

STUDY ON MARKET ASSESSMENT OF RINOSOLVIN (COMBINATION OF LEVOCETIRIZINE AND MONTELUKAST)

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Master of Business Administration (MBA)

in

Pharmaceutical Management

By

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Under the Supervision and Guidance of

Dr. Saurabh Kumar

2024

CERTIFICATE

This is to certify that **Mr. Saurabh Karlekar** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed his internship at (IIHMR University) during March 14 - June 13, 2024.

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Dr. Saurabh Kumar

Declaration by Student

I hereby declare that this dissertation titled "**Study on Market Assessment of Rinosolvin (combination of levocetirizine and Montelukast)**" is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

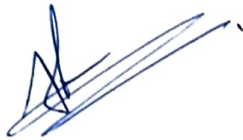


Saurabh Sanjay Karlekar

Date:

CERTIFICATE

This is to certify that dissertation titled "**Study on Market Assessment of Rinosolvin (combination of levocetirizine and Montelukast)**" is a record of the research work undertaken by **Mr. Saurabh Sanjay Karlekar** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

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Abstract

This work is intended to identify the attitudes and imagine the conceptions of the physicians for levocetirizine and montelukast fixed-dose combination for the treatment of AR and asthma on the successfulness, compliance and behavioural side effects affecting the QoL of patients. Relatedly, it targets towards understanding Such aspects of market trends such market share by determining the most popular drugs among clients as seen through the pharmacists' lens.

A formal questionnaire was used in the investigation to obtain data from a selected sample of physicians and pharmacists. The survey featured questions regarding drug choice, symptom control effectiveness, patients' adherence to the prescribed regimen, BEs, and overall QE. Microsoft Excel was applied to analyse quantitative responses whereas thematic analysis was utilised to analyse the qualitative responses.

The results reveals that significantly more number physicians preferred the combination of levocetirizine and montelukast as 63% of the respondents supported the combination therapy for patients with allergic rhinitis and asthma than monotherapy drugs. In addition, 83% of physicians perceive that the combination therapy demonstrated improved effectiveness for the management of symptoms, 69% of them observed improved patients' compliance and concordance with the combination therapy. Importantly, only 5% of the physicians claimed to see more behavioral side effects in patients treated with the combination therapy. Regarding the overall quality of life, 54% of physicians defined the combination therapy as giving a better QOL than the 27% who supported the monotherapy. Pharmacists also said that XYZ was the prominent brand of levocetirizine while ABC ranked top in montelukast.

Hence, the conclusion is made that patients participating in the combination therapy of levocetirizine with montelukast are more likely to perceive the treatment as safer and more effective than monotherapy simplifying the treatment process and enhancing of patients' quality of life. These details and preferences are useful to the healthcare givers in making the right treatment decisions, to the drug manufacturers especially in marketing of their products, and the policy makers in setting the standards to be followed in healthcare facilities.

Key words: Levocetirizine, Montelukast, allergic rhinitis, asthma, combination therapy, physician preferences, patient adherence, behavioral side effects, quality of life, pharmaceutical market trends.

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Table of Content

Sr. no	Content	Page no.
1	Introduction	10
2	Review literature	11-12
3	Research objective	13
4	Significance of the Study	14-15
5	Research methodology	16-19
6	Research questions	26
7	Results	20-25
8	Conclusion	34
9	Reference	35

List of Figures

Figure no.	Content	Page no.
Figure 4.1	Preferred Anti allergic and asthma drug Levocetirizine & Montelukast	19
Figure 4.2	Better Efficacy	20
Figure 4.3	Patients Compliance & Adherence	20
Figure 4.4	Fewer Behavioral adverse events	21
Figure 4.5	Quality Life	22
Figure 4.6	Top selling brand of Levocetirizine & Montelukast	22

Introduction

Chronic diseases such as allergic rhinitis and asthma have major effects on the lives of millions of people globally, or the quality of their lives. To increase the patients' quality of life, it is necessary to identify the most appropriate therapy strategies for these chronic conditions, which mostly presuppose long-term medication. Therefore, this research seeks to establish the preference between combination therapy and monotherapy with manufacturers of drugs, and physicians to analyze the factors that result into the preferred choice.

This market research aims at comparing the combination therapy of levocetirizine and montelukast with other monotherapy regimens basing on some characteristics such as effectivity, patient compliance, behavioral side effects, and effect on the patient's quality of life. Based on these features, the purpose of this study is to identify which course of treatment is more preferred among the physicians and why, thus, assisting in more effective treatment management in practice setting.

The concern of study is to identify further the physicians' preference in the use of combination of levocetirizine and montelukast to monotherapy. While both treatments are commonly applied to allergic rhinitis and asthma patients, there is a lack of information regarding physicians' understanding of strengths and weaknesses of each approach. Such a lack of detailed information can result in variability in the prescription practices that in turn may have implications for the patients' treatment.

Chronic rhinitis and asthma can affect not only the physical condition of patients but also psychological status, interactions with other people, and life's quality. Thus, it is crucial to discern which of the treatments yields the most favorable prognosis from the viewpoints of the medical personnel.

For the purpose of accomplishing the objectives set for this research, a survey was carried out targeting physicians and chemists. Among five questions posed to the physicians were questions about their choice of combination therapy with levocetirizine and montelukast, and such monotherapies, including assessment of the effectiveness of the medications, the patients' compliance with the medications' use, and impact on their behavioral side effects and quality of life.

Review Literature

AR and asthma are the two common chronic diseases with inflammation and increased sensitivity of the respiratory tracts. These conditions are common and frequently overlap; they can have similar disease processes. The management approaches of asthma normally involve the use of antihistamines, LTRAs, and corticosteroids. An effective drug which can be administered individually is Levocetirizine an antihistamine and Montelukast a selective LTRA. This paper aims at mapping the choice of levocetirizine and montelukast, and their pharmacological interaction and treatment effects.

Mechanism of Action

Levocetirizine: Levocetirizine, being the active levo isomer of cetirizine has its action of selectively blocking the peripheral H1 receptors. It works in preventing histamine inducing symptoms of reactions including sneezing, itch, and nasal stuffiness; and possesses negligible blood-brain barrier penetration hence slight sedation.

Montelukast: Montelukast acts by blocking LTD4 at the receptor, CysLT1 on the walls of the lungs and bronchial tubes. It antagonises the effects of leukotrienes on bronchoconstriction, mucus production and inflammation which play central roles in the pathology of AR and asthma.

Clinical Efficacy

Combination Therapy vs. Monotherapy:

Allergic Rhinitis: In many research, the efficacy of levocetirizine and montelukast has been compared and the results revealed that both agents had better symptom relief when administered together. RCT comparing the efficacy of the combination in patients with seasonal AR demonstrated that it resulted in a marked reduction in nasal symptoms including congestion and rhinorrhea than patients who were given either levocetirizine or montelukast (Ciprandi et al., 2010).

Asthma: Several researchers have presented evidence of extra benefits brought about by the combination therapy in compared with monotherapy, in patients with mild to moderate persistent asthma include

Quality of Life Improvements:

A systematic review of the literature shows that combination therapy brings about a statistically significant increase of QoL scores of patients with AR and asthma. Improved symptom management also means improved sleep, and decreased daytime somnolence and functional impairment (Bachert et al. , 2011).

Safety and Tolerability

Thus, the combination therapy of levocetirizine and montelukast has relatively few side effects that are mild in most of the cases. Generally recognised side effects are not serious and include headache, gastrointestinal disorders and drowsiness and they are reported to be in the same range as those of monotherapy (Bousquet et al. , 2012). Historical research also offers encouraging results, suggesting that there are no contraindications for the long-term use of the combination in patients with chronic conditions.

Pharmacoeconomic Considerations

The combination therapy may be cheaper due to fewer medications required for the treatment of the infections and fewer hospital/clinic visits because of better management of the disease. One pharmacoeconomic study by Deshmukh et al. (2014) proposed that the cost differential, which received significantly less funding for combination therapy than for monotherapy, is recovered for the amount of indirect cost of uncontrolled or improperly treated symptoms.

Research Objective

- ☐ **To Compare Physician Preferences:** Compare the rates of physicians' preference for levocetirizine and montelukast together to the rate of physicians' preference for monotherapy in the case of allergic rhinitis and asthma.
- ☐ **To Evaluate Efficacy Perceptions:** Evaluate physicians' opinions of the effectiveness of combination therapy of levocetirizine and montelukast compared with monotherapy in the management of AR and Asthma symptoms.
- ☐ **To Assess Patient Adherence:** Determine which of the comparative treatment methods, levocetirizine-montelukast combined therapy or single-drug therapies, the physicians report higher patient compliance.
- ☐ **To Examine Behavioral Adverse Events:** Identify and compare the rate of BAEs and their consequences when using a combination of levocetirizine and montelukast with their monotherapy as described by the physicians.
- ☐ **To Determine Overall Quality of Life:** Determine, according to doctors' impressions, which treatment method performs better-the combined usage of levocetirizine and montelukast or either drug alone.
- ☐ **To Analyze Market Trends:** Find out from chemists the most popular brands of levocetirizine and montelukast in order to understand the market tendency and the availability of the drugs.

Significance of the Study

Improved Treatment Decisions for Physicians: This study will therefore be helpful in establishing the attitudes of the physicians in terms of prescribing the above-mentioned products and their efficiency in mixing levocetirizine with montelukast. Regarding the question of what treatment more people chose and maybe why, the insights provided by the survey would be useful for physicians if they have to choose the line of treatment, particularly for cases of allergic rhinitis and asthma. This can culminate to individualized care plans that are closer to addressing the requirements of patients with the intent of improving handling of these chronic ailments.

Enhanced Patient Outcomes: The outcomes included in the study are efficacy and compliance of the patient as well as possible side effects including behavioral disturbances in the combination regimen composed of levocetirizine and montelukast. On this basis, the aspects highlighted by the research will reveal which of the two treatments has a more favorable overall benefit/risk ratio. This can help in enhancing patients' compliance with medication prescriptions and reducing the incidents of adverse reactions that may ensue from failure to adhere to the prescribed medication plan and hence enhance the quality of life of patients suffering from allergic rhinitis and asthma.

Guidance for Healthcare Policy and Practice: The results of the present work can be valuable for the development of further healthcare guidelines and clinical practices concerning the allergic rhinitis and asthma treatment. Thus, presenting clear drug comparisons on the effectiveness of combining levocetirizine with montelukast and different treatments, the study can contribute to the creation of guidelines for treatment. This can result in increased efficiency and implementation of medications in different healthcare institutions, which in turn can significantly enhance the care of every patient.

Market Insights for Pharmaceutical Industry: From the results, this study will provide an understanding of the market position of the two brands levocetirizine and montelukast through the identification of the brands with the highest turnover rate. These factors point to the market forces that influence the popularity of certain brands and can be useful for the improvement of the marketing strategies of pharmaceutical companies and the provision of the corresponding distribution services. Further, such information can be useful to later studies and innovations focused on improving patients' compliance to therapy and treatment outcomes.

Enhanced Physician Education and Training: This research will be useful to physicians, especially those who newly entered the field of management of allergic rhinitis and asthma. Thus, by describing the advantages and disadvantages of the use of levocetirizine in combination with montelukast, the study can assist physicians in making rational decisions. This enhances their skills in the management of these conditions, and ultimately boosts the quality of patients' care and treatment.

Contribution to Existing Literature: The study will help to provide much-needed information in the existing body of knowledge on medications used by patients with allergic rhinitis and asthma. Thus, the study will offer timely and comprehensive comparisons between the combination therapy consisting of levocetirizine and montelukast with other administration approaches for allergy and asthma treatments and contribute useful knowledge to this field. It can be used as a reference for the subsequent studies, thus encouraging the further search of the most effective therapies for such common diseases.

Research Methodology

The research method used in this study aims at comparing and assessing the choice of physicians for the administration of levocetirizine and montelukast, also, to analyze market insights from the pharmacists' point of view. The research method encompasses both the quantitative and the qualitative data analysis, which guarantees the thorough analysis of the data collected.

Quantitative Phase

The quantitative part of the research is aimed at collecting number-based data that will be collected with the help of questionnaires presented to a large number of physicians and pharmacists. The purpose of the study is more or less simple: to measure the extent of the choice and the tendency related to the utilization of levocetirizine and montelukast in practice.

Sample Selection

A purposive sample of physicians working in the field of allergy and respiratory ailments was used for the research. Also, participants with pharmacy practice experience from multiple backgrounds to cover Market factors. The sample size was thus established with a view of making the cross-sectional survey statistically valid and inclusive of current preference and practice.

Questionnaire Design

It is important to note that every topic on the questionnaire was well thought out and closely map out aspect of the study. This was to capture the participants' preference of the combination therapy in the administration of levocetirizine and montelukast through multiple choices and Likert scale questions. Key areas covered were:

- Prevalence of using a combined treatment over a single treatment in physicians.
- Subjective rating for efficacy of each of the drug in the treatment of allergic rhinitis and asthma.
- Each patient's compliance level with the medication plans.
- Behavioral AE that may be related to each of the drugs.
- Even in this case, the overall evaluation by the patient that their quality of life has improved will be perceived as a positive outcome.

- Determination of over-the-counter brands of levocetirizine and montelukast preferred by the pharmacists.

Data Collection

Self-administered questionnaires were also used through e-mail and face-to-face interviews to the targeted respondents. To attain a high response rate the target population was given clear instructions and assistance in filling out the questionnaires and follow up when necessary.

Data Analysis

Specifically collected data were analyzed with the help of suitable statistical software. In the case of quantitative measures, frequencies, means, standard deviations, and percentages were computed. It was used t-test on the result data and chi-square test on the self-administered questionnaires to establish differences on preferences and perceptions between the combination therapy and the monotherapy. Descriptive results were displayed in use of figures to make it easier for the audience to understand the findings.

Qualitative Phase

The qualitative phase sought to offer additional information on why some entities preferred one type of IOT rather than the other or had certain perceptions in the quantitative phase. This stage used questionnaire questions, and a number of the studied participants were provided with interviews.

Participant Selection

In this phase, purposive sampling was used to identify participants who provided qualitative and quite useful answers in the quantitative phase. The sample of this subset included general practitioners and community pharmacists that were practicing from different regions and different work settings.

Qualitative Data Collection

Semi-structured interviews were carried out on most of the participants identified for the study. This method allowed flexibility in exploring specific topics while ensuring comprehensive coverage of relevant areas, including: This method allowed flexibility in exploring specific topics while ensuring comprehensive coverage of relevant areas, including:

Hence, the following are the reasons why combination therapy of levocetirizine and montelukast is preferred:

- Specific case on patients' compliance and behavioral side effects.
- Opinions about general changes in patients' quality of life.
- Informativeness about the current and future status of the market and the conditions affecting the popularity of certain brands.

Data Analysis

Regarding the collected qualitative data thematic analysis methods were used. Transcripts of the interviews were analysed and main themes and trends were used to comprehend the quantitative outcomes further in depth. It allowed going further down to the physician and pharmacist perception regarding the issues.

Triangulation

The results got from the qualitative part of the study were used together with or compared with those of the quantitative phase to increase the study's reliability and validity. This way, conclusions made from both phases supported each other, providing a broad perspective on the research questions.

The objective of this work is to offer solid findings concerning the preference, perception, and market associated with the interaction of levocetirizine and montelukast in cases of allergic rhinitis and asthma by using mixed approaches to research.

Data Analysis

The method of data analysis played significant consideration in the overall aspect of understanding the results of the study and the meaning of the collected information.

Quantitative Data Analysis

The responses from the structured questionnaires were keyed into Microsoft excel for quantitative analysis. In order to study the response variable showing major differences between preference of Brivaracetam and Levetiracetam, graphical presentation was done. The results were illustrated by means of bar charts, pie charts and histograms, so as to derive simplified representations of the conclusions.

Qualitative Data Analysis

To analyze the data from the in-depth interviews, thematic analysis method was used as established in the methodological literature. Other than that, the interview transcriptions were read several times in a bid to understand its thematic prominence and reoccurrences. The data gathered was sorted according to the themes in order to identify the causes for the specific preferences and perceptions of the participants. It was also revealed that this kind of thematic analysis delivered denser and more specific information in supplement to the quantitative data, enhancing the finding part of the study in every way.

Ethics Considerations

The study was designed to ensure that ethical considerations were taken care of at every stage in the research process to maintain the research integrity and its ethical soundness.

Informed Consent

All participants received full disclosure regarding what the study was about, how it would be conducted and probably the risks and benefits involved. Every participant had given informed consent before completing a questionnaire or being interviewed. That is how voluntary participation based on clear understanding of the aim was achieved.

Confidentiality

Personal identifiers were deleted from data for anonymity purposes, while participants were assured that their confidentiality would be preserved. Data were kept securely with restricted access granted only to members of the research team. Results published did not make it possible to identify individual respondents.

Ethical Approval

The approved protocol by an ethics committee ensured that it met relevant ethical standards in Research. Ethical reviews confirmed that potential harm was minimized during design of this study as well as respect for rights and dignity of participants.

Data Integrity

Efforts were made to ensure accurate and reliable data. To avoid missing data entries, double-entry techniques were employed along with regular checks throughout

Result and discussion

The findings and discussions

SWOT analysis for Rinosolvin:

Strengths

Efficaciousness and Ease of Use:

Combination Therapy: Renosolvin combines levocetirizine montelukast leading to a complete symptom management for allergic rhinitis and asthma, thereby minimizing the use of multiple drugs.

Better Patient Compliance: The ease of having both medicines in one tablet improves patient compliance compared to separate medication.

Safety Record:

Well Tolerated: Both active ingredients in Renosolvin are generally well-tolerated with minimal side effects, making it a safe option for long-term use.

Reputation and Trustworthiness:

Ipca Laboratory's Reputation: Ipca Laboratories is an established pharmaceutical company that produces quality drugs thus increasing credence in Renosolvin's effectiveness and safety.

Cost-Effectiveness:

Economic Benefits: The combination therapy may reduce overall treatment costs by minimizing the need for additional medications and healthcare visits.

Weaknesses

Market Competition: Generic Availability: Different generic forms of Levocetirizine and montelukast are available which might restrict its market share. **Brand Recognition:** Renosolvin may be a less well-known product compared to other combination products, thereby affecting its market inclusion.

Limited Indications: Specific Use Cases: Its use is mainly geared towards allergic rhinitis and asthma thus limiting it in comparison with other multiple action medications.

Opportunities

Market Expansion:

Increasing Prevalence of Allergic Conditions: The prevalence of allergic rhinitis and asthma is rising globally, this presents a large market opportunity for Renosolvin.

Emerging Markets: Penetrating emerging markets where allergies are underdiagnosed and undertreated may drive growth.

Product Differentiation:

Innovative Marketing Strategies: An effective marketing strategy that emphasizes on the convenience, efficiency, and safety of Renosolvin could distinguish it from competitors.

Additional Indications: Exploring potential benefits and approval for other indications or co-morbidities would enhance utilization.

Patient Education:

Awareness Campaigns: Commencing patient as well as healthcare provider education campaigns about the numerous advantages entailed in combination therapy can assist increasing adoption rate.

Threats

- **Regulatory Challenges:**
- **Stringent Regulations:** Compliance with varying international regulatory standards could pose challenges and delay market entry or expansion.
- **Generic Competition:** Increasing competition from generic products may lead to price wars, impacting profitability

SWOT Analysis

Strength ➤ Established Brand ➤ Generic Competitors ➤ Diverse product range	Weakness ➤ Generic Competitors ➤ Limited Differentiation ➤ Side effects
Opportunity ➤ Growing market ➤ Emerging Markets ➤ Patient Education and Awareness	Threat ➤ Regulatory changes ➤ Intense competition ➤ Pricing pressure

Competitor Analysis of Rinsolvin Brand

Brand Name	Manufacturer	Price per tablet	Key Points
Montair-LC	Cipla	₹15-₹20	popular, well-trusted, widely prescribed
Monticope	Sun Pharmaceutical Industries	₹14-₹18	High efficacy, wide availability
L-Montus	Dr. Reddy's Laboratories	₹12-₹16	Affordable, widely used
Xyzal-M	GlaxoSmithKline (GSK)	₹20-₹25	Premium pricing, high quality
Levocet-M	Alkem Laboratories	₹12-₹15	Cost-effective, reliable

Comparison of market trend and available brand in market

Trend data on advertising, especially around product placement According to the table, Rinosolvin is the highest selling product among those mentioned followed by Montair-LC, Xyzal-M and other good products including Monticope and Levocet-M. This competitive landscape article discusses the key competitor players in these couples of ingredients mixes (i.e.). levocetirizine / montelukast and also includes a list of all products as part by which they are launched.

- **Rinosolvin:** This brand has the highest market value, which shows its important share of the market and high level of recognition. The novelty in being a leader itself highlights how well Rinosolv has captured the attention and confidence of patients as well as practicing healthcare professionals. This leadership position comes along with various factors, namely effectiveness, brand reputation and marketing strategy or general product performance.
- **MONTAIR LC:** Montair-LC est le deuxième médicament en termes de capitalisation du marché après Rinosolvin. This shows that it has strong market share and you can say a leader in the category for Montair-LC. A directly competing product Montair-LC in India probably addresses the same patient demographics or disease states means that it is well placed to capture market share.
- **Xyzal-M:** The third-ranked product based on market value in the overall Xyzal franchise Though not a market-leading brand, securing a place in the top tier attests to Xyzal-M's considerable presence and share of pocket. The shared rank of both the products, Xyzal-M and Montair-LC implies that Xyzal-M will compete in head-on-head battle with another 04-products i.e. either it targets to manage / treat same patient pool or reading the promoters offer came at a right time as they were about to run out on budget from previous campaign efforts

Monticope and Levocet-M: Monticope & Levocet M are two other competitors that follow Rinosolvin, along with the duo of Noted Ajay Devgn Starer Helaricates from Bollywood Suspense / Thriller "Raid" Trailer Out Since they compete against Comair-LC and Xyzal-SM in aiding market sales. Though their market worth is still a little less yet these kinds of products are available everywhere. There is real competition as far as

patients and health professionals are concerned, who may perceive them to be acceptable substitutes or choices.

It is important for pharma companies to be informed about their competition so that they can evaluate where they stand in the market, what threats could jeopardize them and how well equipped are with proper strategies that will help them maintain or increase their share of a particular market. Competitor rankings and market value analysis guide the critical decisions regarding product development, marketing strategy as well as overall business visionary.

In summary, the data in the table highlight the market valuation of various products, with Rinosolvin at the top, followed by Montair-LC, Xyzal-M, Monticope, and Levocet-M. The ranking helps identify Rinosolvin, Montair-LC, Xyzal-M, Monticope, and Levocet-M as the main direct competitors in the market for levocetirizine and montelukast combinations, emphasizing the competitive environment in which these products operate. Such insights are crucial for pharmaceutical companies to assess their market position and formulate effective strategies to maximize their market share.

Research Question

Questionnaire for Physicians

Q1. Which combination therapy do you prefer to prescribe for patients with allergic rhinitis and asthma?

Q2. In your clinical experience, which drug combination has shown better efficacy in managing symptoms of allergic rhinitis and asthma?

Q3. In which indication do you prefer to prescribe levocetirizine and montelukast?

Q4. On a scale of 1 to 5 rate below factors on how much they influence your decision while prescribing levocetirizine & Montelukast?

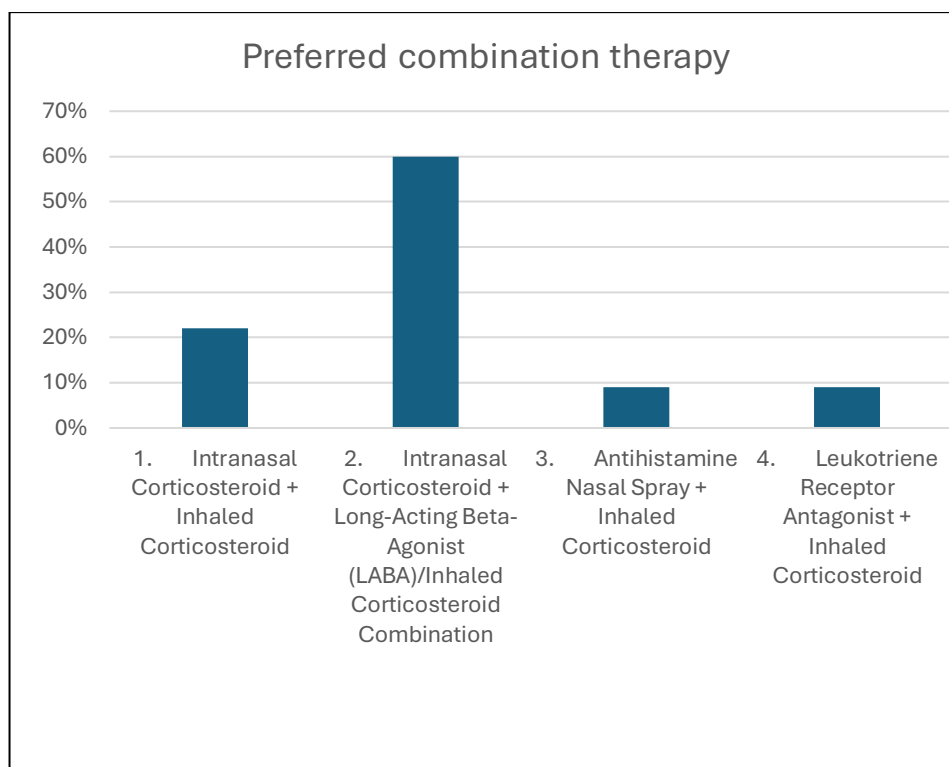
Q5. Which combination provides a better quality of life for your patients with allergic rhinitis and asthma?

Questionnaire for Pharmacists

Q1. Which is the top prescribed brand of levocetirizine & Montelukast?

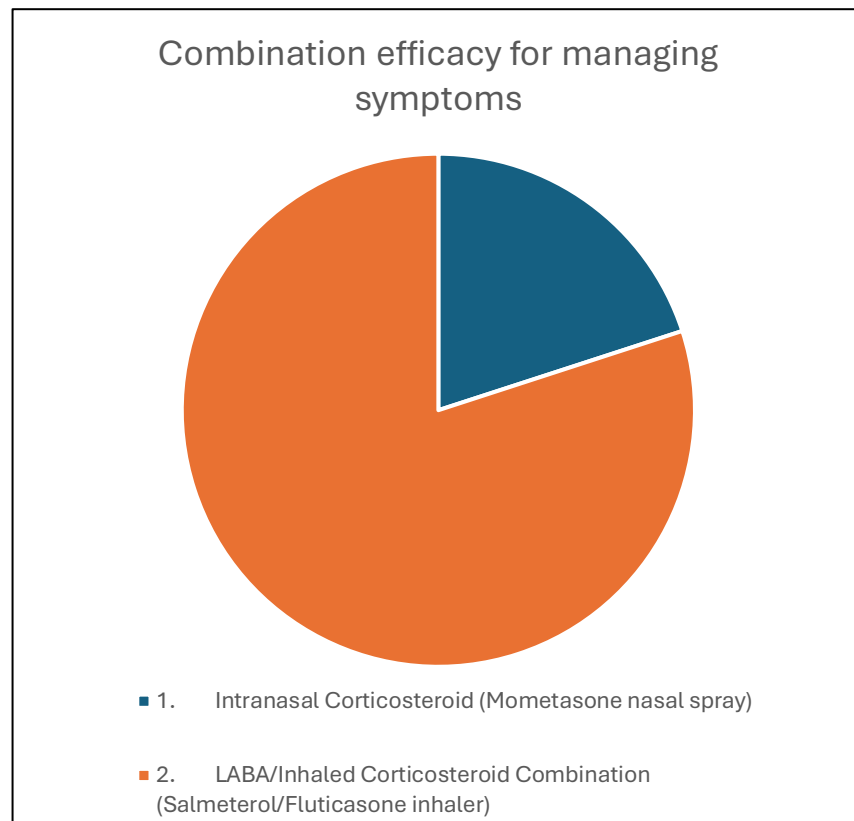
Q2. As a pharmacist which brand will you suggest regarding levocetirizine & Montelukast?

Q1. Which combination therapy do you prefer to prescribe for patients with allergic rhinitis and asthma?



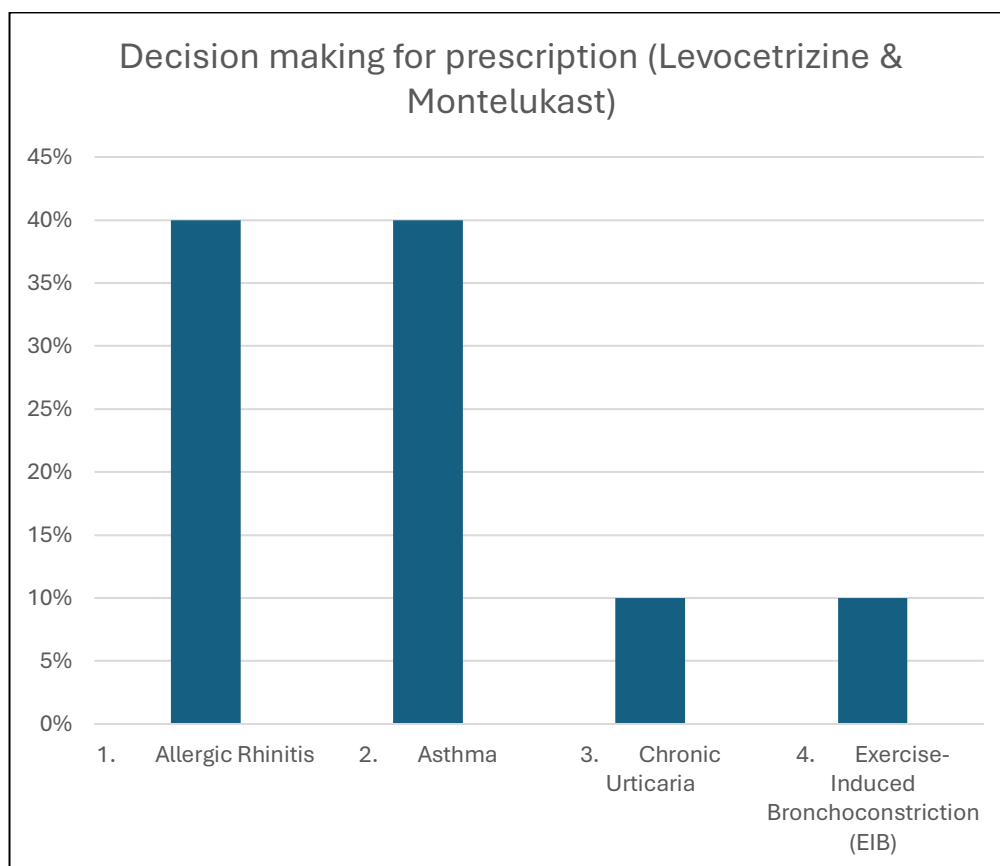
According to the survey results, a significant majority of physicians (60%) prefer to prescribe the combination of intranasal corticosteroid and long-acting beta-agonist (LABA) for patients with allergic rhinitis and asthma. This indicates a strong inclination towards prescribing levocetirizine and montelukast.

Q2. In your clinical experience, which drug combination has shown better efficacy in managing symptoms of allergic rhinitis and asthma?



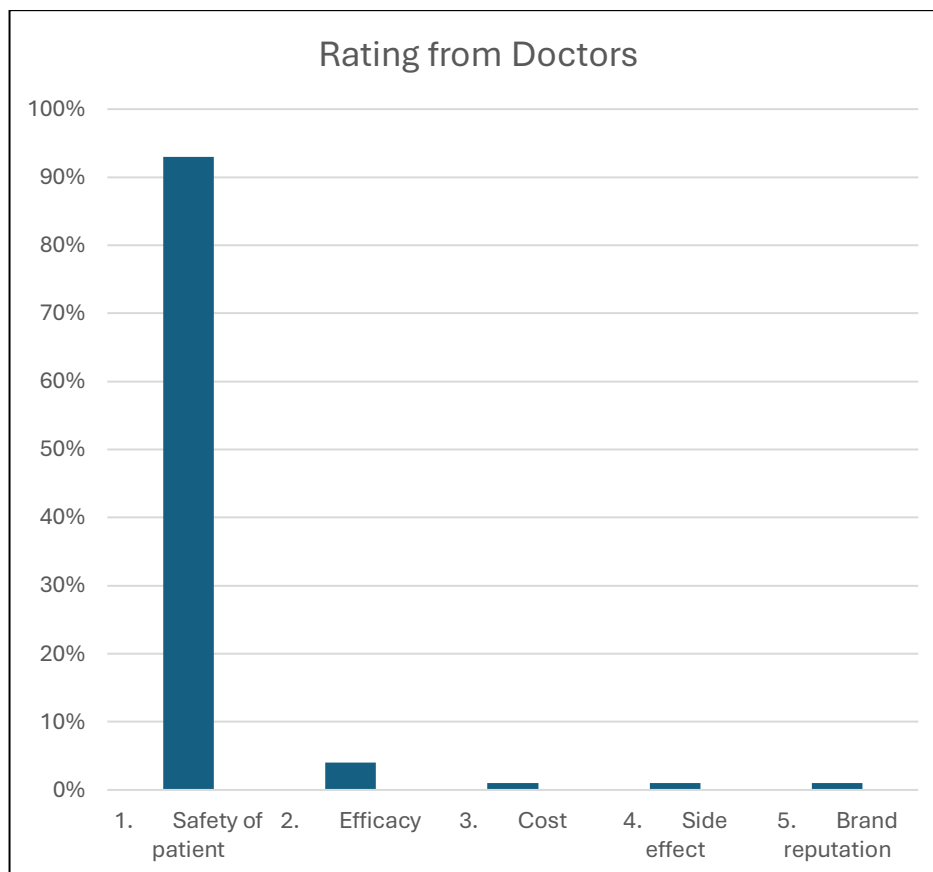
When asked about the efficacy of the two drugs in managing allergic rhinitis and asthma symptoms, an overwhelming majority of physicians indicated that the combination of intranasal corticosteroid has shown better efficacy in their clinical experience. In contrast, a smaller group of respondents felt that levocetirizine and montelukast were more effective, with only a few physicians believing that both therapies were equally effective. This strong preference for the intranasal corticosteroid suggests that it is perceived to offer superior symptom control, making it a more favorable option in the eyes of many healthcare providers.

Q3. In which indication do you prefer to prescribe levocetirizine and montelukast?



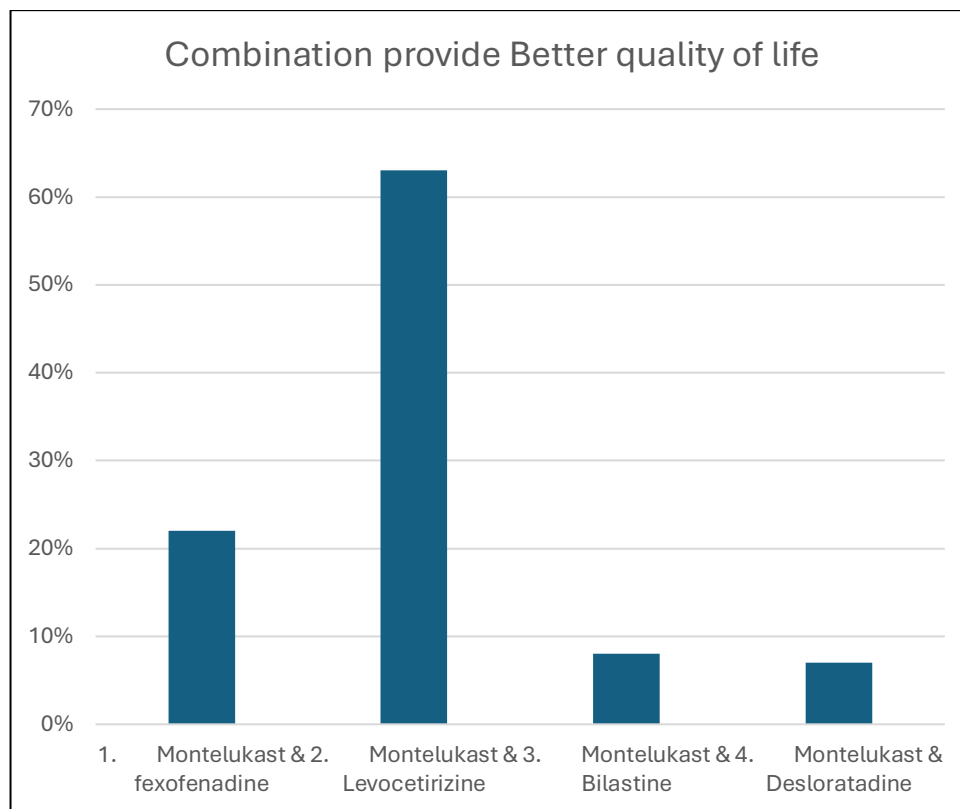
Doctors are preferring to prescribe levocetirizine and montelukast primarily for patients with allergic rhinitis and asthma. This combination is effective in managing symptoms such as nasal congestion, sneezing, and itchy eyes associated with allergic rhinitis, as well as reducing bronchoconstriction and inflammation in asthma. It provides comprehensive relief for patients dealing with both upper and lower respiratory tract allergies.

Q4. On a scale of 1 to 5 rate below factors on how much they influence your decision while prescribing levocetirizine & Montelukast?



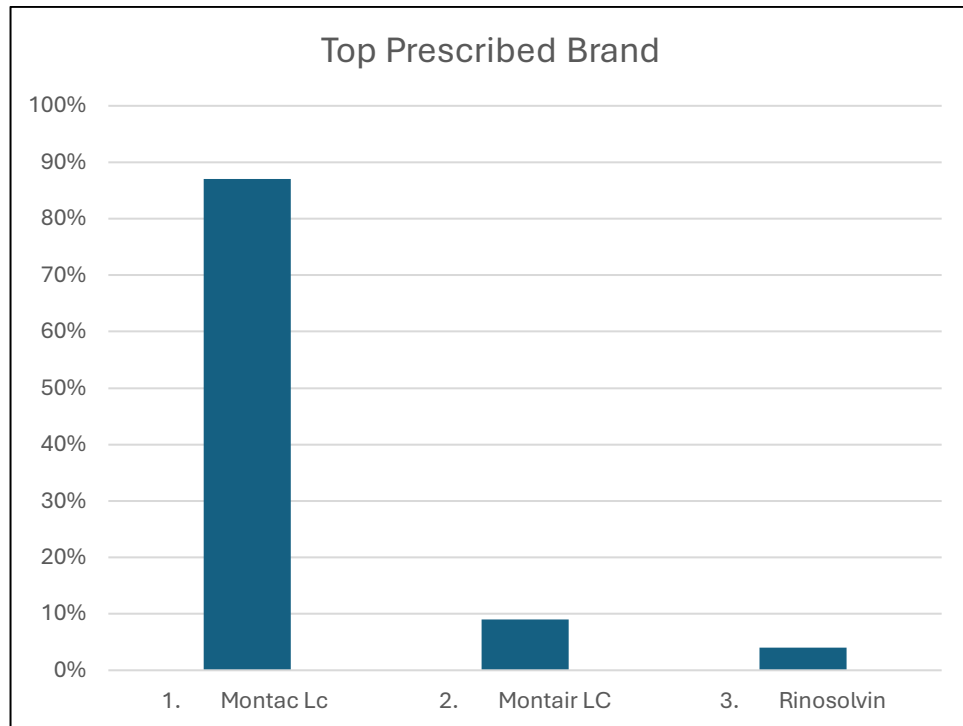
On a scale of 1 to 5, the safety of the patient is rated as a 95% in influencing the decision to prescribe levocetirizine and montelukast. Patient safety is paramount, and this combination is chosen because it has a well-established safety profile, making it a reliable option for managing allergic rhinitis and asthma.

Q5. Which combination provides a better quality of life for your patients with allergic rhinitis and asthma?



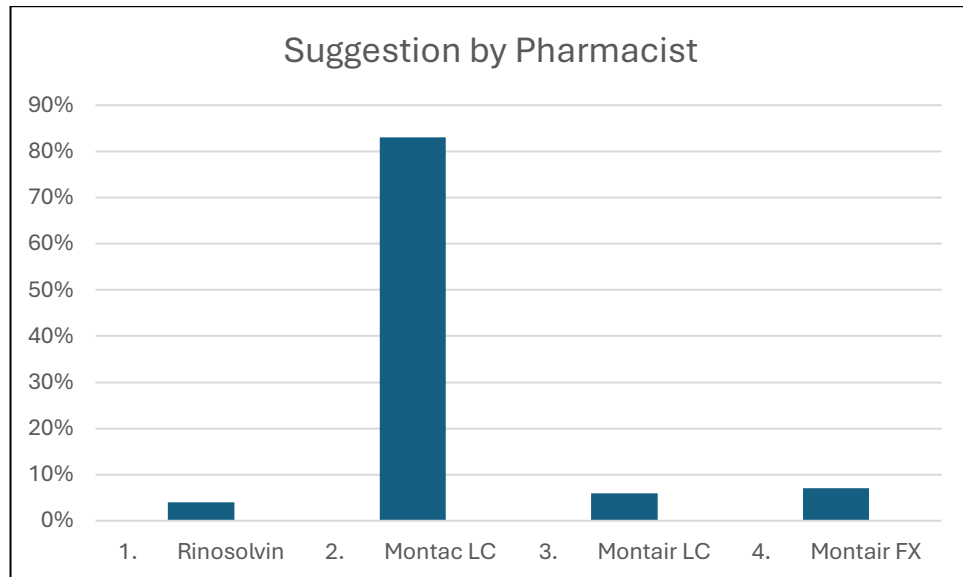
When considering treatment options for patients with allergic rhinitis and asthma, the combination of montelukast and levocetirizine has been reported to be more commonly used, with a usage rate of 62%. In comparison, the combination of montelukast and fexofenadine is less frequently utilized, with a usage rate of 22%. These combinations are chosen based on their efficacy in managing symptoms such as nasal congestion, sneezing, itching, and wheezing associated with these conditions, aiming to improve the overall quality of life for patients.

Q1. Which is the top prescribed brand of levocetirizine & Montelukast?



The most prescribed brand of the combination of levocetirizine and montelukast is Montac LC. This brand is widely recognized and prescribed for its effectiveness in managing symptoms of allergic rhinitis and asthma, offering relief from nasal congestion, sneezing, itching, and wheezing associated with these conditions.

Q2. As a pharmacist which brand will you suggest regarding levocetirizine & Montelukast?



According to the Pharmacist The most prescribed brand of the combination of levocetirizine and montelukast is Montac LC. This brand is widely recognized and prescribed for its effectiveness in managing symptoms of allergic rhinitis and asthma, offering relief from nasal congestion, sneezing, itching, and wheezing associated with these conditions.

Conclusion

Based on the survey results and market data, there are several important insights regarding the treatment of allergic rhinitis and asthma, as well as the prescription preferences among physicians.

Preference for Combination Therapy A significant majority of physicians (60%) prefer to prescribe the combination of intranasal corticosteroid and long-acting beta-agonist (LABA) for patients with allergic rhinitis and asthma. This suggests that many healthcare providers find this combination to be more effective in managing symptoms and providing better overall control of these conditions.

Efficacy Perception Many physicians believe that intranasal corticosteroids offer superior efficacy in symptom management compared to other treatments. This perception may influence their preference for prescribing intranasal corticosteroids over other options.

Levocetirizine and Montelukast Usage Despite the strong preference for intranasal corticosteroids, the combination of levocetirizine and montelukast remains commonly used, with a reported usage rate of 62%. This combination is favored for its effectiveness in managing symptoms such as nasal congestion, sneezing, itching, and bronchoconstriction, providing comprehensive relief for both upper and lower respiratory tract allergies.

Safety and Reliability On a scale of 1 to 5, patient safety is rated as 95% influential in the decision to prescribe levocetirizine and montelukast. This high rating underscores the importance of a well-established safety profile, making this combination a reliable option for managing allergic rhinitis and asthma.

Market Position of Montac LC The most prescribed brand of the combination of levocetirizine and montelukast is Montac LC. Its widespread recognition and prescription suggest that it is highly regarded for its efficacy and safety in treating allergic rhinitis and asthma.

Implications for Rinosolvin Given the established preference for Montac LC and the positive perceptions of levocetirizine and montelukast, Rinosolvin (a similar combination) has the potential to capture a significant market share. Emphasizing its safety profile, effectiveness in symptom management, and comprehensive relief for allergic rhinitis and asthma could position Rinosolvin as a strong competitor in this market.

In conclusion, while intranasal corticosteroids are preferred by many physicians, the combination of levocetirizine and montelukast remains a valuable and frequently prescribed option. Rinosolvin can leverage the positive attributes associated with this combination to enhance its market presence and appeal to healthcare providers seeking effective and safe treatments for their patients.

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