

TO BRIDGE THE GAP OF PRESCRIBER'S PERCEPTION IN REGARDS OF NUTRACEUTICAL PRODUCTS

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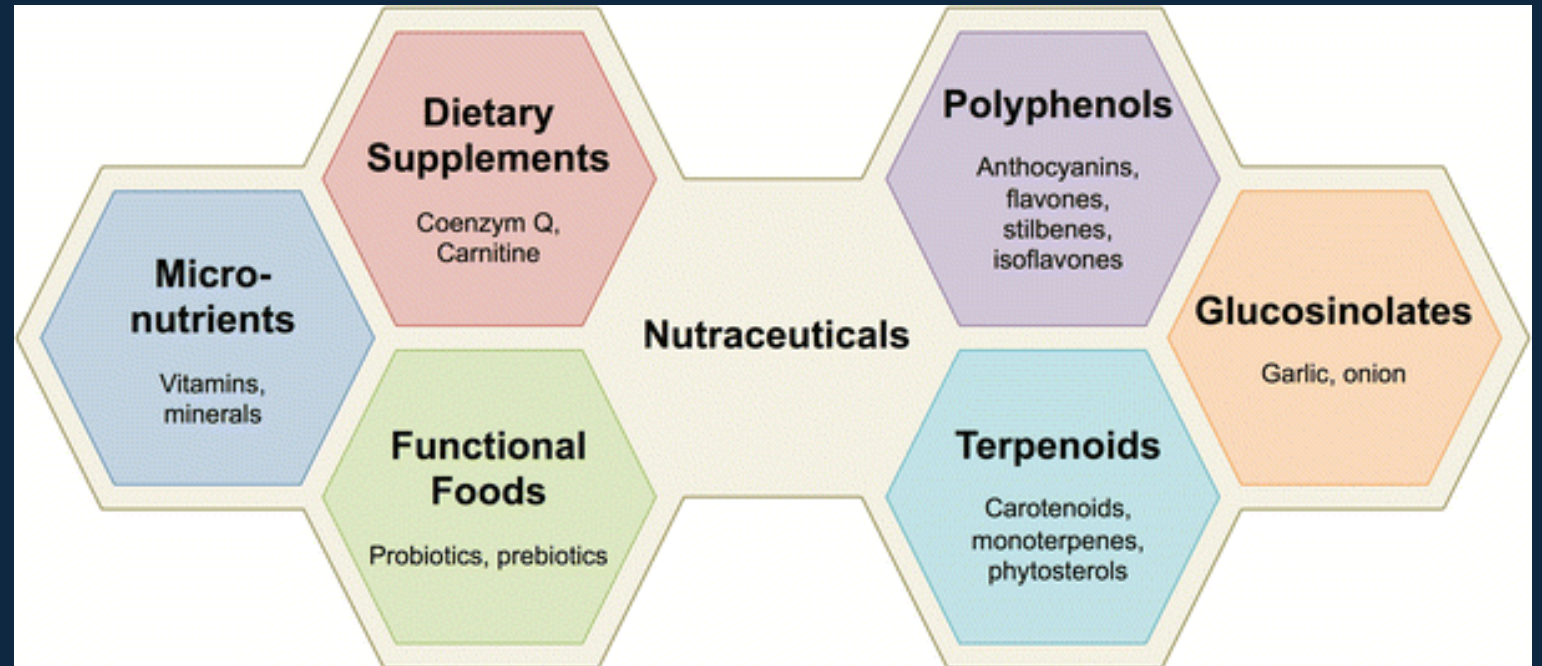
(PROFESSOR, IIHMR UNIVERSITY, JAIPUR)

INTRODUCTION

- The term "nutraceutical" is a combination of "nutrient" and "pharmaceutical", which are essentially food or food-derived substances that provide health benefits beyond basic nutrition.
- They offer a natural approach to promoting health, managing symptoms, and potentially preventing diseases and can be concentrated extracts, powders, capsules, or even fortified food items.
- The nutraceutical market is vast and ever evolving, but some common examples include:
 - i. **Vitamins and minerals:** These essential nutrients are often taken in supplement form to address deficiencies.
 - ii. **Botanicals and herbal extracts:** Products like turmeric, ginger, and green tea extracts offer a range of potential health benefits.
 - iii. **Probiotics:** This live bacterium supports gut health and may contribute to overall well-being.
 - iv. **Prebiotics:** These non-digestible fibers act as food for gut bacteria, promoting a healthy microbiome.
 - v. **Fish oils:** Rich in omega-3 fatty acids, they may benefit heart and brain health.
 - vi. **Coenzyme Q10 (CoQ10):** This antioxidant supports cellular energy production and may have various health benefits.

TYPES OF NUTRACEUTICALS

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METHODOLOGY

TYPE OF RESEARCH –

The research design is – Cross-Sectional Observational design to collect data through online surveys from people.

SAMPLE SIZE –

- Based on the selection criteria, articles that were published between 2010 and 2023 and were accessible on Google Scholar were vetted and chosen.
- Participations in Online Survey - 103

RESEARCH QUESTIONS

Awareness and Understanding of Nutraceuticals:

- a) Have you heard of nutraceutical products before?
- b) How would you define a nutraceutical product?
- c) Rate your familiarity with different types of nutraceutical products [Vitamins, Minerals, Herbalssupplements)
- d) Do you believe that nutraceutical products can provide health benefits?
- e) What factors influence your perception of nutraceutical products?
- f) How confident are you in the safety and efficacy of nutraceutical products?
- g) Do you believe that healthcare professionals should recommend or prescribe nutraceuticalproducts?
- h) How often do you discuss or seek advice from healthcare professionals about mutraceuticalproducts?
- i) If You are not taking the Nutraceuticals specific reason you are not taking them?
- j) In your opinion, what could be done to better educate healthcare professionals about nutraceutical products?

OBJECTIVES

01

Assessing
Knowledge and
Attitudes

02

Identifying
influencing
factors

03

Comparing
Perceptions

04

Educating
Healthcare
Practices and
Policies

05

Enhancing
Education and
Training

<i>INCLUSION CRITERIA</i>	<i>EXCLUSION CRITERIA</i>
Licensed prescriber practicing in Ludhiana, Punjab, India.	Prescribers on leave or unable to participate due to time constraints.
Hospitals	Healthcare professionals who are not licensed to prescribe medications.
Participants willing to participate in the study.	Participants Not willing to participate in the study.

RESULTS -

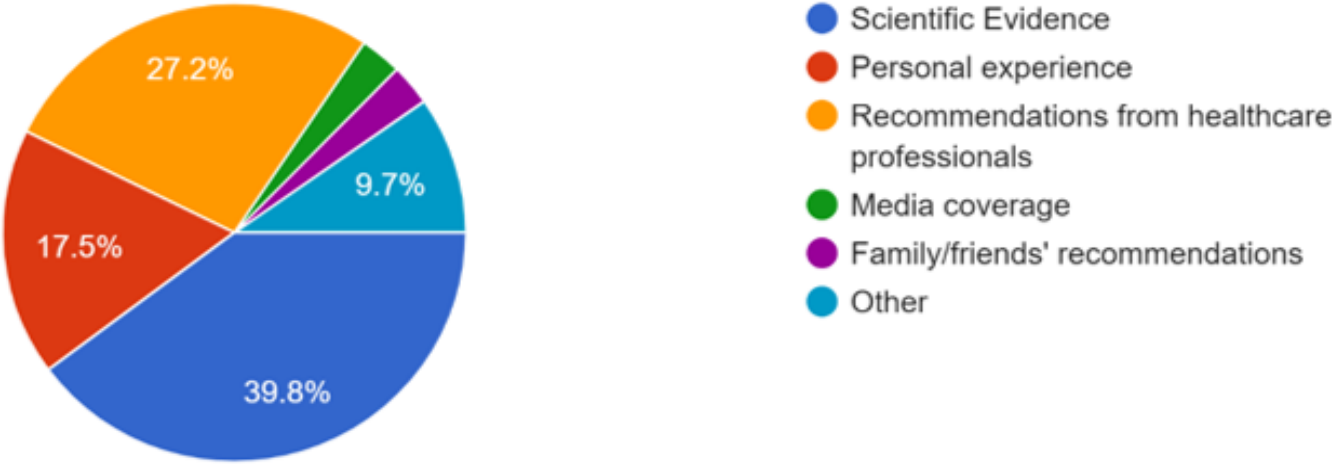
The data collected by doing online Survey from 103 respondents categorized:

Total: 103

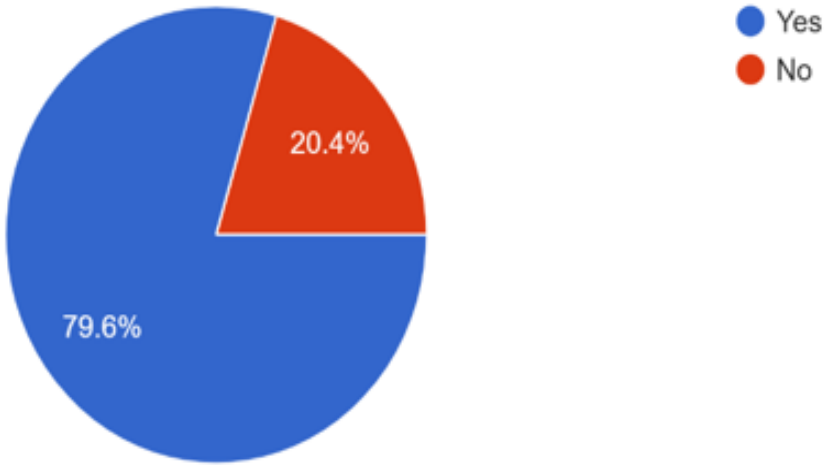
Male: 64

Female: 39

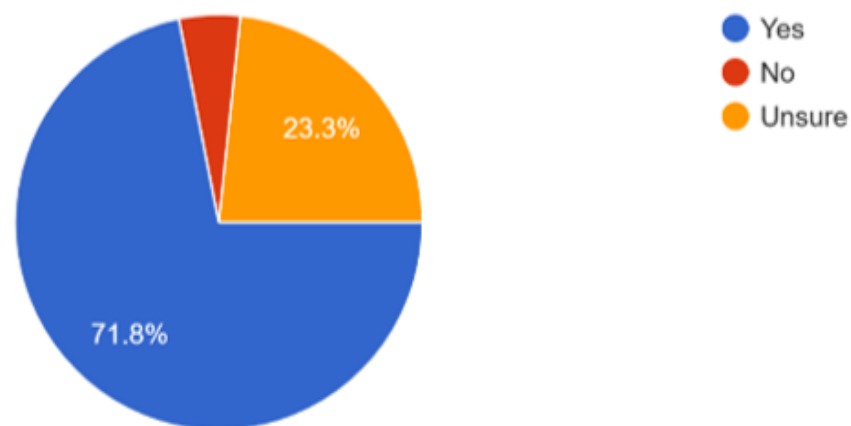
What Factors Influence perception regarding nutraceutical product?



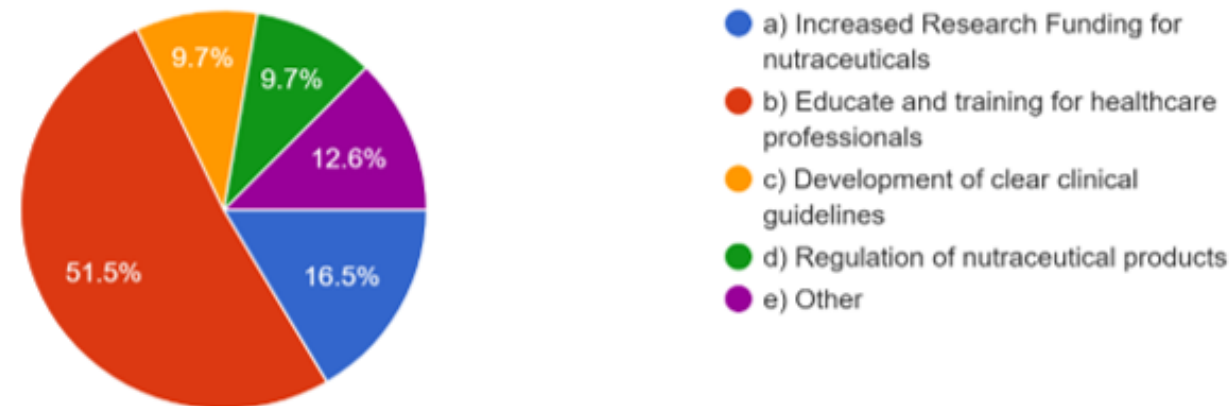
How many of them have heard about Nutraceutical?



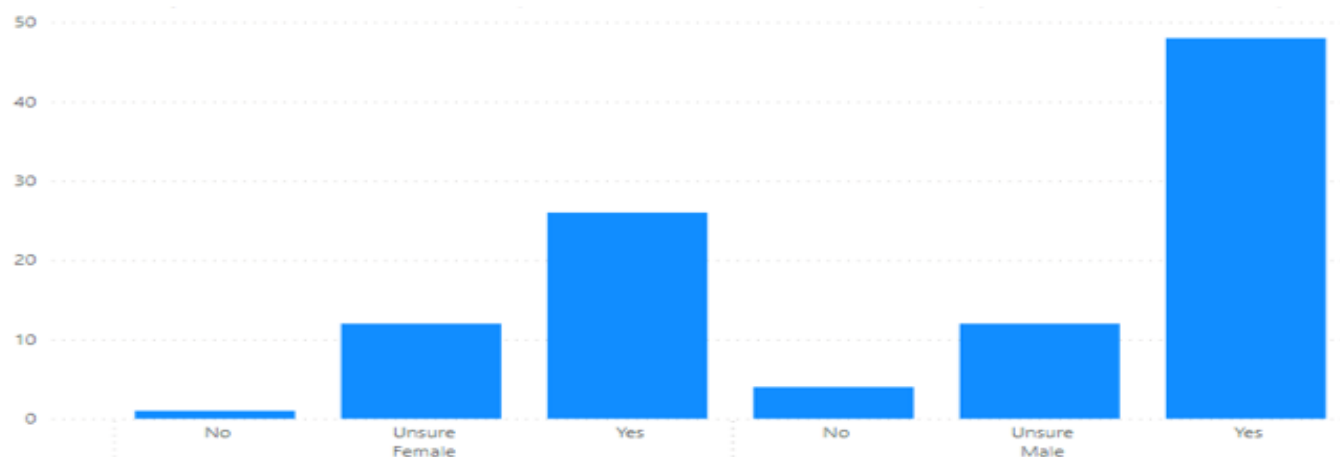
Do you believe that healthcare professional should recommend nutraceutical products?



In your opinion what could be done to better educate healthcare practitioners?



How many males and female believe that healthcare professionals should prescribe nutrition diet?



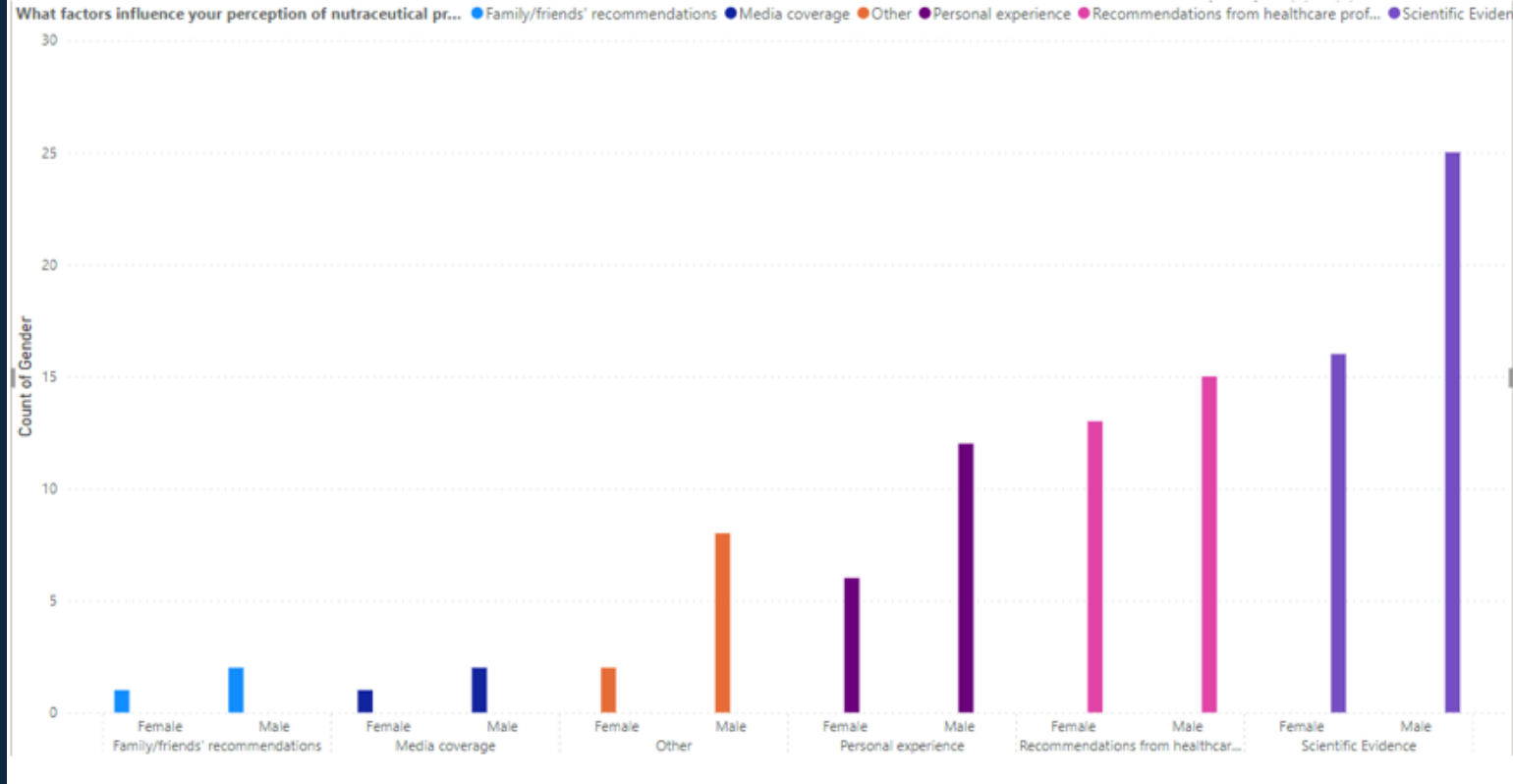
For Female said

- No: 2.6%
- Unsure: 30.7%
- Yes: 66.66%

For Male said

- No: 6.25%
- Unsure: 18.75%
- Yes: 20.3%

As per gender count what are the factors that influence there perception regarding nutraceutical product



For Female

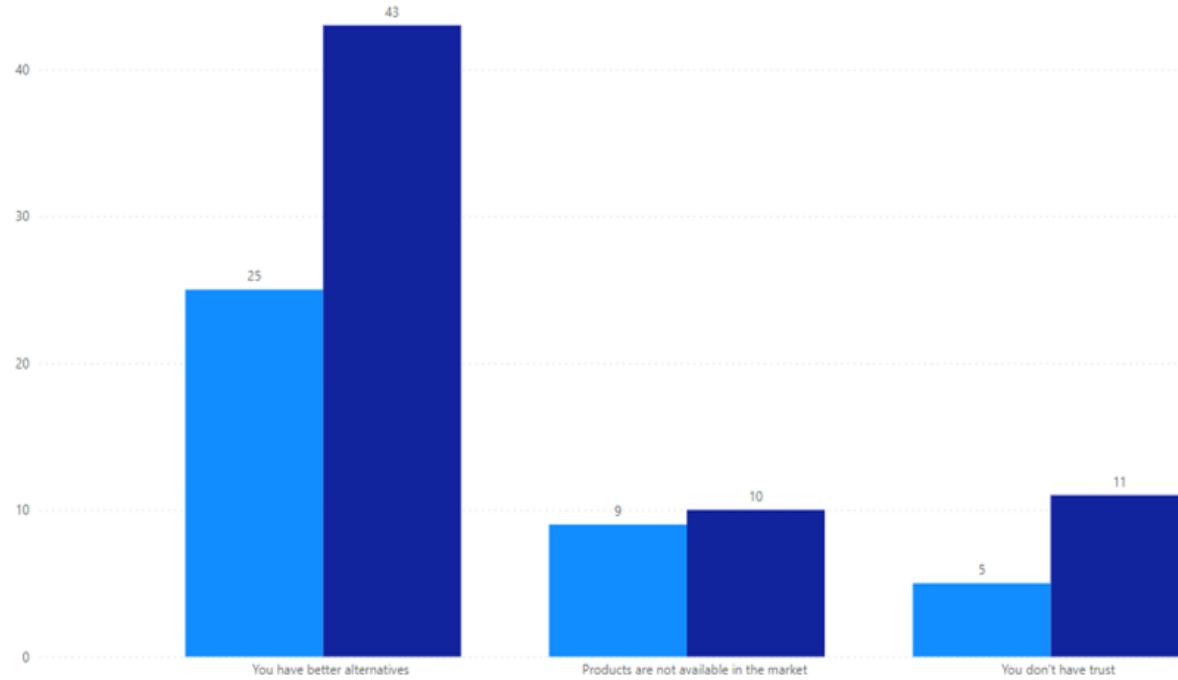
- **Family/ Friends Recommendation: 2.5%**
- **Media Coverage: 2.5%**
- **Personal Experience: 15.4%**
- **Recommendation From healthcare professionals: 33.3%**
- **Scientific Evidence: 41%**
- **Others: 5.1%**

For Male

- **Family/ Friends Recommendation: 3.1%**
- **Media Coverage: 3.1%**
- **Personal Experience: 18.7%**
- **Recommendation From healthcare professionals: 23.4%**
- **Scientific Evidence: 39%**
- **Others: 12.5%**

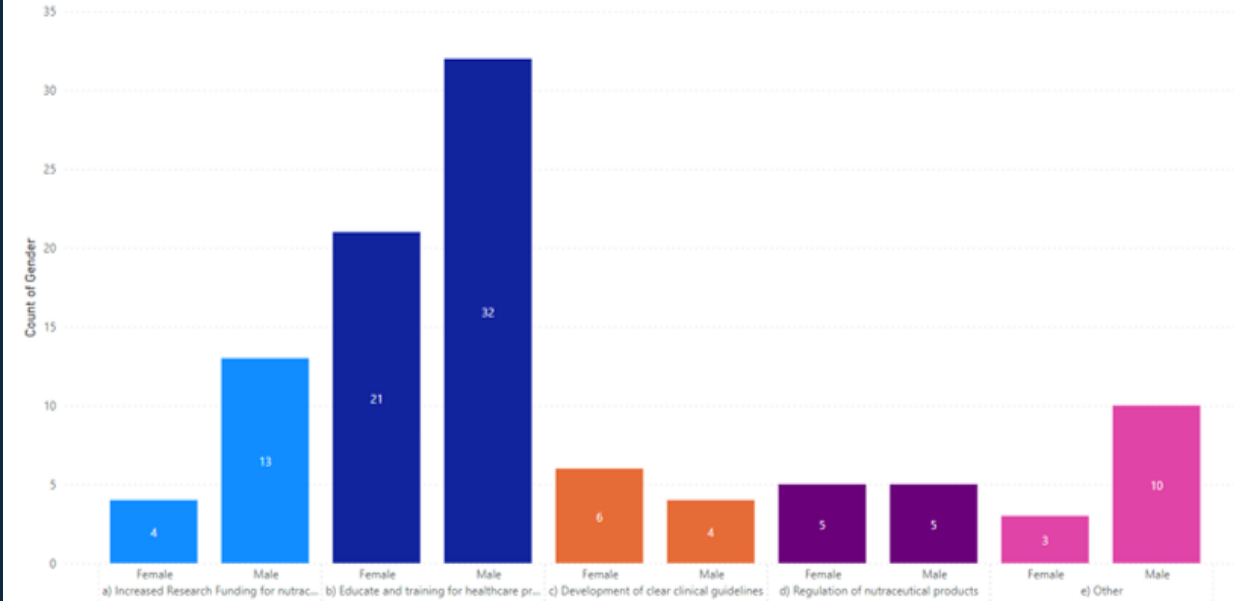
Specific reason for not taking the nutraceutical product?

Gender ● Female ● Male



As per respondent what could be done to better educate healthcare professionals

In your opinion, what could be done to better educate he... ● a) Increased Research Funding for nutrace... ● b) Educate and training for health... ● c) Development of clear cli... ● d) Regulation of nutra... ● e) Oth



For Female

- You Have better alternatives: 34.1%
- Products are not available in the market: 23%
- You Don't have trust: 12.8%

For Male

- You Have better alternatives: 67.1%
- Products are not available in the market: 15.6%
- You Don't have trust: 17.2%

For Female

- Increased Research Funding For Nutraceuticals: 10.25%
- Educate and training For Healthcare professionals: 53.8%
- Development of clear clinical guidelines: 15.2%
- Regulation of Nutraceutical Products: 12.8%
- Others: 7.7%

For Male

- Increased Research Funding For Nutraceuticals: 20.3%
- Educate and training For Healthcare professionals: 50%
- Development of clear clinical guidelines: 6.2%
- Regulation of Nutraceutical Products: 7.8%
- Others: 15.6%

DISCUSSION -

The study aimed to bridge the gap in knowledge and understanding among prescribers, assess their current practices, and identify the factors influencing their recommendations.

- Awareness and Familiarity
- Perceived Benefits and Efficacy
- Influencing Factors
- Healthcare Professional Recommendations
- Confidence in Safety and Efficacy
- Educational Needs
- Implications for Healthcare Practice

CONCLUSION -

- The study conducted through an online survey among 103 respondents aimed to understand the perception, awareness, and usage of nutraceutical products among different genders. The participants included 64 males and 39 females.
- 79.6% of the respondents were aware of nutraceuticals, indicating a high level of awareness likely due to increasing health consciousness and recommendations from healthcare professionals. The remaining 20.4% were unaware, possibly due to a lack of knowledge or perceived irrelevance.
- These recommendations emphasize the need for better education and structured guidelines to enhance trust and informed usage of nutraceuticals.
- The study highlights a generally positive perception and reasonable awareness of nutraceuticals among the surveyed population, with significant trust in healthcare professional recommendations and scientific evidence. However, issues such as market availability, trust, and the need for better professional education indicate areas for improvement to enhance the acceptance and effective use of nutraceuticals.

THANKS

