

SUMMER INTERNSHIP PROGRAM

IIHMR UNIVERSITY JAIPUR

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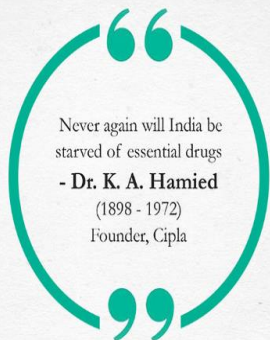


MARKET ASSESSMENT ON ILD & EFFECTIVENESS OF ANTI-FIBROTICS IN IT'S TREATMENT THROUGH MARKET RESEARCH



HISTORY OF CIPLA

Cipla is a leading pharmaceutical from India with presence across the world It was established in **1935** as Chemical Industrial Pharmaceutical Laboratories Ltd and changed to its current name in **1984** The company has a vast portfolio with more than 1,500 products in the market. The company's business is divided into three strategic units APIs, respiratory and Cipla Global Access. Its largest market is India, followed by Africa and North America



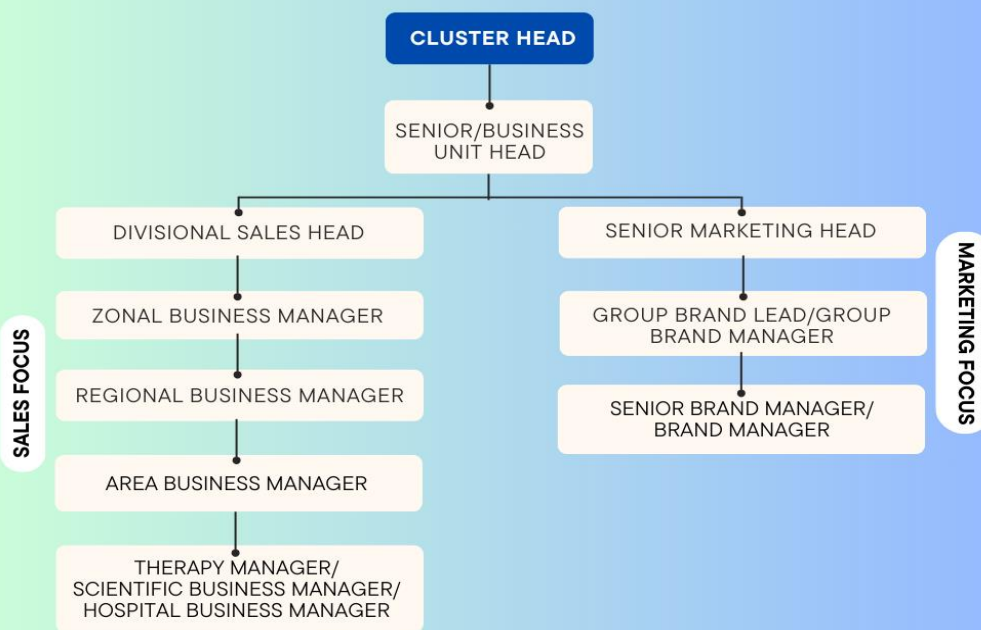
VISION

To become a Centre of excellence in the manufacturing of quality, affordable and newer medicines.

MISSION

To be a leading global healthcare company which uses technology and innovation to meet everyday needs of all patients.

ORGANIZATION STRUCTURE



SWOT

Strength

- ❖ Most preferred treatment for ILD's.
- ❖ Good Efficacy, Safety and Tolerability

Weakness

- ❖ Expensive.
- ❖ Decrease the symptoms but doesn't cure the disease.



Threats

- ❖ Growing competition.
- ❖ Inexpensive alternatives.

Opportunity

- ❖ Collaborations and Partnerships.
- ❖ Patient education increase awareness related to ILD's.

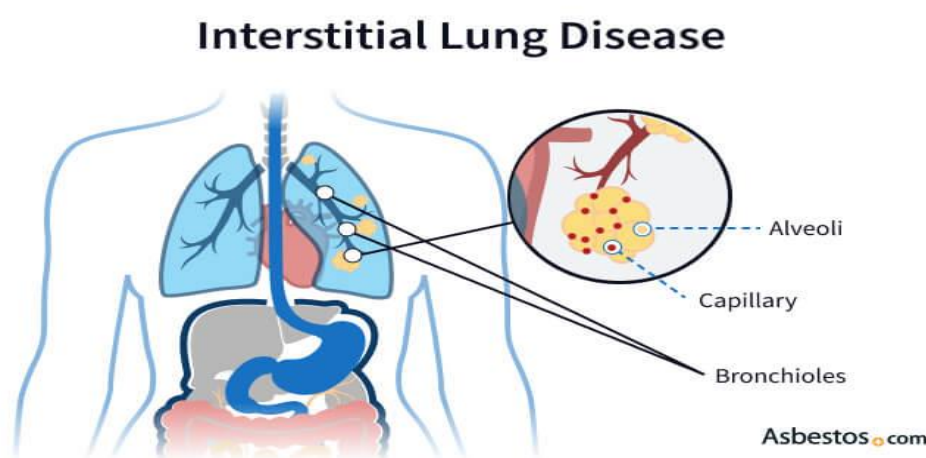
Learnings

- Understanding the market size, growth & trends of Nintedanib and Pirfenidone.
- Collecting information and data from various Pulmonologist & CP's of Delhi.
- Time management and interpersonal skills.

OBJECTIVE

To collect data from Pulmonologists of Delhi on their preference between Pirfenidone and Nintedanib.

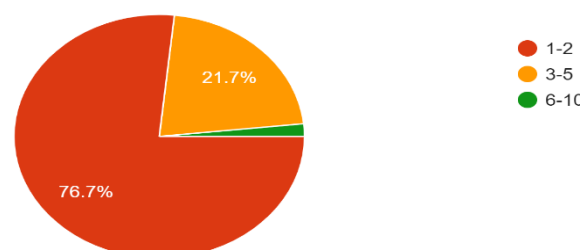
ABOUT THE DISEASE



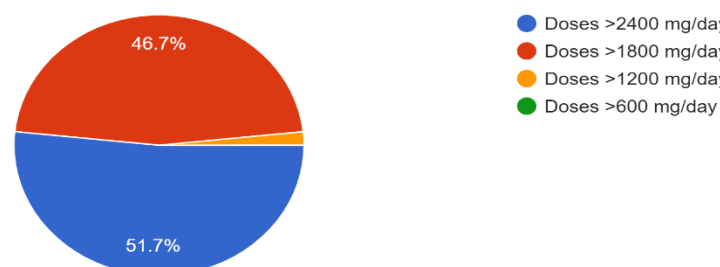
Interstitial Lung Disease(ILD) refers to a group of lung disorders characterized by inflammation & scarring (fibrosis) of the interstitial tissue that supports the air sacs in the lungs. ILD encompasses various conditions, including idiopathic pulmonary fibrosis(IPF), sarcoidosis, hypersensitivity pneumonitis, & others.

ANALYSIS OF SURVEY

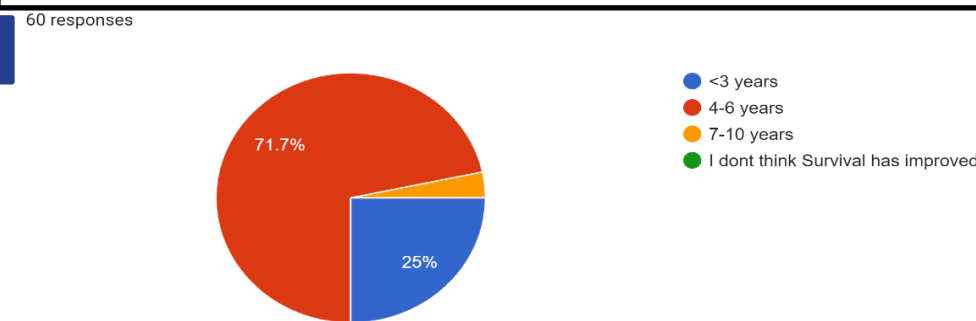
Number of new patients to which doctor prescribe antifibrotics every week. n=60



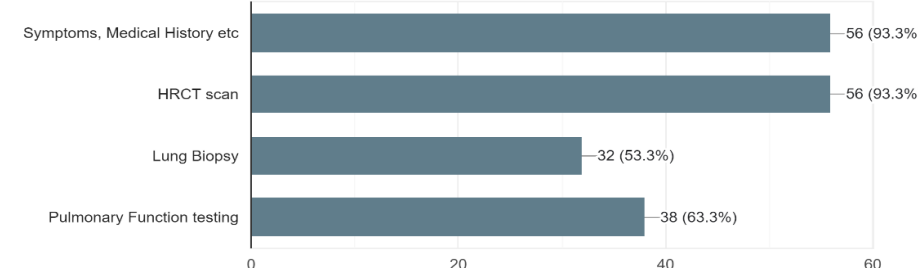
Generally observed photosensitivity reaction related to pirfenidone at



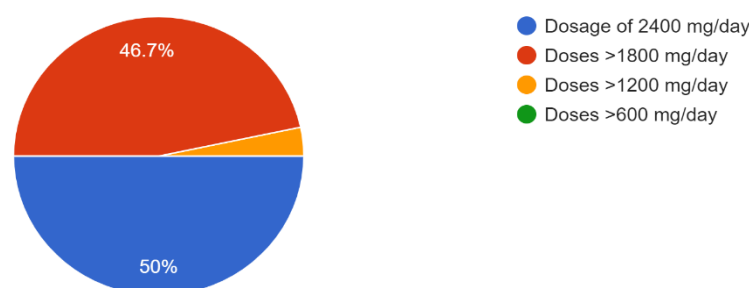
The mean survival of your IPF Patients receiving antifibrotic treatment is



Techniques used for diagnosis of IPF/ILD are



Generally, observe GI related adverse event related to pirfenidone at



TREATMENT

Pirfenidone & Nintedanib are 2 medications approved for the treatment of idiopathic pulmonary fibrosis(IPF), which is the most common & severe form of ILD.

PACKAGING



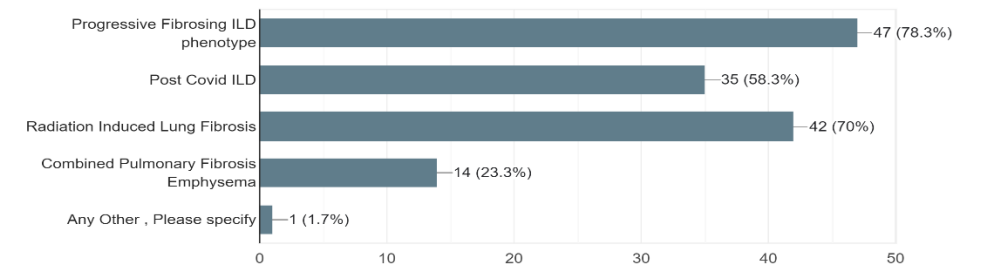
COMPETITOR OF PIRFENEX

FIBRODNE (LUPIN)
PULMOFIB (MSN LABS)
PIRFETAB (ZYDUS CADILA)
PIRFEMAC (MACLEODS)
FIBRORESP (GLENMARK)

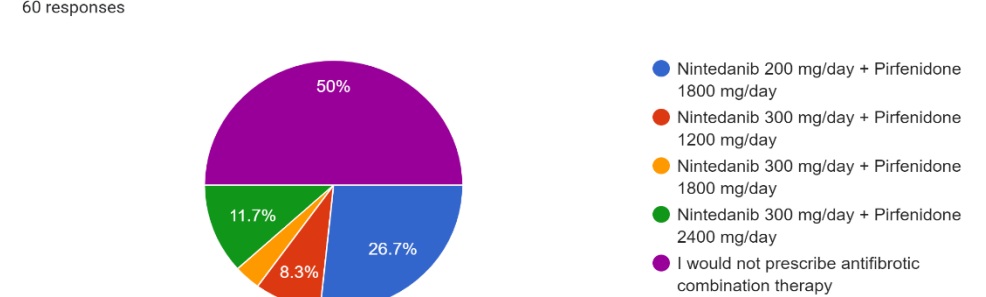
COMPETITOR OF NINTIB

NINTENA (SUN PHARMA)
NINDANIB (GLENMARK)
CYENDIV (BOEHRINGER INGELHEIM)
IDOFNIB (LUPIN)
NINDEV (ZYDUS CADILA)

The other suitable patient profiles for prescribing antifibrotics are



The daily dose combination of the two antifibrotics would be appropriate in IPF patients that may consider for combination therapy



Theoretical Vs Practical

- Practical knowledge produces concrete data on doctors' perception and their impact on patient outcomes.
- Theoretical knowledge is derived from scientific literature and educational resources.

USEFULNESS OF INTERNSHIP

- Practical Experience.
- Industry Exposure.
- Skill Development.
- Self-Discovery and Career Exploration.
- Confidence Building.

CHALLENGES FACED

- Difficulty in meeting the doctors, they didn't use to give time to us.
- In the hospitals, it was difficult to find out where exactly the department and doctors are.
- Sometimes doctors used to doubt that we are visiting on behalf of a company.

Suggestions

Enhance Patient Support Programs

Develop comprehensive patient support programs to address side effects and improve compliance.