

CORONA REMEDIES PVT LTD

- Ahmedabad, Gujrat based CORONA Remedies Pvt. Ltd. is a pharmaceutical company founded in 2004, by Dr K.L. Mehta is dedicated to improving health quality for all by leading in the research, manufacturing, and marketing of high-quality products.
- It stands out as India's youngest company to rank among the top 40 pharmaceutical companies. Also, it is a leader in women's healthcare and has a significant presence in various therapeutic areas, including anti-hypertensive, dermatology, diabetes, hormones, neuropathy, pain management, bone health, anti-ulcerant, and nutritional supplements.

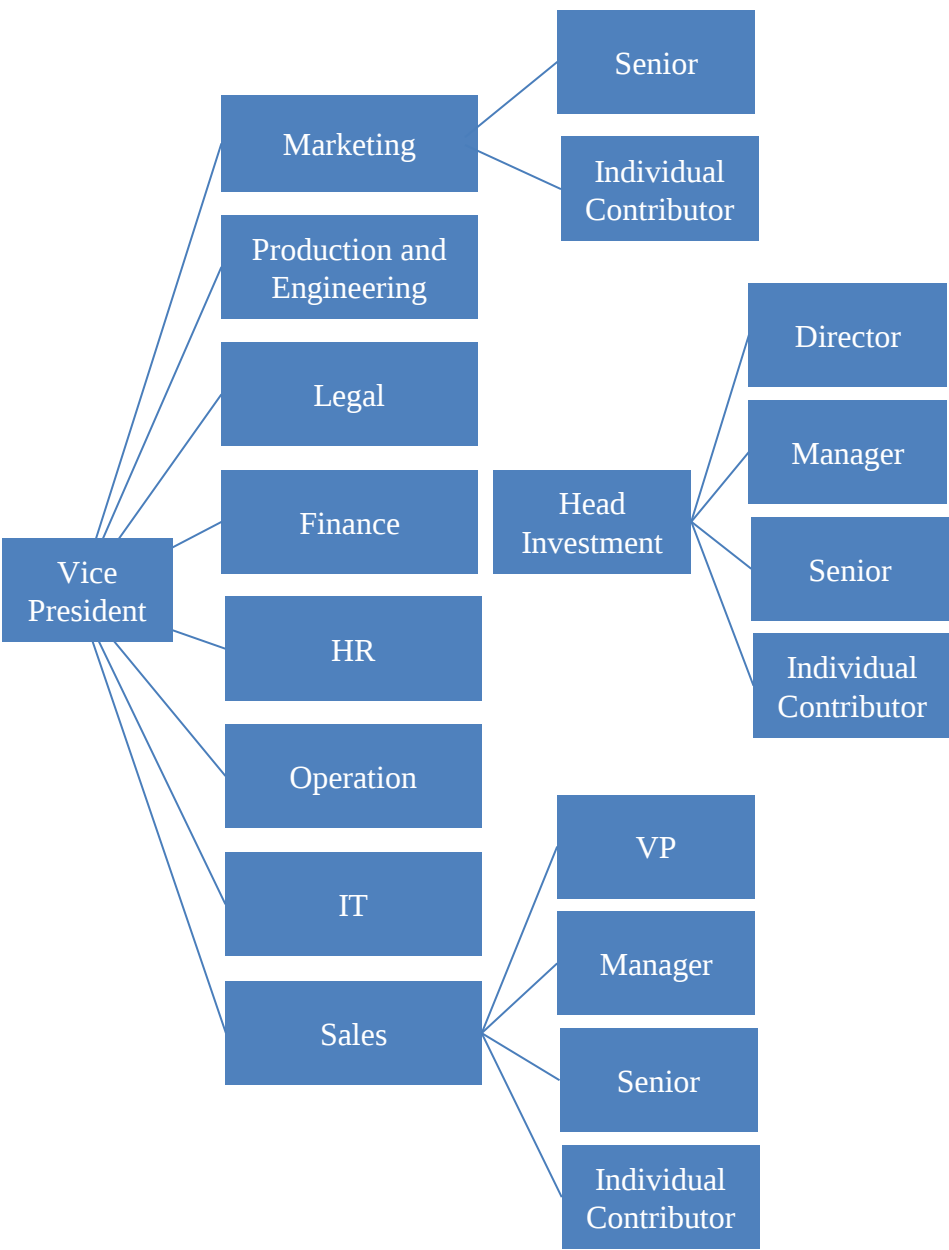
VISION

To achieve good health for every individual, society and the nation by becoming one of the top pharmaceutical companies in the world

MISSION

To be an ethical, transparent, spirited, and vibrant organization with a progressive outlook, is to make available a range of innovative, value-added and evidence-based products.

ORGANIZATION STRUCTURE



BRIEF DESCRIPTION ABOUT PROJECT

- Thorough secondary research on the subject PCOD for a holistic understanding of the disorder & various treatment options
- Questionnaire designing for the primary research
- Conducting on-field surveys to understand the various patient profiles for PCOD
- Rationalizing the treatment options based on the survey & understanding

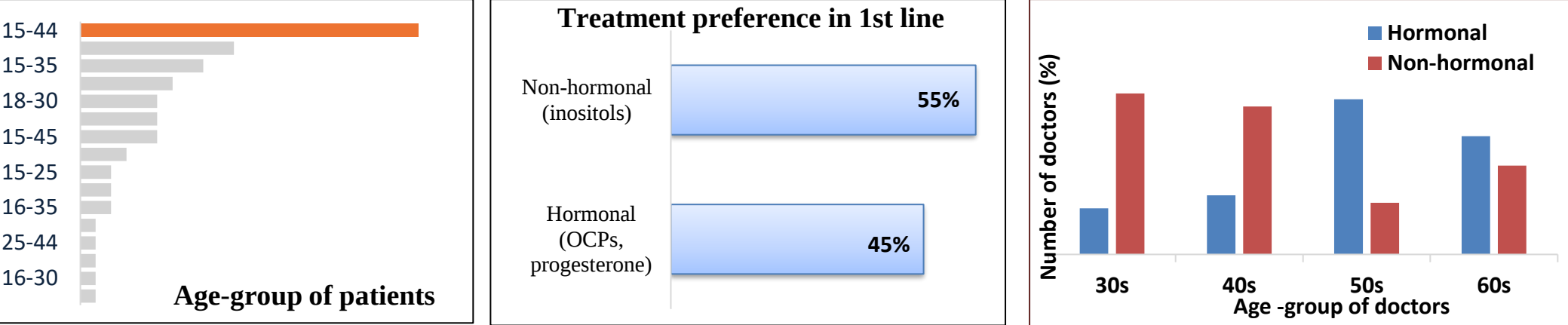
DIFFERENCE BETWEEN PRACTICAL AND THEORETICAL EXPOSURE

Parameter	Theoretical	Practical
Treatment Protocols and Practices	Expected standardized and uniform treatment protocols for PCOS, as taught in class, where guidelines are followed strictly.	Field research revealed significant variability in treatment approaches among doctors. Doctors often tailored treatments to individual patient needs, diverging from textbook guidelines.
Participant Willingness	Assumed high levels of participation and cooperation from research subjects, based on theoretical frameworks that suggest easy access to willing participants.	Most doctors were hesitant or unwilling to participate. This reluctance limited the sample size and diversity of responses, impacting the quality and comprehensiveness of the research findings.

FINDINGS FROM SECONDARY RESEARCH

Overview	Prevalence	Diagnosis	Gaps
❖ PCOS is a multifactorial, most prevalent metabolic and endocrinological disorder in females of reproductive age ❖ Characterized by the presence of at least two of the following: irregular menstrual cycles, elevated levels of androgens, and the presence of multiple ovarian cysts.	❖ Every 1 in 5 women in India suffers from PCOS ❖ In India, prevalence of PCOS is highest in East India. ❖ PCOS is highly prevalent among women aged 21 to 30, with the average age being 23 years.	❖ The Rotterdam Criteria are widely used for diagnosing PCOS in India and globally. ❖ As per the criteria, PCOS diagnosis is based on the presence of two out of three following criteria: ovulatory dysfunction, polycystic ovaries detected by ultrasound, and hyperandrogenism.	❖ Current treatment of PCOS is symptomatic not curative. ❖ While drug therapy can alleviate symptoms in PCOS patients, the high recurrence rate after discontinuing medication places a significant economic burden on both patients and society.

FINDINGS FROM PRIMARY RESEARCH

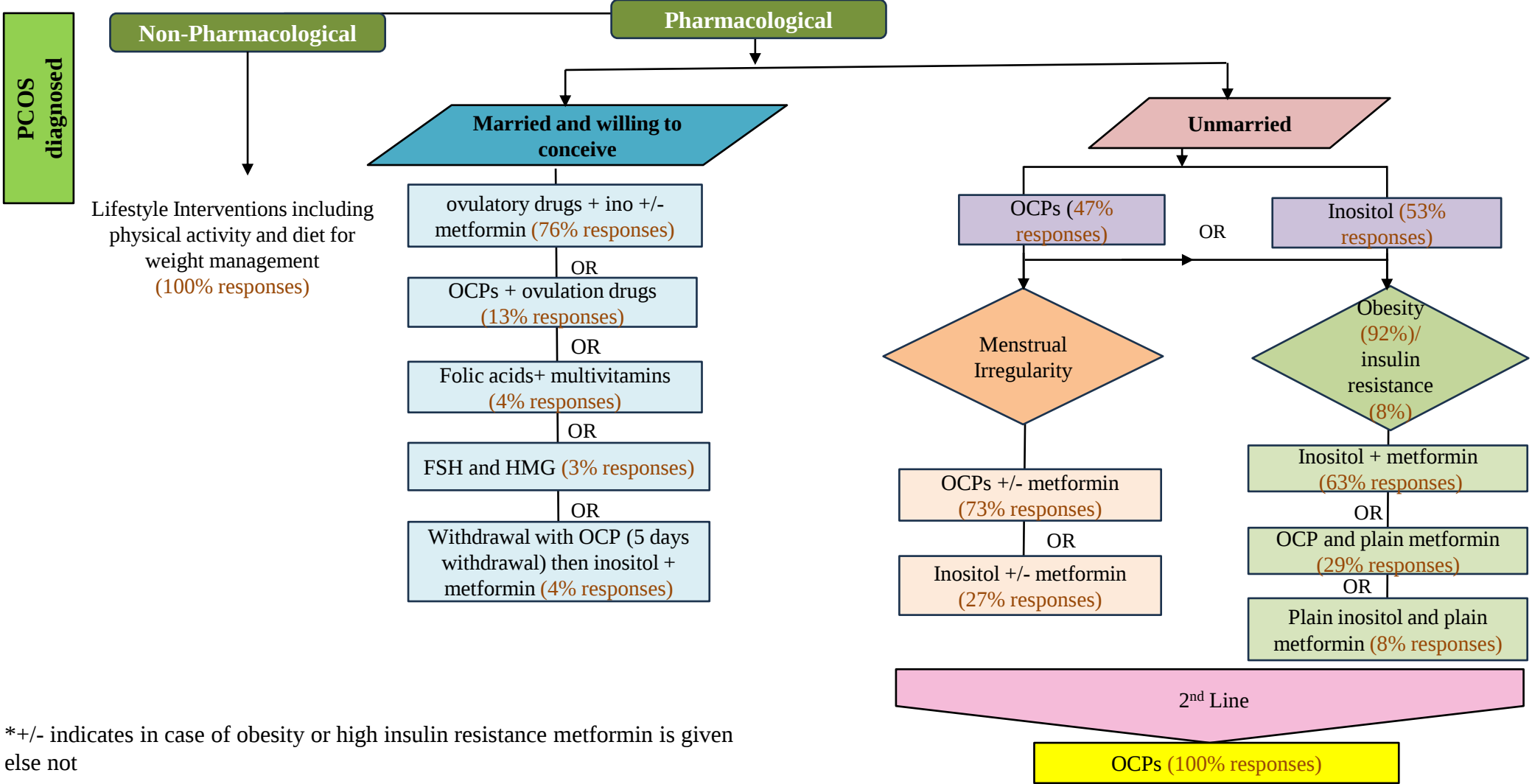


The majority of PCOS patients fall within the age group of 15-44, indicating that PCOS management is a concern throughout the reproductive years.

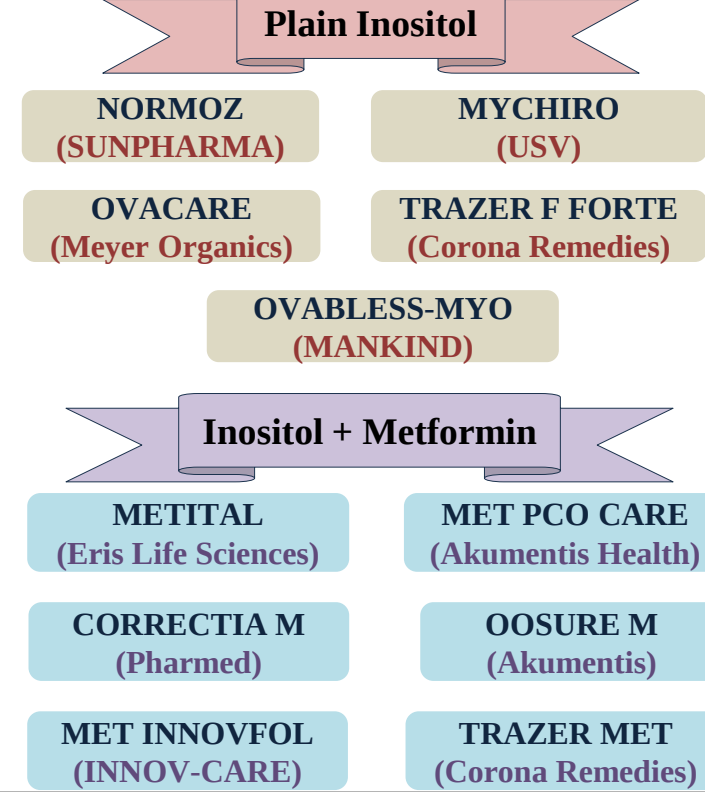
A notable interest among gynecologists in non-hormonal approaches for initial PCOS management was observed.

Younger doctors (30s and 40s) are more inclined towards non-hormonal (inositol), whereas older doctors (50s and 60s) tend to favor hormonal treatments (OCPs).

TREATMENT ALGORITHM BASED ON RESPONSES



Most Preferred Brands by Different Gynecologists



SWOT ANALYSIS FOR PCOS TREATMENT

Strengths	Weaknesses
• Comprehensive Approach: Combines lifestyle interventions, hormonal treatments, and non-hormonal treatments (e.g., inositol). • Research Advances: Nutraceuticals like inositol show promise in treating multiple symptoms of PCOS. • Increased Awareness: Growing recognition of PCOS among healthcare professionals and patients.	• Symptomatic Treatment: Current treatments focus on symptom management rather than curing the disease. • High Cost: Non-hormonal treatments like inositol are expensive, affecting patient compliance. • Side Effects of OCPs: OCPs have significant side effects and do not address the underlying disease.
Opportunities	Threats
• Innovative Treatments: Continued R&D of nutraceuticals and other innovative treatments can lead to more effective management of PCOS. • Educational Campaigns: Increased educational efforts targeting both healthcare providers and patients can improve awareness and acceptance of new treatment modalities.	• Economic Constraints: High treatment costs and limited patient ability to pay can lead to non-compliance. • Complications and Comorbidities: Poorly managed PCOS can lead to severe health issues like cardiovascular disease and gestational diabetes.

LEARNINGS

I gained valuable skills in conducting primary research, including designing effective questionnaires. I developed an in-depth understanding of PCOS. Collaborating with the company's market representatives provided practical exposure to their strategies for increasing sales, enriching my knowledge of market dynamics and the practical aspects of promoting healthcare products.

CHALLENGES

During my internship, I encountered several challenges, including a lack of proper training in primary research, reluctance from doctors to participate, and significant data inconsistency, which made it difficult to draw clear conclusions.

USEFULNESS

The internship was highly beneficial, offering practical experience in conducting real-world research. It facilitated critical skill development and expanded my professional network. The findings from the research contributed valuable knowledge about PCOS treatment patterns.

SUGGESTIONS

- Company should implement structured training programs for interns in conducting primary research and data analysis.
- Company should invite the interns at headquarters for 2 weeks to explore the organization work culture.