

Innovative solutions for treating Interstitial lung disease through market research at Cipla



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About Cipla

Cipla is a leading pharmaceutical from India with presence across the world. It was established in 1935 as Chemical Industrial & Pharmaceutical Laboratories Ltd and changed to its current name in 1984. The company has a vast portfolio with more than 1,500 products in the market. The company’s business is divided into three strategic units - APIs, respiratory and Cipla Global Access. Its largest market is India, followed by Africa and North America.

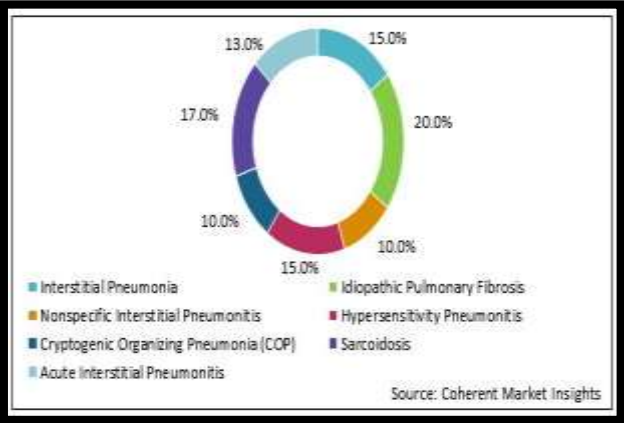
Vision

To become a centre of excellence in the manufacturing of quality, affordable and newer medicines.

Mission

To be a leading global healthcare company which uses technology and innovation to meet everyday needs of all patients.

Market analysis of ILD

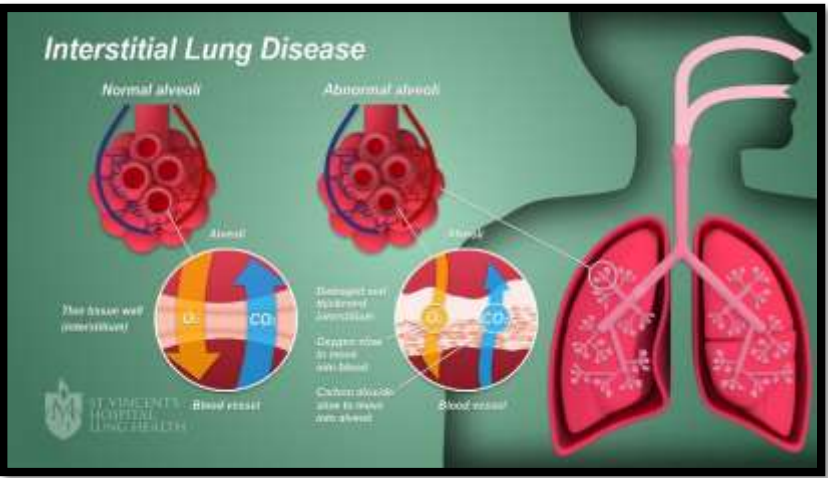


Objective

To collect data from Pulmonologists of Bangalore on their preference between Pirfenidone and Nintedanib.

About the disease

A category of lung conditions known as interstitial lung disease (ILD) are characterized by inflammation and fibrosis of the interstitial tissue that supports the lungs' air sacs. ILD covers several ailments, such as sarcoidosis, hypersensitivity pneumonitis, and idiopathic pulmonary fibrosis (IPF)



About the molecule

Pirfenidone and Nintedanib are two medications approved for the treatment of idiopathic pulmonary fibrosis (IPF), which is the most common and severe form of ILD.

Safety and efficacy of pirfenidone and nintedanib

Learning outcomes

- Understanding the market size and growth of Nintedanib and Pirfenidone.
- Understanding how the ILD portfolio's internal sales staff operates.
- Gathering data and information from different pulmonologists of Bangalore.

Recommendations

- Companies should support programs for ILD patients, such as helplines, support groups and financial assistance.
- Sponsor relevant conferences, workshops and awareness events related to ILD.

Theory Vs Practical

- Theoretical knowledge is derived from scientific literature and educational resources.
- It involves a systemic learning process to understand the concepts and principles of ILD.
- Practical knowledge produces concrete data on doctors' perception and their impact on patient outcomes

Challenges

- Limited availability of data.
- Not all the doctors were responsive.
- Time constraints.

SWOT Marketing Analysis

