

A SUMMER TRAINING REPORT PRESENTATION

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TOPIC :-

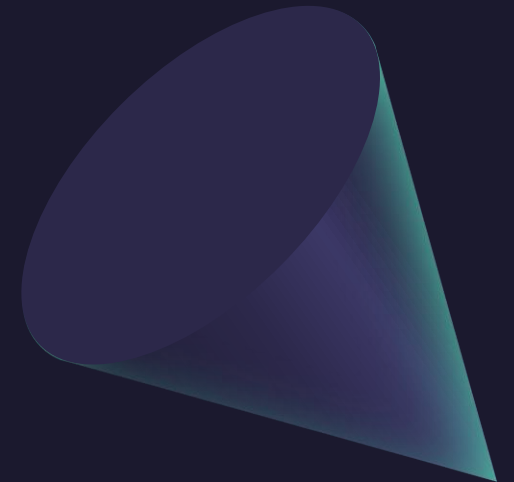
" TO FIND THE PRODUCT
ATTRIBUTES OF BRANDS IN
MANAGEMENT OF
OSTEOARTHRITS AMONG
ORTHOPAEDICS"





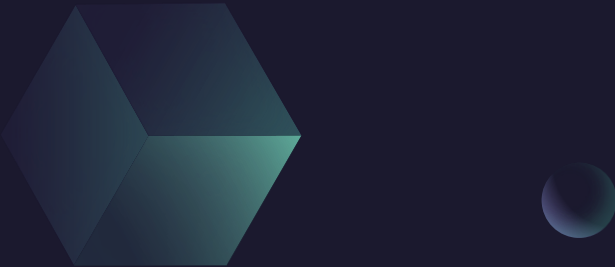
COMPANY PROFILE

- **DelCure LifeSciences Ltd.** (DLL) is one of the fastest growing Indian pharmaceutical company, headquartered in Mumbai which was established in year 2013 with an objective to bring innovative and high-quality medicines.
- Being a healthcare centric and innovation driven company the company wants to be valued not only for pharmaceutical product but also for the way it serves patients and healthcare professionals.
- Under the able leadership of Mr. Akshay Kumar Mahapatra (CEO), DelCure has evolved into a multidivisional company with products ranging from oral solids, oral liquids, tropical to injectables.
- The objective is to benefit the customers with in-depth understanding of the market, technical expertise in products and the ability to combine it with commercial know-how, since the base of innovation is client's need and requirement.
- The vision is to become the most respected uniquely positioned leading pharmaceutical company in the chosen areas or specialty verticals in India and abroad with distinct value-based characteristics.



RESEARCH OBJECTIVE :-

- To study and understand the concept and process of marketing research.
 - To find the Product attributes of brands in management of Osteoarthritis among Orthopaedic doctors.
 - To evaluate the risk and effectiveness of potential medication in the field of Osteoarthritis.
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RESEARCH METHODOLOGY

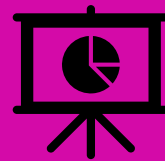
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- ❑ Research instrument – Questionnaire.
 - ❑ Collection of data – Orthopaedic doctors and General physicians.
 - ❑ Sample size – 200.

DATA ANALYSIS AND INTERPRETATIONS

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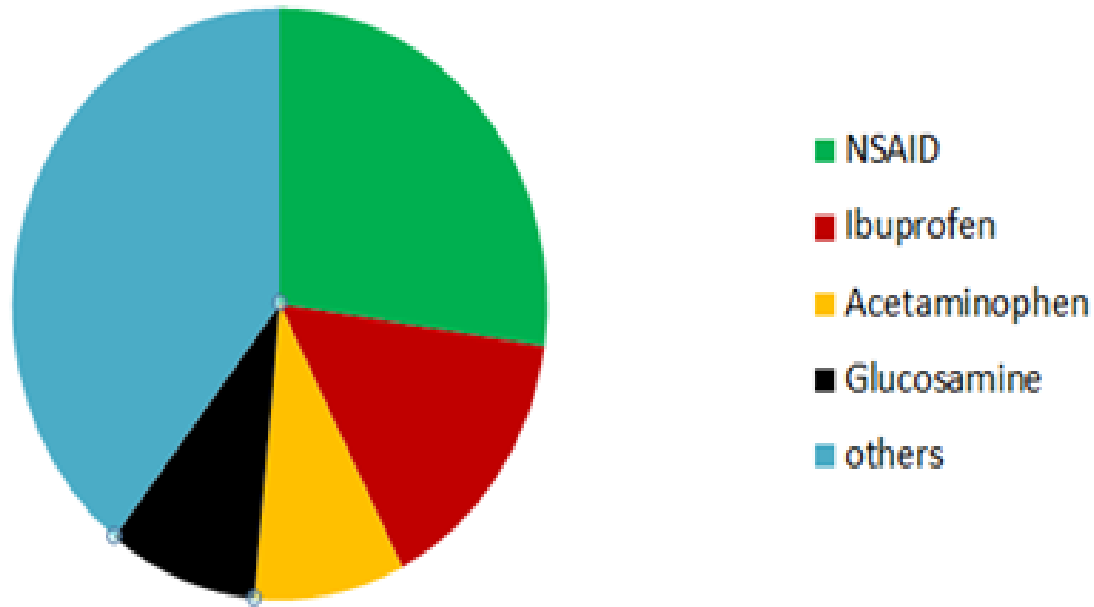
Data analysis or conversion of data into valuable information was carried through or with, the help of Microsoft excel.



The gathered data was entered into Microsoft excel spreadsheet and was being analyzed, followed by the pie-charts.

1.

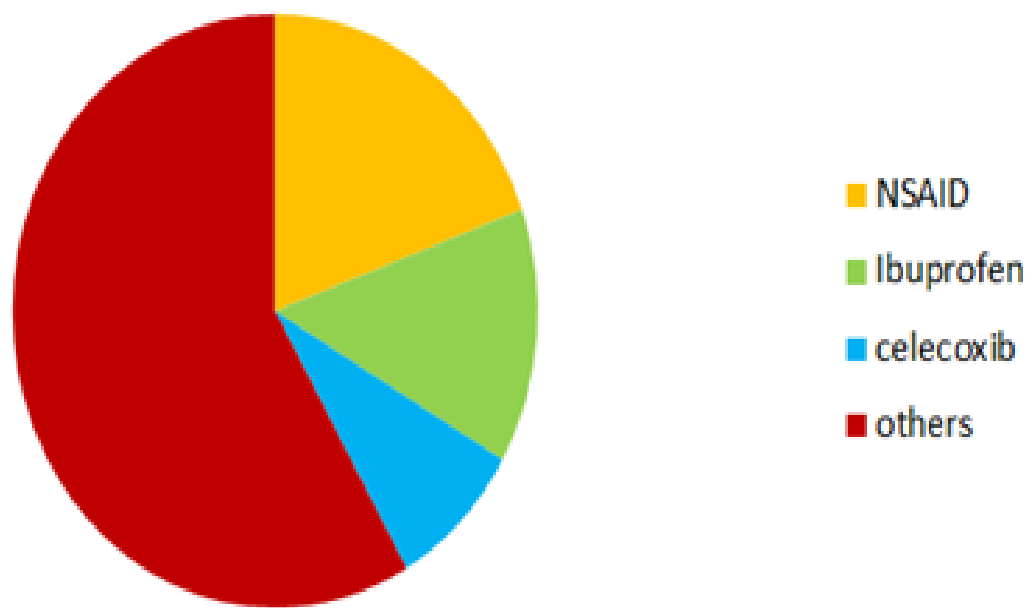
Among all, which molecule comes first in your mind in case of OA?



- The pie chart explains, there are medicines like Collagen type II, Aceclofenac, Tramadol, Etoricoxib, Chondroitin sulfate etc. which falls in the category of OTHERS are those drugs which comes first in the mind of doctors while prescribing in the case OA. NSAID being the second priority of the doctors followed by Ibuprofen, Acetaminophen and Glucosamine.

2.

What are the molecules you prescribe in Osteoarthritis?



- The pie chart explains, medicines like Etoricoxib, Glucosamine, Collagen type II, Acetaminophen, Chondroitin sulfate etc. falls in the category of OTHERS, which is the most prescribed drug category in the case of OA. NSAIDs being the second priority of doctors followed by Ibuprofen and Celecoxib; which is also a NSAID.

3. What are the attributes you consider while prescribing any brand in OA

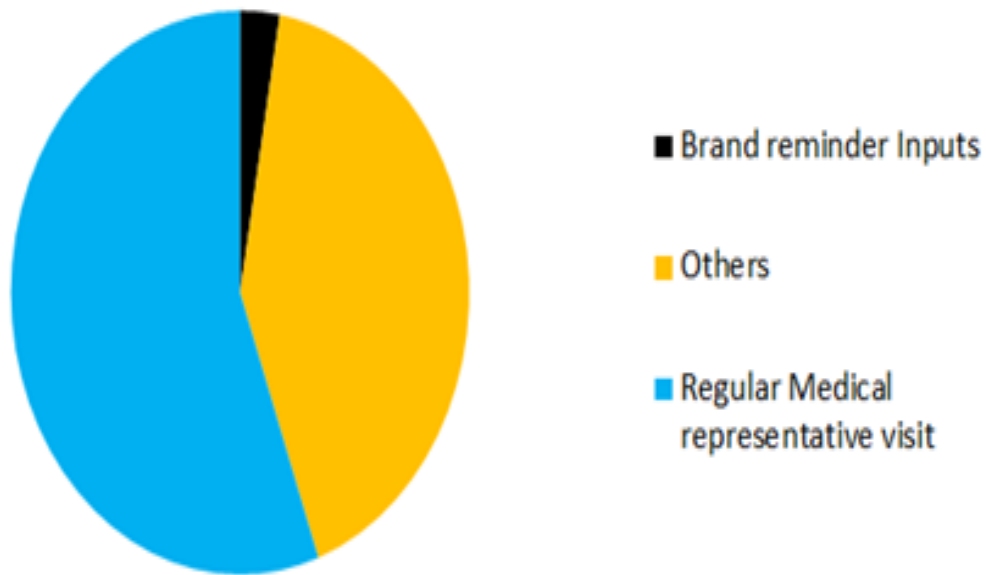
The major attributes for prescribing any brand includes :-

- Patient's response towards the drug being prescribed.
- Severity of case.
- Age
- Others (physiological factors, cost, side effects, availability of that particular drug, best selling in the market, fast recovery rate, stiffness and grinding sensation, etc.)

4.



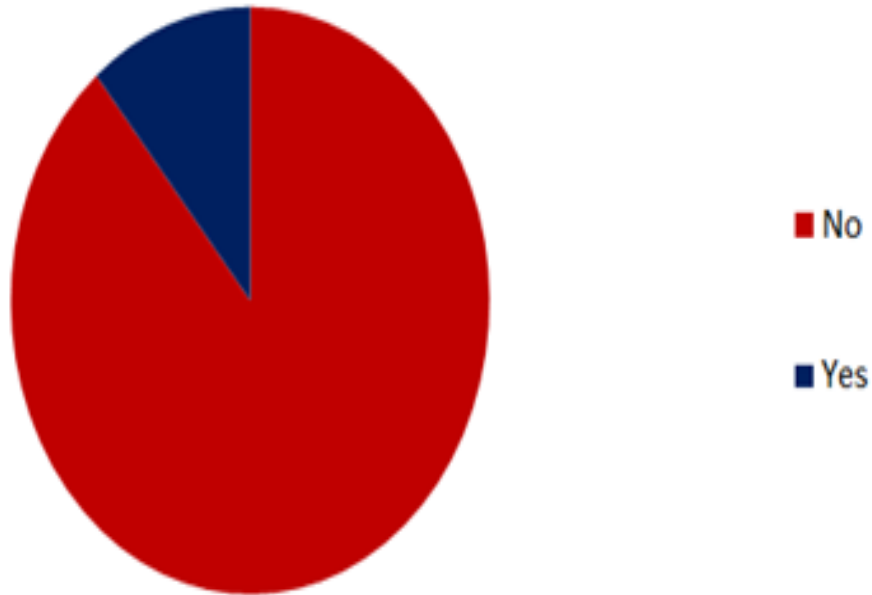
What are the things helps you to remember the brand name?



- In majority of cases being noted, doctors remembered the brand name through regular MR visit at their place of work, some mentioned OTHERS, while very few mentioned through Brand Reminder Inputs. There were no responses to Brand Reminder through SMS.

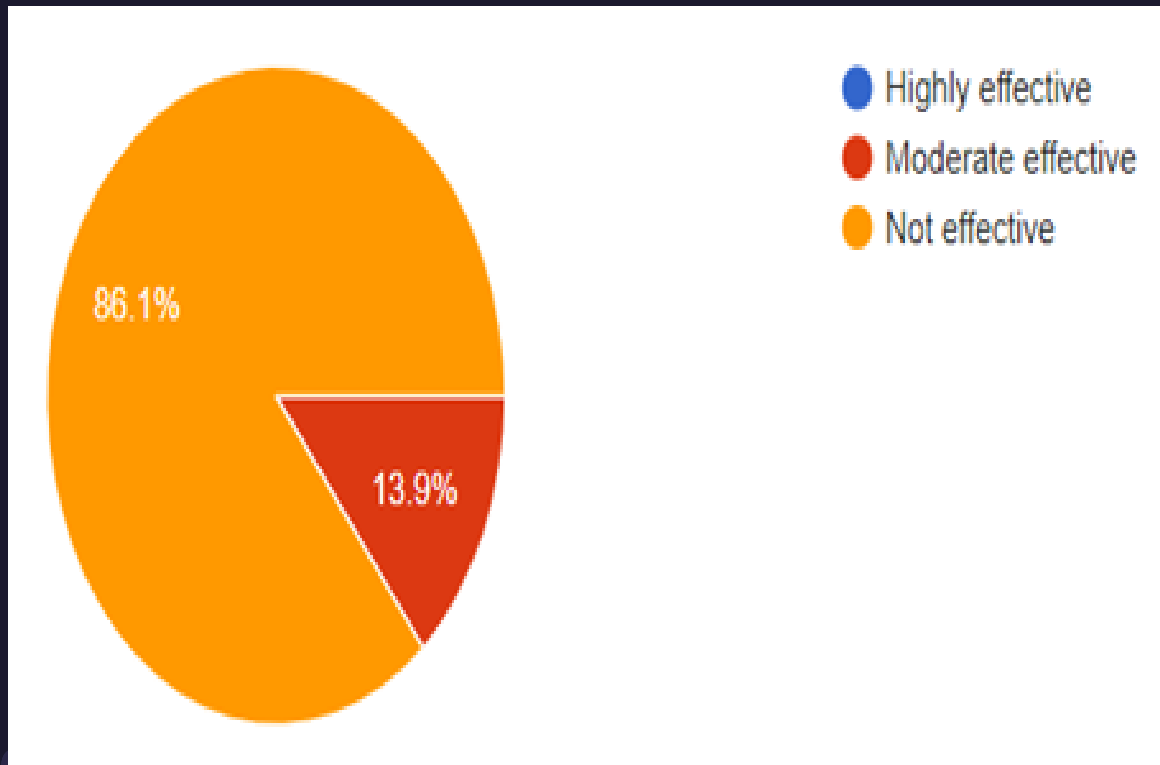
5.

Have you ever prescribed any Natural Eggshell Membrane brand in OA?



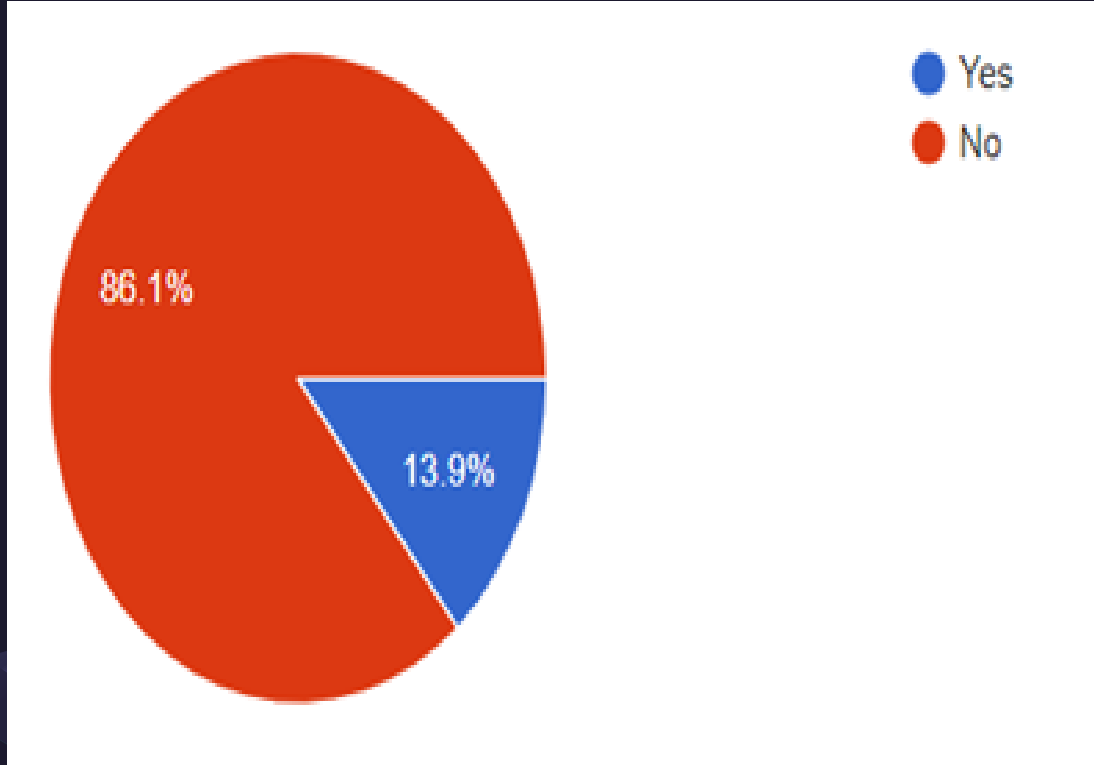
- This pie chart showcases, that the doctors prescribing Natural Eggshell Membrane is very less. Majority of doctors does not prescribe such a type of composition.

6. If yes, How effective you found Natural Eggshell membrane in OA?



- In this pie chart, the doctors which have prescribed Natural Eggshell Membrane recollects that that it's Not Effective in OA. While a few says its Moderately Effective in OA. There was no response recorded in Highly Effective.

7. Would you be interested in participating in PMS (Post Marketing Surveillance) study for natural egg shell membrane in OA?



- 13.9% of doctors have showed interest of participation in Post Marketing Surveillance study for Natural Eggshell Membrane. Rest 86.1% denied.

Conclusion

- Based on the study on above data, it was concluded that Doctors were more likely to prescribe medicines like NSAIDs, Ibuprofen, Acetaminophen, Glucosamine etc. when patients come with symptoms like OA.
- The study also concludes certain attributes like Patient's response towards the drug being prescribed, Severity of case, Age and some other traits like physiological factors, cost, side effects, availability of that particular drug, best selling in the market, fast recovery rate, stiffness and grinding sensation, etc. were taken into consideration by the doctors while prescribing in OA.
- There were regular MR visits to the doctors which helped them remember the brand name of any particular drug. There were a very few doctors which prescribed drugs which contained Natural Eggshell Membrane; which according to them is not that effective as compared to other drugs.
- Hence, it can be said that change in lifestyle, change in eating habits, daily exercise and weight loss can help in the treatment of osteoarthritis in the initial level. In addition to these options, there are several medication which also helps us.

Thank you

