

SUMMER TRAINING
AT
DelCure LifeSciences Ltd.



01/04/2020 – 01/06/2020

A REPORT

BY

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MBA PHARMACEUTICAL MANAGEMENT

(2019-2021)

The logo for IIHMR University features the letters "IIHMR" in a large, bold, serif font, with a stylized "i" in a red box to the left. To the right of "IIHMR", the word "UNIVERSITY" is written in a smaller, white, sans-serif font on a dark red rectangular background.
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Jayana Ameta

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1.

TOPIC FOR THE PROJECT

“To find the Product attributes of brands in management of Osteoarthritis among Orthopaedics”

2.

COMPANY PROFILE

DelCure LifeSciences Ltd. (DLL) is one of the fastest growing Indian pharmaceutical company, headquartered in Mumbai. DLL was established in year 2013 with an objective to bring innovative and high-quality medicines.

Our technology backed innovative medicines ensures the health and well being of people around the country. Every DelCure Medicines and service is a testament to its uncompromising quality standards. All products are manufactured in facilities that are approved by major global regulatory agencies including the USFDA, ISO2009, ANVISA and more. Being a healthcare centric and innovation driven company we want to be valued not only for pharmaceutical product but also for the way we serve our patients and healthcare professionals.

COMPANY'S VISION

“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.”

COMPANY'S BUISNESS OVERVIEW

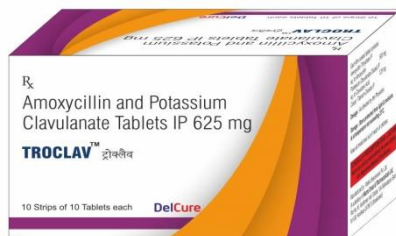
Under the able leadership of Mr. Akshay Kumar Mahapatra (CEO), DelCure has evolved into a multidivisional company with products ranging from oral solids, oral liquids, tropical to injectables. DelCure today has two marketing divisions that stay focused on specific therapeutics segments. This focused approach provides the required impetus to the company through enhanced relationship with the medical specialities and also improves the market penetration. This strategic segmentation and undivided focused approach on niche areas is strongly reflected in the rapid growth of DelCure in the domestic market. As a result DelCure has built a strong brand value amidst medical fraternity.

DelCure's product portfolio encompasses a wide spectrum of therapeutic groups, ranging pain management, Anti bacterial, NSAID, Anti-arthritis, Anti-osteoporotic, Gastroenterology, Gynecology, Immunity, Nutritional, Cough and Cold. DelCure has shown remarkable success with the new products with many firsts in terms of technology and first time in India.

The two divisions of DelCure has been contributing significantly to the healthcare needs of domestic market :-

- **Winspire**
- **DelVoice**

Some products of DelCure includes:-



3.

INTRODUCTION

The term Arthritis is defined as '**Inflammation**' of one or more than one joints. A joint is an area where two different bones meet inside the body and cartilage is a tender but flexible connective tissue in our joints.

It protects the joints by absorbing the pressure and shock created when we move and put stress on the joint. A reduction in the normal amount of the cartilage tissue causes some forms of arthritis. This disease could be seen in men, women and even in children.

The risk factors of arthritis includes:-

- Age
- Family history
- Sex
- Previous joint injury
- Obesity

The symptoms of arthritis include:-

- Stiffness and swelling in the body
- Joint pain
- Redness in the affected area

One of the form of arthritis is; **Osteoarthritis**. It is the most stale form of arthritis. It is also called "wear and tear" that happens when our joints are overused. It causes pain, swelling, and reduced motion in our joints. It can occur in any joint, but usually it affects our hands, knees, hips or spine.

Osteoarthritis breaks down the cartilage in our joints. Cartilage is the lubricious tissue that covers the ends of bones in a joint. It is as a sort of "**shock absorber**," helping to scale back with in the joints. When a loose cartilage and bones rub together; over time, this rubbing can permanently damage the joint.

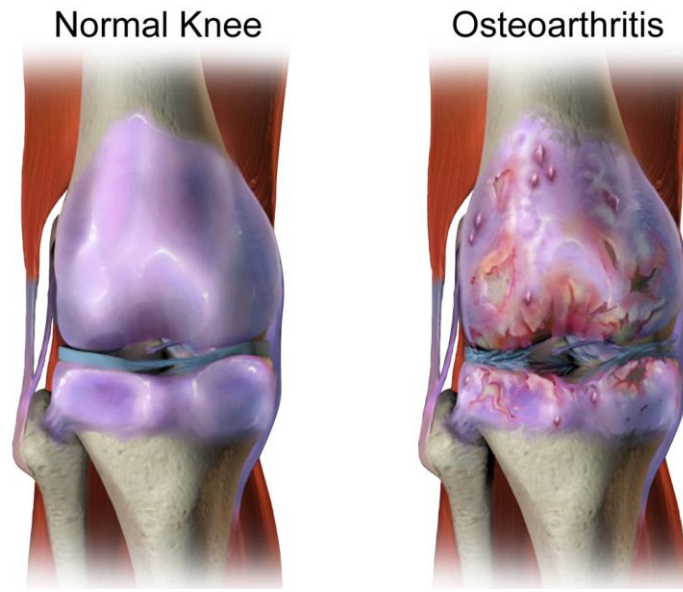


Figure. It shows the difference between normal shaped knee and knee shape in OA.

There are two main types of osteoarthritis:

- **Primary:** It is the commonest, generalized, primarily which affects the fingers, thumbs, spine, hips, knees, and therefore the great (big) toes.
- **Secondary:** It Occurs with a pre-existing joint abnormality, including injury or trauma, like repetitive or sports-related; inflammatory arthritis, like rheumatoid, psoriatic, or gout; infectious arthritis; genetic joint disorders, like Ehlers-Danlos (also referred to as hypermobility or "double-jointed; congenital joint disorders; or metabolic joint disorders.)

The risk factors of osteoarthritis includes:-

- Joint injury or overuse
- Age
- Gender
- Obesity
- Genetics
- Race
- Joint injury or overuse

Stages of Osteoarthritis includes:-

Stage 0 - Normal healthy knee.

Stage 1 -Very minor bone spur growth.

Stage 2 – increases bone spur growth.

Stage 3- Cartilage between bones shows obvious damage and space between the bones begin.

Stage 4 - Space between bones is definitely reduced. The Cartilage is almost completely gone.

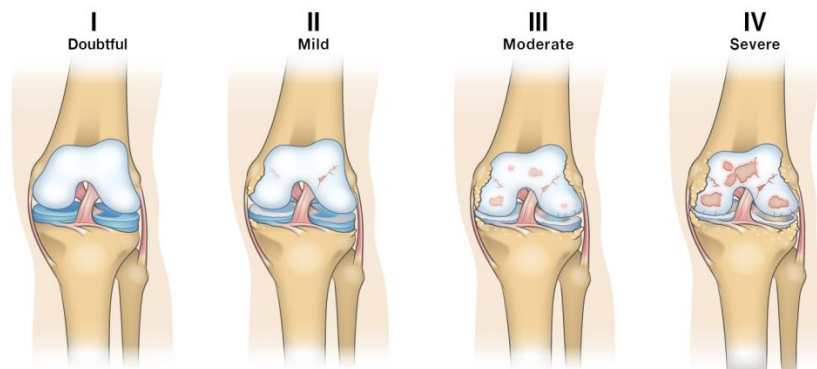


Figure. It shows the various stages of OA.

Some medications in the treatment of osteoarthritis includes:-

- **Analgesics** ~ They are pain medications. They reduce pain, but they don't treat inflammation. This class of drugs works by blocking signals in our body that produce pain.

Examples of analgesics include:-

- Acetaminophen (Tylenol)
- Duloxetine (Cymbalta)
- Salsalate and full-dose aspirin have similar efficacy also.

- **Non-steroidal anti-inflammatory drugs (NSAID's)** ~ Unlike analgesics, these drugs also help prevent painful inflammation and joint damage.

They are the top choice of treatment for people with Osteoarthritis because they are effective and non-sedating. NSAID's come in oral and topical forms and are also available over the counter.

- In addition to it, there are some topical analgesics and **corticosteroids** also available in the treatment of osteoarthritis.

4. RESEARCH OBJECTIVES

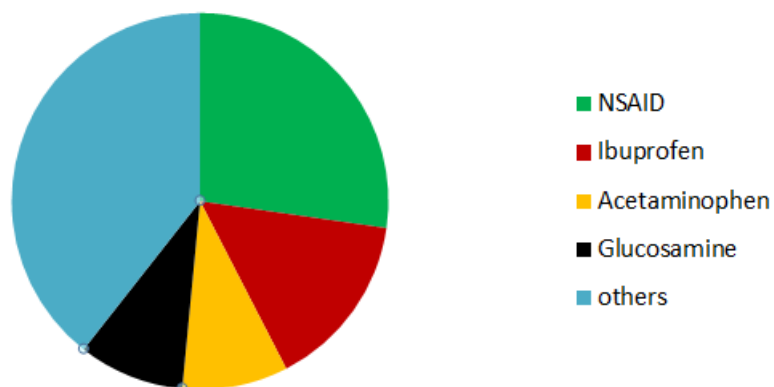
- To study and understand the concept and process of marketing research
- To find the Product attributes of brands in management of Osteoarthritis among Orthopaedic doctors
- To evaluate the risk and effectiveness of potential medication in the field of Osteoarthritis.

5. RESEARCH METHODOLOGY

- The key tool for the assessment was a questionnaire. The draft of the questionnaire was based on readings, previous studies and professional literature.
- In the preparation of the tool, doctors were consulted and data was collected. The google form questionnaire was sent via email and further assessment was done through excel sheet.
- The sample size was 200 doctors (including general physicians and orthopaedic doctors.)

6. DATA ANALYSIS AND INTERPRETATION

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

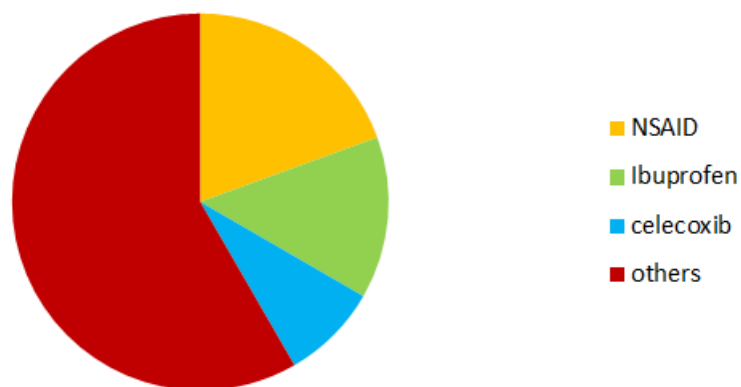


INTERPRETATION:-

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.

b.

What are the molecules you prescribe in Osteoarthritis?



INTERPRETATION:-

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.

c. 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.)

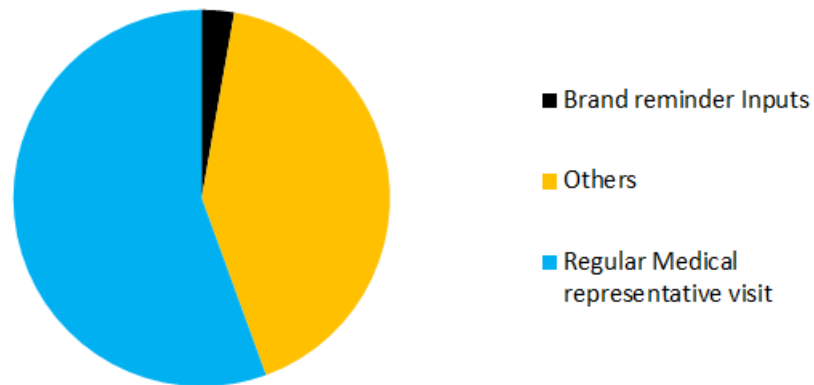
INTERPRETATION:-

The major attributes enlisted by doctors includes the overall patient's response towards the prescribed drug, the severity of any case, age factor, the best selling drug in the market, the rapid response towards stiffness and grinding sensation, the cost of drug, the composition and effectiveness of any drug etc.

All these traits were taken into consideration by the doctors while prescribing drugs in OA.

d.

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

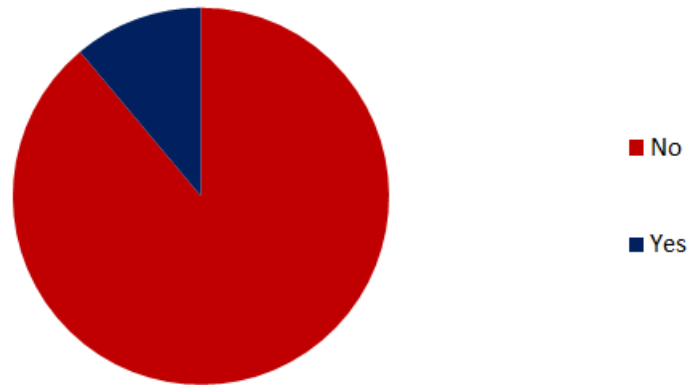


INTERPRETATION:-

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.

e.

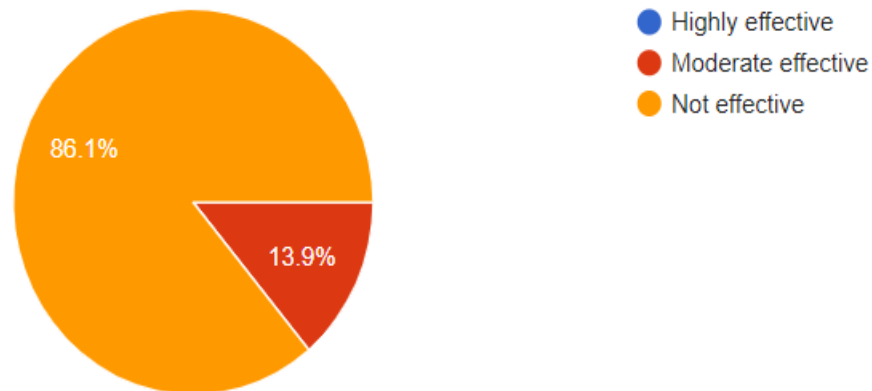
Have you ever prescribed any Natural Eggshell Membrane brand in OA?



INTERPRETATION:-

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

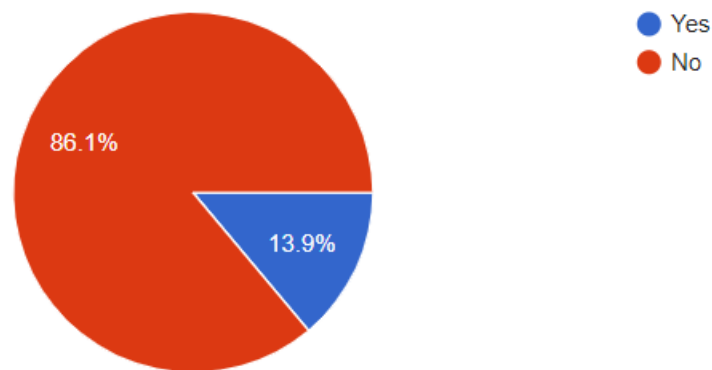
f. If yes, How effective you found Natural Eggshell membrane in OA?



INTERPRETATION:-

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.

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



INTERPRETATION:-

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 might help us as well.

8.

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