

“To understand the prescription behavior of EPA and DHA among Orthopedics and Consulting Physicians”

Presented by :

Ranjeet kumar yadav

Submitted to:

Dr.Saurabh kumar
Dean of Pharmaceutical
management and
Associate Professor
IIHMR University Jaipur

Introduction

- Market research is the process of determining the viability of a new service or product.
- With market research, companies can figure out their target market and get opinions and feedback from consumers in real time.
- This type of research can be conducted in house, by the company itself, or by an outside company that specializes in market research.
- The research includes surveys, product testing, and focus groups.
- Market research consists of a combination of primary information.
- Market research is a critical tool in helping companies understand what consumers want.
- Market research allows a company to discover the target market and get opinions and other feedback from consumers about their interest in the product or service.

Organization Profile:

- DelCure Life Sciences Ltd. (DLL) is a complete drug company with an aim to bring a differentiated high-quality product through international collaboration with ground breaker corporations from the USA, Switzerland, and European countries. prime quality product square measure assured from our producing partner of high repute.
- Vision:
- “To become a most respected uniquely positioned leading pharmaceutical company in the Chosen Areas or Specialty verticals in India and abroad with distinct value-based characters”.

Product Overview

- Omega 3 fatty acids are polyunsaturated ,meaning they contain more than one double bond.
- They are called Omega 3 fatty acids because the first double bond counting from the methyl end of the fatty acid is located at the third carbon atom.
- omega-3 fatty acids has been approved by the u. s. Food and Drug Administration
- As an adjunct to diet for the treatment of very high lipid levels
- The active ingredients of omega-3 fatty acids are omega-3 (EPA) and omega-3 (DHA)
- The prescription product contains a complete of 0.84 g of those 2 active ingredients in each each capsule of omega-3 fatty acids.
- omega-3 fatty acid supplementation in preventing cardiovascular disease (including myocardial infarction and sudden cardiac death) or stroke, Arthritis

1.Eicosapentaenoic acid (EPA) AND 2.Docosahexaenoic acid(DHA)

EPA

- Body uses EPA to produce signaling molecules called eicosanoids which plays
- numerous physiological roles and reduce inflammation.
- It is found mainly in sea food e.g., Eel, Shrimp, Salmon etc.

DHA

- DHA is an important structural component of our skin and the retinas of our eyes.
- Boost heart health by reducing triglycerides and possibly LDL (bad) cholesterol

Use

- Omega-3 fatty acids are thought to assist cut back the danger of cardiovascular disease and additionally to push healthy skin.
- They are additionally used at the side of diet and exercise to assist lower levels of definite blood fat (triglyceride) and to lift levels of "good" steroid alcohol (HDL).
- This product may be acure stomed to facilitate treat high-pressure level and arthritis .
- Impaired visual and neural development.
- Coronary heart disease
- Sudden cardiac death
- Stock
- Diabetes mellitus
- Arthritis
- Asthma
- Anxiety

Objective

The objective of the study is to find out various ways through which we can enhance our digital presence.

- To understand the prescription behavior of EPA and DHA among Orthopedics and consulting physician.
- Find out in which indication Dr. prescribes Omega 3 capsule?
- Do they prescribe omega 3 capsules in case of Arthritis?
- If yes as a Monotherapy or co-therapy?

Research Methodology:

- **Sample Design** – Descriptive study
- **Sampling** - Nonprobability Convenience sampling
- **Data collection**- primary data will be collected through the questionnaires and meeting With respondents.
- Secondary data will be collected through published journals and literatures
- **Sample size**- 200 doctors
- **Sample area**- Prayagraj
- **Duration**- 60 Days
- **Inclusion criteria**- Orthopedics and General physicians.
- **Tools**- questionnaires to collect primary data
- Microsoft Excel for analysis

SWOT ANALYSIS:

STRENGTH:

- Extensive reach across India
- Fastest growing brand in the country
- Strong brand image
- Higher efficacy
- Low cost higher quantity
- Dynamic field force
- Has anti-inflammatory properties and improves immunity
- Reduces the risk of heart diseases

OPPORTUNITY:

- New customers
- Increased number of patients
- Utilization and optimization of existing corporate hospital entries
- To increase presence on the social media.

WEAKNESS:

- Already existing competition
- Lack of brand loyalty and retention of mid-level customers
- Lack presence on the social media.

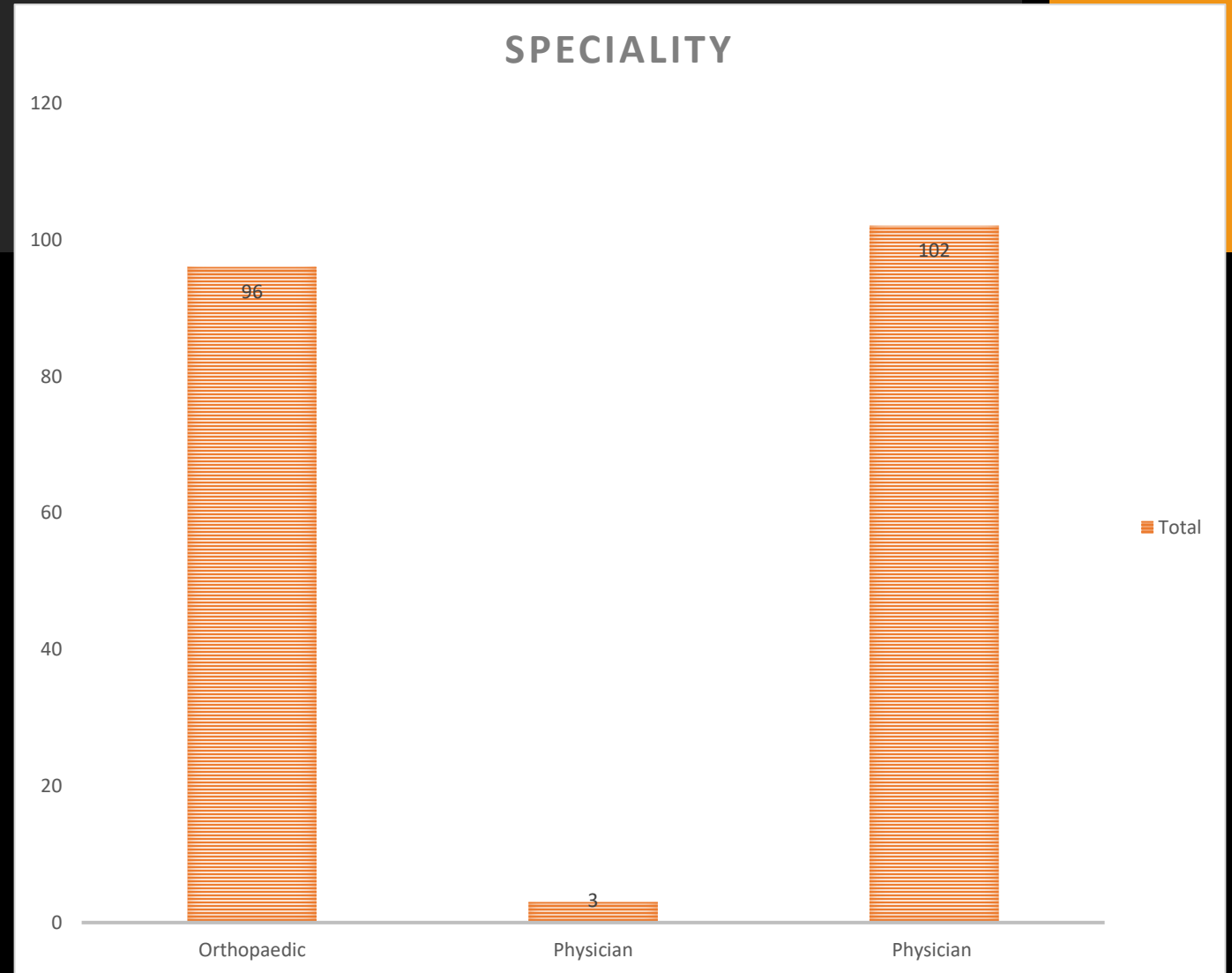
THREATS:

- Lack of brand awareness
- Pricing policies and restrictions
- Increase in the new entrants.
- Changing policies of the government.
- Environmental factors.

Results

1. SPECIALITY

- Orthopedic
- Physician
- Result shown in the graph[1.]

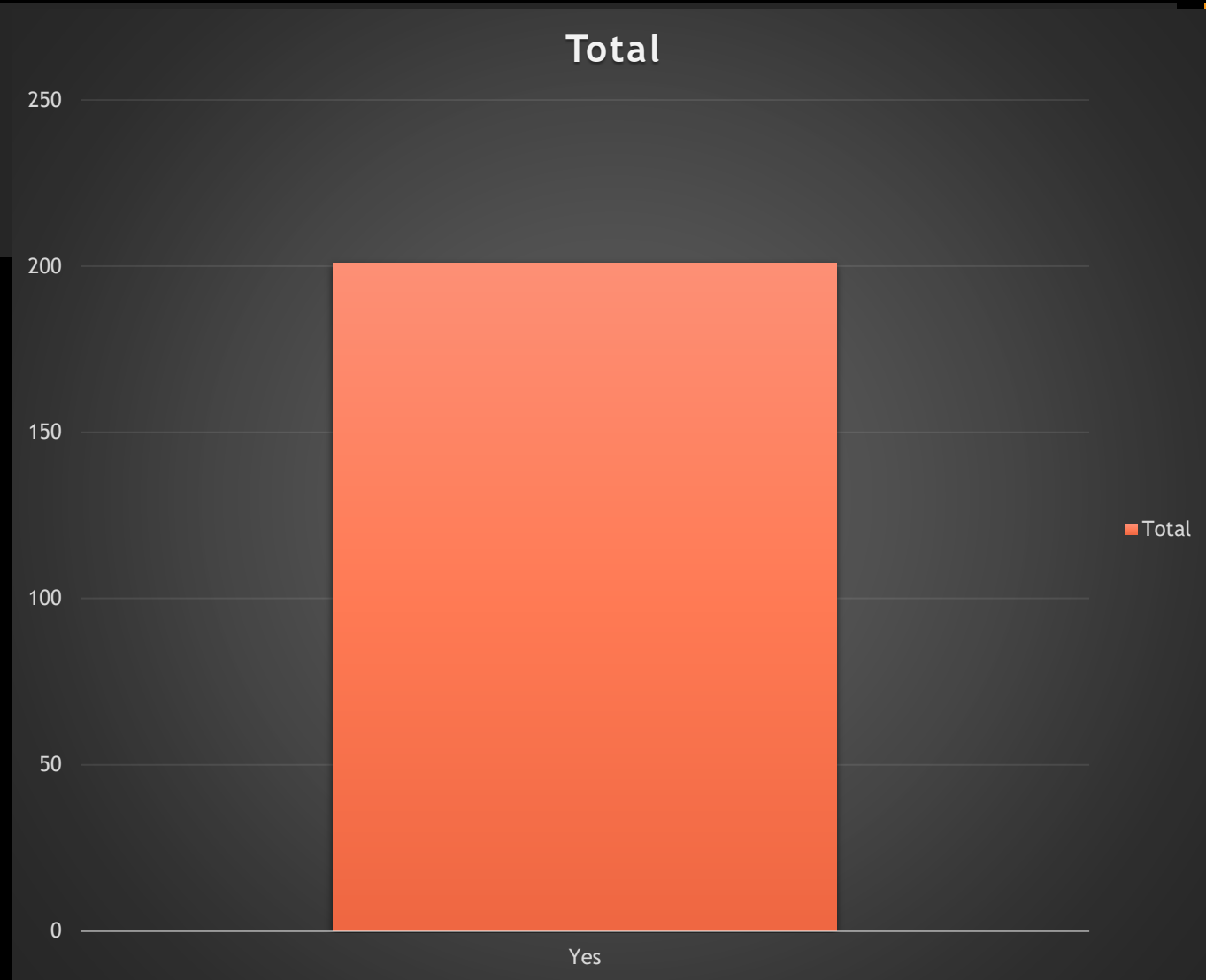


Here, I have tried to cover maximum Doctor's among Orthopedic and Consulting Physician according to my Project requirement

- 2.Do you prescribe EPA + DHA?

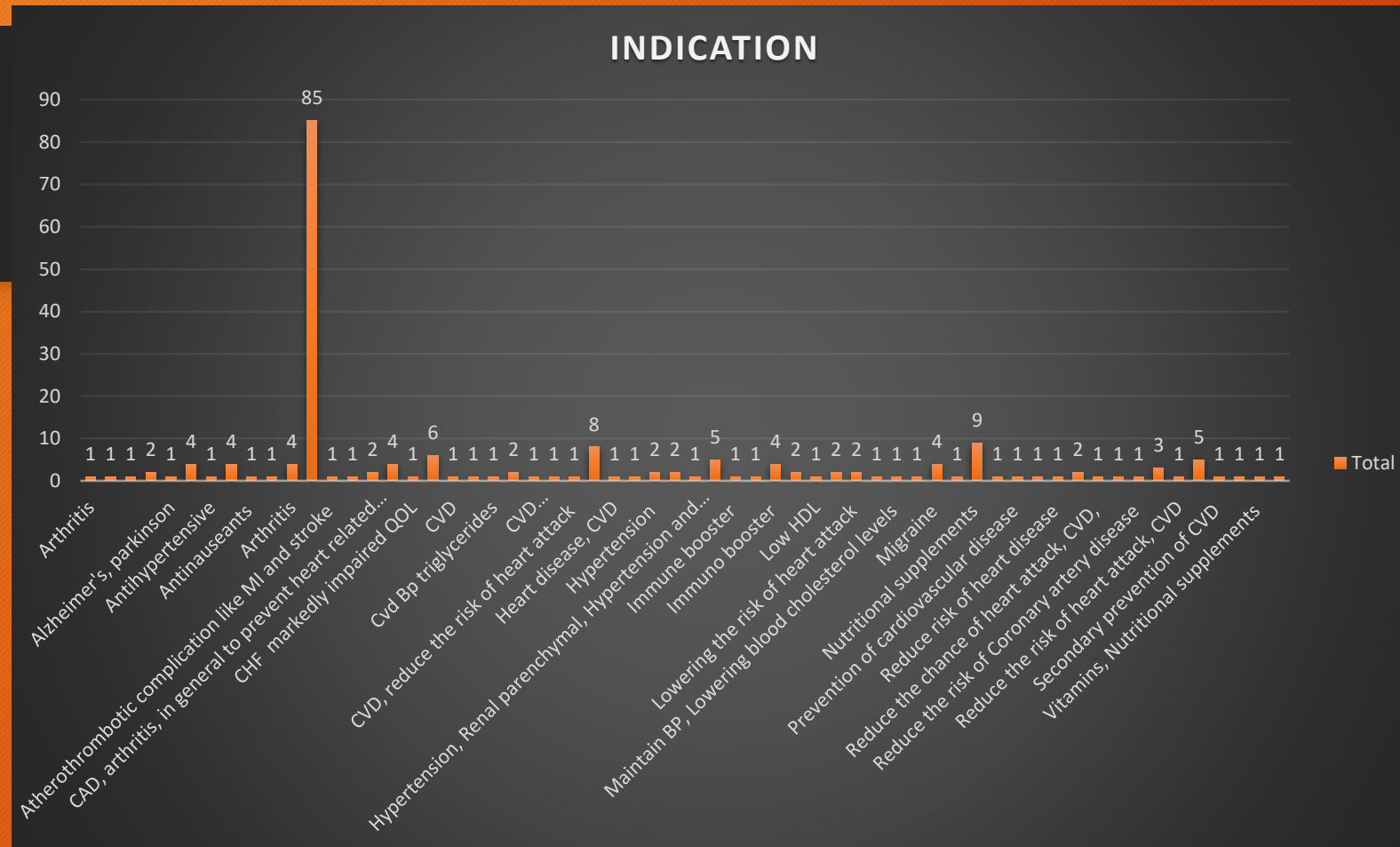
- Yes

- No



Through this above chat I have tried to show that maximum of the Doctors whether the Orthopedic or the consulting physician they use to prescribe EPA +DHA to their patients.

3. In which indication do you prescribe?

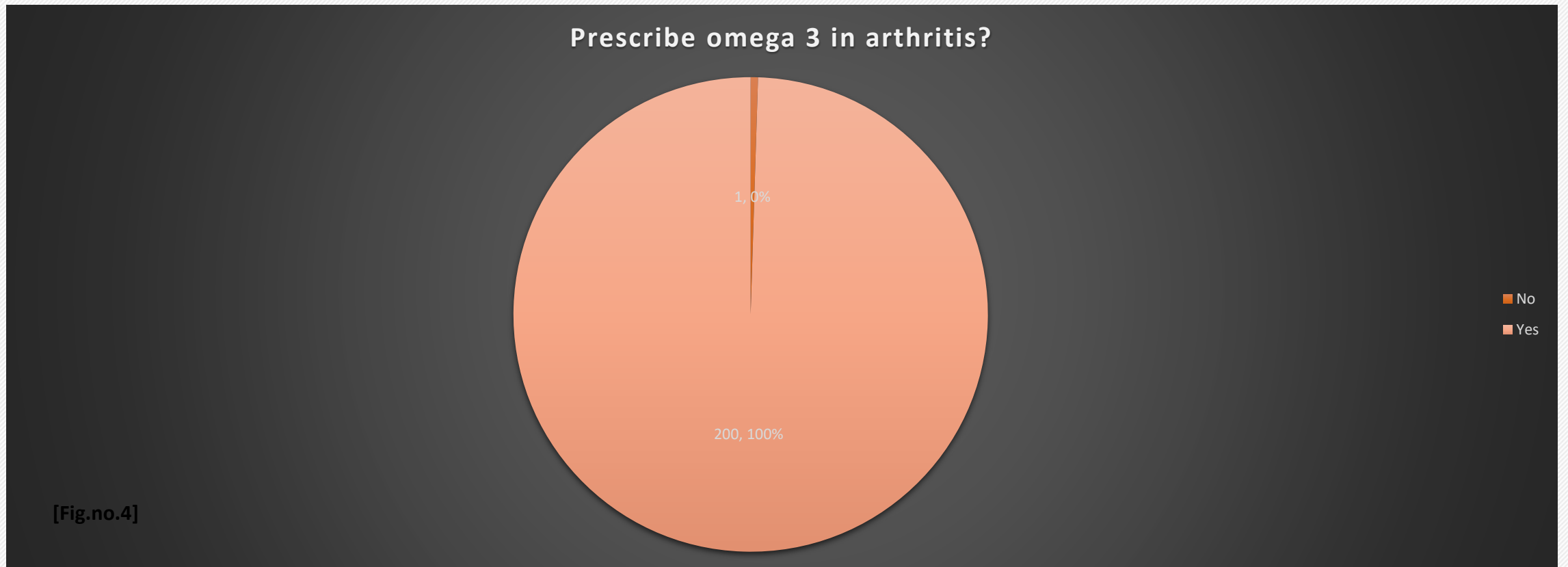


- ARTHRITIS
- CVD PROBLEMS i.e heart attack, stroke , Arrhythmia, Angina etc
- BLOOD PRESSURE
- HIGH TRIGLYCIRIDE
- HDL,LDL
- CHOLESTEROL
- JOINT INFFLAMATION
- etc

[Fig.no.3]

This question was an open ended and maximum number of the Doctor's said that they use to prescribe Omega 3 in the Indication are:

4. Do you prescribe EPA+DHA (Omega 3) in arthritis?

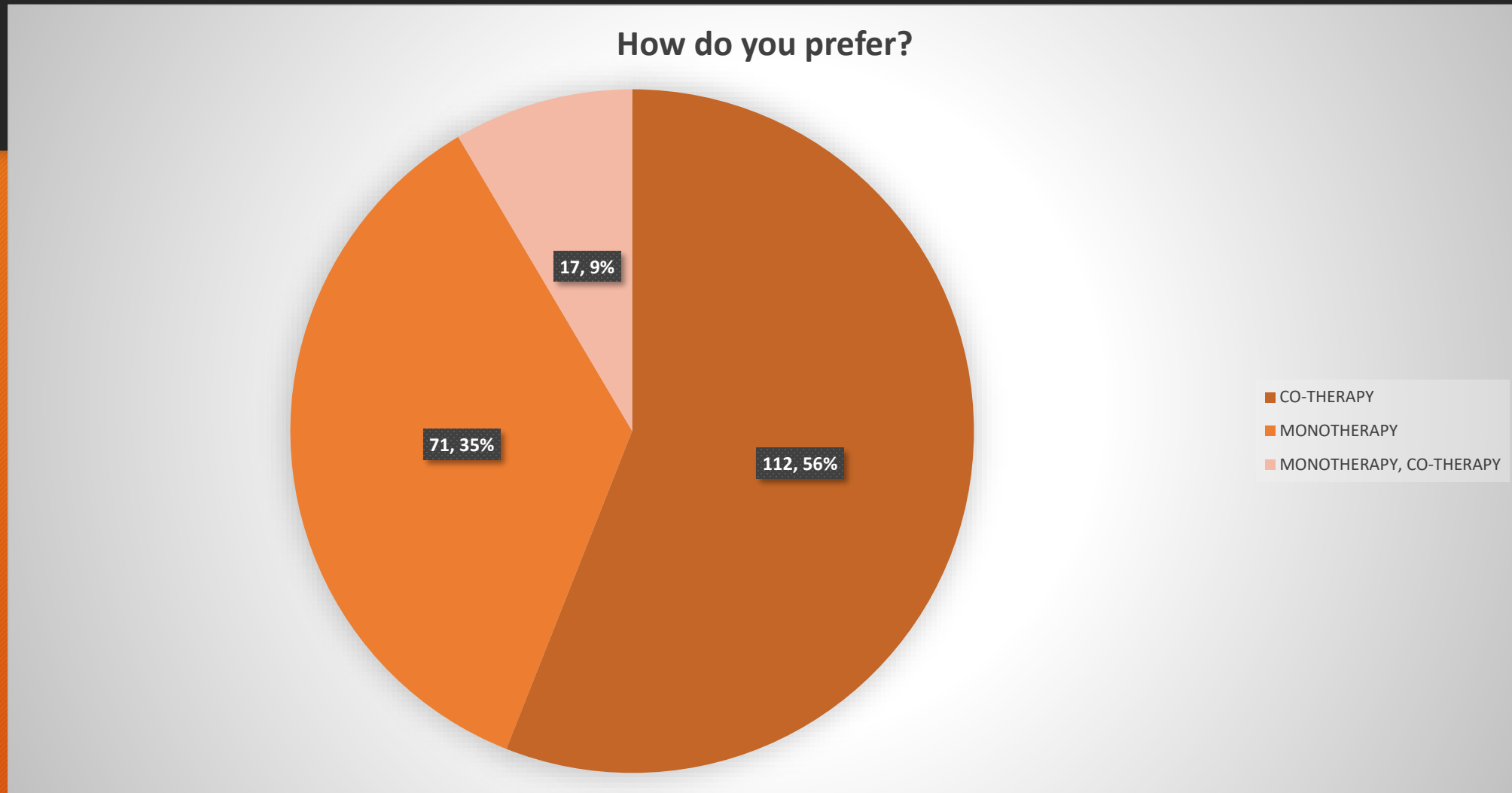


Through the above chart, its clearly showing that omega 3 is usually prescribed by the Doctor's to their arthritis patients about 96% of the doctors use to prescribe.

5. How do you prefer combination?

Co-therapy

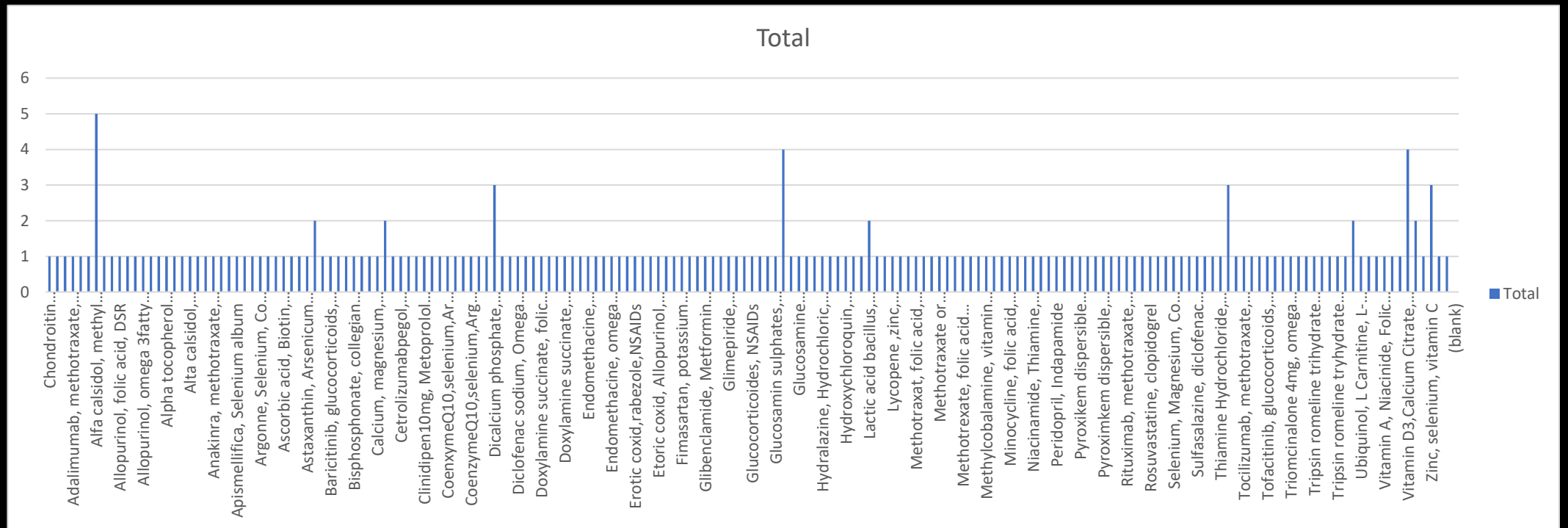
Mono therapy



[Fig.no.5]

Trough the above chart, Most of the Doctors use to prefer CO-THERAPY i.e about 56% of the Doctor's and about 35% of them use to prefer Monotherapy

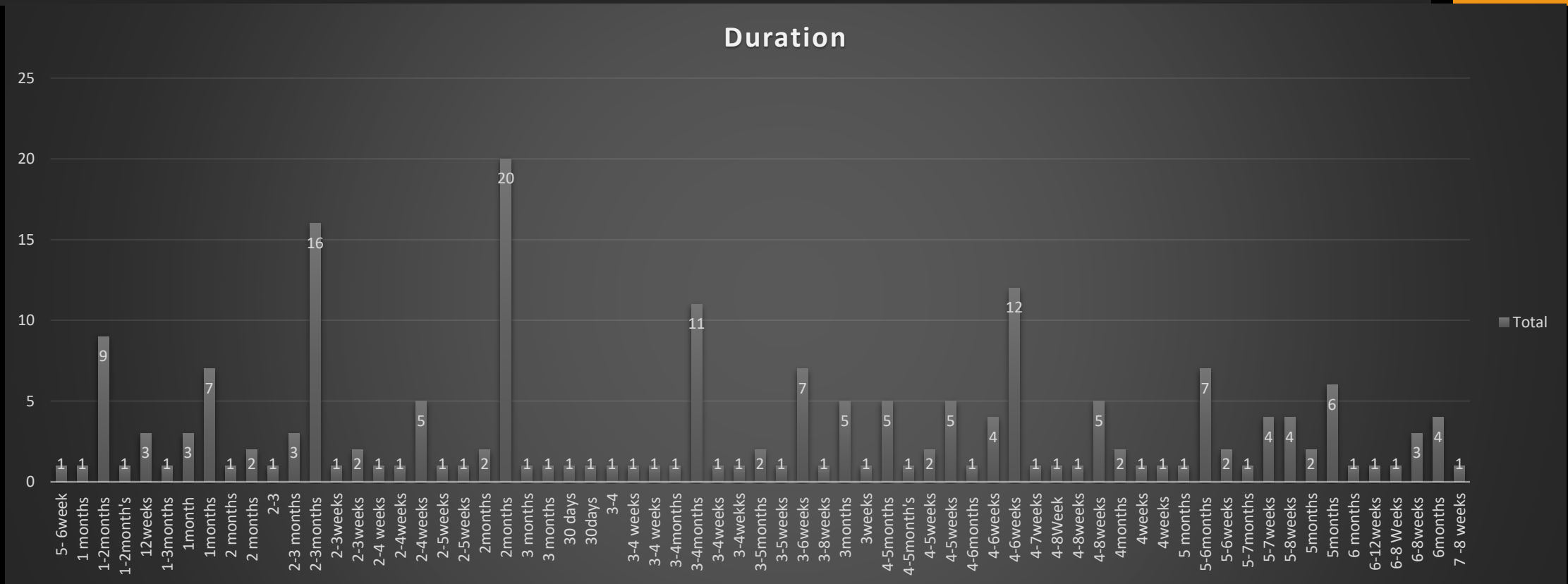
6.What are the other molecules you prescribe in combination with EPA+DHA?



[Fig.no.6]

Each and every DOCTOR'S use their Different combinations but most of the drugs they use to prescribe with omega 3 are

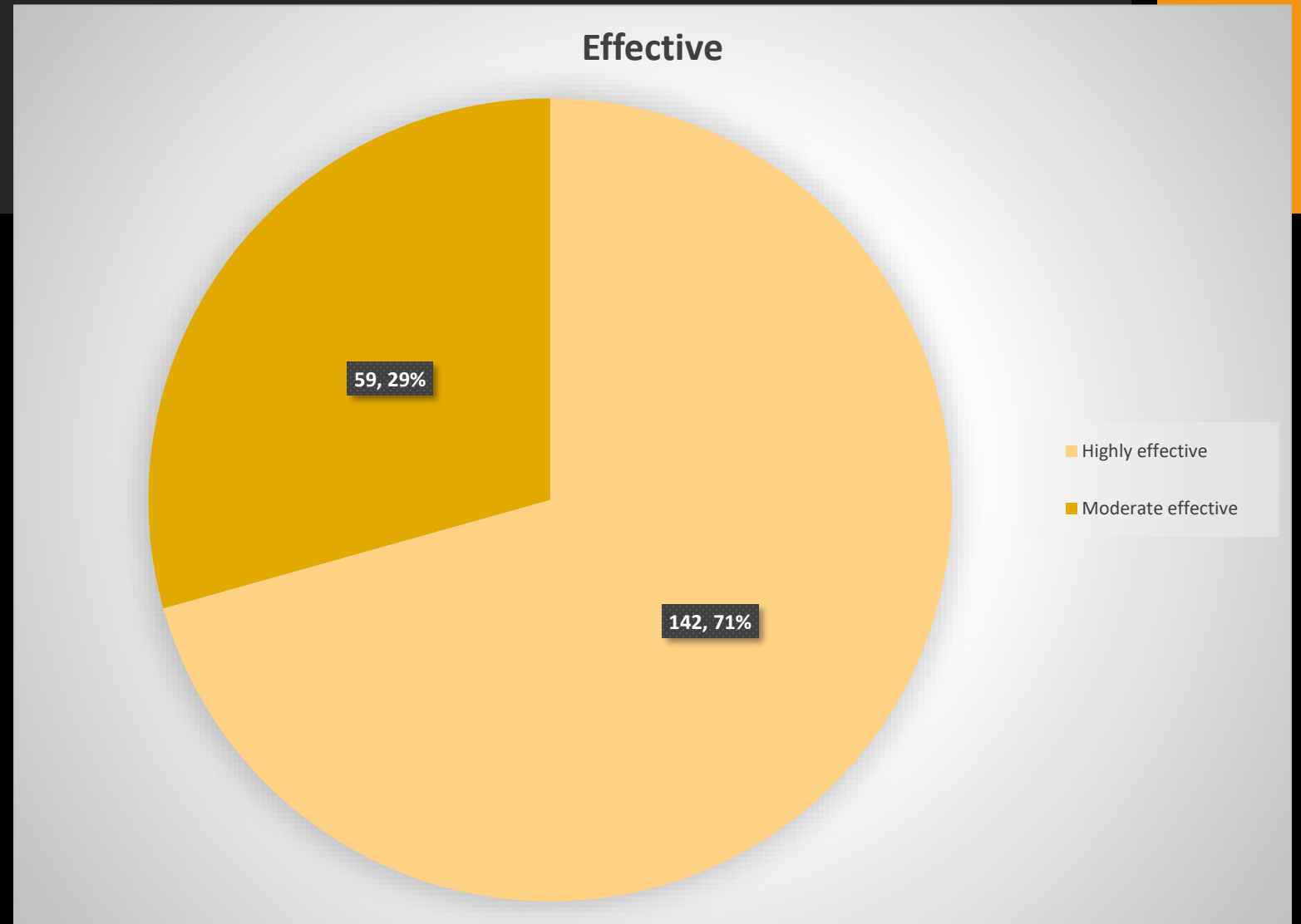
7.How long you prescribe EPA+DHA (Omega 3) in arthritis (Therapy duration)?



[Fig.no.7]

From the above graph we came to know that maximum Doctor's use to prescribe omega 3 for upto 6 months

8.How effective you
found EPA&DHA
(Omega 3) in Arthritis?
Highly effective
Moderate effective
No effective



[Fig.No.8]

Through above chart, Most of the Doctors i.e about 71% said that they found Omega 3 is MODERATE EFFECTIVE in the Arthritis. And about 29% of them found HIGHLY EFFECTIVE in Arthritis

Conclusion:

- The present study have provided an information about the prescription behaviour of EPA and DHA among Orthopaedics and consulting physician. As we can see from the above Graph that maximum Doctor's use to prescribe Omega 3 fatty acid i.e about 98% .they mainly use to prescribe on – arthritis ,CVD problems -Heart-Attack, Stroke ,Angina ,Blood pressure ,to the patient with high cholesterol level ,triglyceride level ,HDL ,LDL ,Hypertension ,Anxiety ,skin related problem ,joint inflammation, etc. it is clear from the above graph (fig 4) that omega3 are mainly prescribed by the doctor's in arthritis patient i.e about 96%.and if we talk about How do they prefer then most of the Doctor's use CO-THERAPY i.e about 56% ,MONOTHERAPY is about 35%,and who use to prefer both i.e co-therapy and monotherapy is about 8.5%.
- And if we talk about the combination which they use to prefer then every Doctors have their different combinations but they use to give an arthritis drug with NSAIDS with anti-inflammatory drug with the Omega 3 its totally depend on the patient problems.
- Captopril,benazepril,ramipril,fosinopril,losartan,valsartan,telmisartan,Olmesartan,atenolol,metoprolol,bisoprolol,carvedilol,amlodipine,diltiazem,nifedipine,statin,furosemide,isosorbide dinitrate, minoxidil ,etc these drugs are mainly used in cvd, hypertension ,cholesterol, blood pressure etc.(fig 6)

- Now if we talk about the duration of omega 3 fatty acids used to prescribe by the Doctor's to their patients then its totally depend on their problems and the requirements, most of the doctor's said that they mainly used it about 3-6 months.(fig 7)
- And if we see that omega 3 is how much effective in arthritis then 75% of Doctors said that it is moderate effective and 22% of them said is highly effective.(fig 8)
- So these are the outcomes which I have received from the survey.

What is Digital Marketing ?

Digital marketing is promoting or creating brand awareness using Internet.





Search Engine Optimization

The screenshot shows a Google search for 'ppc interview questions'. The search bar is at the top with the Google logo on the left and a magnifying glass icon on the right. Below the search bar are tabs for 'All', 'News', 'Videos', 'Images', 'Maps', 'More', and 'Search tools'. The search results show 'About 1,92,000 results (0.46 seconds)'. The first result is '16 Commonly Asked PPC Questions (And Answers) | PPC ...' from 'www.ppchero.com'. The second result, highlighted with a green box, is 'PPC Interview Questions & Answers 2015 - WebTrainings.in' from 'www.webtrainings.in'. The third result is 'Top 20 Adwords (PPC) Interview Questions - Career Guru99' from 'career.guru99.com'. A black arrow points from the search bar to the second result. To the right of the search results, the text '2nd Position' is displayed.

Google

ppc interview questions

All News Videos Images Maps More Search tools

About 1,92,000 results (0.46 seconds)

16 Commonly Asked PPC Questions (And Answers) | PPC ...
www.ppchero.com/16-commonly-asked-ppc-questions-and-answers/ ▾
Jan 2, 2013 - Ask a PPC account manager what's the best way to do something and ...
With this in mind, below are the most common questions I am asked by ...

1) PA: 28 4 Links / PRO ONLY DA: 28 PRO ONLY Links / PRO ONLY RDs Link Analysis

PPC Interview Questions & Answers 2015 - WebTrainings.in
www.webtrainings.in/ppc-interview-questions-answers/ ▾
Dec 20, 2014 - PPC Interview Questions 2015 - Learn the common ppc interview questions to tackle your next interview. In PPC the major topics are ...

2) PA: 18 59 Links / PRO ONLY DA: 21 PRO ONLY Links / PRO ONLY RDs Link Analysis

Top 20 Adwords (PPC) Interview Questions - Career Guru99
career.guru99.com ▸ Latest Articles ▸ Sales & Marketing ▾
Dec 8, 2015 - Adwords works on "pay per click" that means you only pay the amount you have bid if someone taps on your ad as a result of a web search.

Loading data for http://career.guru99.com/top-20-adwords-interview-questions/

2nd Position

Pay Per Click Marketing



Google shoes online

All Images News Videos Apps More Search tools

About 33,70,00,000 results (0.55 seconds)

Shop for shoes online on Google

Sponsored

				
YepmeWalby Sports Shoes - Rs. 299.00 Yepme.com	Foot N Style Black Tennis ... Rs. 449.00 Snapdeal	Asian Men's Navy Blue & ... Rs. 499.00 Amazon India	Yepme Premium ... Rs. 1,099.00 Yepme.com	Asian Navy Lace Lifestyle Rs. 499.00 Snapdeal

Yepme Shoes - Upto 50%Off - yepme.com
www.yepme.com/Men_Shoes_Offer
Offer Valid For Limited Time Only. Buy Now & Pay Cash On Delivery.
Styles: Casual Shoes, Sports Shoes, Formal Shoes

Shoes Online - 40% to 70% Off On Select Brands
www.amazon.in/Shoes+Online
Easy Returns & Pay On Delivery!

Men Shoes - Upto 40% Off
www.trendin.com/preview-sale
Preview Sale on Premium Brands.
Free Shipment, COD @ Trendin.

Buy 1 Get 1 Free
www.voonik.com/
Voonik Weekend Sale.
Use code: VOONIK Explore now!

Buy Shoes Online at Paytm
www.paytm.com/Men_Shoes
Upto 70% Off + Extra Cashback.
Best Price Online, Shop Now!

China Cheap Shoes
www.made-in-china.com/Shoe
Improve Your Business ROI - Get a Better Deal on Bulk Cheap Shoes.

Social Media Marketing



- ✓ To Increase Brand Awareness and Business Leads



Facebook	Pinterest / InstaGram
Google +	Youtube
Twitter	Linkedin

Career Opportunities



A background image showing two hands in business suits shaking over a desk. A keyboard is visible in the upper background, and some papers and a pen are on the desk surface.

THANK YOU

