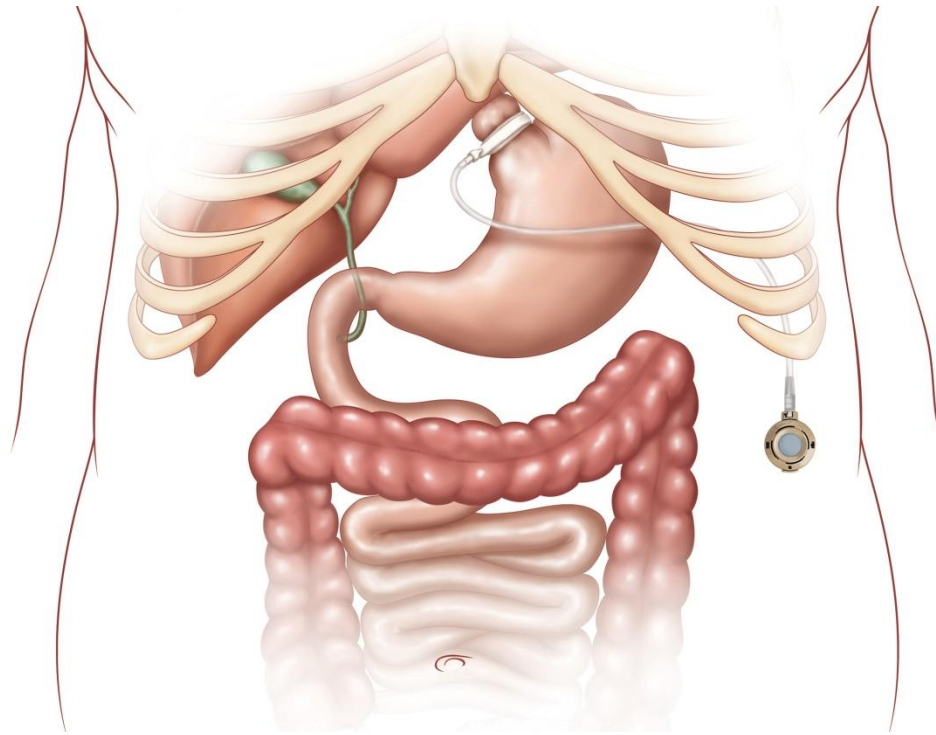




BRAND PERCEPTION AND ATTITUDE OF DOCTORS TOWARDS OMEZ

INTRODUCTION

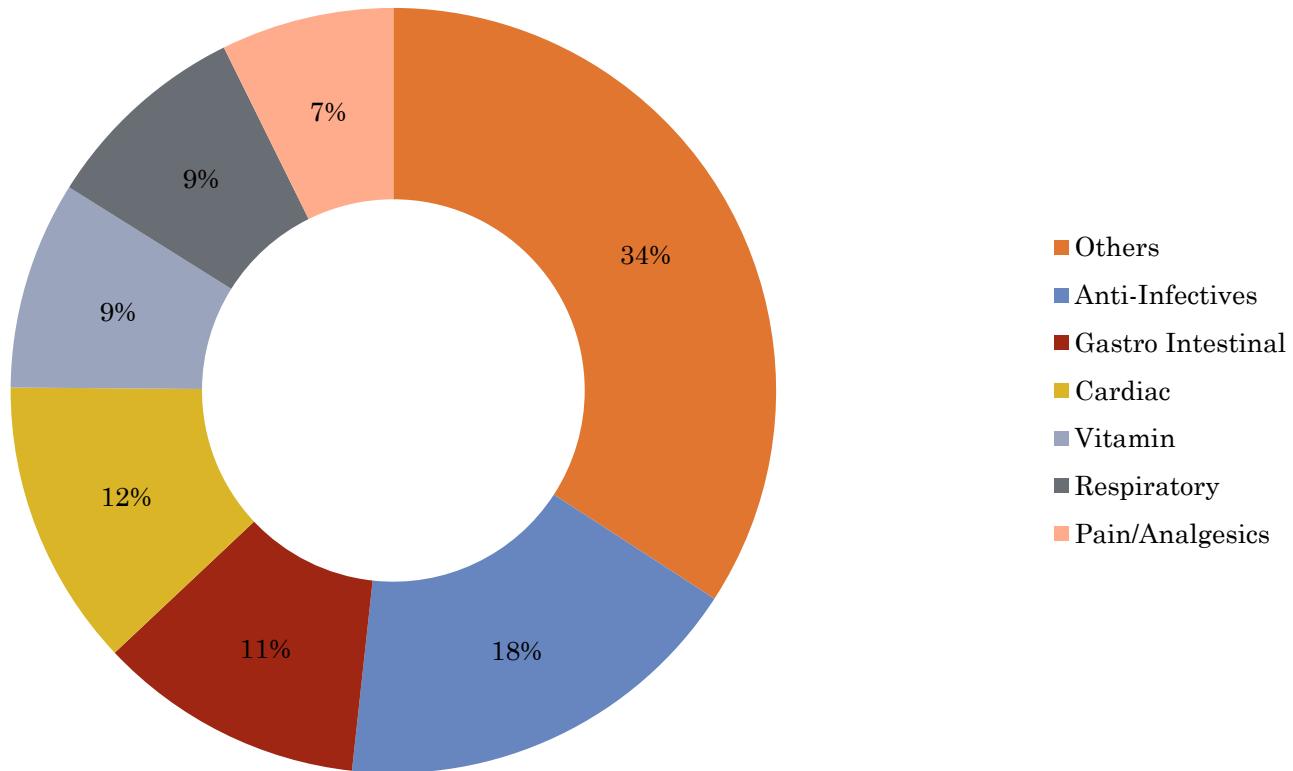
- The country's Pharma industry accounts for about 1.4 per cent of the global Pharma industry in value terms and 10 per cent in volume terms
- The Indian pharmaceuticals industry revenues are expected to rise at a CAGR of 17.8 per cent to USD36 billion during 2008–16
- Ranked 5th in terms of attracting FDI
- The revenues from prescription drugs are expected to expand at a CAGR of 18.2 per cent to USD29 billion by 2016

GROWTH DRIVERS



THERAPY PERFORMANCE

IPM market Segments



- Anti Diabetic segment is the fastest growing and most promising segment and most important growth driver for IPM.
- Anti-infective drugs command the largest share (17.8 per cent) in the Indian Pharma market.
- The cardiovascular segment represents 11.4 per cent of the market share; its contribution is likely to rise due to the growing number of cardiac cases in India



WHAT IS GERD??

- GERD –Gastro Esophageal Reflux Disorder

Stomach acid persistently and regularly flowing back up into the food pipe - into the gullet, which moves food down from the mouth

Symptoms

- Heart Burn
- Throat problems - soreness, hoarseness
- Difficulty in Swallowing



- Studies(www.ncbi.nlm.nih.gov/pubmed/9347176) reported that 36% to 44% of adults experience heartburn at least once per month, 14% every week, and 7% once a day

TREATMENT

- Antacids
- Anti Histamines
- PPI
- Prokinetics



SCOPE OF STUDY

- This study takes into account the various facets of PPIs that are considered when a doctor decides to prescribe a PPI. The matter focuses on OMEZ in particular and the study is limited to doctors surveyed in Gurgaon



RESEARCH OBJECTIVES

- To find out the brand perception and attitude of Doctors towards OMEZ
- To recommend a strategy to increase the sale of OMEZ



RESEARCH METHODOLOGY

- **Area covered**: Gurgaon
- **Research Design**: Descriptive
- **Sampling Technique**: Convenient
- **Target Population**: Doctors
- **Sample Size**: 200
- **Data Collection**

Tool: Semi-Structured Questionnaire

Technique: Face to Face interview



DATA ANALYSIS

BRAND COMES TO MIND FIRST WHEN THEY
HEAR ABOUT GERD AND PEPTIC ULCERS



Brands	% Responses
Omez (DRL)	17%
Razo (DRL)	14%
Ocid (Zydus)	10%
Zinetac (GSK)	10%
Pantocid (SUN)	10%
Rablet (Lupin)	10%
Pan (Alkem)	9%
Rabicip (Cipla)	8%
pantodac (Zydus)	7%
Rantac (J B Chemicals)	7%
Aciloc (Cadilla)	1%



Consultant



Brands	No. of responses	% Of Responses
Omez (DRL)	29	19%
Razo (DRL)	22	14%
Ocid (Zydus)	16	10%
Rablet (Lupin)	16	10%
Zinetac (GSK)	16	10%
Pan (Alkem)	13	8%
Pantocid (SUN)	12	8%
Rabicip (Cipla)	12	8%
Pantodac (Zydus)	9	6%
Rantac (J B Chemicals)	8	5%
Aciloc (Cadila)	1	1%



GP

Brands	No. of responses	% Of Responses
Pantocid (SUN)	7	15%
Razo (DRL)	6	13%
Rantac (J B Chemicals)	5	11%
Pan (Alkem)	5	11%
Ocid (Zydus)	4	9%
Pantodac (Zydus)	4	9%
Rabicip (Cipla)	4	9%
Zinetac (GSK)	4	9%
Omez (DRL)	4	9%
Rablet (LUPIN)	3	7%
Total	46	100%



INDICATION FOR WHICH DOCTORS PRESCRIBE OMEZ

CONSULTANT Response



Indications	% of Responses
GERD	20%
Peptic ulcers	12%
Heartburn	10%
Drug induced gastritis	8%
Dyspepsia	8%
Esophagitis	8%
Acid peptic disorders	8%
Hyperacidity	7%
Symptomatic relief	7%
Undergoing surgery	6%
with Antibiotics	2%
with NSAIDs	2%



GP Response

Indications	% of Responses
Hyperacidity	26%
Peptic ulcers	20%
GERD	11%
Heartburn	11%
Dyspepsia	7%
Esophagitis	7%
Undergoing surgery	7%
Symptomatic relief	4%
Acid peptic disorders	2%
Drug induced gastritis	2%
with Antibiotics	2%
with NSAIDs	2%



WORD WHICH DOCTORS ASSOCIATES WITH OMEZ

Indications	% Responses
Time tested	21 %
Quality	20 %
Efficacy	19 %
Good compliance	19 %
Availability	9 %
Better Efficacy	7 %
Reliable	6 %
Safe	2 %



OMEZ PRESCRIPTION(SINGLE PRESCRIBED OR CO-PRESCRIBED)

Indication	Number of responses		
	Cons (n=154)	GPs (n=46)	Total N=200
Co-Prescription	85	25	110
Prescription	35	12	47
Both	34	9	43
Total	154	46	200



WERE DOCTOR ABLE TO RECALL THE PRICE

Response	Number Of Responses		
No	103	35	138
Yes	51	11	62
Total	154	46	200



WERE THEY ABLE TO RECALL THE PROMOTION

Response	Number of Responses		
	Cons(n=154)	GP (n=46)	Total N=100
No	98	33	131
Yes	56	13	69
Total	154	46	200



CONTINUED

Responses	Number of Responses		
	Cons	GP	Total
Regular Reminders	12	3	15
Haven't met for a long time	8	3	11
Promote it very heavily	6	-	6
Regularly visit	4	2	6
I don't prescribe	4	-	4
It easily comes to the mind	4	-	4
Nothing different	3	2	5
They hardly promote because doctor know the brand	3	-	3
They just give reminders	3	-	3
Irregular visits by MR	3	1	4
Know the brands over the years	2	-	2
Heavy Sampling	2	1	3
Camps and Conference	1		1
Gifts/Books	1	1	2



SUGGESTIONS FOR IMPROVEMENT REGARDING THE BRAND

Consultant	No. Of Responses	% of Responses
Early onset of action needed	21	14%
need to be more competitive and aggressive	19	12%
Should be more Cost-effective	19	12%
Provide more range of dosage forms	17	11%
reduce the pack size	17	11%
Don't make it a OTC like drug	16	10%
increase sampling	16	10%
I am satisfied and have no complaints	11	7%
Increase promotional activities	11	7%
reduce the size of the capsule	6	4%
Increase the frequency of visits	1	1%
Total	154	100%



CONTINUED

GP	No. Of Responses	% of Responses
need to be more competitive and aggressive	6	13%
Should be more Cost-effective	6	13%
I am satisfied and have no complaints	5	11%
Increase promotional activities	5	11%
increase sampling	5	11%
Don't make it a OTC like drug	4	9%
Early onset of action needed	4	9%
Provide more range of dosage forms	4	9%
reduce the size of the capsule	4	9%
reduce the pack size	3	7%
Total	46	100%



FINDINGS

- Attitude and Perception of Consultants was different from the GPs
- Emotional attachment of doctors(consultant) persist with OMEZ while GP prescriptions were found to be price driven
- This is the reason that inspite of new molecules like rabeprazole,lansoprazole,esomeprazole OMEZ is growing
- Market Share of OMEZ is 107 Cr which captures the 33% share of total Omeprazole market.
- The top of the mind response of consultant is OMEZ
- The top of the mind response of GP was Pantocid.
- Majority of consultants and GPs prescribed OMEZ with NSAIDs and antibiotics which leaves the scope for development of better combination to increase the market share
- The DRL team does not promote OMEZ regularly .This is the main reason that majority of Doctors were not able to recall the brand promotion.



RECOMENDATIONS

- BRAND RECALL
- BRAND EXTENSION
- CME & SEMINARS
- OMEZ DAY



○ THANK YOU

