

MARKET RESEARCH ON LEVONADIFLOXACIN (RESEARCH MOLECULE BY WOCKHARDT LTD)

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INTRODUCTION

- Novel benzoquinolizine subclass of fluoroquinolones.
- Broad spectrum activity against Gram-positive, quinolone-sensitive Gram-negative, atypical and anaerobic bacteria.
- Has established activity against MRSA, hVISA, VISA and against respiratory pathogens like *S.pneumoniae* (penicillin and macrolide-resistant), and *H. influenza*.
- Demonstrated significantly favorable permeation and eradication of biofilm polymatrix layers.
- Superior bactericidal action against slow-growing staphylococci.
- Unusual ability to retain potency at an acidic PH of 5.5 .
- Matching Pharmacokinetic (PK) profile of oral and intravenous formulation makes it easier to switch from parenteral to oral therapy.
- Excellent bioavailability (approx..90%) of oral formulation both in fasting and fed state.
- No dose adjustment is necessary in patients with hepatic impairment.
- Superior safety- No QT prolongation, Phototoxic potential and hepatic enzyme elevation.

PRIMARY OBJECTIVE

- Market Research on Levonadifloxacin.

SECONDARY OBJECTIVE

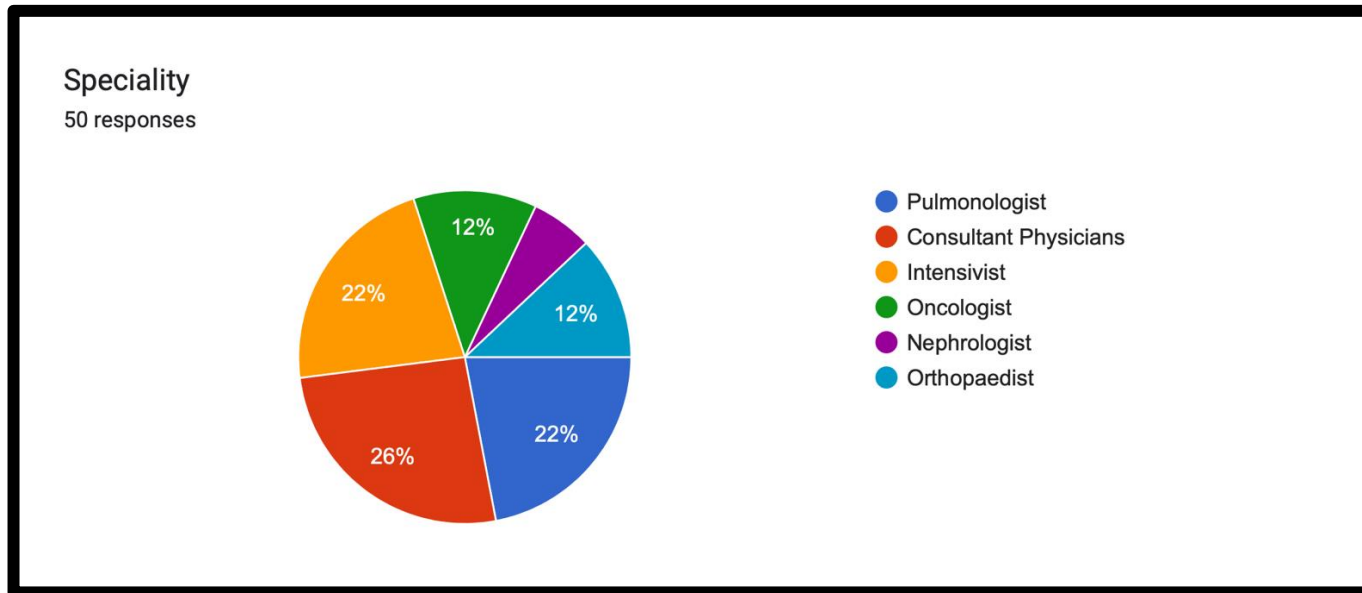
- To study the acceptance of new molecule by the doctors.
- To study the prescription behavior of doctors for the new molecule.
- To study the concerns raised by the doctors for the new molecules.
- To study for which indications this new molecule is mostly prescribed.

RESEARCH METHODOLOGY

STUDY DESIGN : Descriptive Study

SAMPLE SIZE : During the study only 50 Respondents filled questionnaire.

DATA COLLECTION : Primary

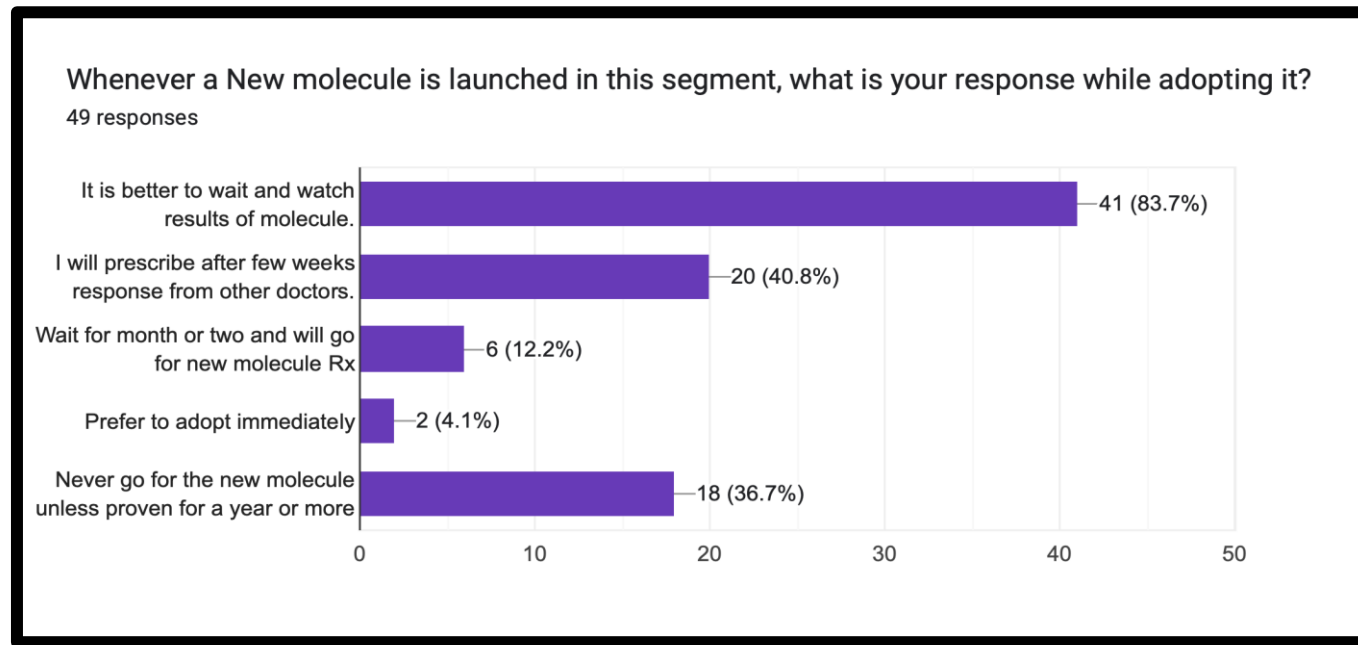


ANALYSIS:

- It can be seen from the graph that this market research consisted of consultant physician in majority.

INTERPRETATION:

- It can be seen that 26% of the survey consisted of consultant physician which shows that more number of questions were answered by them.

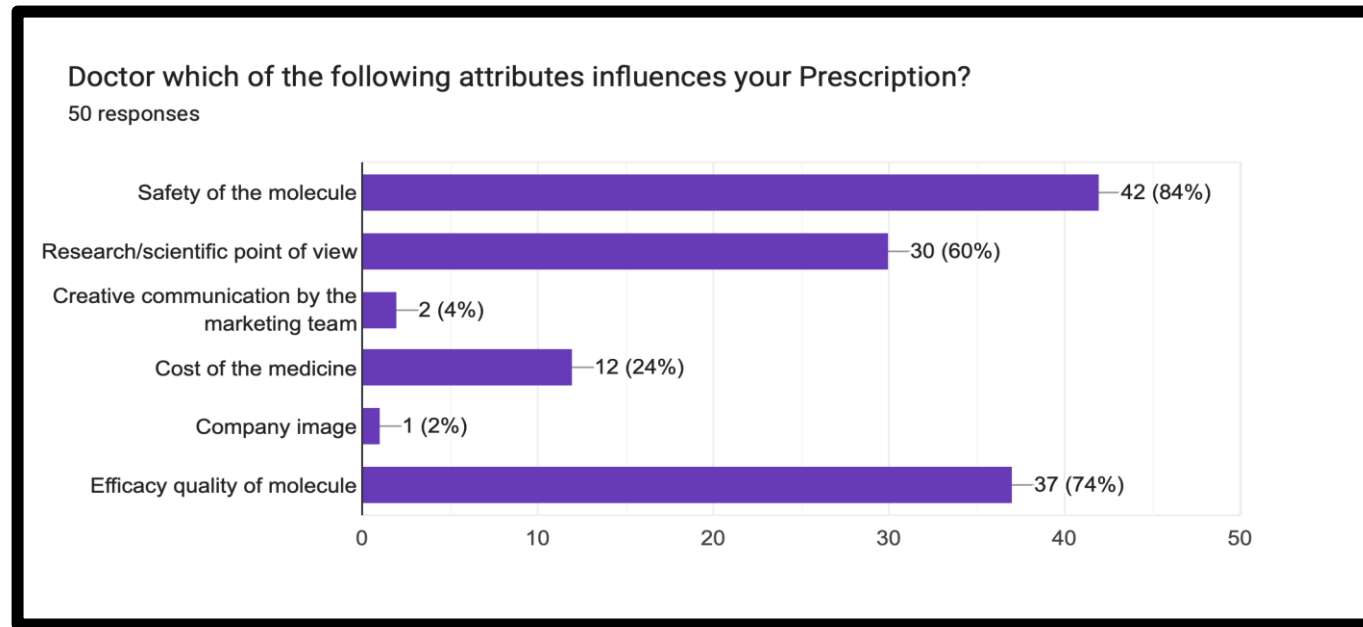


ANALYSIS

- In this market survey, it was found that 83.7% of doctors were saying it is better to wait and watch the results of molecule before prescribing.
- It was found that only 4.1% of doctors were ready to adopt the new molecule immediately.

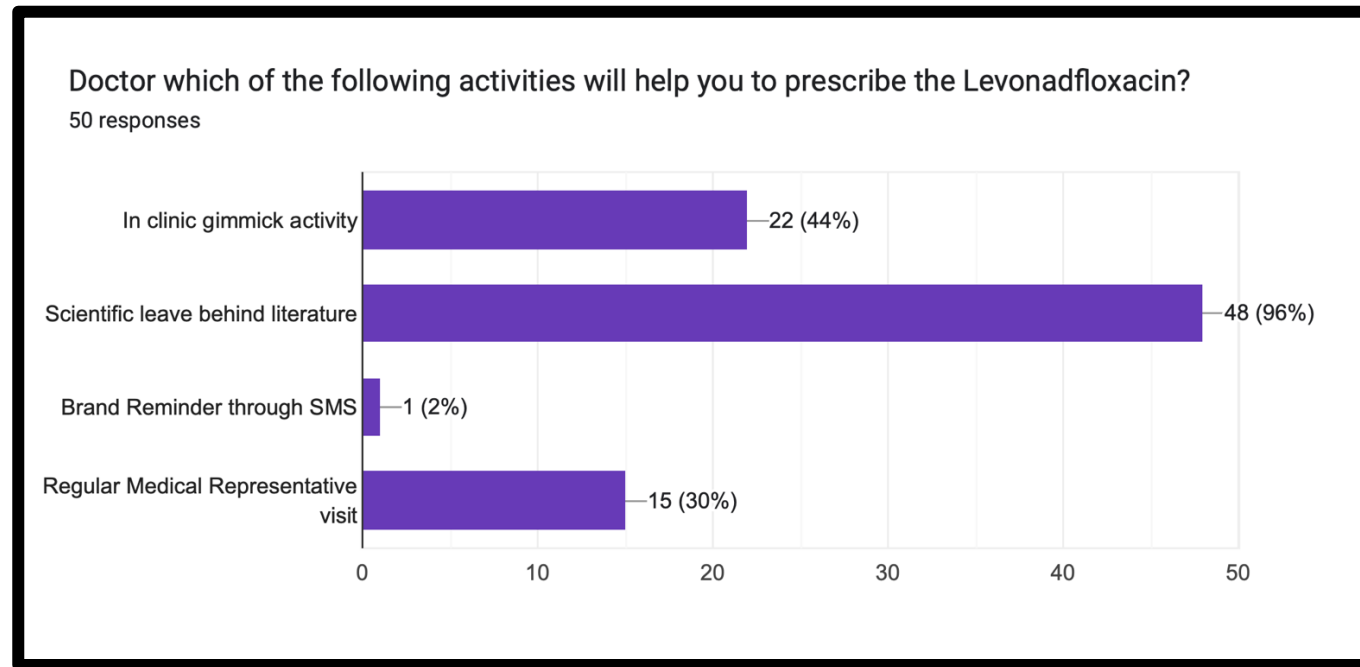
INTERPRETATION

- It was found that the most doctors were not ready to adopt the new molecule immediately, only a few doctors were ready to use it immediately.



ANALYSIS & INTERPRETATION:

- It was found that 84% of doctor's prescription depends upon the safety of the molecule followed by 37% efficacy quality of the molecule and 30% research and scientific point of view.
- Only 2% of doctors prescription depends upon companies image.

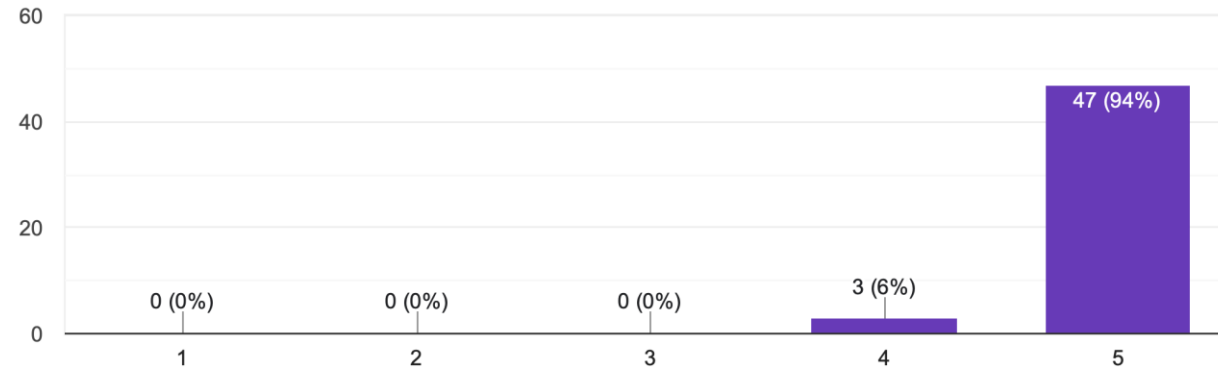


ANALYSIS & INTERPRETATION:

- It was found that Scientific- leave-behind literature influences 96% of prescriptions followed by 44% by in-clinic gimmick activity and 30% by regular MR visits.
- Brand Reminder through SMS contributes only 2% doctor's prescriptions.

Doctor, after prescribing Levonadifloxacin to patient, how effectively it helps in treating gram positive pathogens? Please rate on scale of 1 to 5.

50 responses

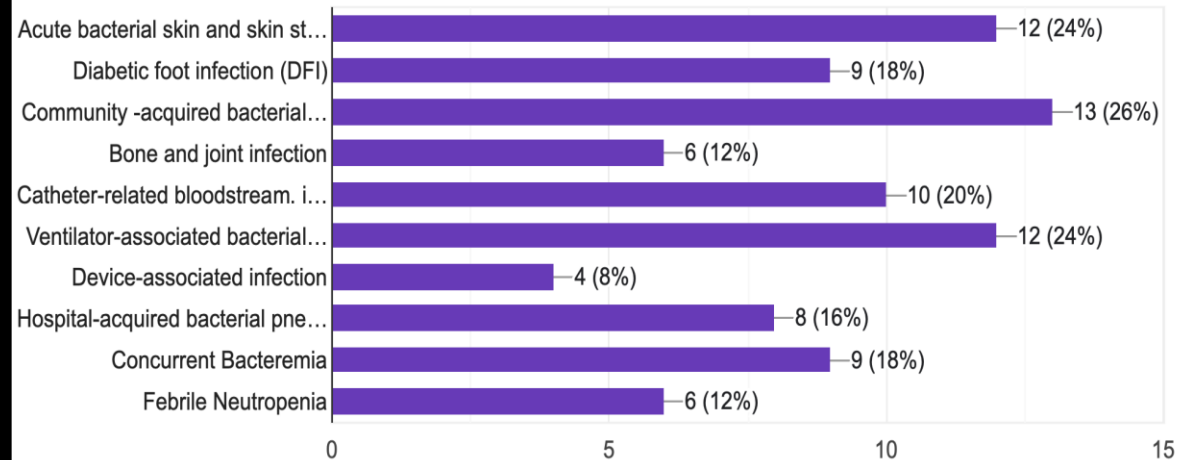


ANALYSIS & INTERPRETATION:

- It was found that 94% of doctors rated 5 and only 6% of doctors rated 4.
- It was seen that doctors were finding it effective in gram positive pathogen.

Doctor for which indication you prescribe Levonadifloxacin?

50 responses



ANALYSIS & INTERPRETATION:

- For Community-acquired bacterial pneumonia, it was found that 26% of doctors were prescribing.
- Only 4% of doctors were prescribing for Device-associated infection.

CONCLUSION

- There is only “EMROK” brand available which consist of Levonadifloxacin and there are many indirect competitor brands available with different composition. Each product is having cutthroat competition with the other products and hence it is very important for any company to project the product in the best possible manner and also target the correct population for the most prevailing disease.
- According to my research. I feel the combination of “Levonadifloxacin” has good potential in the market only if it is focused towards people suffering from MRSA Gram-positive pathogen. Since as per my research and findings it is one of the most prevalent diseases in today’s time.

THANK YOU