

"Brivaracetam vs. Levetiracetam: A study to investigate the prescribing preferences and Market Trends in Antiepileptic market"

Submitted by

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Submitted to

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Introduction



Epilepsy: A neurological disorder characterized by recurrent seizures, affecting millions worldwide. Long-term medication is crucial and selecting the right antiepileptic drug (AED) is vital for patient quality of life.



Focus: Comparing Brivaracetam and Levetiracetam, two commonly prescribed AEDs, in terms of efficacy and safety.



Objective: Determine which drug is preferred by physicians and understand the factors influencing their choices.



Importance: Provides evidence-based insights to guide better treatment decisions, improving patient outcomes and standardizing prescribing patterns.

Research Problem



NEED FOR EVIDENCE-BASED
UNDERSTANDING OF PHYSICIAN
PREFERENCES



LIMITED DATA ON PERCEIVED
BENEFITS AND DRAWBACKS



POTENTIAL IMPACT ON
PRESCRIBING PATTERNS AND
PATIENT OUTCOMES

Objective



Compare Physician
Preferences



Evaluate Efficacy
Perceptions



Assess Patient
Adherence



Examine Behavioral
Adverse Events



Determine Overall
Quality of Life



Analyze Market
Trends

Research Methodology Hyderabad Region

❖ **Survey Participants:** Physicians and chemists

1. Physicians:

- Preference
- Efficacy
- Adherence
- adverse events
- quality of life

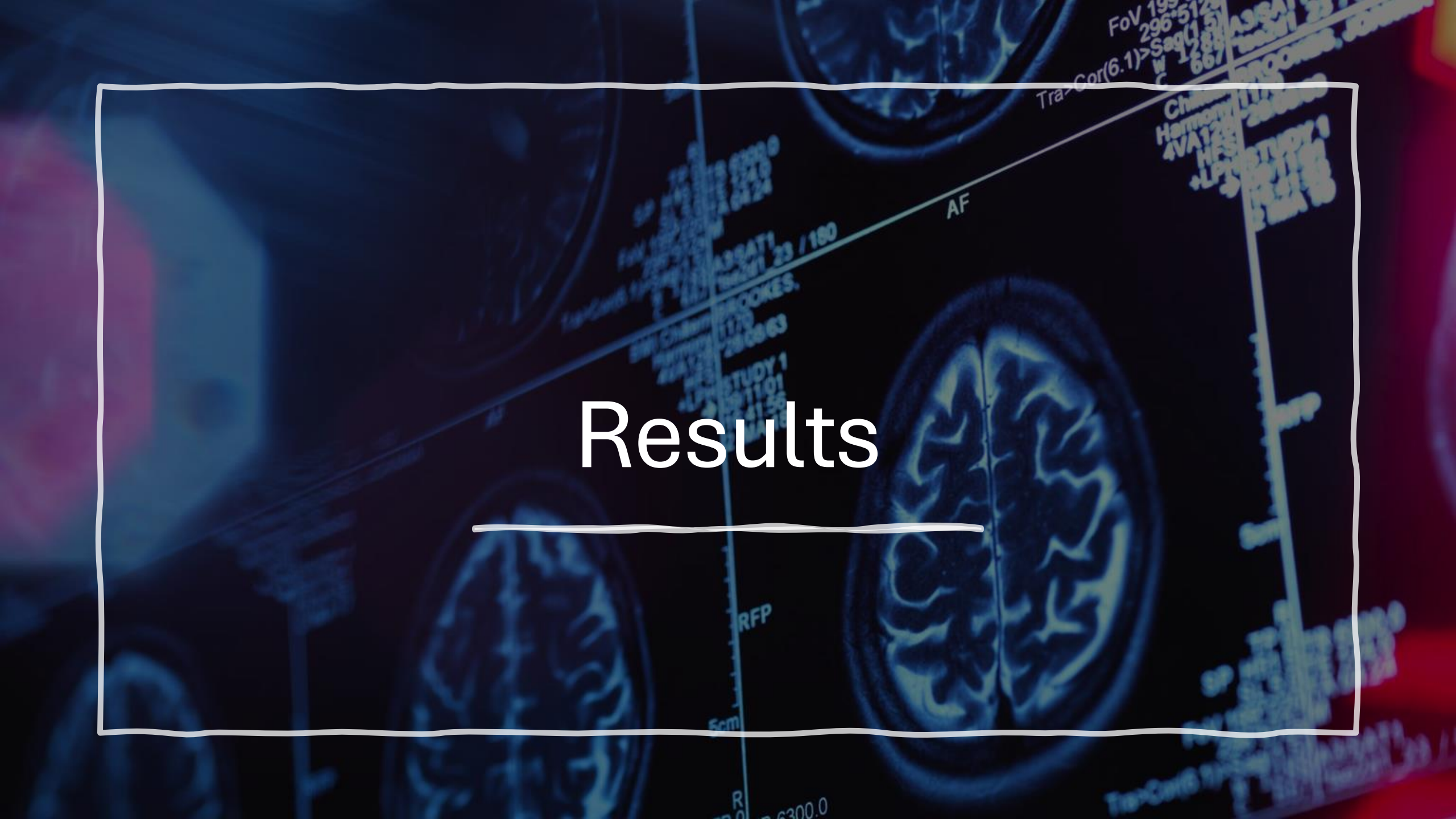
2. Pharmacist

- Best-selling brands of Brivaracetam and Levetiracetam.

3. Sample size

- Neuro physician: 65
- Pharmacist: 50

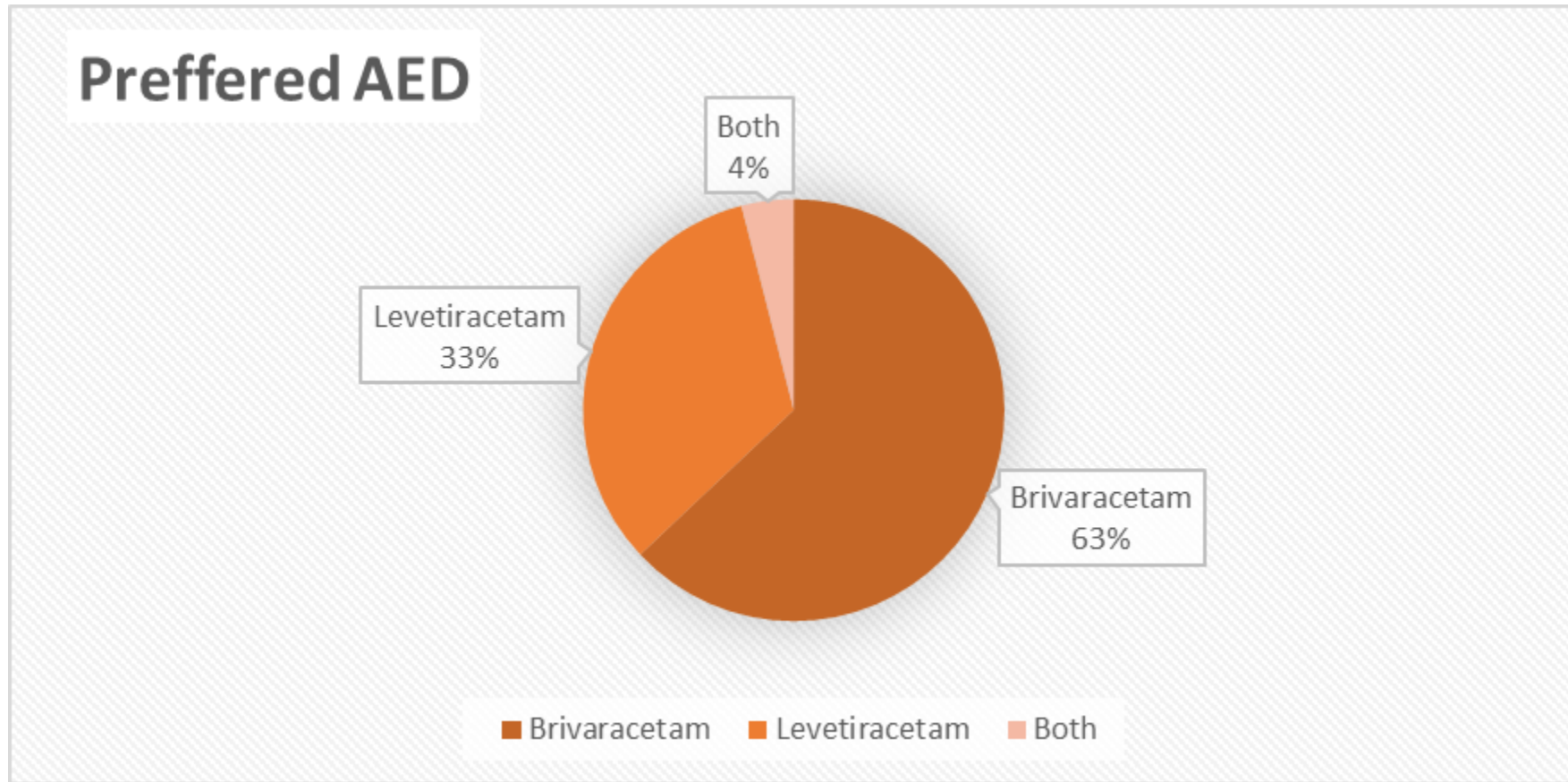




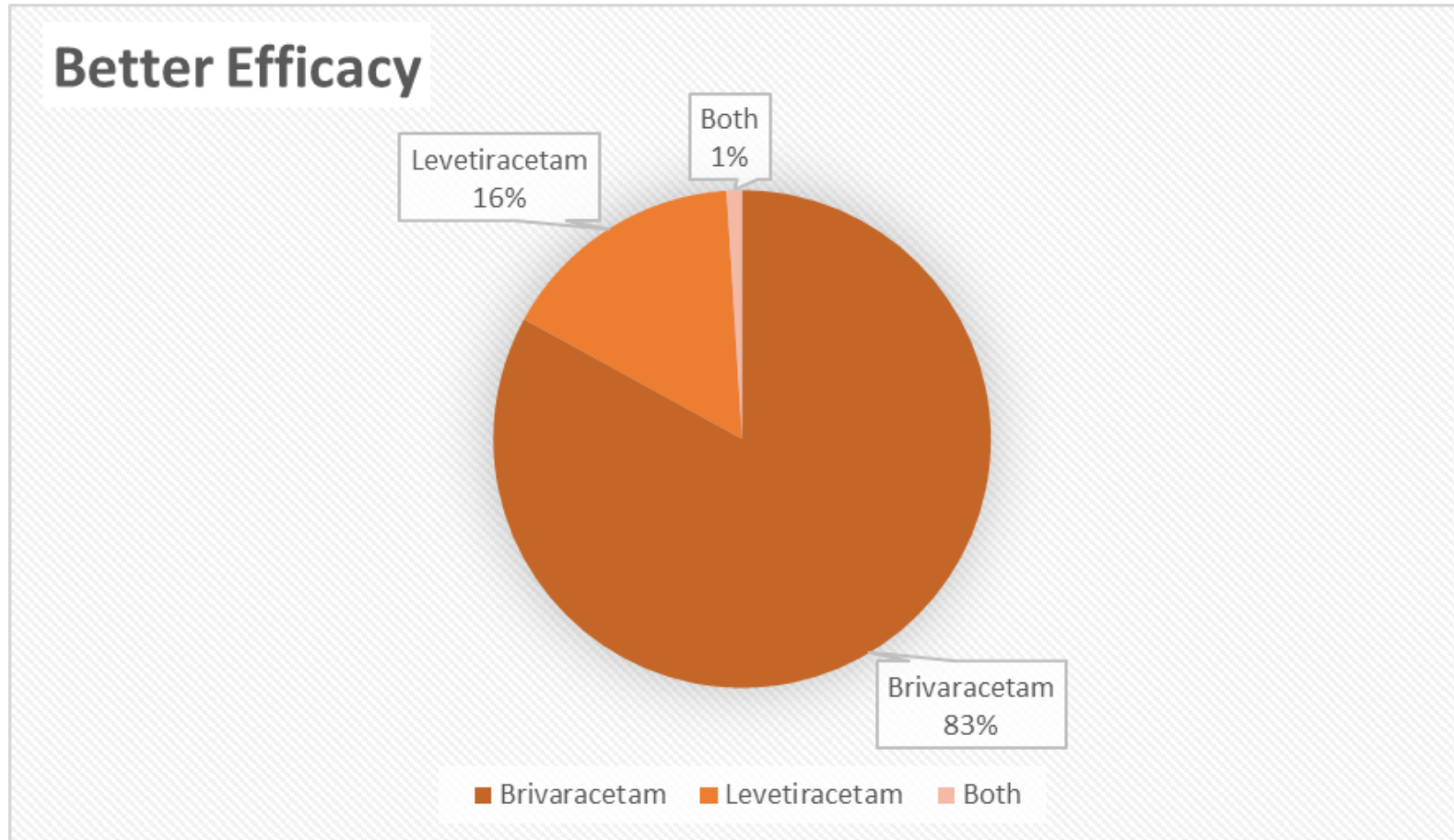
Results

Physician survey results

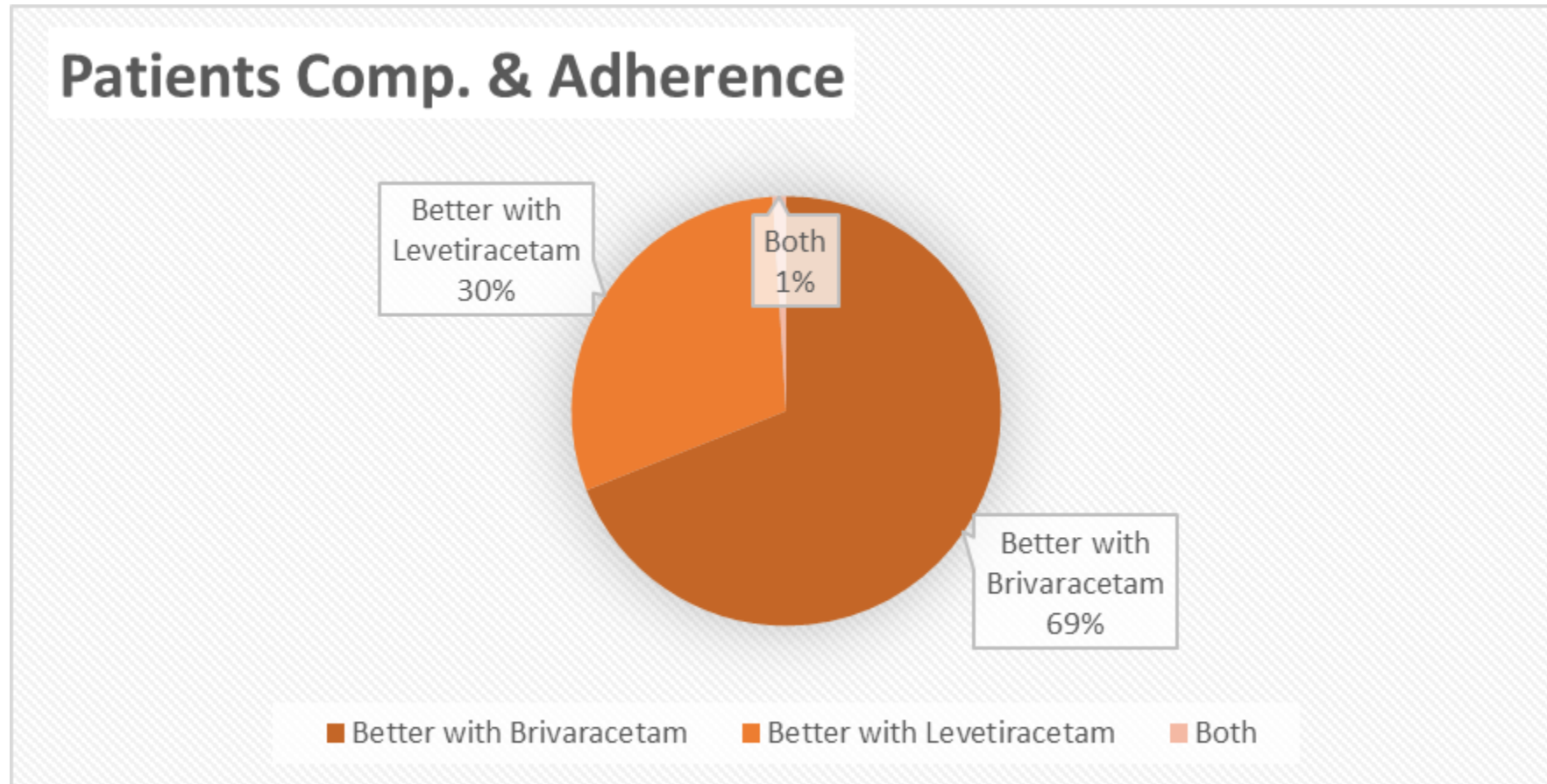
Q. Which AED do you prefer to prescribe for newly diagnosed focal epilepsy patients?



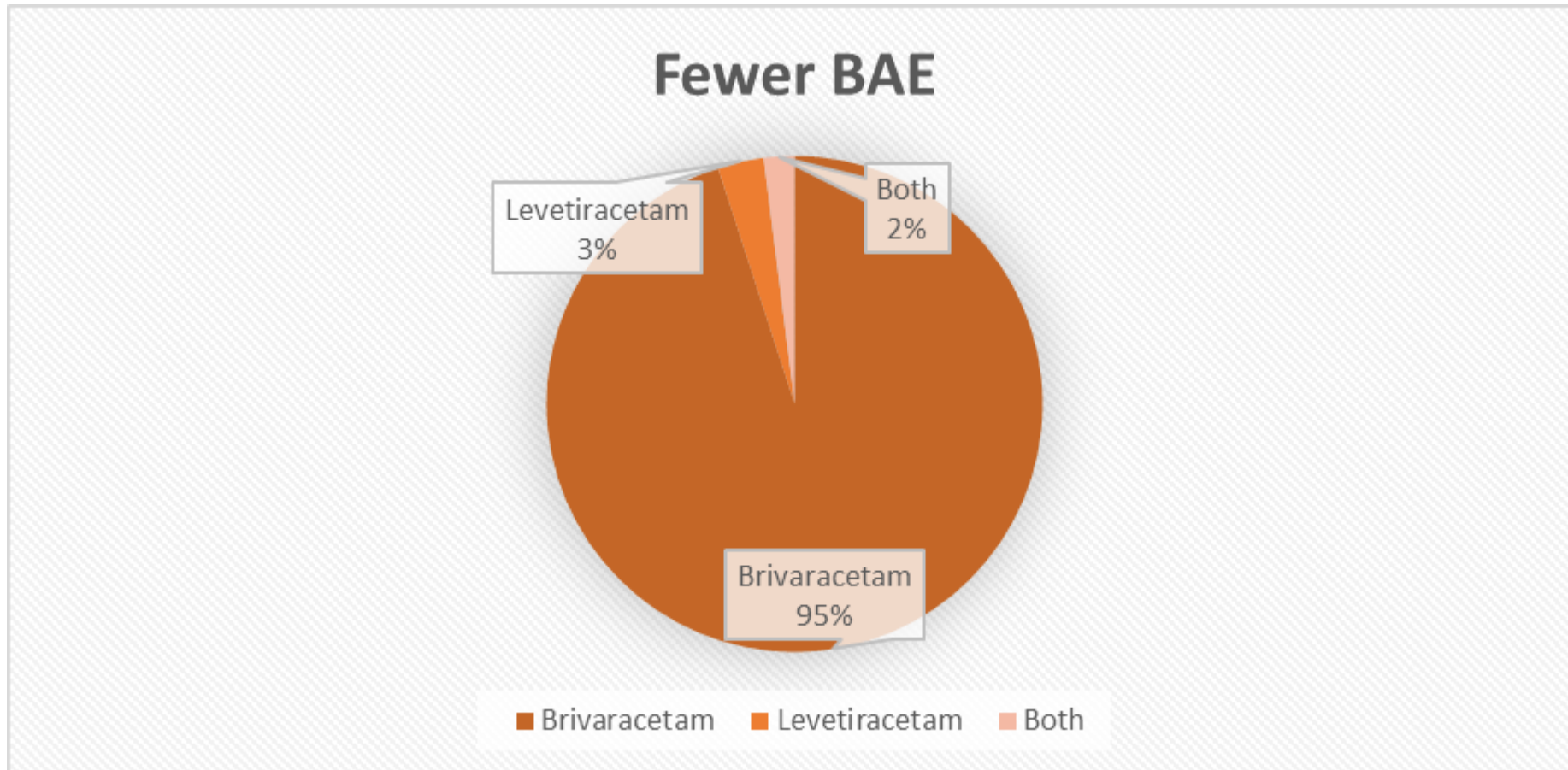
Q2. In your clinical experience, which drug has shown better efficacy in controlling seizures?



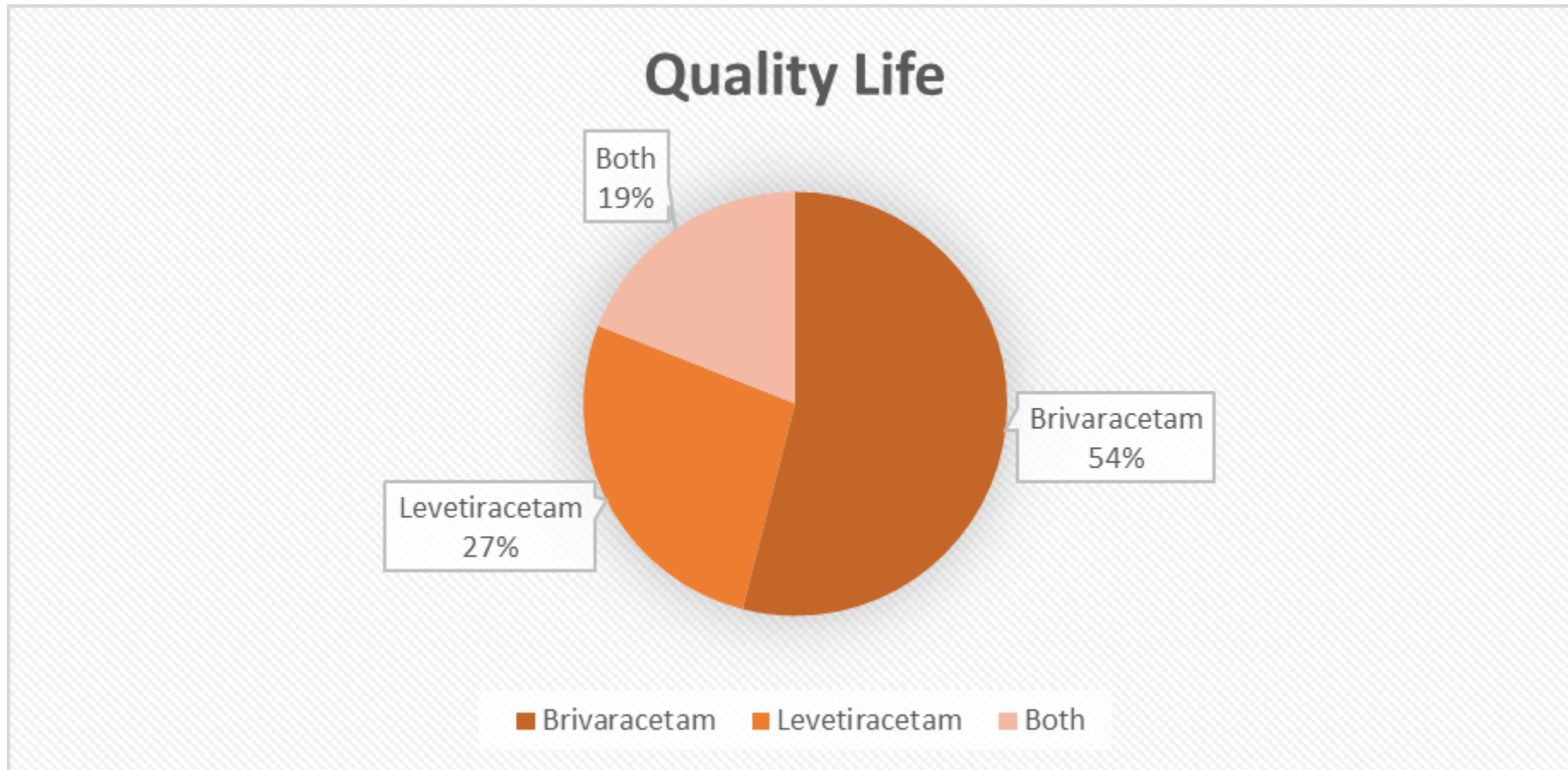
Q3. How do you rate patient compliance and adherence to Brivaracetam compared to Levetiracetam?



Q4. In your practice, which drug has resulted in fewer reports of behavioral side effects from patients?

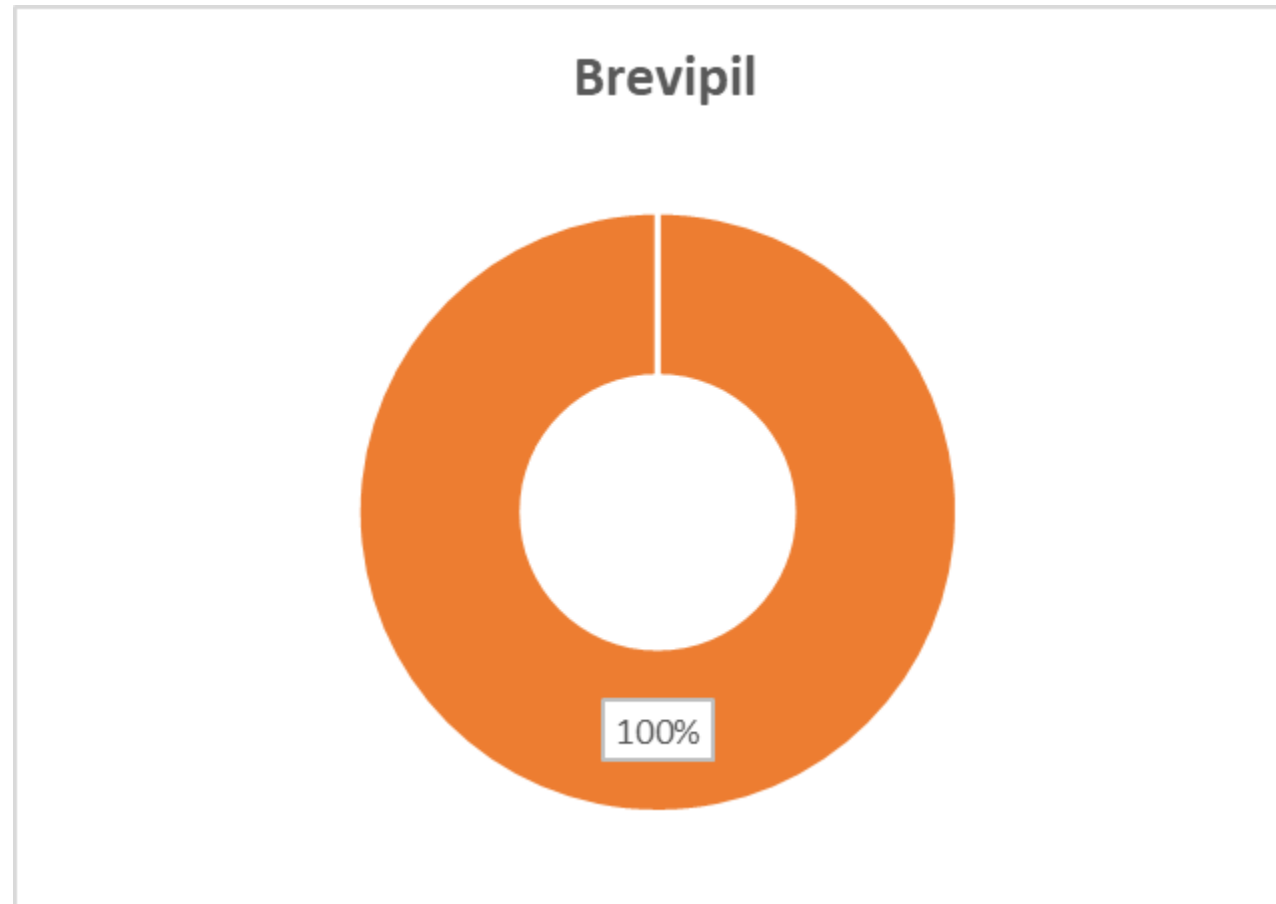


Q5. Overall, which antiepileptic drug do you believe provides better quality of life for your patients?



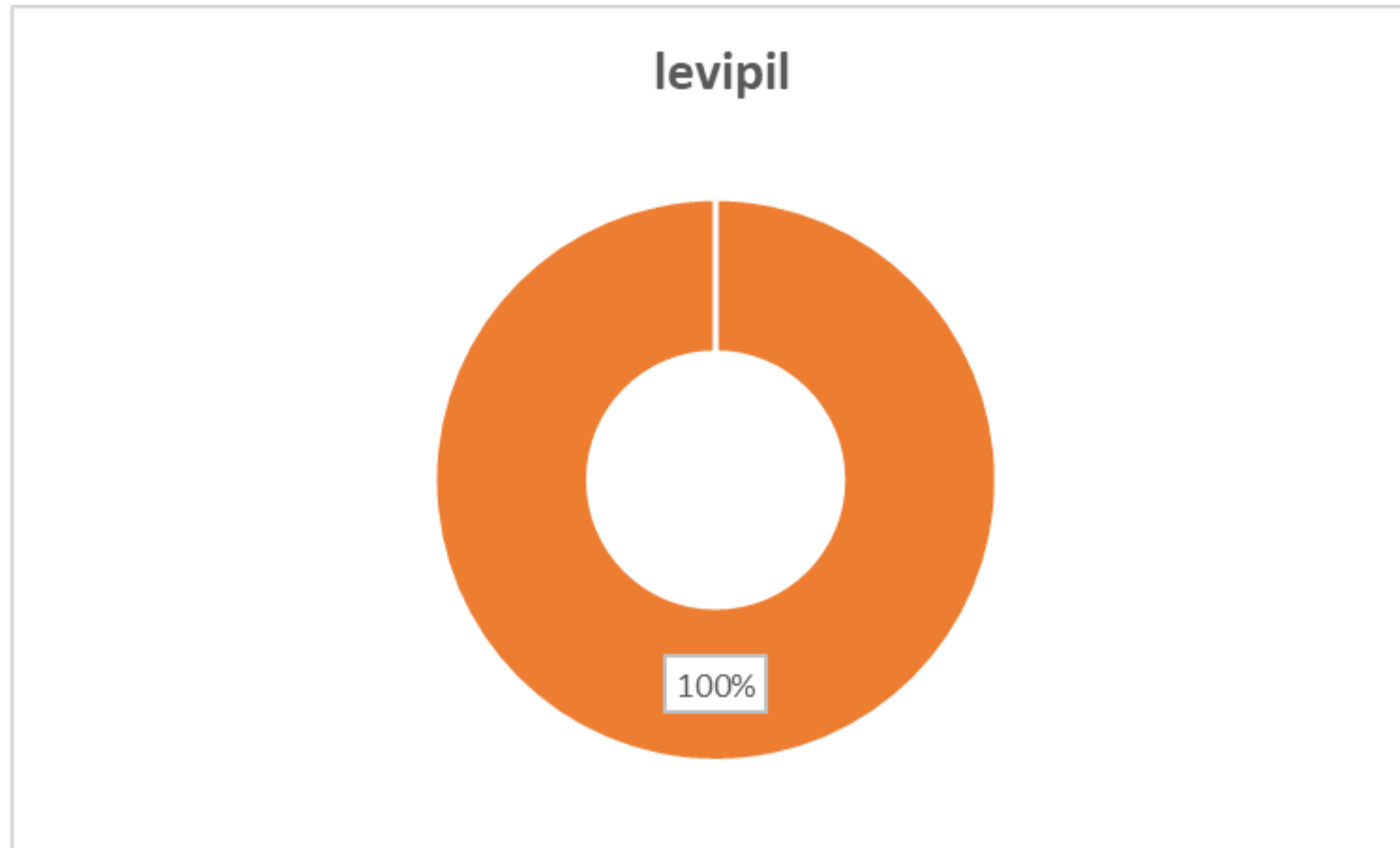
Results of Pharmacist Survey

Q. Which is the top selling brand of Brivaracetam?



Competitors: Britzilam, Brivasure, Brivepsy, Briv, Brivact, Brivanext etc

Q2. Which is the top selling brand of Levetiracetam?



Competitors: Levepsy, Levilex, Levera, Epilive, etc

Conclusion

1.Preference: Brivaracetam is strongly preferred by physicians over Levetiracetam

2.Reasons for Preference:

- Better efficacy in seizure control.
- Higher patient adherence.
- Fewer behavioral adverse events.
- Improved overall quality of life for patients.

3.Implications:

- These findings support the use of Brivaracetam in clinical practice, offering valuable insights for healthcare providers, pharmaceutical companies, and policymakers to optimize epilepsy management and improve patient care.

