Erdosteine Evaluation: Physician Survey-Based Market Research

IIHMR UNIVERSITY | Cipla

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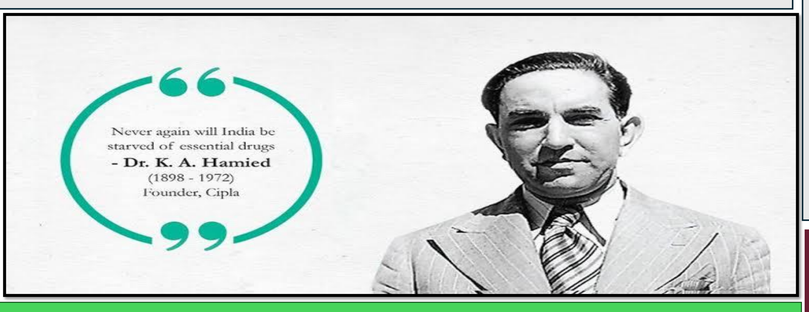
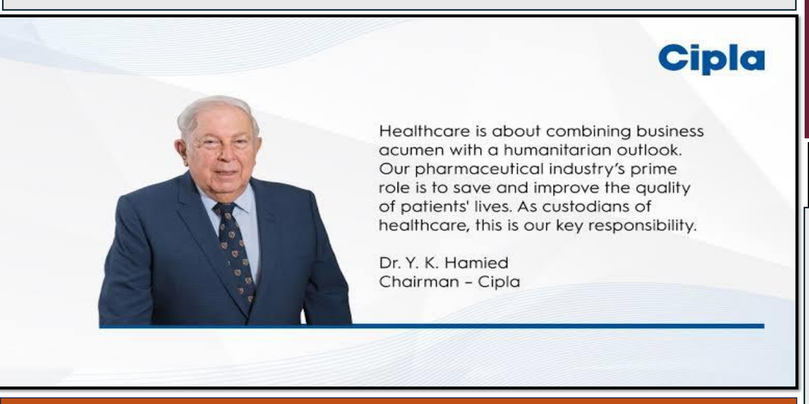
HISTORY OF CIPLA

Cipla, a prominent Indian pharmaceutical company, was founded in 1935 as Chemical Industrial Pharmaceutical Laboratories Ltd and rebranded in 1984. It offers over 1,500 products across three main divisions: APIs, respiratory, and Cipla Global Access. Its primary market is India, with notable presence in Africa and North America.



VISION

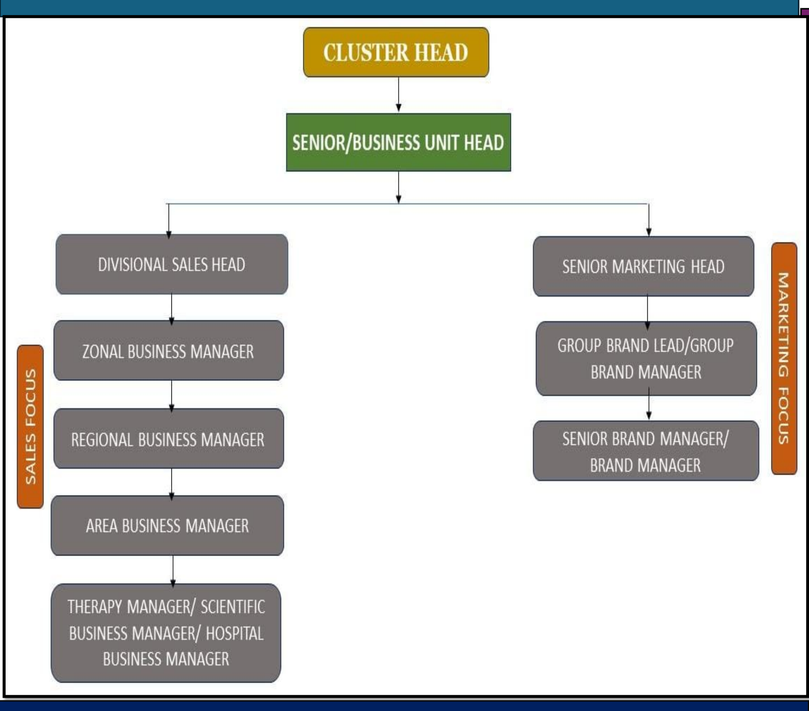
To be a center of excellence in producing high-quality, affordable, and innovative medicines.



MISSION

We believe that innovation is more radical and transformational than improvement and therefore, is a critical component in leading the organization towards our purpose of 'Caring for Life

ORGANIZATION STRUCTURE

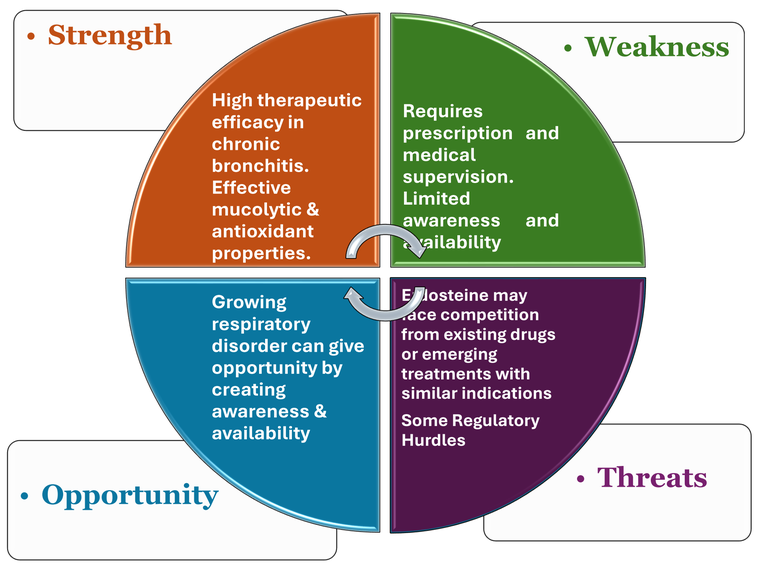


THEORITICAL V/S PRACTICAL

✓While theoretical knowledge provides fundamental understanding, real-world experience uncovers comprehensive insights into how doctors perceive products.

✓Surveys conducted in actual markets offer essential insights into current trends, crucial for strategic brand planning.

SWOT ANALYSIS

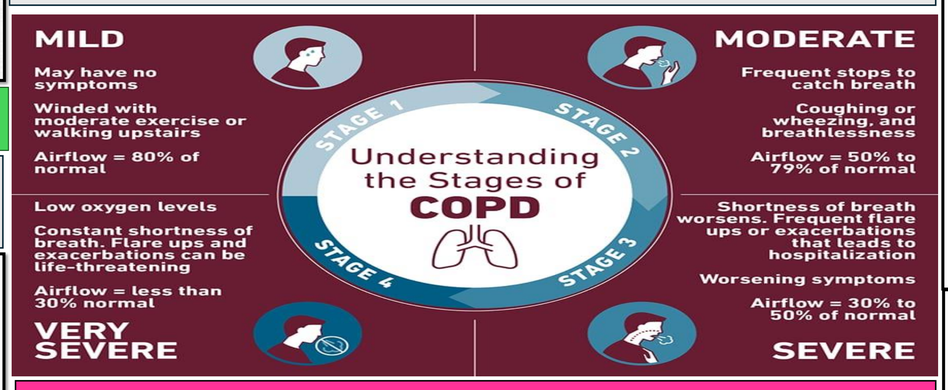


OBJECTIVE

Collect information from pulmonologists in Kolkata about their preference for Erdosteine.

DISEASE PROFILE

Chronic Obstructive Pulmonary Disease (COPD) is a gradually worsening lung condition marked by chronic bronchitis and emphysema. Its symptoms include shortness of breath, wheezing, ongoing cough, and mucus production. Airways inflammation, commonly caused by smoking, leads to frequent flare-ups. Diagnosed through spirometry, COPD can cause low blood oxygen levels and impaired lung function.



TREATMENT

Erdosteine treats COPD by reducing mucus production and enhancing mucus clearance, easing breathing. Its anti-inflammatory properties decrease airway inflammation, resulting in fewer exacerbations and better lung function.

COMPITITORS OF ERDOSTEINE

Acetylcysteine (MUCOMIX) - SAMARTH PHARMA
Ambroxol (Ambrodil) - ARISTO PHARMA
Bromhexine - IPCA PHARMA
Carbocisteine (Mucodyne) –ELDER PHARMA
Levosalbutamol - WOCKHARDT PHARMA

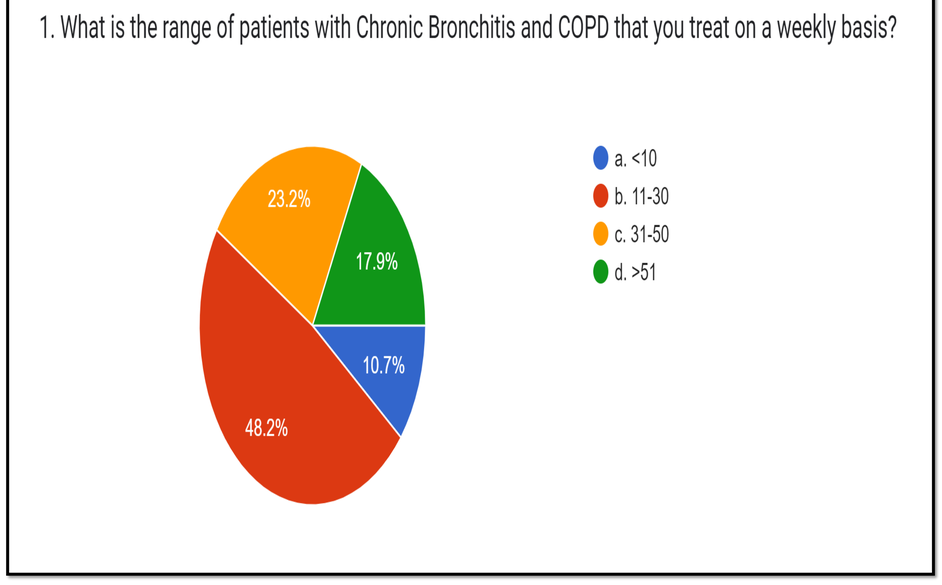
PACKAGING

METHODOLOGY

- Cross-sectional Study, Descriptive
- Study area: Kolkata, West Bengal
- Target group: Physicians
- Sampling: Purposive sampling
- Sample Size: 56 Physicians

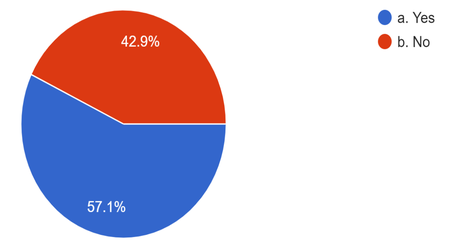
ANALYSIS OF THE SURVEY (n=56)

1. What is the range of patients with Chronic Bronchitis and COPD that you treat on a weekly basis?

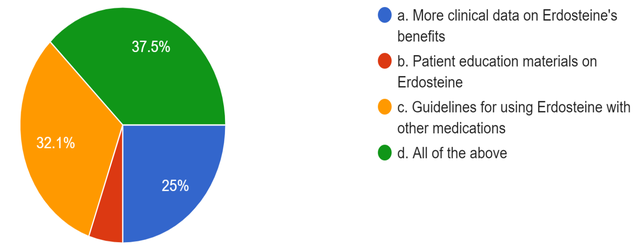


2. Are you familiar with the new mucolytic agent called Erdosteine?

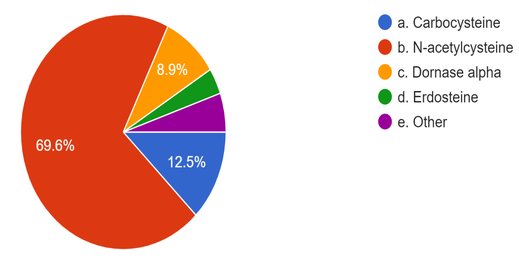
56 responses



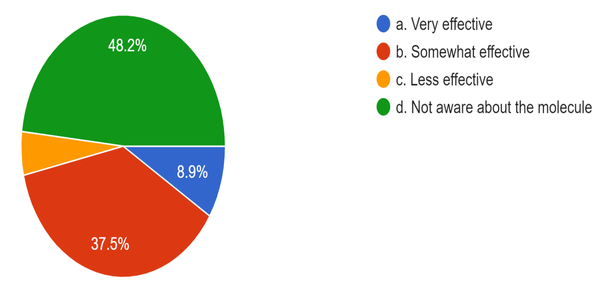
3. What information would be most helpful for you regarding Erdosteine molecule use in Chronic Bronchitis and COPD?



4. Which of the following molecule is mostly preferred for treatment of COPD and Chronic Bronchitis?



5. How effective is Erdosteine compared to other mucolytic agents?



CHALLENGES FACED DURING INTERNSHIP

- It was challenging to meet with doctors; they were often unavailable
- Getting appointments with doctors was problematic
- Navigating hospitals to locate specific departments and doctors was challenging
- Sometimes, doctors may question our affiliation with a specific organization, which became a hindrance.

LEARNINGS

- Enhanced both my interpersonal (communication skill) and technical skills throughout the internship.
- Collected primary information and data from multiple physicians in Kolkata.
- Analyzing the market size, growth trends, and current dynamics of the erdosteine molecule.

SIGNIFICANCE OF INTERNSHIP

- Practical hands-on learning
- Familiarization with the industry
- Skill enhancement
- Self-exploration and career investigation
- Strengthening self-assurance

SUGGESTIONS

- Focused campaigns aim to raise awareness and educate physicians and healthcare practitioners through strategic initiatives, including regular sales visits and robust digital marketing strategies.
- The goal is to inform and educate healthcare professionals about relevant products , promoting informed decision-making and potentially enhancing patient care outcomes.
- The product needs to be more readily accessible and widely available in the market.