

Presentation

on

**Understanding Current Rx Trends in Management of Diabetes &
Challenges at different Stake Holders**



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By

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of

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Introduction

- The study aimed to understand doctor's prescription trends and the reasons that influence them to prescribe a particular brand in the management of Diabetes.
- The study also aimed to find out the challenges observed at different stake holders.
- Semi structured questionnaire was utilized for data collection from respondents i.e. 100 Doctors comprising of General practitioners, Consulting physicians and Specialists/Diabetologists), from the cities of Mumbai & Jaipur.
- Data was collected & analysed, the findings provided with Doctor's opinion and a comprehensive review of the market situation to be used for framing & suggesting Marketing Strategies.

Research questions

- What is the Prescription Trend of Doctors in management of Diabetes?
- What are the challenges faced by different stakeholders in management of Diabetes?

Objectives of the Study

The main objective to conduct this research is to identify the prescription trend of Doctors in management of Diabetes.

Primary Objective:

- To study the reasons influencing doctor's prescription, in management of Diabetes
- To study the challenges observed at different stake holders

Research Methodology

Study Areas: Mumbai & Jaipur

Study Design: Exploratory

Design Tool:

Sample Size: 80 Doctors (General Practitioners, Consultant Physicians, Diabetologists)

Sampling Method: Random Sampling

INCLUSION AND EXCLUSION CRITERIA:

Inclusion criteria: The Doctors practising as GP's CP's & Diabetologists

Exclusion Criteria: The Doctors excluding the above categories were excluded from the study.

Data Collection:

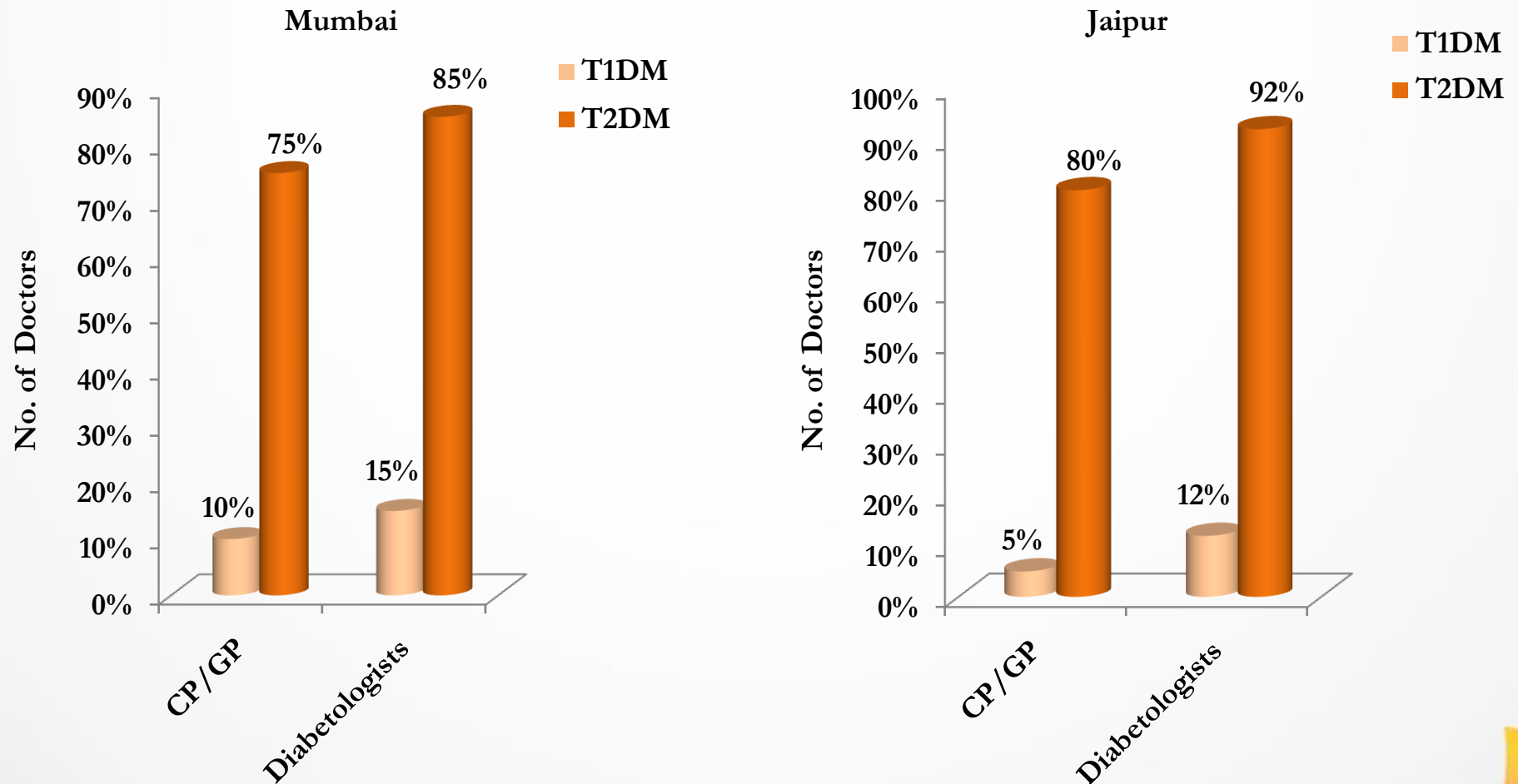
Primary Data was collected by direct interview method through semi structured questionnaire

Data Analysis

The tool used for Data analysis was Microsoft Excel

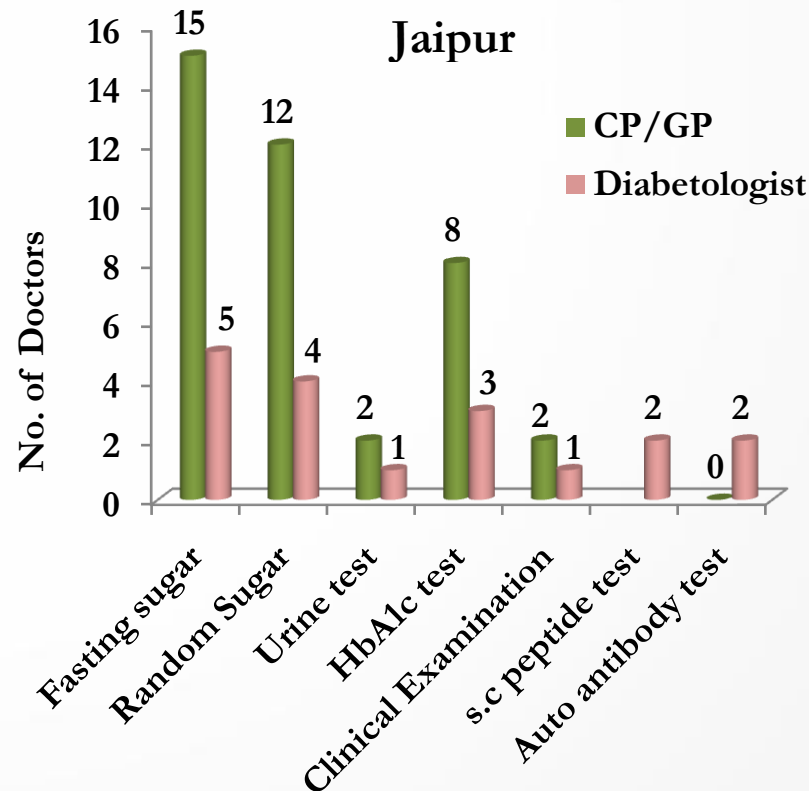
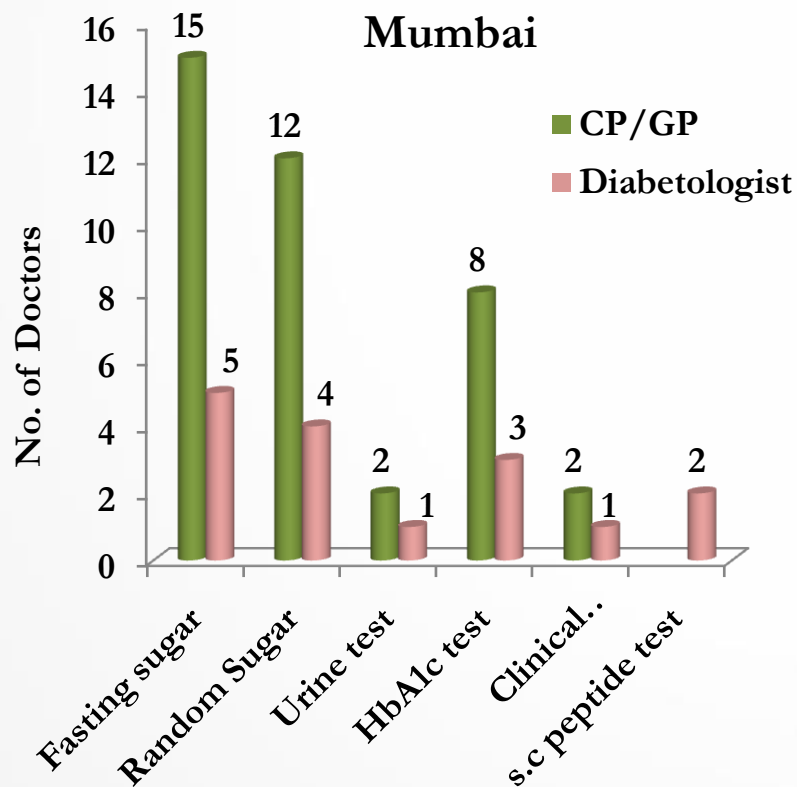
Data Analysis

1. Number of cases seen of Type 1 Diabetes & Type 2 Diabetes in a week



Inference: Patients with **Type 2 Diabetes** were seen the most in both cities

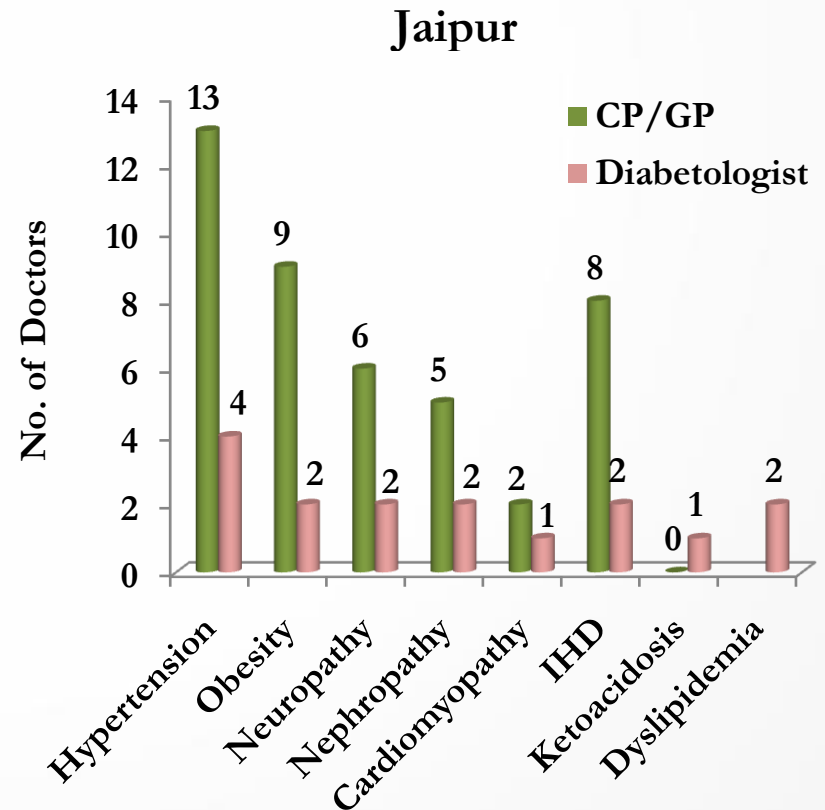
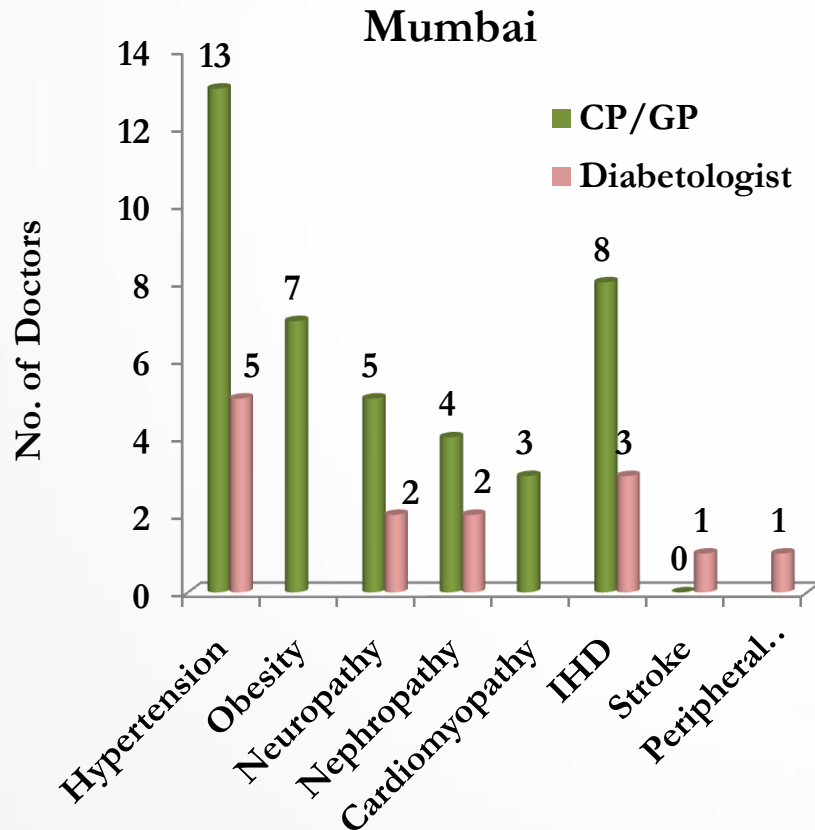
2. Diagnostic Tools used for diagnosis of Diabetes Mellitus



Inference: Fasting blood sugar test was most preferred **diagnostic tool** for diagnoses of Diabetes mellitus in both the cities

In **Jaipur** Diabetologists also used **autoantibody test** for Diagnosis of Diabetes mellitus in few cases.

3. Different Co-morbidities associated with Diabetes



Inference: Hypertension was the most common co morbidity associated with Diabetes, Obesity & IHD are few other co morbidities associated with Diabetes.

Along with the above mentioned co morbidities **Ketoacidosis & Dyslipidemia** were also reported by Diabetologists in **Jaipur**.

4. Preferred Molecules in the Management of Diabetes

In Management of T1DM (Mumbai & Jaipur, CP/GP & Diabetologists)

Preventive Therapy	Nil
1 st Line Therapy	Insulin
2 nd Line Therapy	Insulin

Inference: It was seen that there is **no preventive therapy** in the management of T1DM and **Insulin** was most preferred in the management of T1DM as a **1ST & 2ND line of therapy**

In Management of T2DM

Mumbai	Diabetologists	GP/CP
Preventive Therapy	Life style modifications, Diet & Regular Exercise	Lifestyle Modifications
1 st Line Therapy	Metformin	Metformin, DPP4, Glimipiride
2 nd Line Therapy	Sulphonylureas, Gliptins Oral drugs	Sulphonylureas, Gliptins, Glicazide, Glimipiride

4. Preferred Molecules in the Management of Diabetes

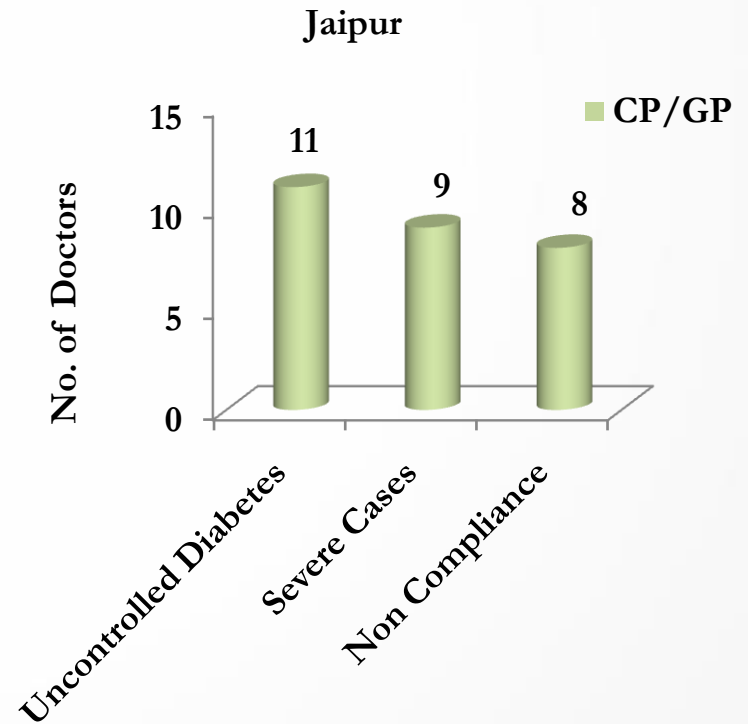
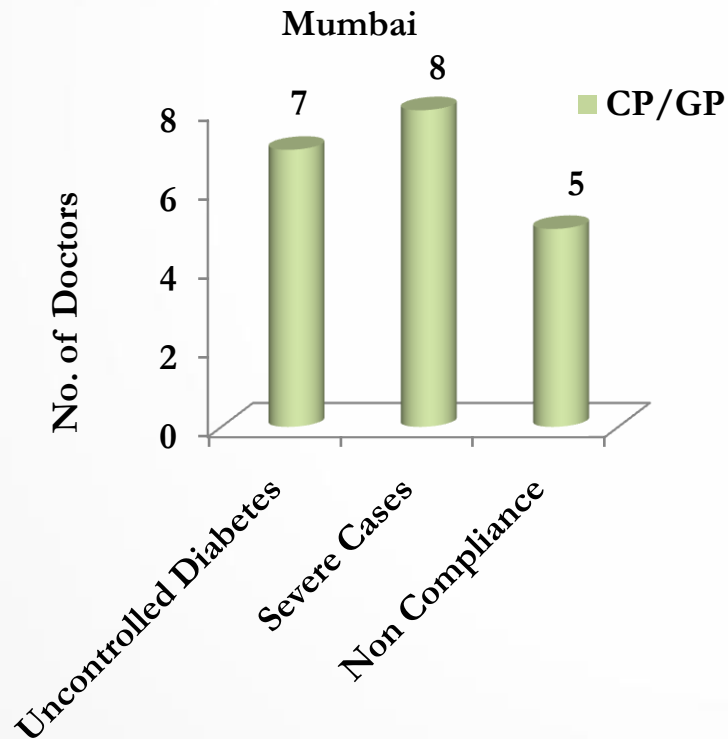
Jaipur	Diabetologists	GP/CP
Preventive Therapy	Life style modifications, Diet Control	Life style modifications, Diet & Regular Exercise
1 st Line Therapy	Metformin	Metformin
2 nd Line Therapy	Metformin + Combinations, Sulphonylureas, Gliptins	Metformin + Combinations, Sulphonylureas, Gliptins

Inference: It was seen that the **preventive therapy** adopted in both the cities was **Life style modifications, Diet control & regular exercise**

Metformin was the most preferred molecule and used as a **1st line of therapy in both cities** and **2nd line of therapy in Jaipur**

For **2nd line of therapy** in **Mumbai Sulphonylureas** and other generation drugs were used

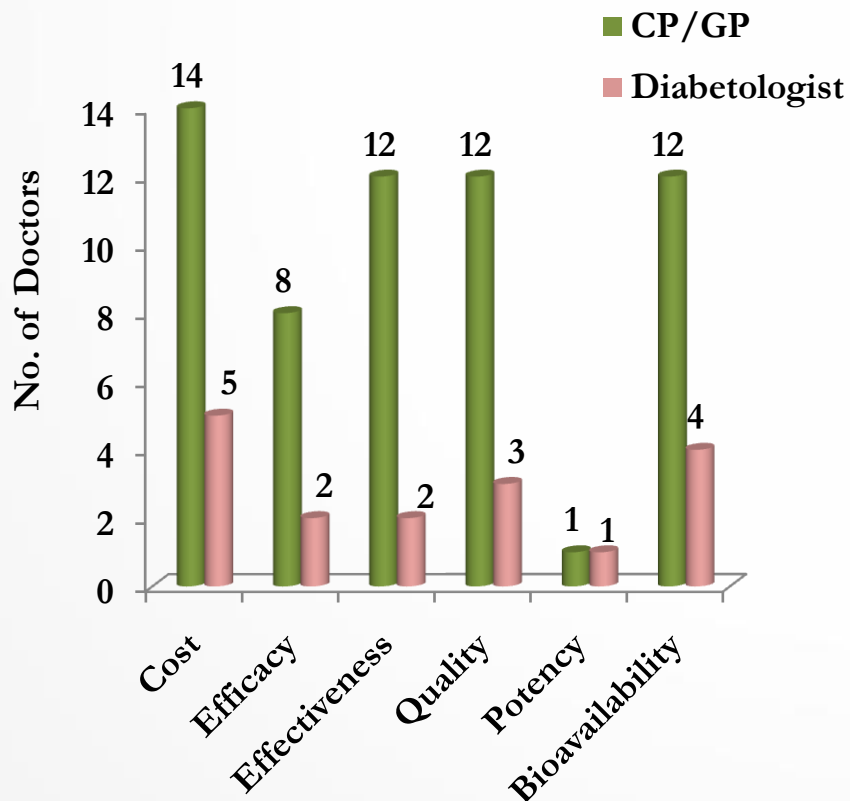
5. Patient referred to Diabetologists



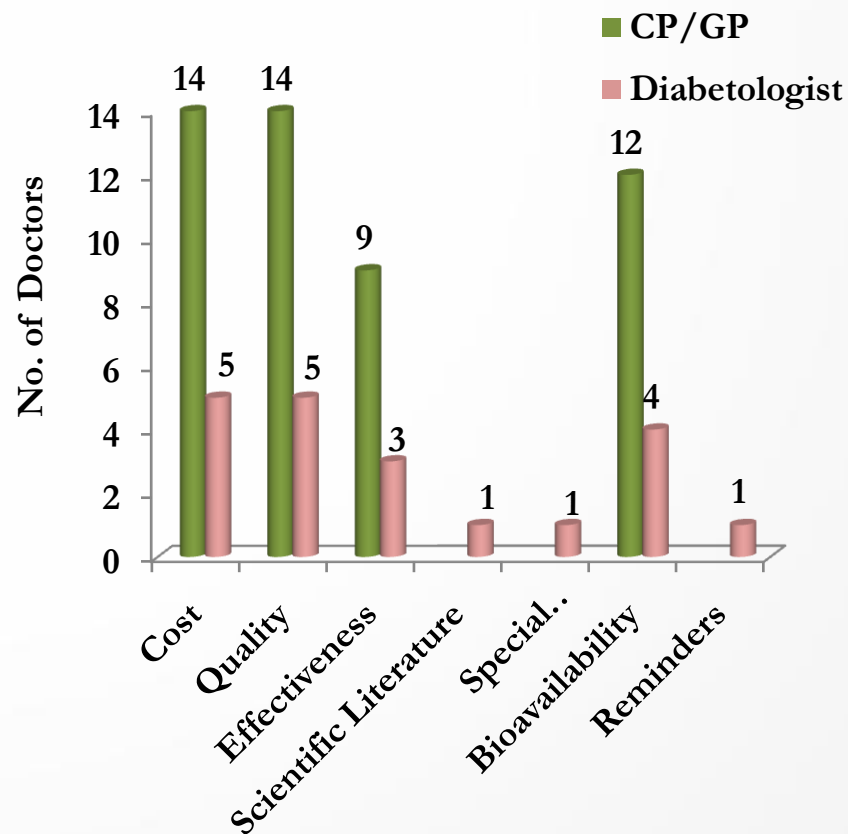
Inference: It is seen that the patient with **Uncontrolled diabetes** & **Severe diabetes** were referred to **Diabetologists**

6. Factors that motivates you to Rx a particular brand

Mumbai

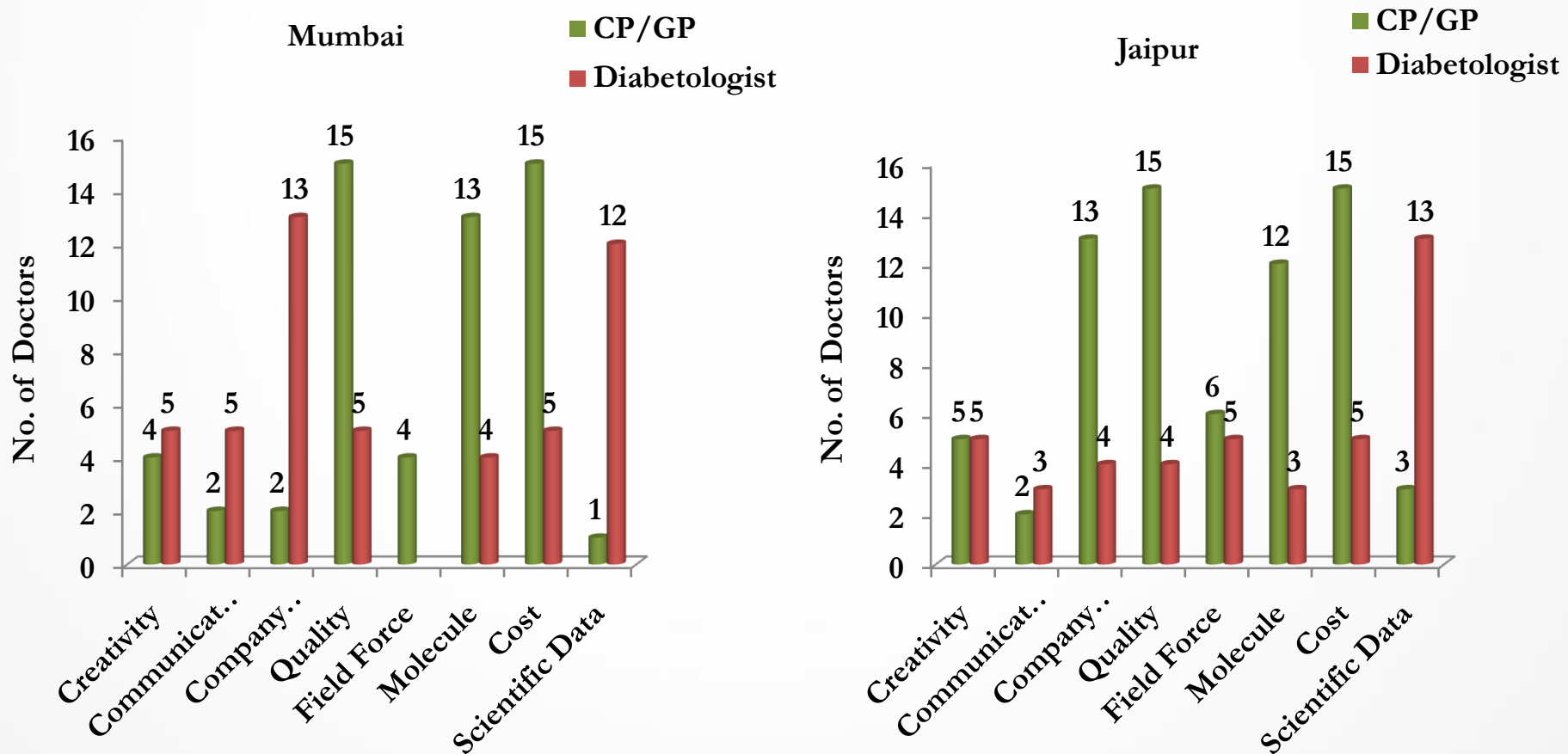


Jaipur



Inference: Cost, Quality, Effectiveness & Bioavailability of the molecule were the factors that motivated Doctors to Rx a particular brand, Scientific Literature , Formulations & Reminders were some other factors considered by Diabetologists in Jaipur

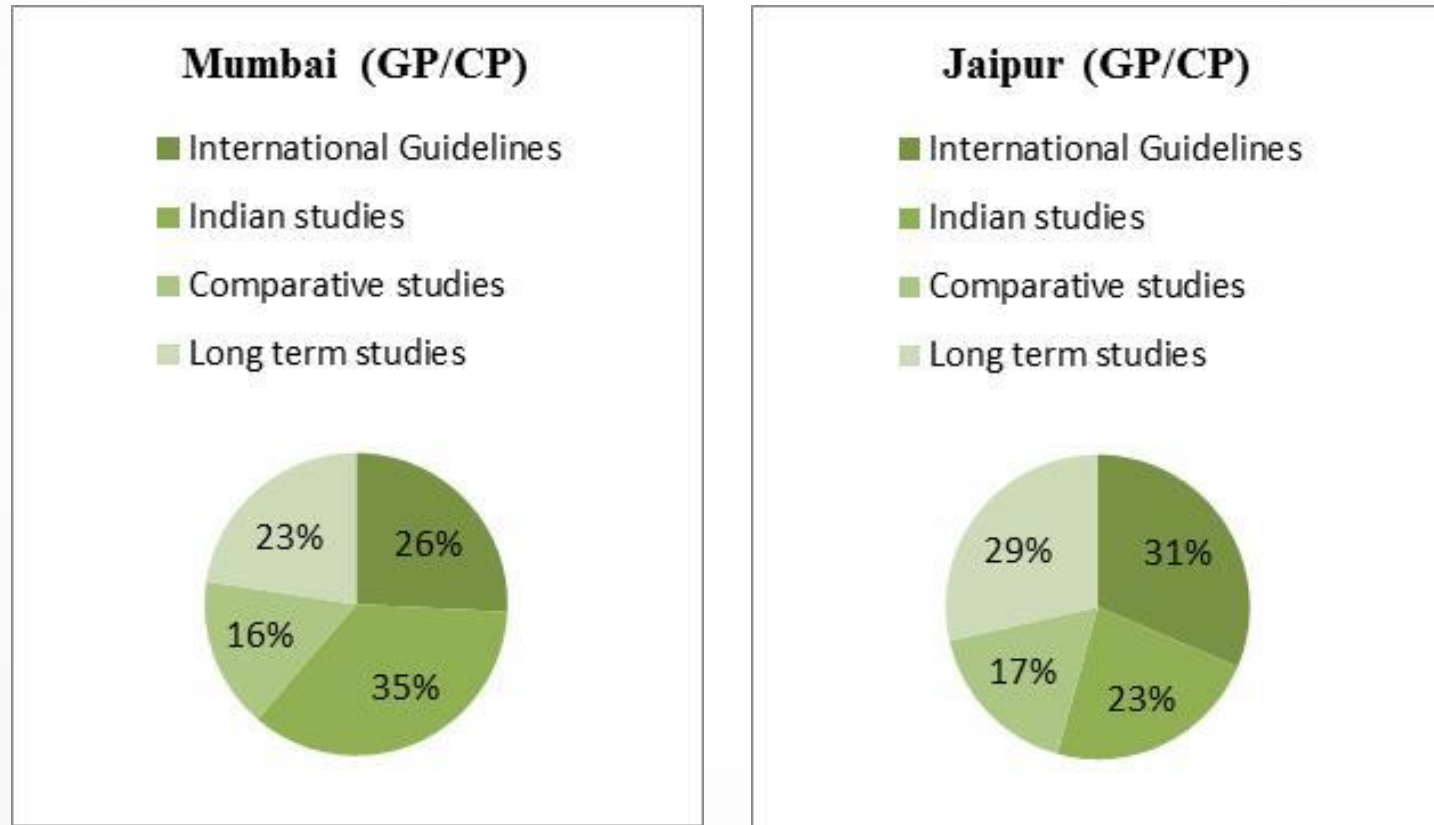
7. Most important factor considered before Rxing a Brand



Inference: CP/GP, factors such as **cost and quality** are the important factors considered before Rxing a brand

Diabetologists considered **communication, creativity, field force visits & Scientific Data** before Rxing a brand

8. Communication that increases believability in a specific brand

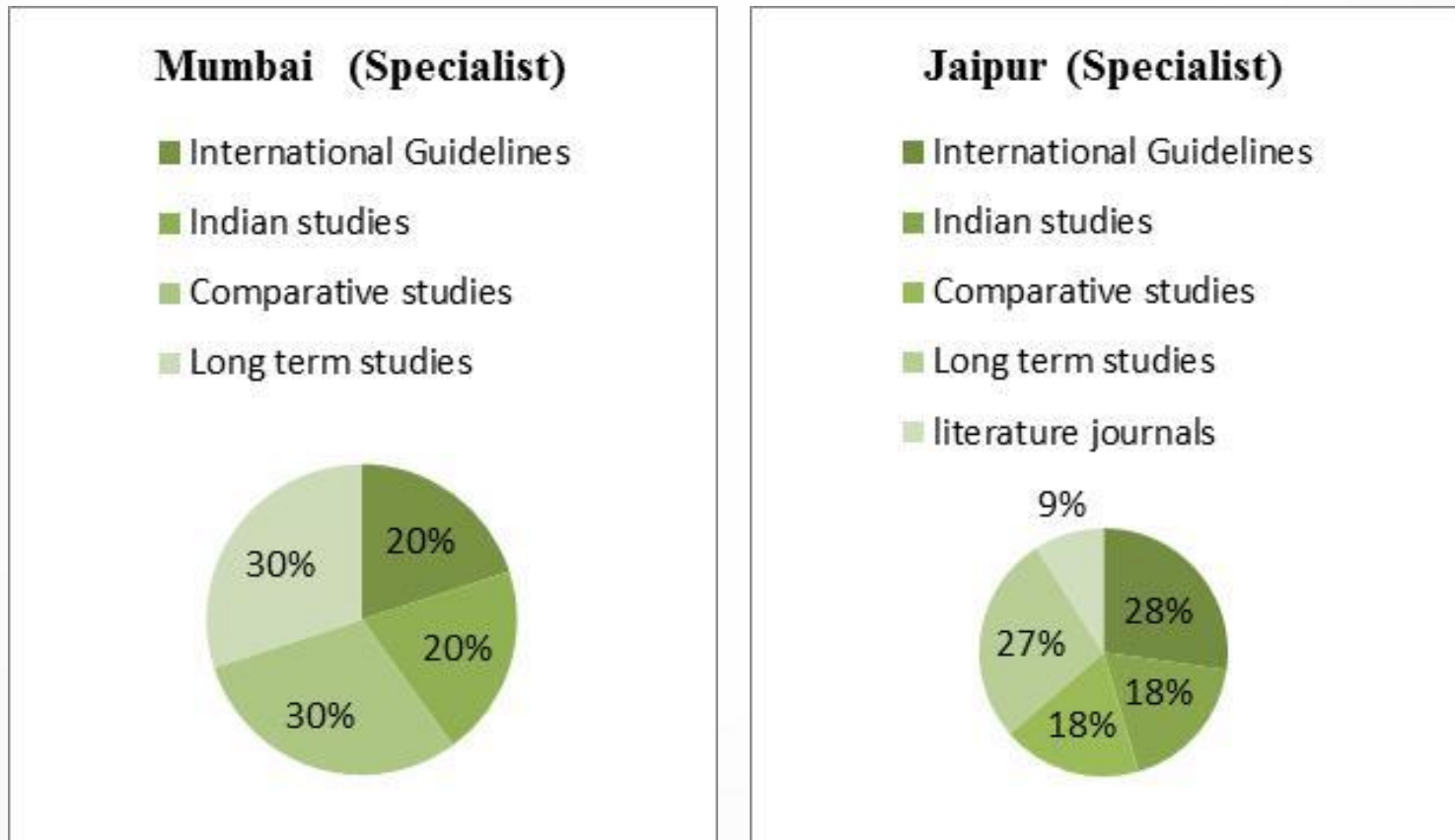


Inference:

In Mumbai: Indian Studies were said to increase believability of in a specific brand

In Jaipur: International studies were said to increase believability in a specific brand

8. Communication that increases believability in a specific brand



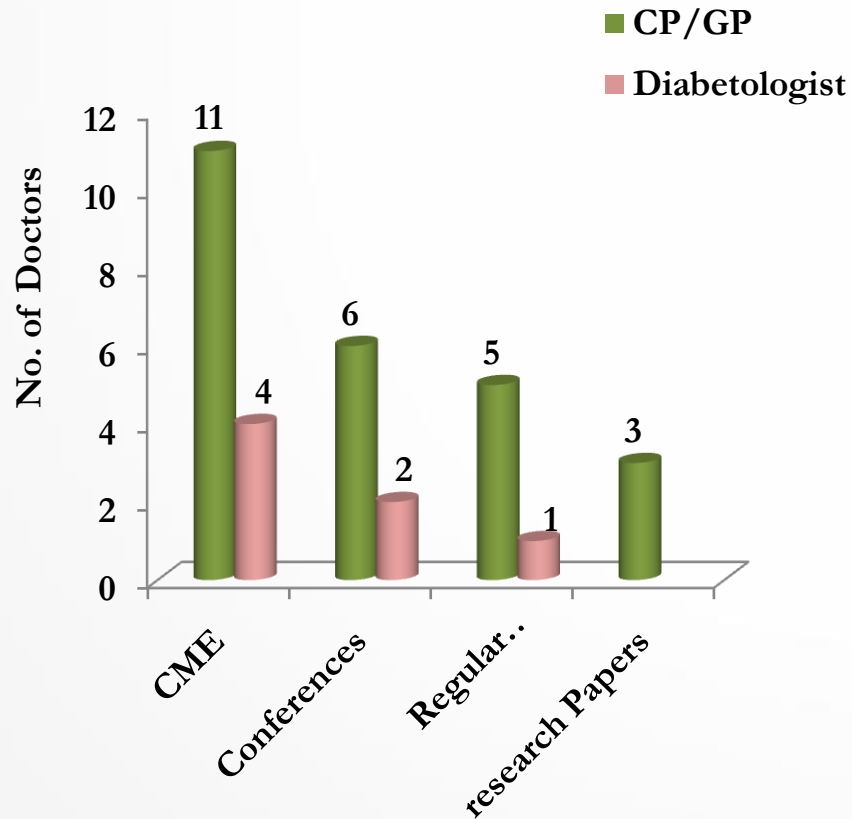
Inference:

In Mumbai: Comparative studies were said to increase believability of in a specific brand

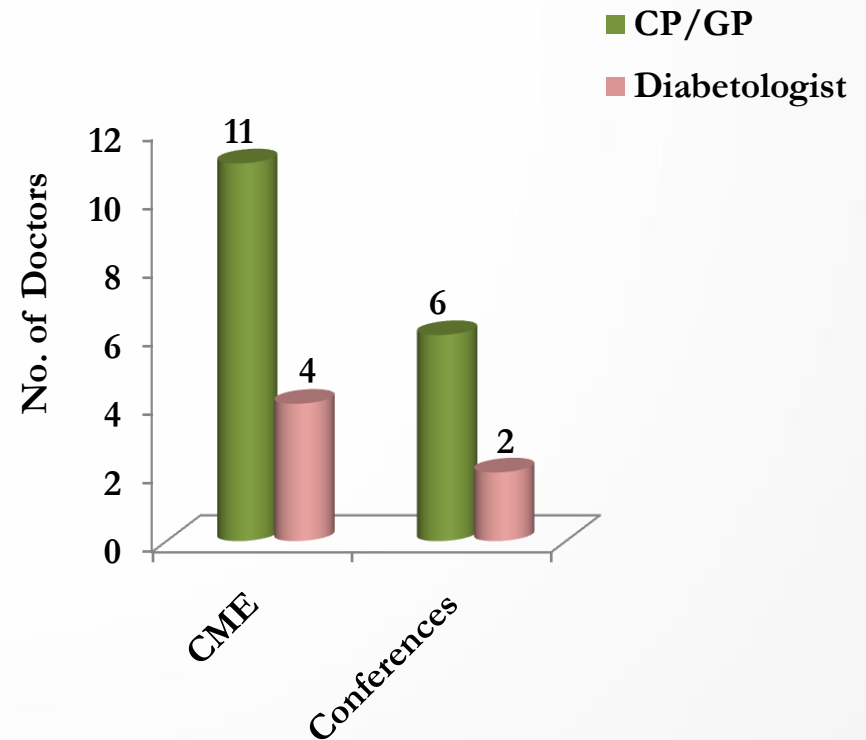
In Jaipur: International studies were said to increase believability in a specific brand

9. Medical education needs in current in-clinic practice

Mumbai



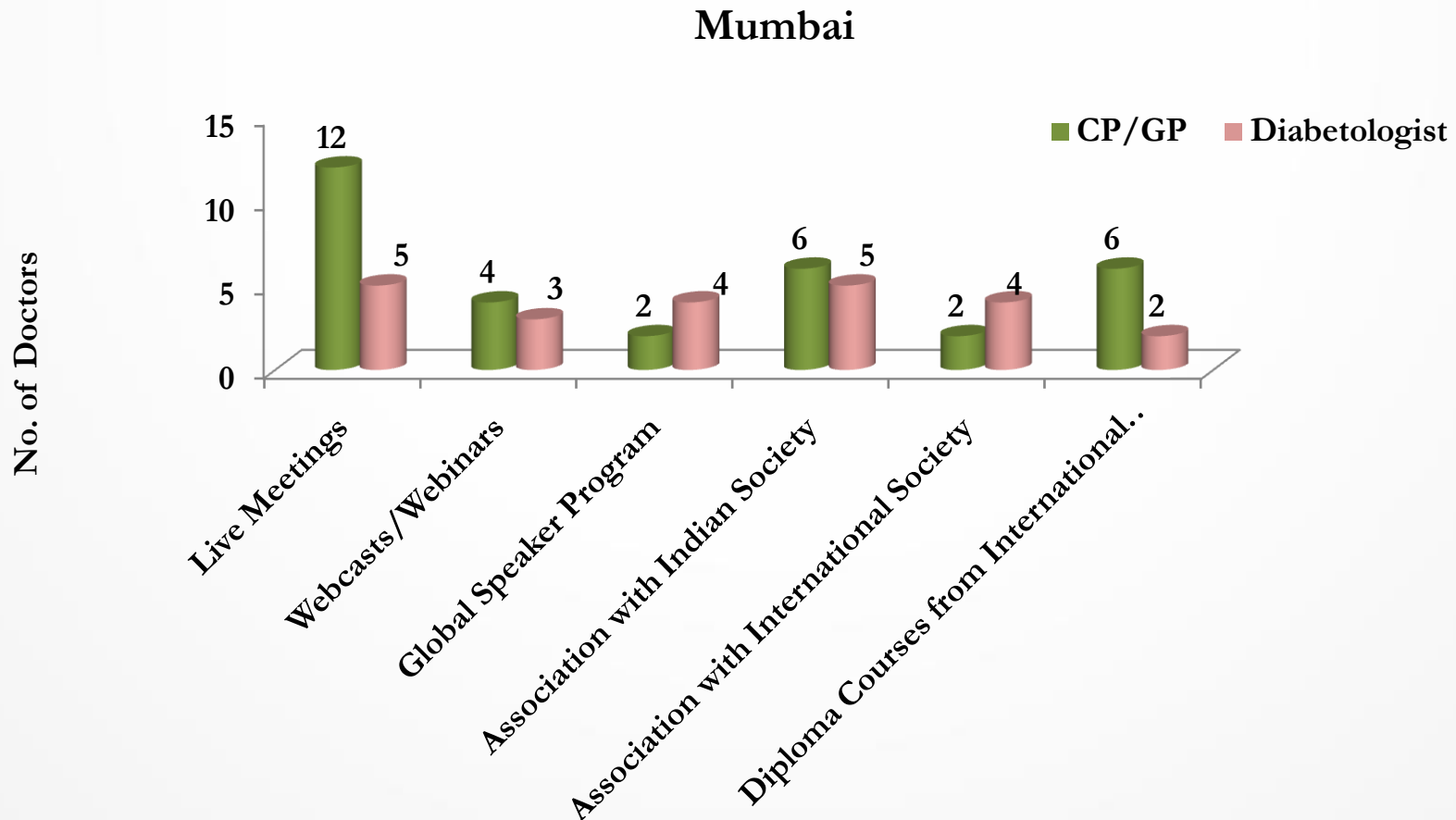
Jaipur



Inference: CME & Conferences were observed to be the medical education needs in both the cities, However in Mumbai Regular updates were also requested by Doctors

10. A need to update regarding the latest trends in Management of Diabetes

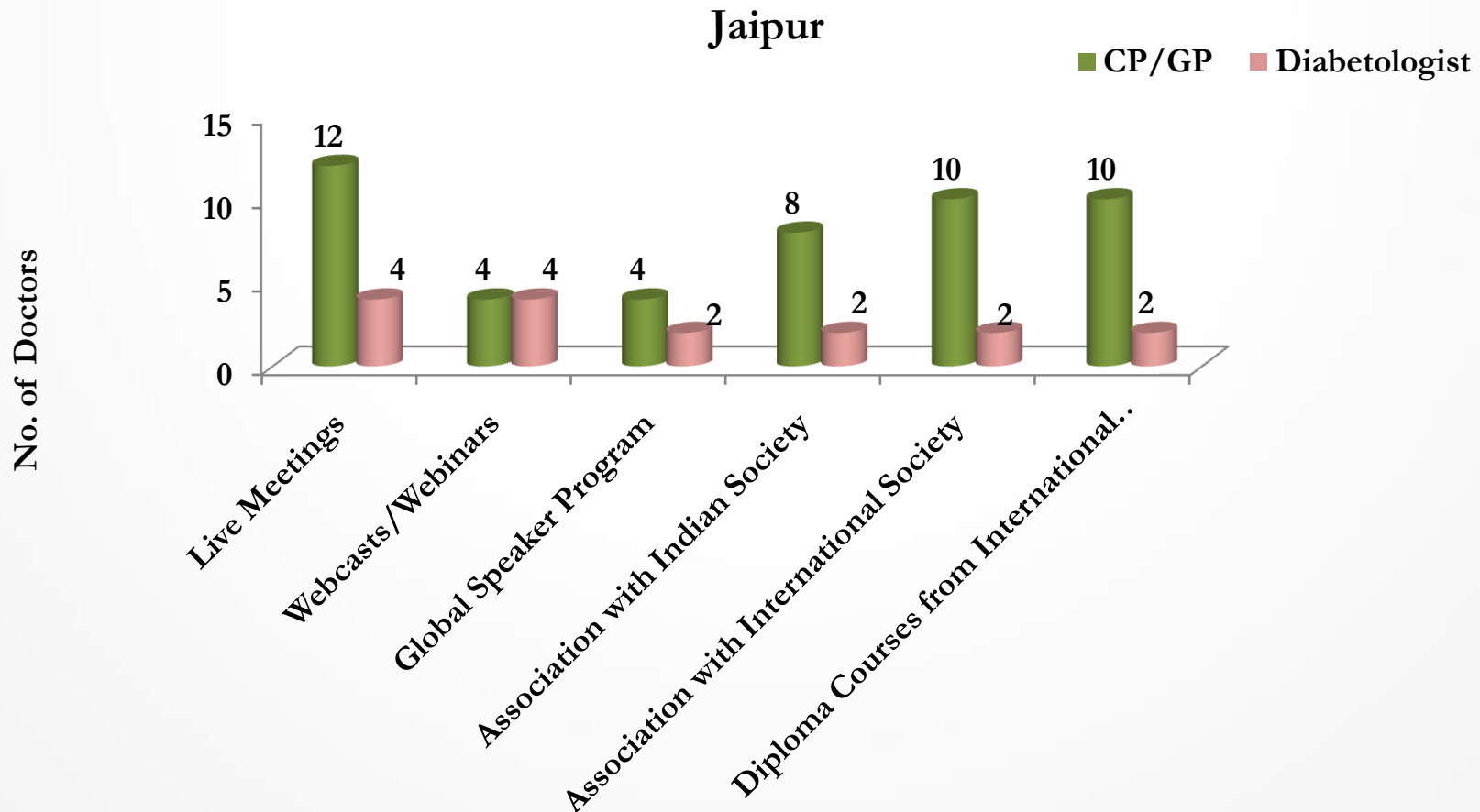
All Doctors expressed the need to update the latest trends in management of Diabetes



Inference: Live Meetings & Association with Indian society were the sources for doctors in **MUMBAI** to remain updated

10. A need to update regarding the latest trends in Management of Diabetes

All Doctors expressed the need to update the latest trends in management of Diabetes



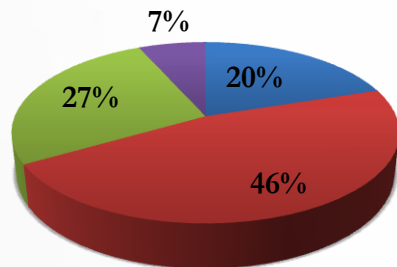
Inference: Live Meetings, Association with International society & Diploma courses were the sources for doctors in Jaipur to remain updated

11. Major Challenges faced in management of Diabetes at different stake holders

a) Patient level

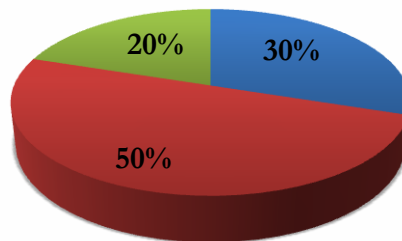
Mumbai ,(CP/GP)

■ Irregular medication ■ treatment cost
■ awareness ■ Obesity



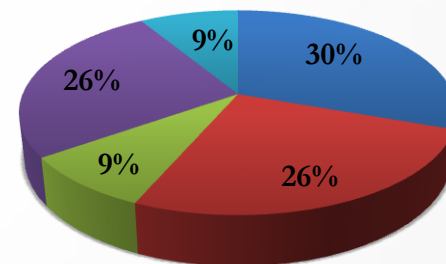
Mumbai,(Speciality)

■ Treatment cost ■ compliance
■ Awareness



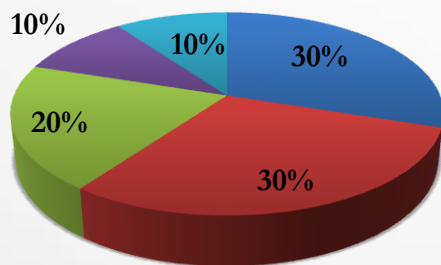
Jaipur , (CP/GP)

■ treatment cost ■ Illiteracy
■ diet control ■ compliance
■ obesity



Jaipur , (Specialist)

■ Illiteracy ■ compliance
■ obesity ■ Awareness
■ diet control



Inference: The major challenge at patient level in both the cities were observed to be the **Treatment cost & Compliance**

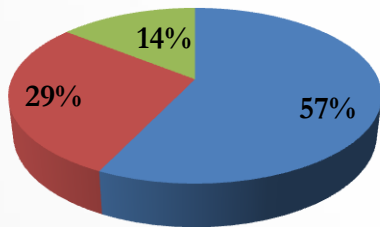
Illiteracy was the major Patient level challenge faced in Jaipur.

11. Major Challenges faced in management of Diabetes at different stake holders

b) Doctor level

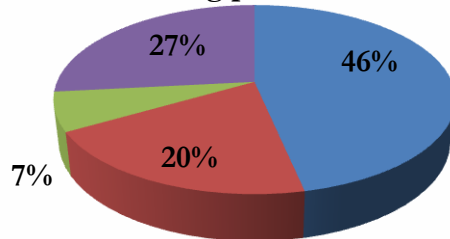
Mumbai (Specialist)

- irregular follow ups
- Convincing patients
- maintenance of patient records



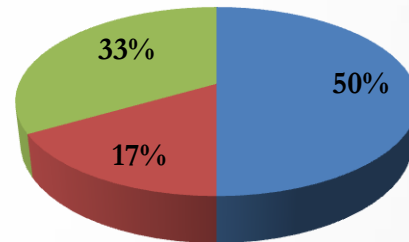
Mumbai (CP/GP)

- Irregular follow ups
- Managing coexisting disease
- lack of diagnostic tools
- convincing patients



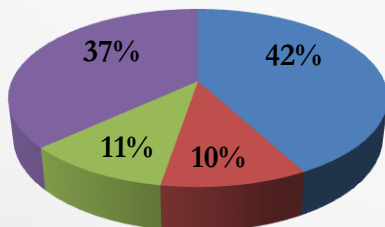
Jaipur (Specialist)

- Convincing patients
- Irregular follow ups
- lack of diagnostic tools



Jaipur (CP/GP)

- Convincing patients
- Lack of diagnostic tools
- Lack of infrastructure
- Irregular follo up



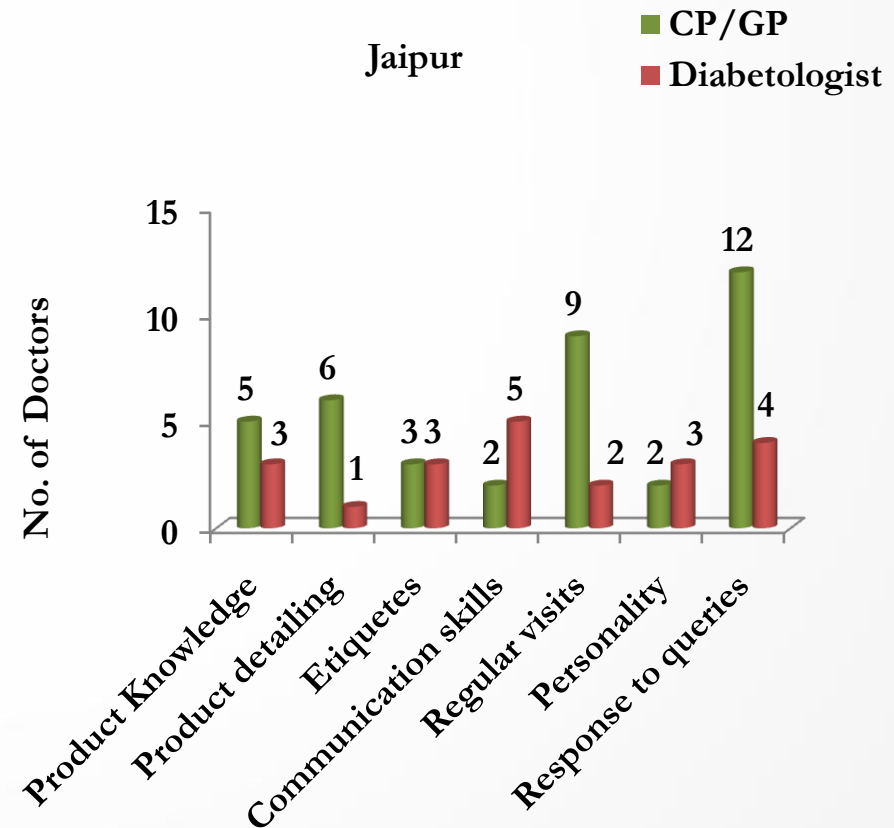
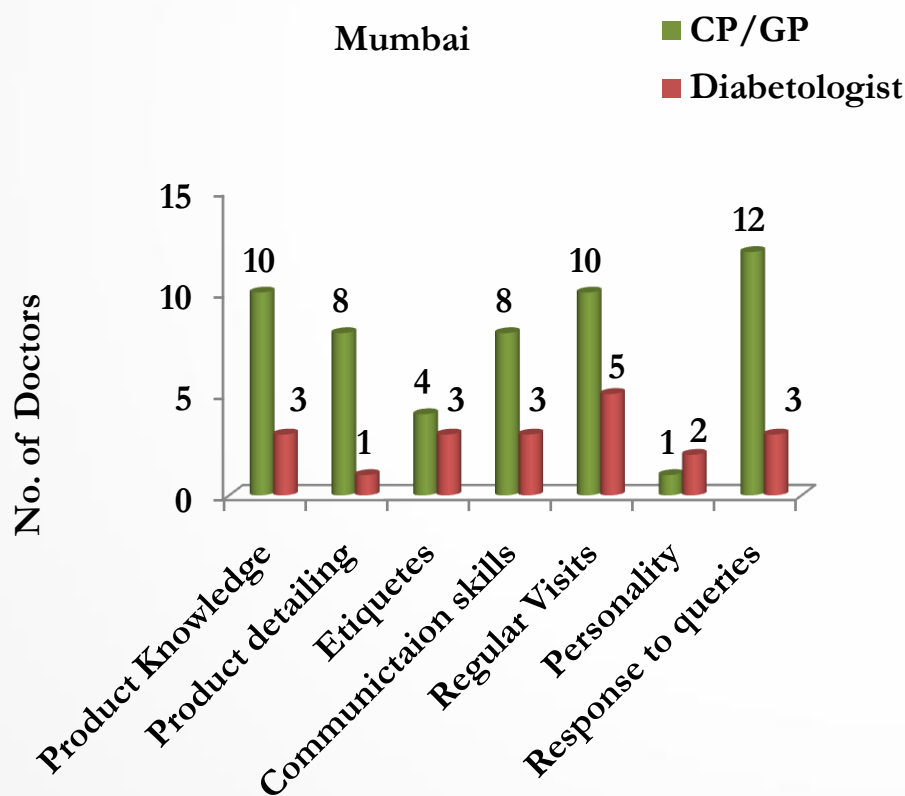
Inference:

In **Mumbai**, **Irregular follow ups** by the patient and **maintenance of Patient records** was a challenge

whereas in **Jaipur** **convincing the patients** for the treatment itself was a major challenge

Lack of diagnostic tools in Jaipur led to **weaker diagnosis** of diseases in few cases

12. Factors about medical representative that influence to Rx a specific brand



Inference: In Mumbai doctors expect a Medical Representative to have Product knowledge, Communication skills, Regular visits & being able to respond to queries

In Jaipur doctors expect a Medical Representative to be able to respond to queries, pay regular visits and should detail the product in a proper way.

Conclusion

- The patient pool for **Type 2 Diabetes** is more as compared to Type 1 Diabetes in both the cities.
- **Hypertension & Obesity** are the most common co morbidities associated with Diabetes; these co morbidities should be taken care of while Rxing a drug.
- **Metformin** being the highest prescribed brand for the treatment of Type 2 diabetes and Insulin for Type 1 Diabetes.
- **Cost, Quality, Effectiveness & Bioavailability** of the molecule were the factors that motivated Doctors to Rx a particular brand, **Scientific Literature , Formulations & Reminders** were some other factors considered by **Diabetologists in Jaipur**
- **CP/GP**, factors such as **cost and quality** are the important factors considered before Rxing a brand; **Diabetologists** considered **communication, creativity, field force visits & Scientific Data** before Rxing a brand
- Doctor's believed in communication including **Indian studies, International Guidelines. & Comparative studies.**

- **CME's ,live meetings & Association with International societies** are the ways Doctors update themselves through recent trends & developments in the management of Diabetes
- **Treatment cost & Compliance** are major challenges at patient level, at doctor level Irregular follow ups are the major challenges
- Medical representatives play a vital role in the pharmaceutical industry and are expected to be well versed with **product knowledge & respond to queries in an effective way**

Strategic Imperatives

- Patient awareness campaign for type 2 diabetes & also for early detection of can be designed as major patient pool is of Type 2 Diabetes.
- Diabetes Camps can be organized on “World Diabetes Day” for diagnosis of Diabetes, the camps will also help to maintain the relationship with doctors & increase prescription base.
- Preventive therapies as Life style modifications, diet charts & Exercises can be used, these charts can be distributed in the camps to prediabetes patients
- A visual Aid must communicate Cost, Quality, Effectiveness & Bioavailability of the molecule in a creative way (emotional connect with doctor) as they motivate Doctors to Rx a particular brand.

- To authenticate the above data studies on Indian patients can be used, comparative studies to demonstrate the efficacy of a molecule over other in the management of T2DM can be used, authentication with the use of elements such as stamps from the International guidelines can also be used
- Organizing CME'S, Live meetings and associating with international societies for branding
- A chart with probable dates as reminders for regular check up can help resolve the compliance issue a bit.
- Proper training & field force motivation through motivating quotes to help them achieve there targets

THANK YOU

