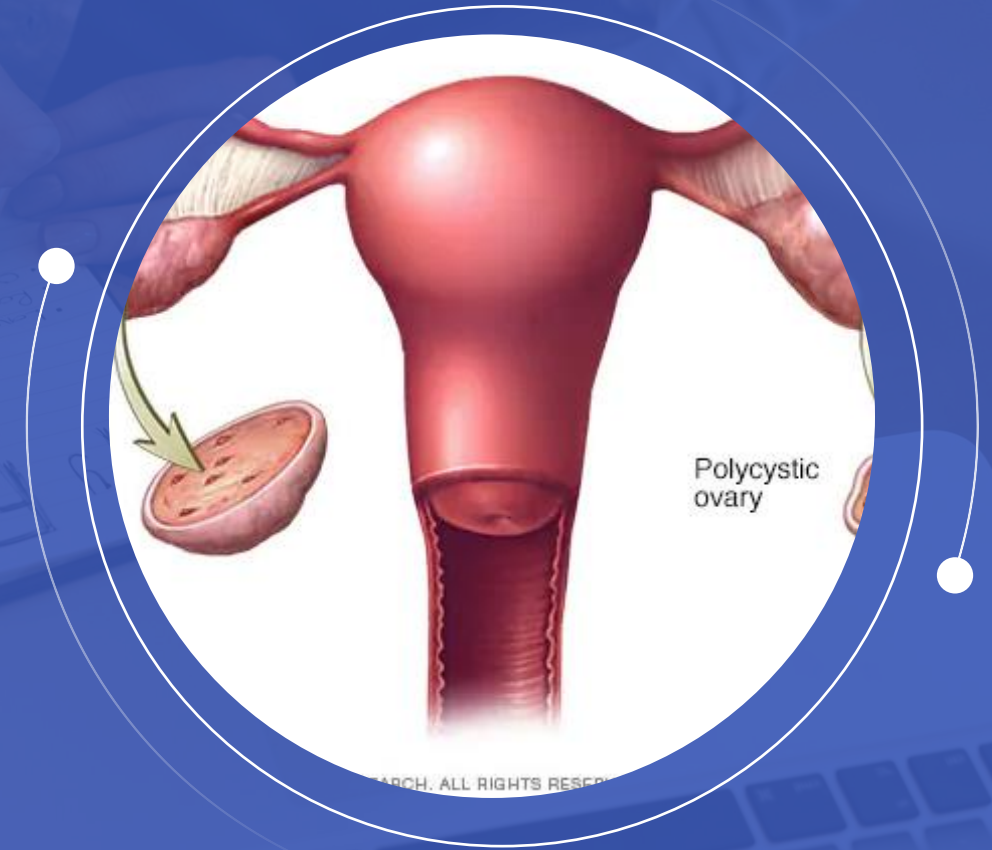




# Dissertation Presentation



Presented by: Suman Rituraj



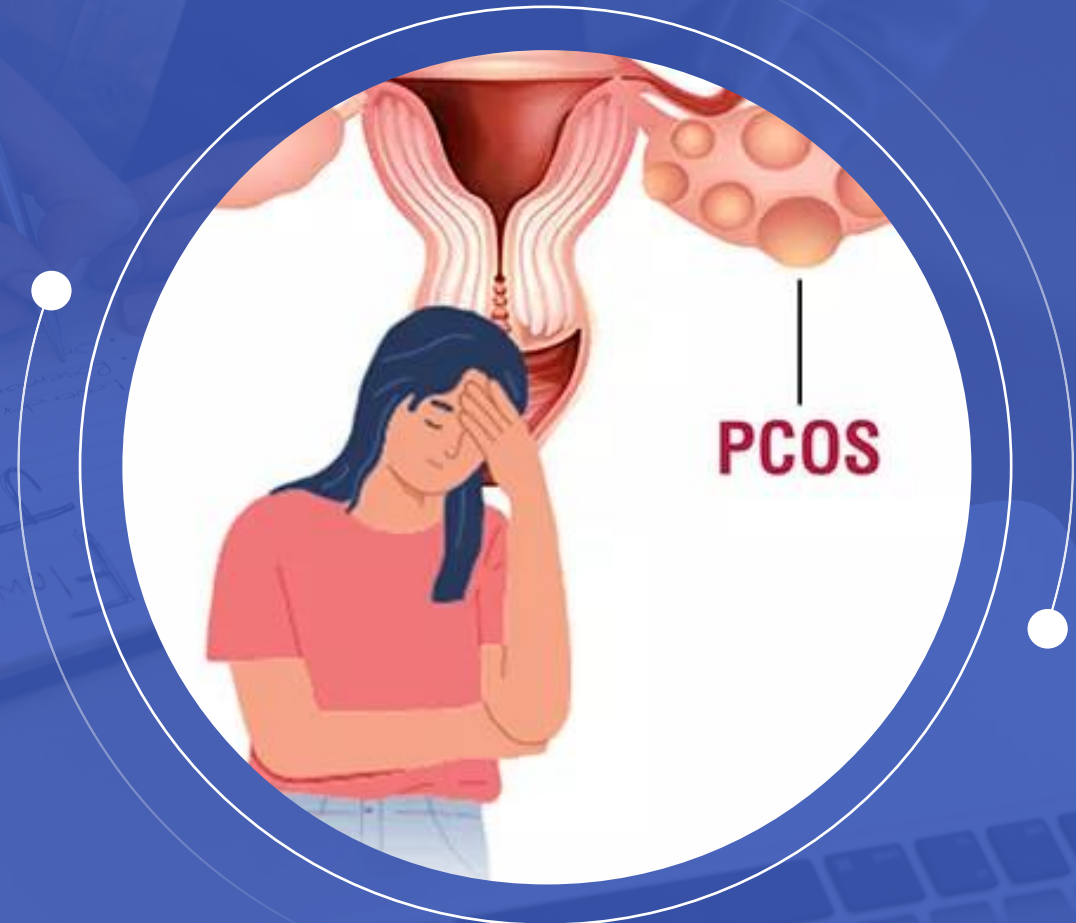
Time : 08/07/2024





# Topic:

*Knowledge Awareness and perception of polycystic ovary syndrome.*



Date : 08/07/2024



# ROADMAP

**Introduction**

1

**Objectives**

3

**Methods &  
Material**

5

**Market  
Report**

2

**Research  
Design**

4

**Conclusion  
& Report**

6



## What is PCOS:

Polycystic ovary syndrome (PCOS) is a serious genetic, hormonal, metabolic and reproductive disorder that affects women. It is the leading cause of female infertility. PCOS can lead to lifelong complications and other serious conditions including severe anxiety and depression, obesity, endometrial cancer, type 2 diabetes, liver disease and cardiovascular disease.

## PCOS Symptoms:



Insulin Resistance



High Testosterone levels



Irregular periods



Ovarian Cysts

## PCOS AFFECTS 1-IN-10 WOMEN



**10-15%**

Women estimated to have Polycystic Ovary Syndrome

**50%**

Women with PCOS going undiagnosed

**50%**

Women with PCOS who will develop type 2 diabetes or prediabetes before age 40

**13.8 BILLION**

Estimated annual cost to the American healthcare system to diagnose and treat women with PCOS

**3X**

The increased risk of women with PCOS developing endometrial cancer



## Market Intelligence on PCOS Knowledge

Assess and quantify the current understanding of PCOS among the target demographic, including awareness of symptoms, diagnostic methods, and treatment options, to inform market positioning and educational strategies.



## Consumer Awareness Analysis

Measure consumer awareness levels of PCOS prevalence, its impact on reproductive health, metabolic risks, and psychological implications to identify market gaps and opportunities for targeted health education campaigns.



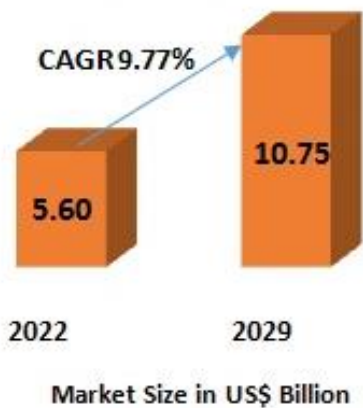
## Identifying Market Entry Points:

Identify specific gaps and barriers in PCOS knowledge and awareness that hinder effective market penetration of pharmaceutical management solutions, enabling targeted interventions to improve market acceptance and adoption rates.

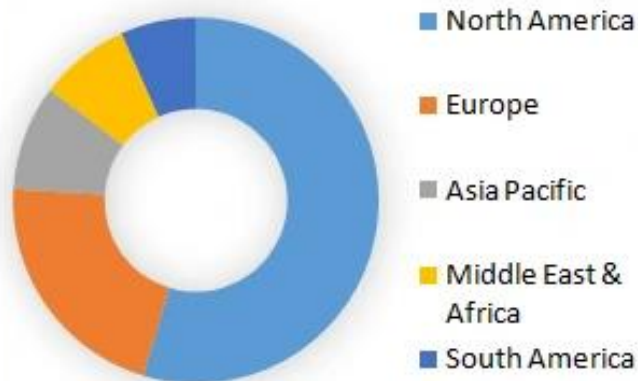


## Strategic Recommendations for Market Success:

Develop actionable recommendations for pharma strategies based on insights gathered, aimed at enhancing market positioning, patient education, and healthcare provider engagement to drive successful market entry.



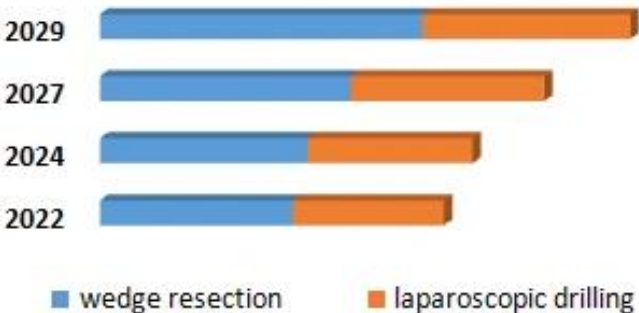
Regional Analysis in 2022 (%)



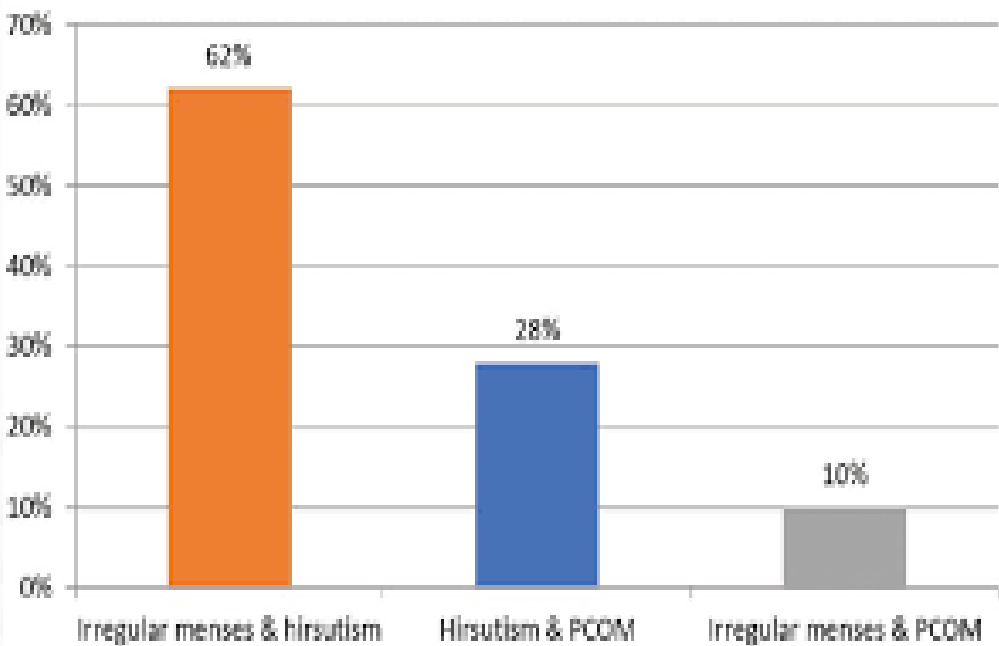
Key Players

- Sanofi  
Novartis AG  
Teva Pharmaceutical Industries Limited  
Addex Therapeutics Ltd.  
BIOCAD  
Merck KGaA  
AstraZeneca plc.  
Bristol Myers Squibb Co.  
Abbott
- Ferring Pharmaceuticals, Inc.  
Crinetics Pharmaceuticals, Inc.  
Allergan plc.  
Bayer AG  
Johnson and Johnson  
Mylan N.V.  
Pfizer Inc.  
BIOCAD

Surgery Type Segment Overview



Categories of PCOS patients



**Research Type:** Descriptive Study

**Data Collection:** Primary data will be obtained through an unbiased questionnaire completed by individuals, while secondary data will be gathered from published journals, literature, and reference books

**Sample Size:** A total of 152 participants were initially considered, of which 138 provided consent and participated.

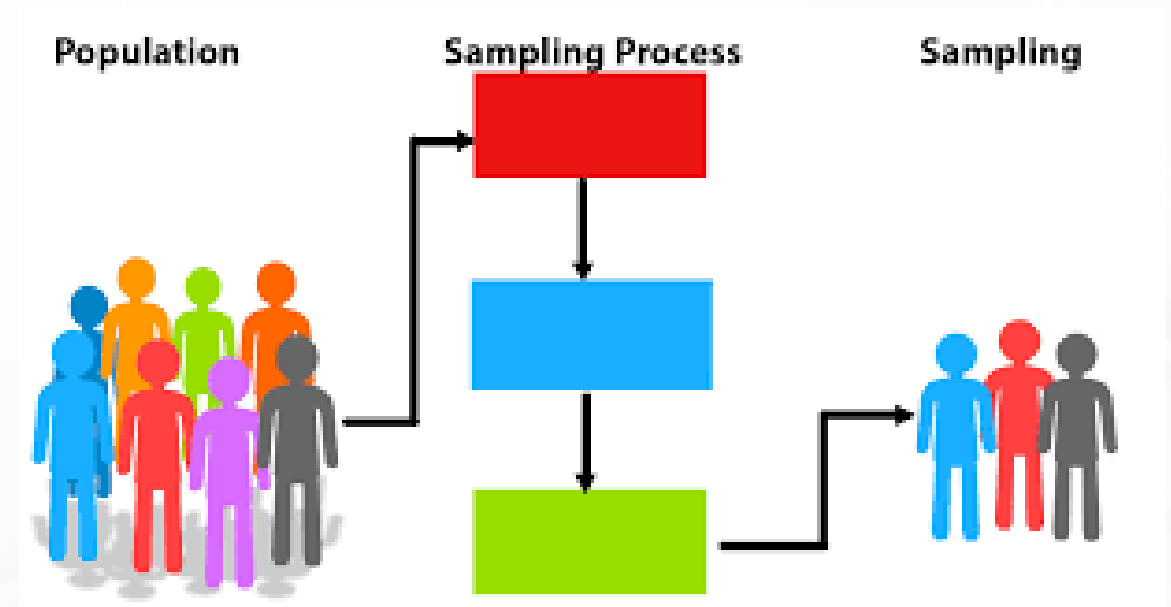
**Data Analysis:** Data analysis for this study will involve using simple statistical tools such as those available in MS Excel

**Inclusion and Exclusion Criteria:** Both male and female respondents above 18 years of age are eligible to participate

**Study Area:** PAN India

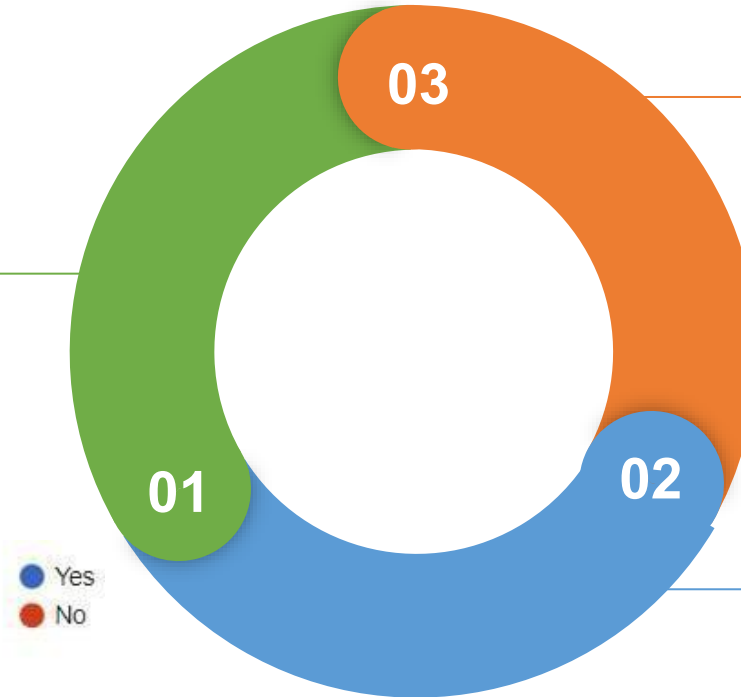
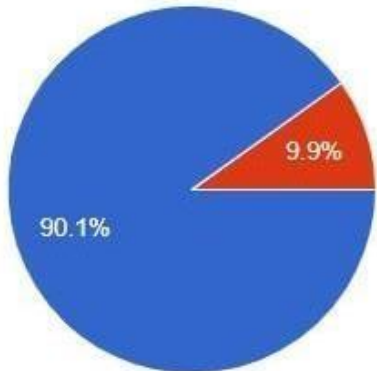
**Duration:** 3 months

**Questionnaire:** The questionnaire was created and distributed via Google Forms, and divided into 3 sections which are as follows:

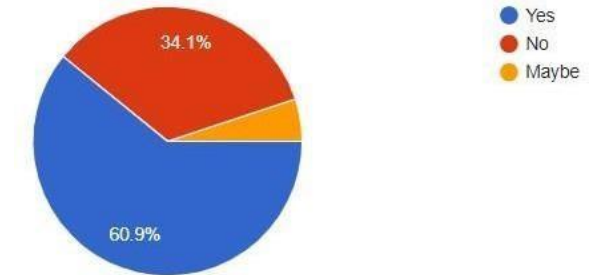


## DATA ANALYSIS

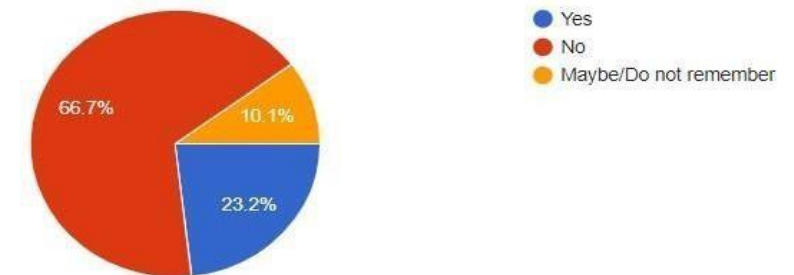
**1. Number of people who gave consent for the survey:** - It was observed that about 10% of the respondents either refused to give consent or just were not comfortable with giving the answers to all the questions



**History of PCOS in family:-** It can be seen about 60% of the respondents had some history of PCOS in the family,



**People who were previously informed by a Health-Care Professional (HCPs) about their Insulin Level:-** Approximately 66%





Approximately 62% of respondents stated that they do not use any alternative medicine for managing their PCOS symptoms.



More than 42% of respondents also denied using any vitamins or dietary supplements for managing PCOS



About 30% of respondents stated that they do not follow any body-based techniques to manage PCOS symptoms. However, approximately 47% reported engaging in regular exercise, and around 12% indicated using massage therapy to alleviate PCOS symptoms.

# Results:

## Results:

The study revealed a significant familial predisposition to PCOS among participants, indicating a heightened risk within affected families. Despite this genetic link, there was widespread non-adherence to preventive practices and varying levels of awareness about PCOS. Many respondents lacked comprehensive knowledge of symptoms, risk factors, and treatment options, underscoring the need for targeted educational initiatives.

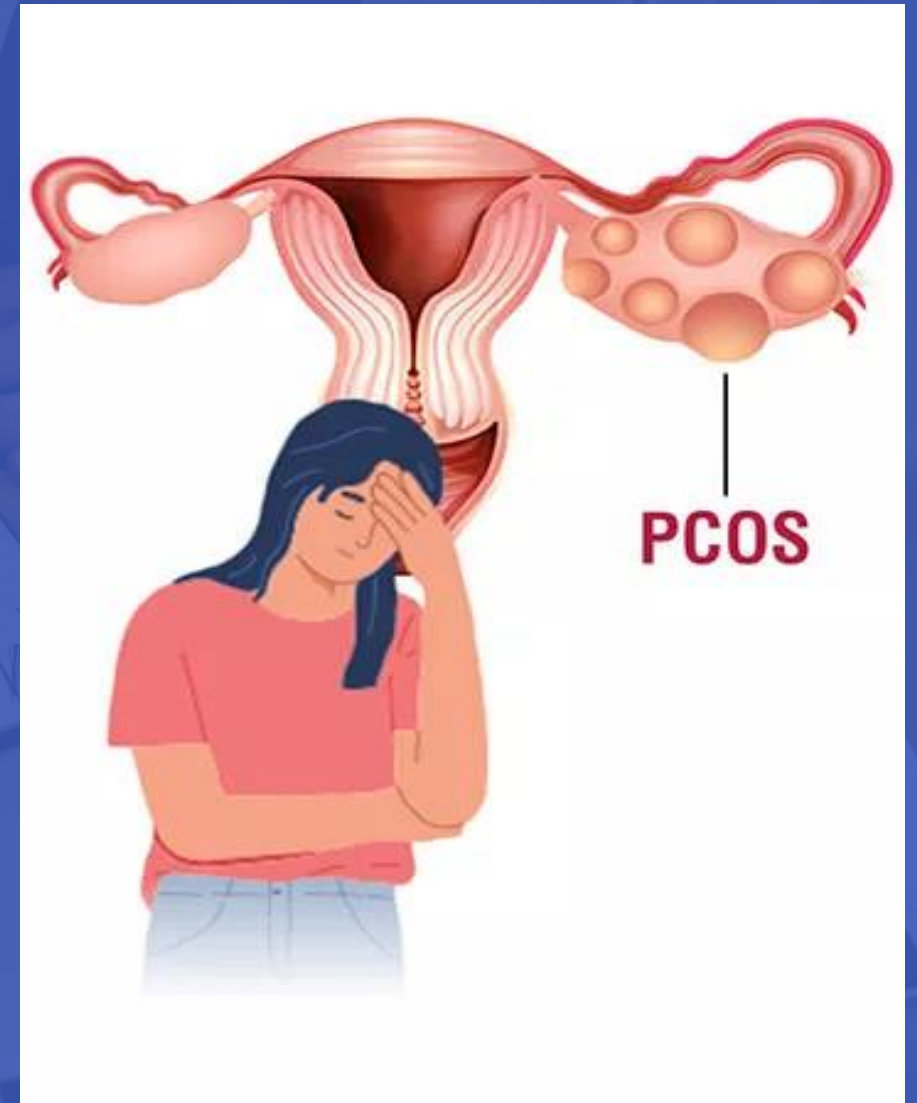
# Conclusion:

## Conclusion:

Our analysis of Polycystic Ovary Syndrome (PCOS) data reveals significant familial history among respondents, indicating increased future risk. Despite this, there is poor adherence to preventive practices, necessitating targeted education for early detection and management. Our Knowledge Assessment Test shows varied awareness levels; comprehensive education is vital. We found gaps in monitoring tools and lifestyle adherence, underscoring the need for ongoing support. We recommend regular PCOS-focused health programs to enhance awareness and promote proactive management. Addressing knowledge gaps and improving awareness are crucial for better PCOS outcomes, fostering supportive healthcare environments for affected individuals.



# THANKS



Date : 08/07/2024

