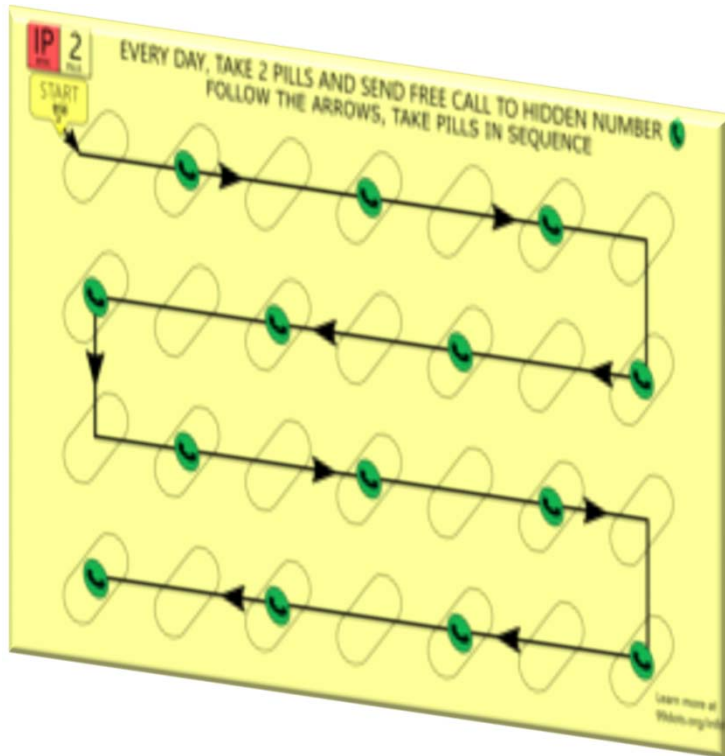


99 DOTS is an ICT based technology which helps in mapping adherence of TB patients.

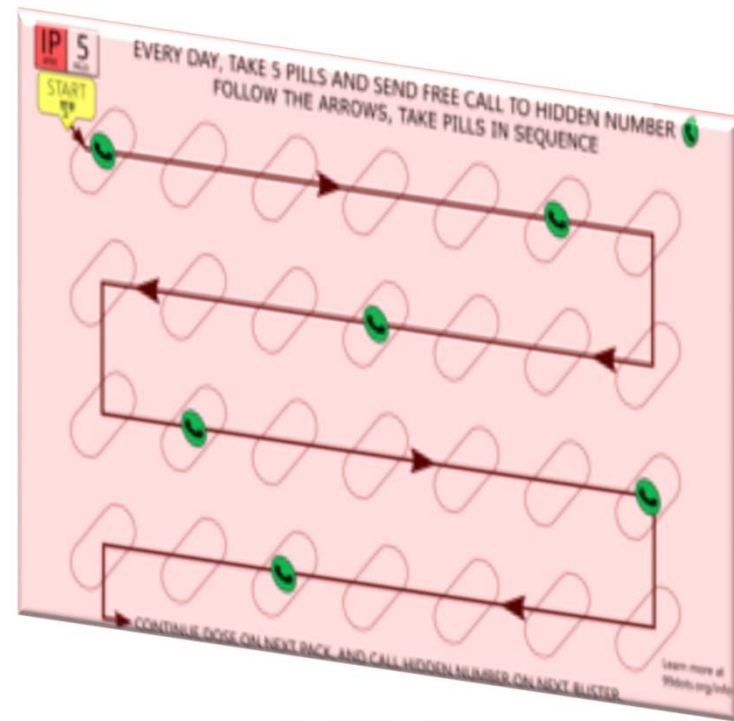
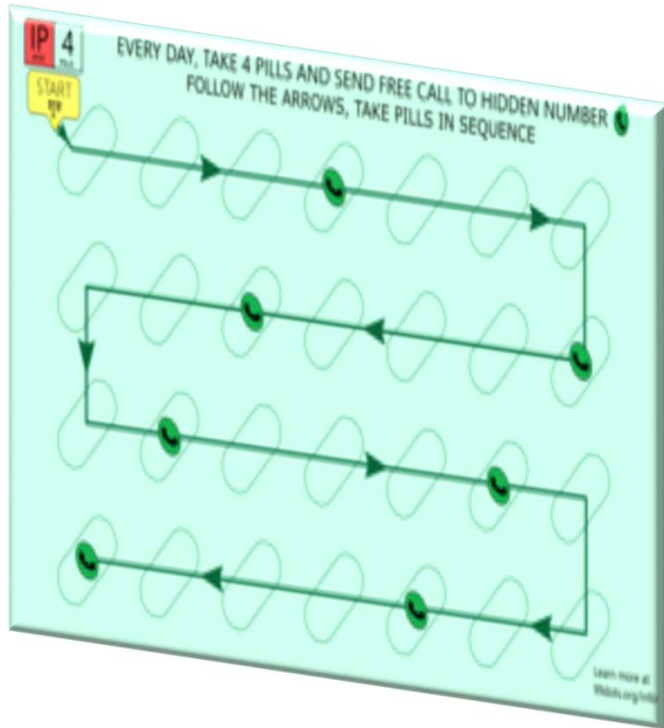
This technology utilizes

- Mobile phones
- Custom made envelopes/sleeves

99 DOTS: APPEARANCE



99 DOTS: APPEARANCE

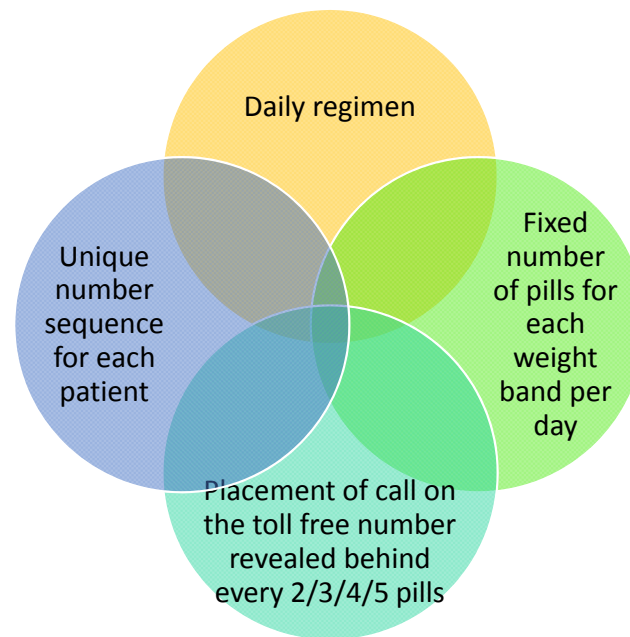


99 DOTS CUSTOM ENVELOPES WEIGHT BAND WISE



WEIGHT BAND	NUMBER OF PILLS	STRIPS FOR 28 DAYS
30 – 39 kgs	2 pills per day	2
40 – 54 kgs	3 pills per day	3
55 – 70 kgs	4 pills per day	4
> 70 kgs	5 pills per day	5

99 DOTS: TECHNICAL CONCEPT





FEATURES OF
99 DOTS:

Calls are completely **free** for patients

Calls can be made even when the patient has no pre paid balance or the mobile is in roaming area

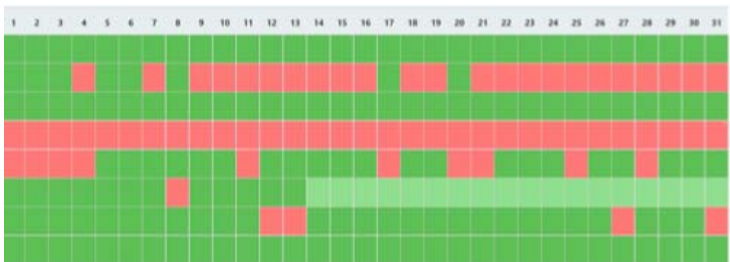
Any call from a registered patient number is marked as a dose taken (personal, shared, land line)

Numbers are not unique, but appear in an unpredictable sequence – ensures pill-in-hand adherence

When patients call, they hear “Thank you”

Calls **immediately** show up in UATBC as taken doses

Automatic alerts and reminders to patients and supervisors for non-adherent patients





99 DOTS SLEEVES-FEATURES

- Background color for weight band
- Label color for IP/CP
- Call symbol to assist pills / day
- Direction arrows to assist order of dosing
- 3 and 5 pills / day overlap blisters
- Instructions given in the form of a pictogram
- Name of manufacturer LUPIN given on the sleeves
- DOTS RNTCP Logo given on the sleeve





WHY REBRAND 99 DOTS?

99 DOTS the term is primarily used for the technology and not the total product- the FDCs coupled with the sleeves

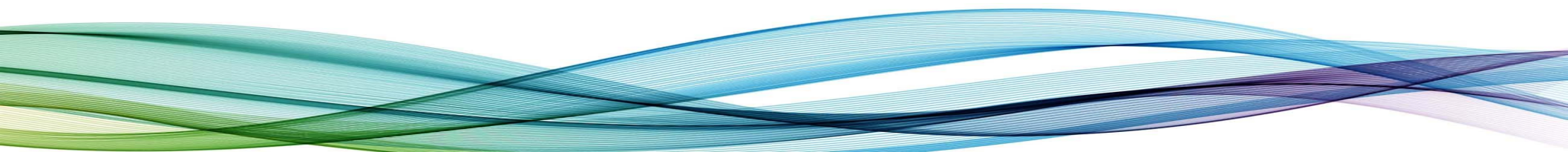
The term DOTS is primarily associated with the government so it would not be appropriate when implementing this technology in the private sector

DOTS is associated with a lot of unnecessary travel expenditure and time wastage (opportunity cost), so not popular even in the public sector



PARTICIPATORY APPROACH IN REBRANDING

- Consumer Involvement considered to be an integral part of good research and service planning in healthcare
- Patient and Public Involvement (PPI) in research, refers to the active inclusion of patients, carers, service users and stakeholders and maybe defined as research being carried out 'with' or 'by' members of the public than 'to', 'about' or 'for' them.





RESEARCH METHODOLOGY

- **STUDY DESIGN:** The study is mixed, qualitative and quantitative in nature. It is an exploratory research and cross-sectional study
- **RESEARCH QUESTION:** What are the views of the TB patients and care providers of TB on the current 99DOTS package (sleeves and the drugs) with respect to creating a new brand name and tagline?
- **GENERAL OBJECTIVE:** To rebrand and repackaging the product (FDCs coupled with the sleeves)
- **SPECIFIC OBJECTIVE:**
 - To find out potential brand names and taglines for the product
 - To understand the TB patients and healthcare providers view on the pack design



RESEARCH
PROCEDURES:

In-Depth
Interviews(IDIs)

Focus Group
Discussions(FGDs)

STUDY SETTING:

Patna

Delhi

Mumbai

Rajkot



- **RESEARCH INSTRUMENTS:** Open-ended questionnaires. Separate questionnaires for every category of stakeholder/participant.
- **Four main themes covered-**
 - Noticeable items on pack
 - Suggestions to improve pack design
 - Name suggestions
 - Tagline Suggestions
- **SAMPLING TECHNIQUE:** Convenience Sampling Technique was used
- **SAMPLE SIZE:** Fifty-seven In-depth Interviews and eight Focus Group Discussions were conducted.



SAMPLE POPULATION:

- DOCTORS
- PHARMACISTS
- HEALTH STAFF (District Tuberculosis Officer, Senior Treatment Supervisor, Tuberculosis Health Visitor)
- TB Patients
 - Patients on 99 DOTS
 - Patients not on 99 DOTS(Public)
 - Patients not on 99 DOTS(Private)
- NON-TB Patients
- CBOs
- ASHAs
- Field Officers

Rajkot, Delhi (Public)
Mumbai, Patna(Private)



DATA ANALYSIS: Mixed Methods technique was used

- I. QUALITATIVE ANALYSIS: Thematic Analysis was done using ATLAS Ti Software.
- II. QUANTITATIVE ANALYSIS: Quantitative Analysis was done using Microsoft Excel and data was presented in the form of graphs, tables and figures.

FINDINGS

Thematic analysis was done using ATLAS Ti Software.

17 codes were identified based on the themes.

The codes are-

- I. Alternative way of medicine intake**
- II. Arrow symbol interpretation**
- III. Benefit of 99DOTS**
- IV. Description of pack technology**
- V. Pack improvement suggestions**
- VI. Language of instructions**
- VII. Description of instructions given on the pack**
- VIII. Significance of logo**
- IX. Name suggestions for the pack**
- X. Noticeable items on the pack**
- XI. Observable information on the pack**
- XII. Patient dosage instructions**
- XIII. Interpretation of phone symbol**
- XIV. Rationale behind the name of the pack**
- XV. Reason for not placing a call**
- XVI. Shortcomings detected in the pack**
- XVII. Tagline suggestions for the pack**



FINDINGS: DOCTORS



Pack improvement suggestions-

- Reduction in the size of the tablet
- Make the Fixed Dose Combination (FDC) in the form of a capsule
- Cover to be made thinner
- Instructions to be written in English, Hindi and the local language of the state

Name suggestions-

- ATT (Anti-Tuberculosis Treatment)
- TRI-IN, TRI-CON
- Kill TB
- Self Daily Regimen
- 100%KOCHS
- KOCHS TB CURE
- KOCHS RELIEF
- KOCHS
- TB Cure Pills
- KOCHS Pills
- Stop TB Pills

Regimen **KOCHS**
RELIEF **Pills** **TB** (Treatment)
Kill TRI-IN ATT Self Daily
(Anti-Tuberculosis
100%KOCHS TRI-CON Cure Stop
CURE



Tagline Suggestions-

- “TB na ilaaj nahin hai”
- “Be Safe”
- “Ublabhta abhi sunischit hai”
- “Get relief in the easiest way”
- “Fight before it starts”
- “Goli khao, TB bhagao”
- “Good health, pure health”

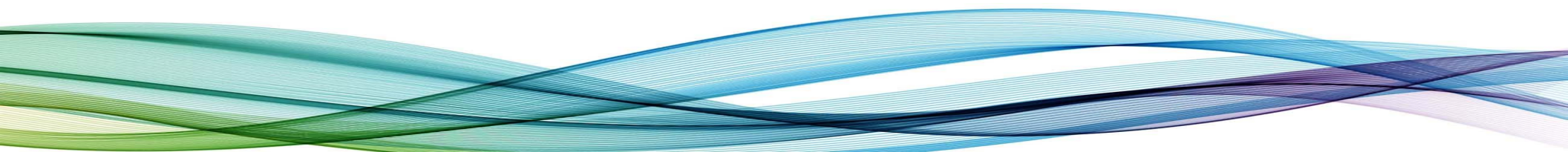
way" the in relief bhagao"
it "TB Safe"
pure "Be " hai" na starts" health"
"Ublabhta abhi nahin "Good health
easiest ilaaj sunischit "Get TB
Fight before "Goli khao



FINDINGS-PHARMACISTS

Suggestions to improve pack design-

- Medicine name should be explicitly mentioned on the pack along with the dosage
- Patient dosage instructions i.e. whether to have the medicine before or after the meal should be clearly specified on the pack
- Manufacturing date, expiry date and batch number should be mentioned on the pack
- The day of the week on which the medicine is supposed to be had should be mentioned on the particular medicine cover
- The medicine containing the phone symbol should be colour coded differently so that it can be easily identified
- Serial numbers should be given on the medicine pack and not just on the sleeve.
- A user manual should be provided to the patients along with the pack
- The language in which the instructions are written on the pack should be both in Hindi and in local language



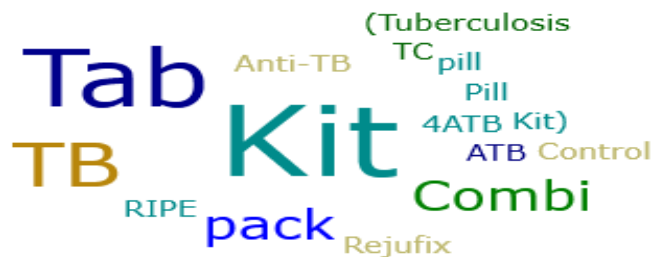


Potential name suggestions-

- TB Kit
- ATB Kit
- 4ATB Kit
- Anti-TB
- Rejufix,
- RIPE Kit
- TB Tab pack
- Combi Tab pack
- Combi Pill Tab
- TB pill Tab
- TC Kit (Tuberculosis Control Kit)

Tagline Suggestions-

- “Bimaari bhagaana hai, Anti-TB dawaai khana hai”,
- Do goli zindagi bachaane ke liye,
- “Roj fix kariye hamesha khush rahiye”,
- “Do goli zindagi bachaane ke liye”,
- “Course kea age zindagi hai”,
- “T C Kit pura karo aur zindagi accha jiyo”,
- “Sab marz ki ek dawa aur iss marz ki yahi dawa”





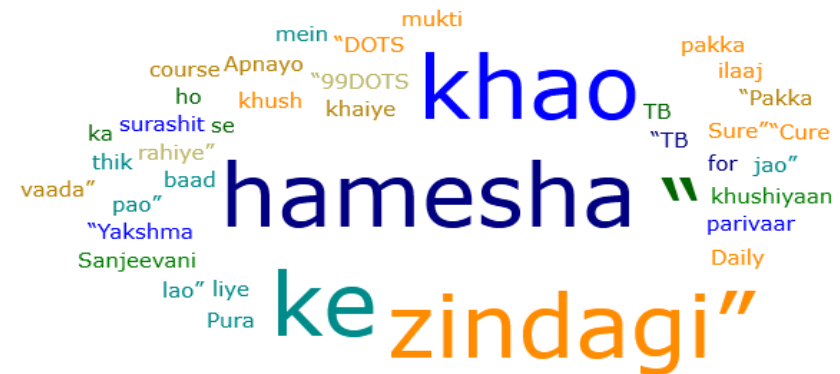
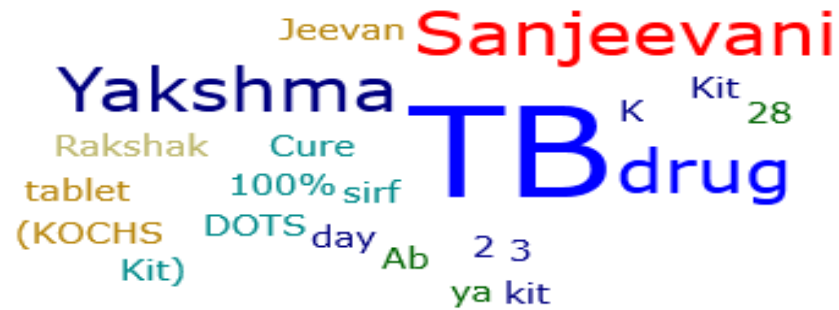
FINDINGS-HEALTH STAFF

Pack improvement suggestions-

- Pictogram containing instructions should be bigger in size, otherwise it would not be visible
- User manual/pamphlet should be provided along with the pack
- The FDC should be in capsule form
- Lupin company symbol is not required so it should not be there on the pack.
- Instructions should be placed in front of the pack
- Logo should be big and attractive
- Number of tablets should be pictorially represented on the pack
- Program name should be printed on the arrow line to make it more attractive
- Expiry date should be visible on the pack
- One pack should be sleeved and the other packs should not be sleeved. This way there will be no confusion and cost of sleeving will be saved
- Instructions should be provided in English, Hindi and the local language of the state.

- TB Cure,
- 100% DOTS,
- Yakshma Sanjeevani,
- 28 day TB drug,
- TB Sanjeevani,
- Yakshma Jeevan Rakshak,
- Ab sirf 2 ya 3 tablet,
- K Kit (KOCHS Kit),
- TB drug kit.

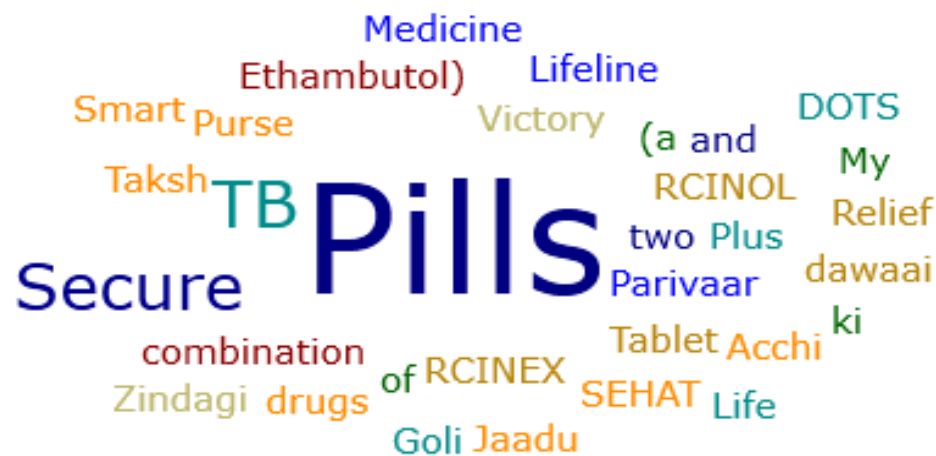
- “99DOTS khaiye hamesha khush rahiye”,
- “TB ke baad zindagi”
- “DOTS Apnayo,TB se mukti pao”
- “Yakshma Sanjeevani khao, parivaar mein khushiyaan lao”,
- “ Pura course, surashit zindagi”
- “ Daily khao, hamesha ke liye thik ho jao”
- “Cure for Sure”
- “Pakka ilaaj ka pakka vaada”.





- Decrease the size of the tablet
- Instructions should be written in Hindi or regional language for the convenience of the patients
- Tablets should be colour coded as red and blue tablets
- Pattern of taking medicine should be vertical and not horizontal

- **TB Secure**
- **TB Secure Parivaar**
- **Victory Plus**
- **RCINOL (a combination of two drugs RCINEX and Ethambutol)**
- **SEHAT**
- **Lifeline Tablet**
- **Medicine Purse**
- **Taksh Pills**
- **Acchi Goli,**
- **Zindagi Pills**
- **Jaadu ki dawaai**
- **Smart Pills**
- **Relief Pills**
- **My DOTS**
- **Life Pills.**





Tagline Suggestions-

- "TB Secure for long life"
- "Secure your life",
- "2 pills for life"
- "Buy for TB"
- "Buy for Health"
- "Do goli zindagi ki"
- "RCINOL on TB gone"
- "Nayi raah zindagi ki aur"
- "Roz loge SEHAT toh acche rahoge behad"
- "Ek khaoge TB dur ho jaega"
- "Din mein chaar khao, aur TB ko bhagao"
- "Medicine pack khao, TB se chutkara pao"
- "Goli khayenge, Bharat desh ko bachayenge"
- "Jadu lao, TB bhagao",
- "Smart pills for smart cure".

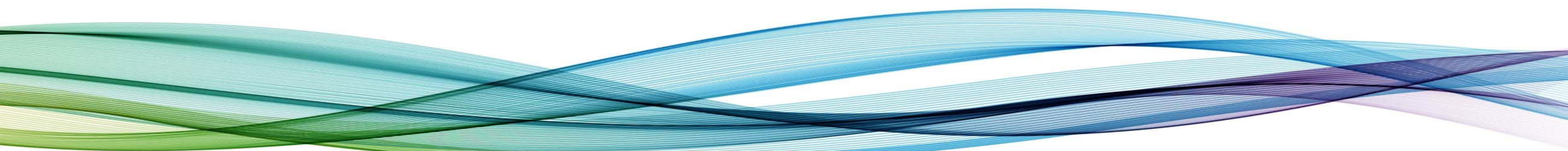
bachayenge" acche khayenge
desh raah ko khao zindagi chaar khaoge
SEHAT your du ki" "Secure pills gone"
toh "2 rho" "Buy" "for" "life" "Smart
jaega" "Do" "bhagao" "Secure" "Bharat
lao" "Ek" "Din" "long Health" "TB" "on" "Goli
smart" "RCINOL" "TB" "Nayi loge" "mein" "chutkara
pao" "Jadu" "cure" "rahoge behad" "aur" "Medicine" "pack" "se"



FINDINGS- TB PATIENTS ON 99 DOTS

Pack improvement Suggestions-

- Decrease the tablet size
- Increase the size of the font
- Tablet should be circular in shape
- Sleeve should be smaller in size
- Vertical pattern should be followed for having the medicine
- Pictogram should be bigger in size
- There should be one fixed number on which the call would be placed
- Manual with pictorial information should be provided
- Patient dosage instruction should be given- whether to have the medicine before or after meal
- The day of the week on which the medicine is to be had should be mentioned on the cover of the medicine
- The instructions on the pack should be written in Hindi for the convenience of the patients





Name Suggestions-

- Curatin
- Sehat
- Sudhar
- Life Pill
- Majbooti ki dawai
- Swasth ki dawai
- Khushi ki goli
- Sehat ki Goli,
- Smile Pill
- Meri dawaai
- Pragati Pills
- Pro Health
- Power Pills
- Shakti ki Goli.

Khushi Sudhar
Life Pills Health
dawai Goli ki goli Pill
Swasth Smile Curatin Sehat Shakti
Majbooti Meri Pro Power
dawaai Pragati



Tagline Suggestions-

- Curatin- Jaldi Suraksha Behtar Suraksha,
- Chaar goli sehat ke liye, Swasth jeevan ke aur
- TB se suraksha
- Jagrook raho,swasth raho
- taakat ki goli, hamare liye.

suraksha aur
taakat
goli
liye se
raho
Suraksha
TB jeevan
Swasth hamare
sehat
Jaldi Behtar ki
Curatin- Chaar swasth
Jagrook



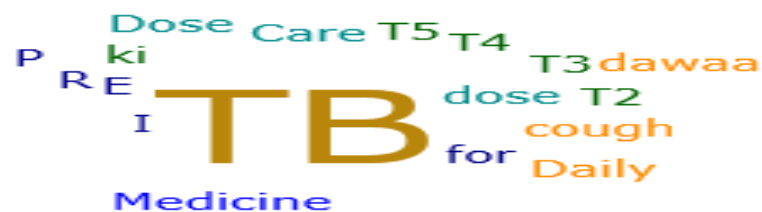
FINDINGS- TB PATIENTS NOT ON 99 DOTS(PRIVATE SECTOR)

Pack Improvement Suggestions-

- Decrease in the size of the tablet
- Size of the font should be increased
- Dose 1, dose 2 should be written on the cover of each tablet along with the date
- Tablets should be positioned in a straight fashion
- Size of the logo should be increased
- Instructions should be written in English and in Hindi

Name Suggestions-

- Medicine for cough
- Daily dose
- T2,T3,T4,T5
- TB ki dawaa
- TB Care
- TB Dose
- R.I.P.E.





- Tagline Suggestions-

- “Everyday only three”
- “Relief from cough”
- “Easily Cure”,
- “T3 khao fit ho jao”,
- “TB ki dawaa khakar TB stop kijiye”
- “TB dose khaaiyein, bimaari door bhagaiyein”
- “Dawaa lein, surakshit rahein”
- “R.I.P.E dawaa lijiye or TB ko door bhagaiyein”.

door**dawaa**

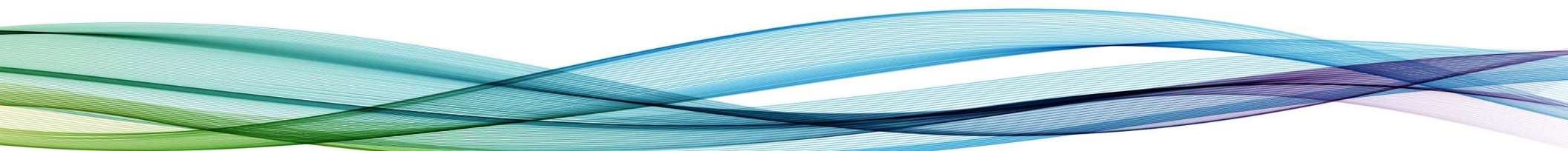
bhagaiyein "P fit
 ho E" TB "T3 from khaaiyein
 R three" Cure" lijiye
 lein
 jao" "Everyday
 khakar or only "Relief" Easily
 stip I cough" khao ki
 bimaari kijiye"
 "Dawaa surakshit



FINDINGS-TB PATIENTS NOT ON 99 DOTS (PUBLIC SECTOR)

Pack Improvement Suggestions-

- The tablet size should be reduced
- One constant number should be there on which the patient has to place the call
- Day on which the pill is to be taken should be mentioned on the cover of the pill
- Manual of instructions written in the local language should be provided to the patient along with the pack
- The medicines should be placed in a vertical fashion not in a horizontal manner
- Font size of the instructions should be increased
- Tablet colour should be green or red
- Toll free number should be written on the instructions clearly and not hidden beneath the flap of the medicine.
- Instructions should be written both in English and in Hindi





Name suggestions-

- Apni Zindagi
- Meri Goli
- Laal Goli
- Frothin
- DOTS DROP
- Swasth Seva.



Tagline Suggestions-

- “Zindagi ki suraksha ke liye”
- “Call for India, to free from TB”
- “DOTS ko apnaye, khushal zindagi banaye”.





FINDINGS-CARE GIVERS

Pack Improvement suggestions-

- The instruction and information should be in Hindi or local language
- The RNTCP logo should be removed
- The colour of the tablet should be changed
- The anti-TB symbol should be removed
- A user manual should be provided with the pack
- There should be consistency in the positioning of the phone symbol
- There should be a representation of the side effects on the pack
- The size of the tablet should be reduced
- The instruction should clearly indicate whether the patient has to have it before or after meal.



Name suggestions-

- Yacchma
- HRZE
- IP
- Chhay Aahar
- Pratidin Aahar
- 'Life Drug'
- Drug 4, Drug 3
- Micro Plus,
- 100 DOTS
- TB ki dawaa,
- Tapedi
- Puranka Bimaari,
- 'Yacchma' or 'Yakshma'

Bimaari Chhay Drug
Micro or 100 TB DOTS Aahar dawaa Plus
ki Yacchma HRZE IP Pratidin Puranka
Tapedi 'Yacchma' 'Yakshma' 'Life' Drug'



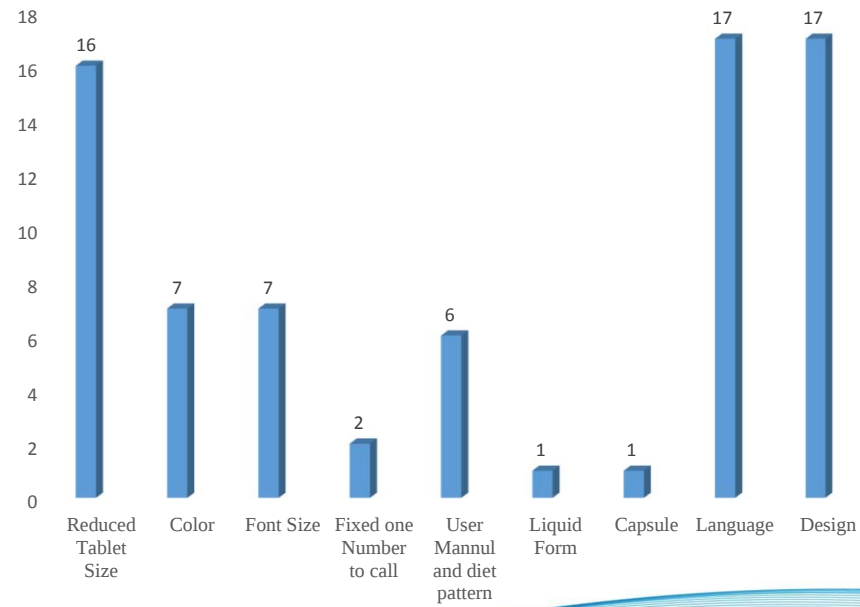
- Roz Khaye, TB Ko Dur Bhagaye
- Niyamit Khaye, Course Complete Kare
- Roz subha khane ki baad,DOTS khaye
- India se TB bhagana hai,pratidin dawaa khana hai,
- Humein TB bhagana hai
- Be regular, be healthy,
- Jeevan hai aapke haath me
- 6 months tak khilana hai lagatar
- 6 months dawaa khao, TB bhagao.



QUANTITATIVE ANALYSIS



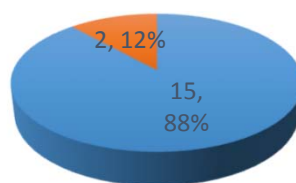
Suggestion to improve Pack-TB Patients (N=30)





Suggestions to improve
language (TB patients)

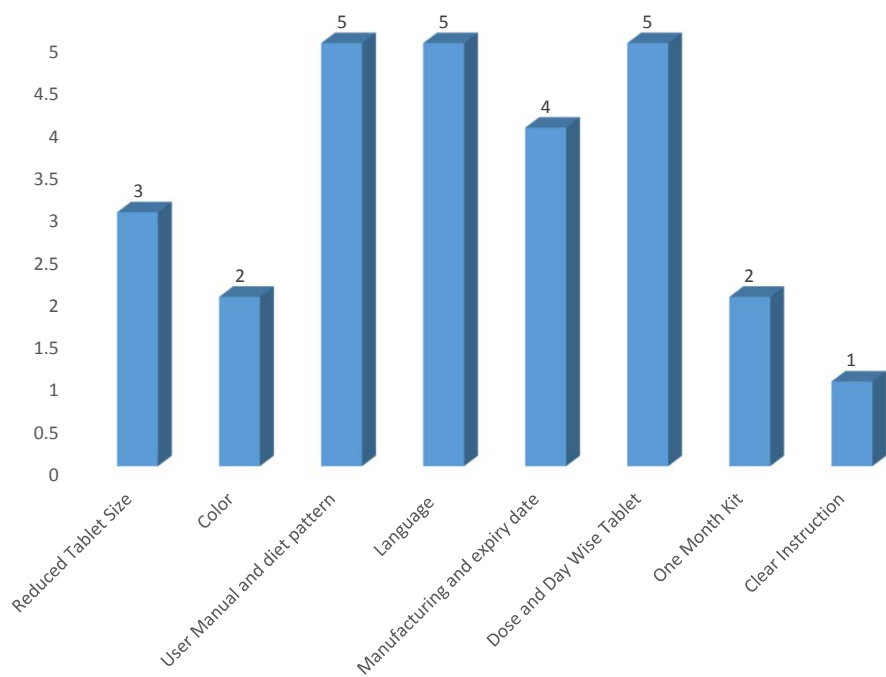
**Suggestion to
Improve Language,
N=17**



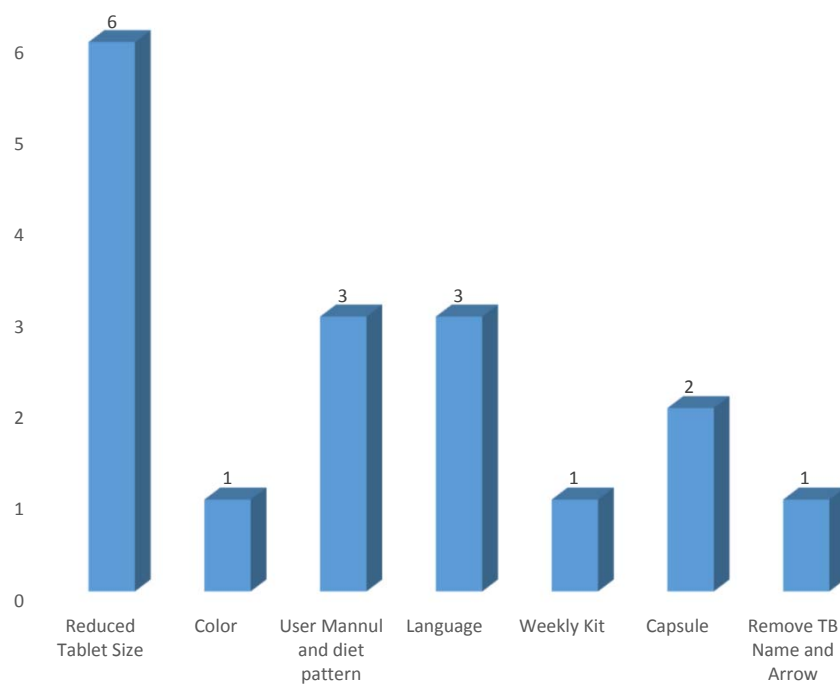
- Hindi and English
- Hindi , English and Local



Suggestion to improve packets design by Pharmacist N=9



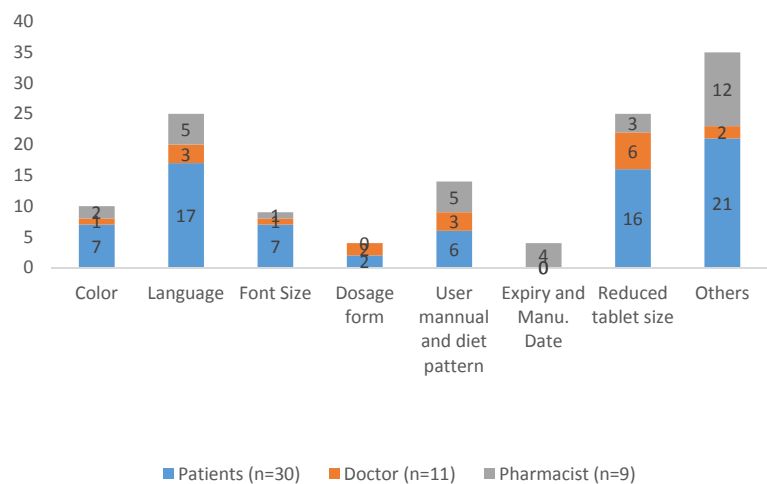
Suggestion to improve pack design by Doctors N=11





NAME SUGGESTIONS BY DOCTORS, PHARMACISTS AND PATIENTS

SUGGESTIONS ON PACK BY PATIENTS DOCTORS
PHARMACISTS N=50



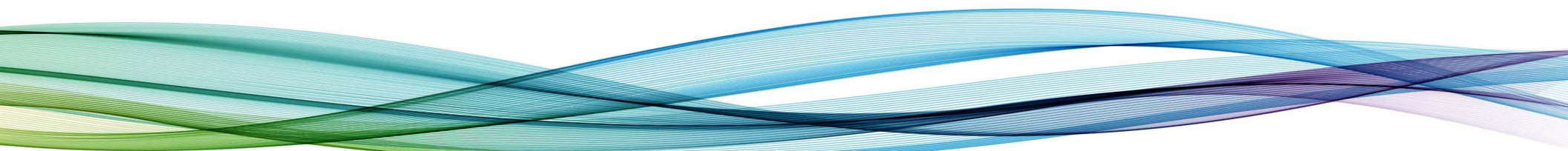
Patients	Doctors	Pharmacists
DOTS DROP	TB Cure Pills	ATB Kit
Swasth Seva	KOCHS Pills	My Health
Frotin	Stop TB Pills	TB Tab Pack
RIPE	Self daily regimen	Combi Tab Pack
TB Cure and TB Dose	100% KOCHS	TC Kit
Solonex Best	KOCHS	
TB ki dawaai	KOCHS TB Cure	
T2,T3,T4,T5	Kill TB	
Sehat aur Sudhar	ATT (Anti Tuberculosis Treatment) TRI-IN TRI-CON	
Curatin		
Life Pill		
Mazbooti ki dawaai, Swasth ki dawaai		
Khushi ki Goli, Sehat ki Goli		
Smile Pills		
Pragati Pills		
Pro Health		
Power Pills		
Meri Goli		



CONCLUSION:

Some pertinent suggestions given by all stakeholders were-

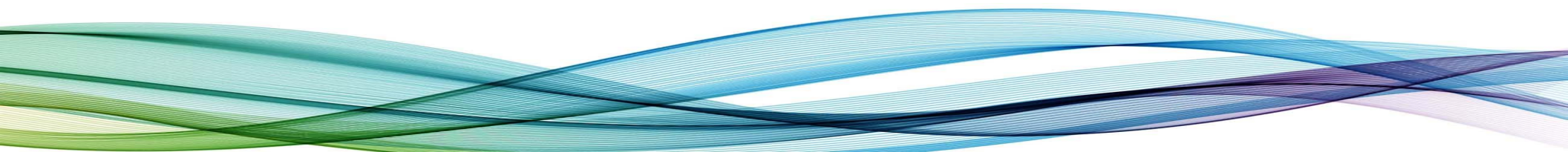
- The tablet size should be reduced in order to make it easier for the patients to swallow the medicine.
- The FDC should be made in the form of capsule to make it more attractive to the patients
- Instructions should be written in English, Hindi and the local language of the state for the convenience of the patients
- Patient dosage instructions should be clearly given on the pack
- Manufacturing date, expiry date and the batch number should be clearly mentioned on the pack
- The day of the week on which one has to take the particular tablet should be clearly mentioned on the cover of that medicine along with the date
- A user manual guide written in Hindi or the local language of the state, in the form of a pamphlet/leaflet should be provided along with the pack for the convenience of the patients
- The pictogram of instructions should be bigger in size to make it more visible to the patients
- The font size of the instructions should be increased
- Number of tablets to be taken per day should be pictorially represented on the pack (sleeve)
- One pack should be sleeved and the other packs should not be sleeved. Thereby the patient takes one medicine from one pack and calls the number and the rest of the medicines form the other pack/s. This way confusion will be avoided and the cost of sleeving will also be lessened.
- Medicines should be taken in a vertical fashion and not in a horizontal manner. The arrow should be placed in a vertical manner
- One fixed number should be there on which one has to place the call.
- The tablets should be placed in a straight manner and not in the diagonal fashion
- The toll free number should be written with the instructions itself and not hidden beneath the flap of the medicine cover.





The name and tagline that ideally should be considered for rebranding the product must possess the following qualities-

- Cross-cutting
- Identifiable
- Relatable
- Preferably in Hindi and should also have a local language variant of the same, customised for that particular state
- Example-Yakshma Sanjeevani, Easy3, Easy4, Lifeline Tablet etc





RECOMMENDATIONS

The instructions should be written in English, Hindi and the local language of the state

Patient dosage instructions should be clearly given on the pack

Manufacturing date, expiry date and batch number should be clearly mentioned on the pack

A user manual should be provided

Increase the font size

Number of tablets to be taken should be pictorially represented

Vertical pattern of medicine intake

The overlapping in the odd numbered pill packs should be looked into

Potential side effects should be mentioned on the pack



LIMITATIONS:

Tablet size reduction not possible as that is not a design related issue therefore outside the scope of this study

Issue of false calls (false positive) cases, which is a very real possibility cannot be addressed as it is outside the scope of the study

Modification of the physical form of FDCs is a limitation as that is a technical issue not a part of the study

Change of shape of tablet not possible as it is outside the scope of the study



THANKYOU

