Clinician perception on factor influencing towards usage of therapeutic nutritional powder

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DISSERTATION SYNOPSIS

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TITTLE: Clinician perception on factor influencing towards usage of therapeutic nutritional powder.

INTRODUCTION Increasing malnutrition and protein deficiency in clinical settings requires the development and use of effective dietary supplements. The aim of this study is to investigate the factors that influence the doctor's choice of therapeutic nutritional powders, focusing on the significance of the protein digestibility corrected amino acid score (PDCAAS). The study, which involved 201 doctors from various departments in three major hospitals in Jaipur, seeks to identify the main considerations and preferences that guide health professionals in prescribing protein supplements.

RESEARCH QUESTION:

1)How important is PDCAAS (Protein digestibility-corrected amino acid score) while choosing high-protein formula?

2)Protein formula with PDCAAS (Protein digestibility-corrected amino acid score) of 0.96 is good formula?

3)Is protein formula with glycemic index of 33 is good formula in your clinical practice?

4)Are arginine & glutamine helps in faster recovery?

5) When choosing a protein brand, are you looking for high protein content or just protein with basic content for the recovery of patients?

6)Which important element do you look for while prescribing the protein supplement?

Objectives:

The main objective of this study is to investigate and understand the factors that influence physicians' perceptions and decisions regarding the use of therapeutic nutritional powders in clinical practice. By identifying these factors, the research aims to provide an understanding of the barriers and facilitators that influence the recommendation and prescription of these supplements. This includes examining aspects such as clinical guidelines, perceived efficacy, patient compliance and potential side effects. Understanding these factors is critical to improving clinical practices and ensuring that patients receive the nutritional support they

need for their health and recovery.
In addition, the research aims to develop evidence-based strategies to improve the acceptance and use of therapeutic nutritional powders among healthcare professionals. By analyzing data collected by physicians, the study aims to identify key areas of intervention and training that could lead to improved patient outcomes. The goal is to bridge the gap between clinical knowledge and practice by promoting the effective integration of nutritional supplements into patient care plans and thereby optimizing patient care benefits across healthcare settings.

5.Hypothesis:

- **Primary Hypothesis (H1):**

Doctors consider a combination of factors beyond just protein content when prescribing therapeutic protein powders. These factors may include:

- **Nutritional factors:** Protein digestibility corrected amino acid score (PDCAAS), sugar content, presence of specific amino acids (glutamine, arginine)
- **Patient-specific factors:** Glycemic index (for diabetic patients), amount of protein.
- **Marketability:** Brand recognition

-Null Hypothesis (H0):

Doctors primarily focus on protein content when prescribing therapeutic protein powders, and other factors have minimal influence on their decision.

Materials and Methods:

1. Research Design:

Type of Research Design

Observational Descriptive study:

• Observational**:** I did not manipulate any variables or assign treatments, simply observed and collected data on doctor's existing prescribing practices.

• Descriptive**:** My goal is to describe the factors doctors consider when selecting therapeutic protein powders. I am not testing a hypothesis about the effect of one factor compared to another.

2. Data Collection:

• **Primary Data Collection**

-Data was collected through means of a structured questionnaire. The structured questionnaire was designed covering only open ended and questions.

-It was aimed to derive maximum information from the Internal Medicine, General Surgery, Obstetrics and Gynecology, Dietician and Orthopedics of Jaipur

Secondary Data Collection

-Data was also collected from various sites on the internet, the sources are mentioned in the reference section.

3. Sampling:

201 Internal Medicine, General Surgery, Obstetrics and Gynecology, Dietician and Orthopedics doctors.

4. Data Analysis:

- Quantitative Analysis: Descriptive statistics, such as frequencies, percentages, and measures of central tendency, will be used to summarize survey data. Inferential statistics, including correlation analysis and t-tests, will be employed to test hypotheses and identify relationships between variables.
- Qualitative Analysis: Thematic analysis will be conducted on interview transcripts and content analysis of social media marketing materials to identify recurring themes, patterns, and insights.

5. Ethical Considerations:

- Informed Consent: Participants will be provided with clear information about the purpose of the study and their rights as participants. Informed consent will be obtained before data collection.
- Confidentiality: Measures will be taken to ensure the confidentiality and anonymity of participants' responses. Data will be stored securely and only accessible to authorized researchers.

6. Limitations:

- Sampling Bias: Convenience sampling may introduce bias into the sample, limiting the generalizability of the findings.
- Social Desirability Bias: Participants may provide socially desirable responses, leading to potential biases in self-reported data.
- Time Constraints: The study will be limited by time constraints, potentially affecting the depth and scope of data collection and analysis.

7. Validity and Reliability:

- Validity: Measures will be taken to ensure the validity of the research instruments, including pilot testing of survey questions and triangulation of data sources.
- Reliability: The reliability of data collection methods will be assessed through test-retest reliability and inter-coder reliability for qualitative analysis.

IMPLICATIONS: The research will have significant implications for businesses, managers, academics, and society at large, contributing to more effective marketing strategies, informed decision making, and ethical marketing practices.