

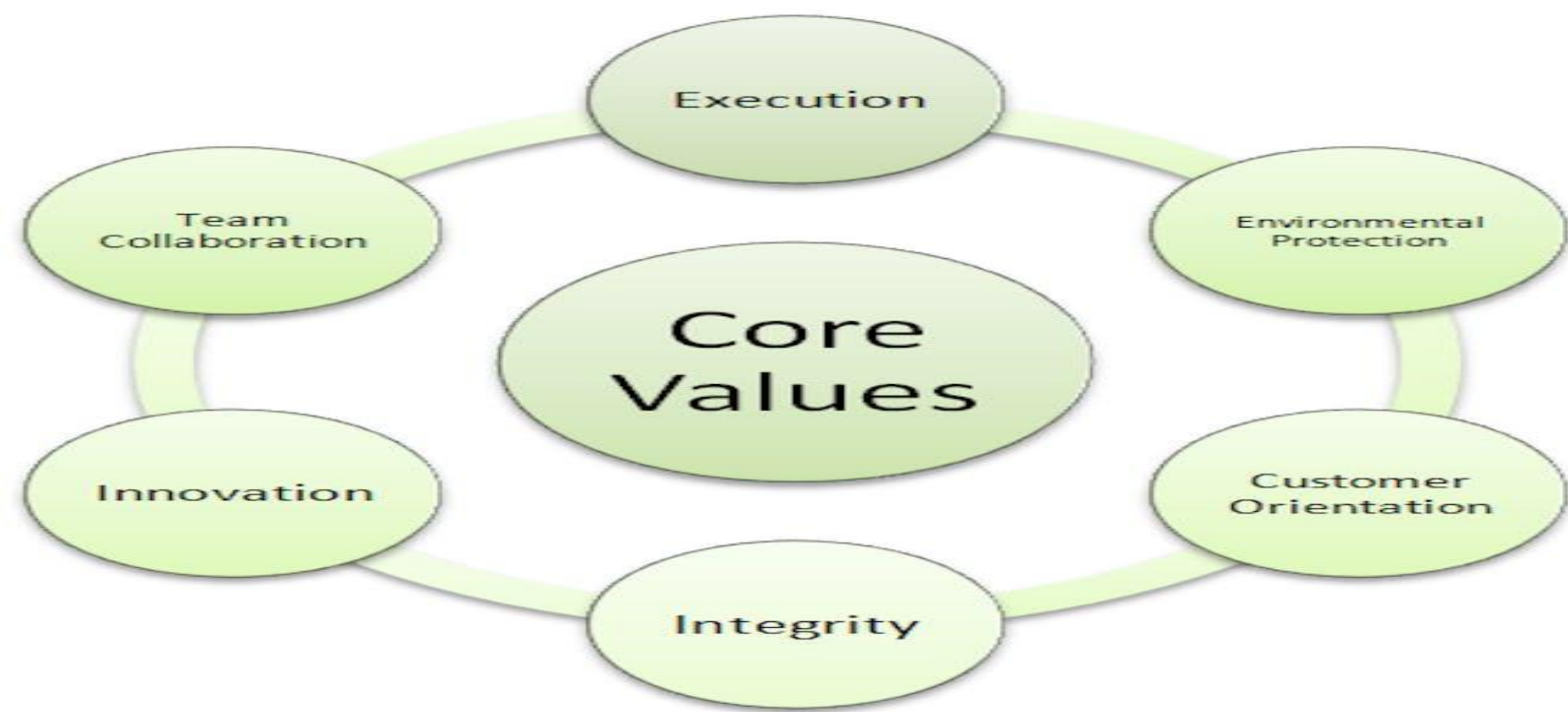
NAME – NISHI VAGRECHA ; 00413 ; PM14

FACULTY MENTOR – DR ASHOK PEEPLIWAL
INDUSTRY MENTOR – MR NIDHISH GAURAV

BRIEF HISTORY, VISION AND MISSION

- Cipla is a multinational pharmaceutical and biotechnology company headquartered in Mumbai, India. It is renowned for its wide range of high-quality generic medications, innovative therapies, and affordable healthcare solutions.
- Cipla operates in over 80 countries, serving millions of patients worldwide and making a significant impact on global healthcare access.
- "To be the most trusted and preferred healthcare partner globally."**
- "To ensure that no patient shall be denied access to high-quality and affordable medicines and support."**

CORE VALUES



OBJECTIVES AND BRIEF DESCRIPTION OF THE PROJECT

- To identify the preferred choice of drugs by chest physicians in the treatment of ILD.
- To understand the incidences, stages, first line therapy and duration of treatment of ILD.
- To study and understand the process and concept of Marketing research.

The project was conducted in three distinct stages.

- The first stage involved an in-depth examination of ILD and the development of a questionnaire.
- The second stage entailed engaging with chest physicians working in both government and private hospitals and conducting the survey.
- Finally, in the last stage, the data collected from the survey was carefully analyzed to draw meaningful conclusions.

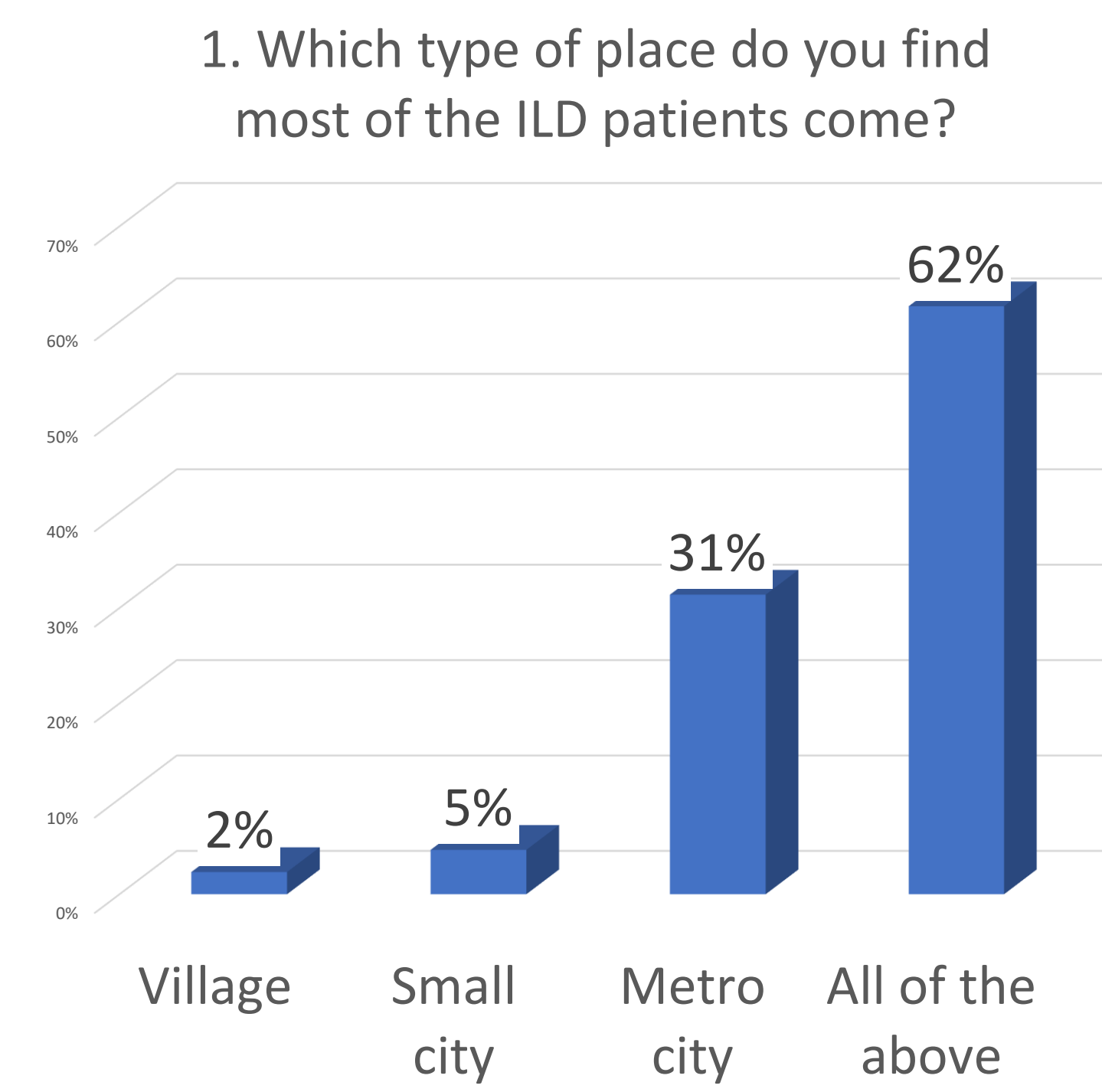
RESEARCH METHODOLOGY

- SAMPLE DESIGN – Descriptive Study
- SAMPLING – Non-probability Convenience Sampling
- SAMPLE SIZE – 86
- SAMPLE FRAME – Private and Government Doctors
- SAMPLE POPULATION – Chest Physicians and Consultants
- TOOLS FOR DATA COLLECTION – Direct Questionnaire
- TOOLS FOR DATA ANALYSIS – MS EXCEL
- STUDY DURATION – 2 months

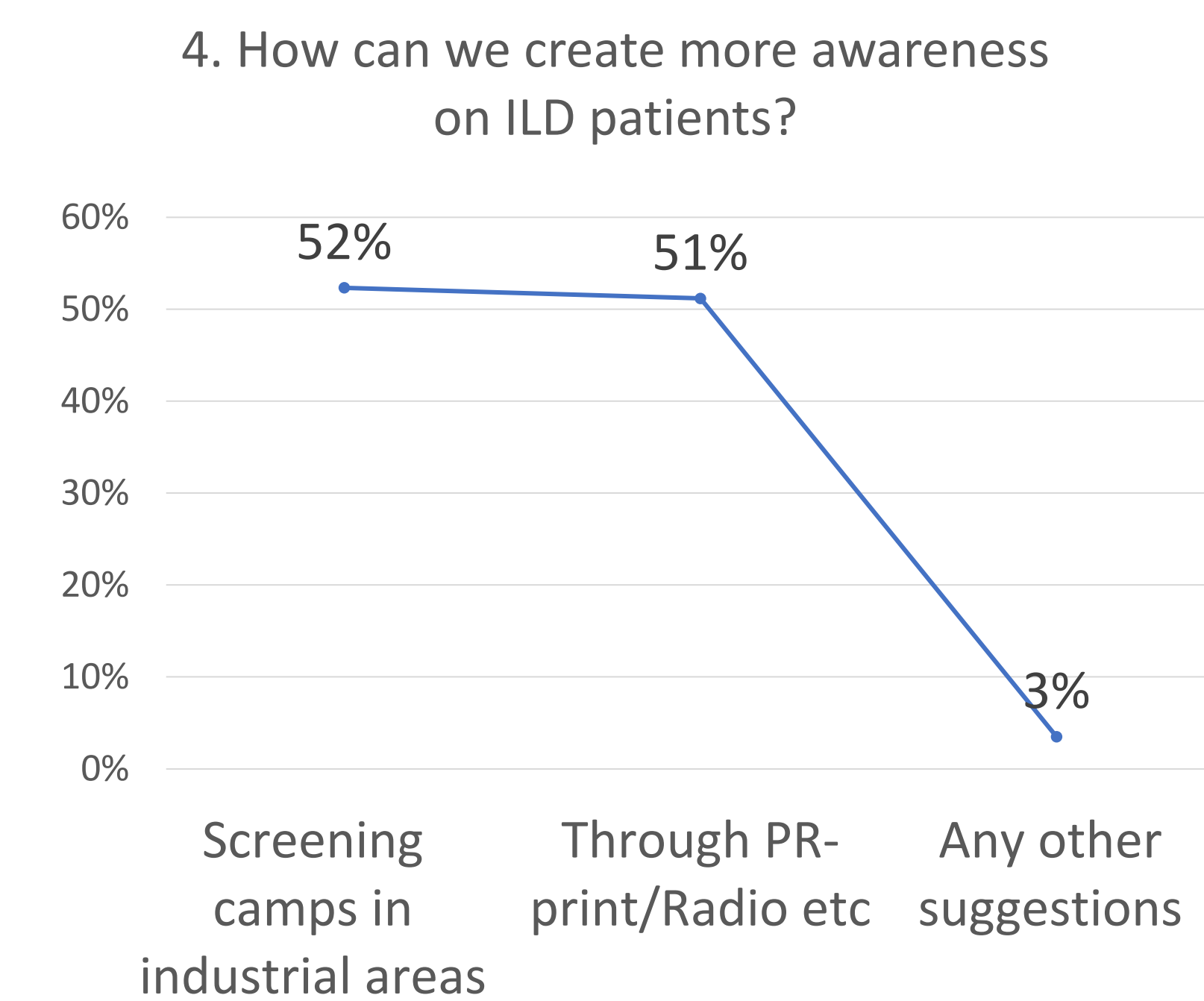
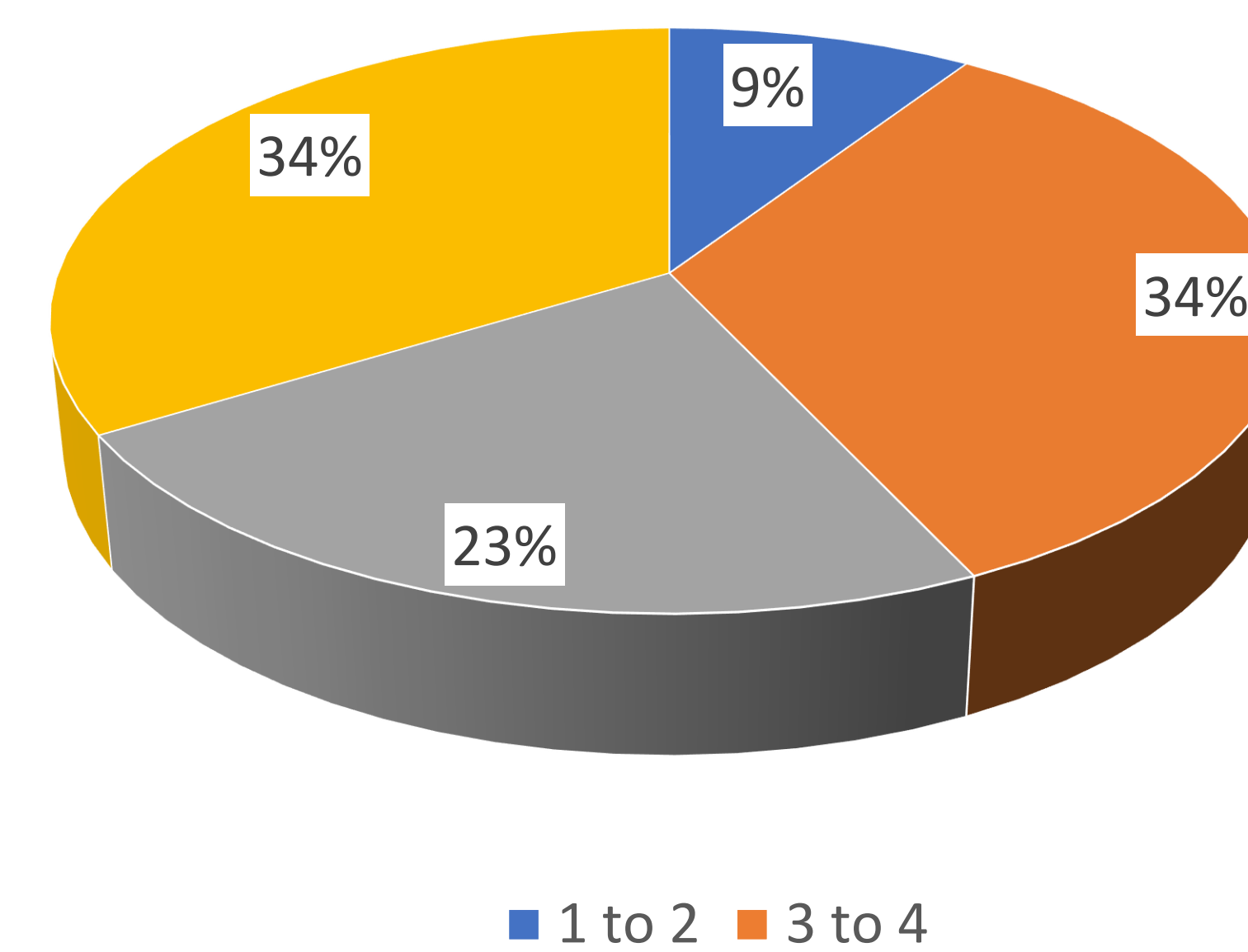
ABOUT ILD AND ANTIFIBROTICS

- Interstitial lung disease (ILD) is a term for a group of over 200 conditions that cause inflammation and scarring in your lungs. ILD damages the tissues between the small air sacs in your lungs (alveoli) and the blood vessels around them. This makes it harder for you to move oxygen out of your lungs and into your body. Depending on the underlying cause and characteristics of ILD, various treatments are available to manage symptoms, reduce inflammation, and slow disease progression.
- Antifibrotic agents: For certain types of ILD, such as idiopathic pulmonary fibrosis (IPF), medications like **Pirfenidone** and **Nintedanib** may be prescribed to slow the progression of fibrosis (scarring) in the lungs.

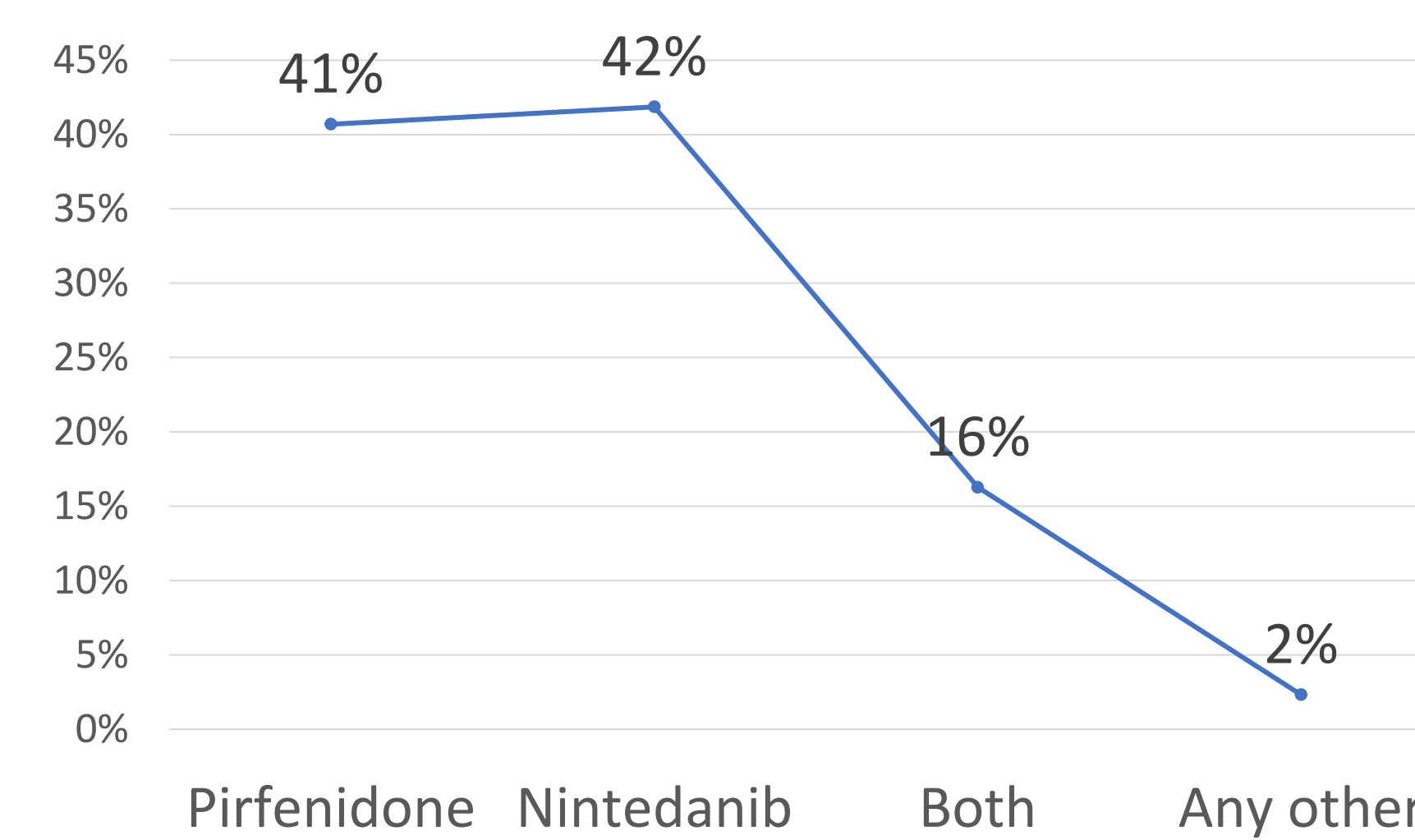
FINDINGS AND INTERPRETATIONS



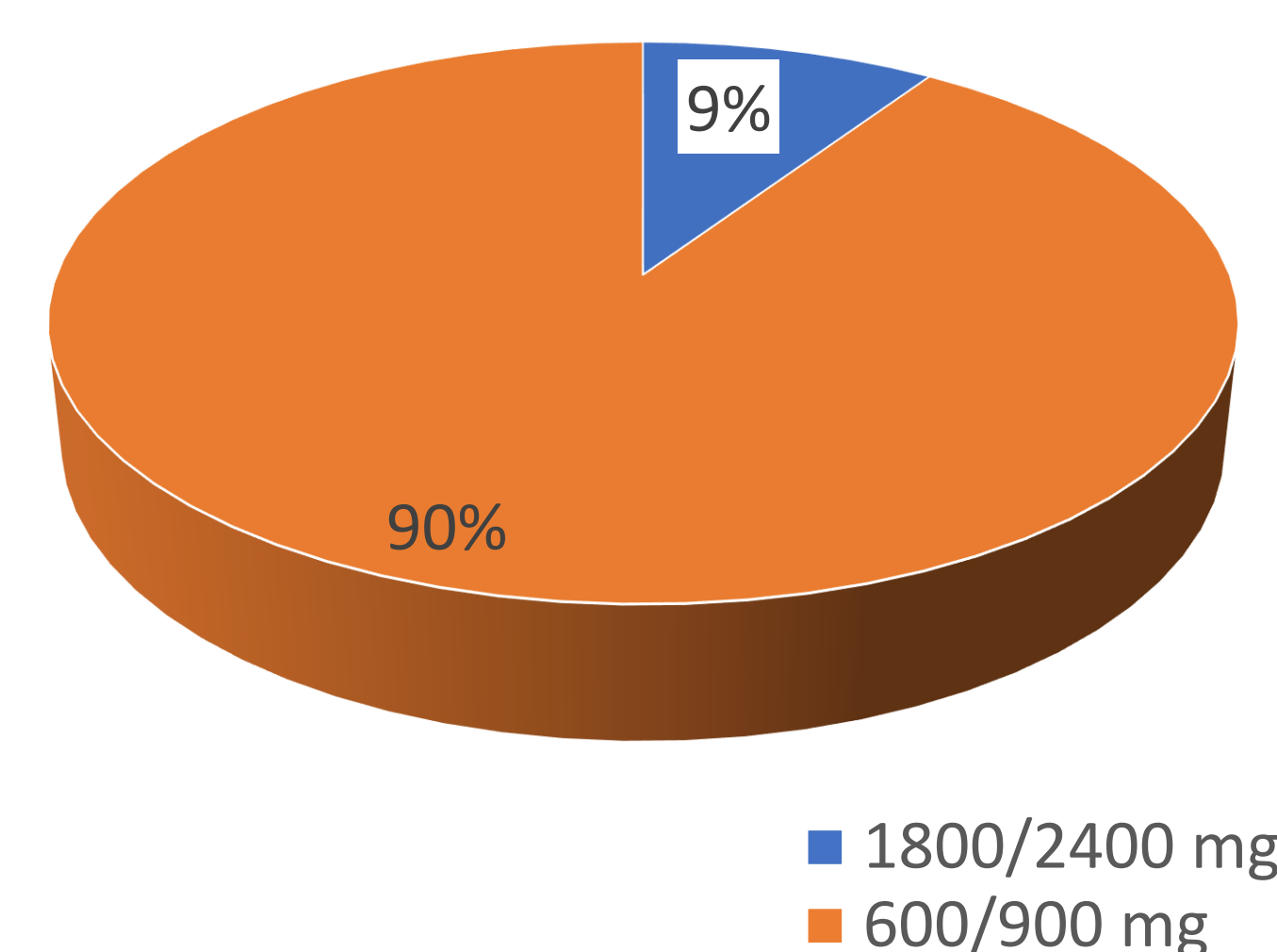
2. How many new ILD patients come to you in a month?



9. In your opinion which of the below antifibrotics is safe to use in IPF patients with concomitant cardiovascular disease?



10. If you wanted to target 1800/2400 mg of pirfenidone, which ER formulation will work, 600/900 mg ER ?



SUGGESTIONS AND RECOMMENDATIONS

- Companies should invest in awareness campaigns and educational initiatives to increase understanding of ILD.
- Company should organise programs that provide comprehensive support to ILD patients, including access to affordable treatment options, counselling services, and support groups

OVERALL FINDINGS FROM THE RESEARCH

- Idiopathic pulmonary fibrosis (IPF) is the most common and deadliest form of interstitial lung disease (ILD).
- The high cost of ILD treatments poses a significant financial burden for patients, affecting access to care and treatment adherence.
- Combination therapy is generally not favored by doctors for ILD treatment.
- Despite causing diarrhea, Nintedanib, a new ILD treatment, is highly preferred by doctors due to its efficacy and benefits.
- The COVID-19 pandemic did not result in a significant increase in ILD cases.

LEARNINGS

- Comprehensive Understanding of ILD
- Designing Effective Questionnaire
- Survey Administration and Data Collection
- Data Analysis and Interpretation
- Emphasizing the importance of effective communication

CHALLENGES

- Access to Targeted Physicians
- Limited Availability of Data
- Ensuring Accuracy and Reliability
- Interpreting Complex Data
- Time Constraints`

THEORY VS PRACTICAL

- Theoretical knowledge is based on abstract concepts, principles, and ideas
- Theoretical knowledge provided by professors in university gave me an insight about how hospitals should be planned and what are the services provided by the hospitals

V/S

- Practical knowledge made my concepts more crisp and made me understand the hospital as an organization in a better way