

INTERNSHIP REPORT

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Topic: EXPLORING DOCTORS' VIEWS ON PHGG WITH L-THEANINE: A NATURAL ALTERNATIVE TO LAXATIVES FOR CHILDHOOD CONSTIPATION

Introduction

Childhood functional constipation (FC) is a significant global health issue, characterized by infrequent and painful bowel movements, fecal incontinence, stool withholding, and occasionally passing large stools, adversely affecting children's quality of life. The economic impact includes substantial public expenditure on healthcare services. FC is a prevalent functional gastrointestinal disorder (FGID) in childhood, with consistent prevalence worldwide, though it appears less common among Asian children compared to American and European counterparts, likely due to dietary habits, cultural practices, and toilet training norms. The association between socioeconomic status and FC remains debated, with some studies suggesting a higher prevalence among children from lower social classes. FC involves interactions between the gut and the brain, with risk factors categorized into centrally mediated factors and gut-related mechanisms, all contributing to anorectal dysfunction and fecal retention. Understanding these risk factors is crucial for effective management.

Objective of Internship

The primary objective is to investigate doctors' viewpoints on the use of partially hydrolysed guar gum (PHGG) with L-theanine as an alternative to traditional laxatives for childhood constipation. The objectives include assessing doctors' awareness and perceptions of PHGG with L-theanine, evaluating their understanding of its safety and efficacy compared to conventional treatments, and examining current prescribing practices. Additionally, the study seeks to identify barriers and facilitators influencing doctors' decision-making, compare their attitudes towards PHGG with L-theanine versus traditional laxatives. Furthermore, it aims to explore doctors' experiences with patient satisfaction and compliance when using PHGG with L-theanine for childhood constipation.

Organizational Profile

Ataraxia Life, is one of the fastest growing companies in India. We emphasize on attention to detail at every stage of product development, production process and packaging material to ensure integrity in end-to-end value chain. The company has expertise in offering customised solutions to unmet needs of the consumers.

Vision: To improve quality of life by offering healthcare solution with scientific evidence & Improved access.

Mission: To explore realm of opportunity in the healthcare by means of vertical integration and adding value to all the stakeholders.

Ataraxia Life Pvt Ltd (ALPL) is a nutraceutical & health sciences company operating in the Indian market form last year. Ataraxia is committed to deliver palatable and efficacious therapeutic products which aims to restore the health and nutritional balance across age groups.

Key Activities/Projects Undertaken Other than Dissertation

Research and Analysis

Market Analysis: Conducted a comprehensive market analysis of partially hydrolyzed guar gum (PHGG) with L-theanine as a natural alternative to traditional laxatives for childhood constipation. This involved identifying key competitors, existing treatment protocols, and unmet needs in the market.

Literature Review: Performed an extensive review of scientific literature to understand the efficacy and safety profiles of PHGG with L-theanine compared to conventional laxatives.

Data Collection and Analysis

Doctor Surveys: Designed and distributed surveys to healthcare professionals to gather their views on PHGG with L-theanine, including their awareness, perceptions, and prescribing practices.

Interviews with Healthcare Professionals: Conducted in-depth interviews with pediatricians and gastroenterologists to collect qualitative data on their experiences and preferences regarding treatments for childhood constipation.

Patient Feedback Analysis: Analyzed feedback from patients (or their guardians) who have used PHGG with L-theanine to gauge satisfaction and identify areas for improvement.

Development and Communication

Educational Materials: Developed informative brochures and educational materials aimed at healthcare professionals to raise awareness about the benefits and safety of PHGG with L-theanine.

Presentations: Created and presented findings on the market potential and clinical benefits of PHGG with L-theanine to internal stakeholders and at relevant medical conferences to generate interest and support.

Marketing Materials: Contributed to the creation of draft marketing materials that highlight the advantages of PHGG with L-theanine over traditional laxatives.

Key Learnings from Internship

During my internship at Ataraxia Life Pvt Ltd, focused on exploring doctors' views on PHGG with L-theanine as a natural alternative to laxatives for childhood constipation, I gained valuable experience in several areas:

In-Depth Understanding of Functional Constipation: Enhanced my knowledge of childhood functional constipation, including its prevalence, risk factors, and impact on quality of life, as well as the role of gut-brain interactions in its development.

Insights into Natural Treatment Alternatives: Gained a comprehensive understanding of the potential benefits of PHGG with L-theanine as a natural, effective alternative to traditional laxatives, emphasizing its safety and patient compliance.

Market Research Skills: Developed strong skills in conducting market analyses, including competitor analysis, treatment protocol assessment, and identification of unmet market needs.

Data Collection and Analysis Techniques: Improved my abilities in designing surveys, conducting interviews, and analyzing qualitative and quantitative data, allowing me to draw meaningful conclusions and insights.

Effective Communication: Enhanced my ability to communicate complex information effectively to diverse audiences through the development of educational and marketing materials, and by delivering impactful presentations.

Stakeholder Engagement: Learned the importance of engaging with various stakeholders, including healthcare professionals and patients, to gather comprehensive insights and build support for new healthcare solutions.