

BALILA – Market Survey

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MBA PM-11

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Company Profile



Our Mission- To become No. 1 shortage and orphan drug company in India by 2020.



Our Vision- Availability of life-saving drugs and diagnostics for the neglected across the globe.



Jolly Healthcare is one of the fastest-growing Pharma Exporter in India with a wide range of pharmaceutical formulations with an assurance of quality and reliability for both Domestic and Export (Indian Subcontinent & Africa) market.

Product Portfolio

Anti-HIV

- Cytoflu (Flucytosine)
- Valgaid (Vanganciclovir)

Antibiotics

- Jolltrim (Trimethoprim + Sulfamethoxazole)
- Jolclo (Cloxacillin)
- Jollpen (PenicillinG)
- Huelin (Benzathine Penicillin)
- Nostof (Cefazolin Sodium)
- Sulphaz (Sulphadiazine)

Analgesic

- Cabaza (Pentoxifyline)

Antifungal

- Mycoflu (Amphoterecin-B)

Diagnostics

- Exacto (HIV test kit)

Introduction



Neonatal hypoglycaemia happens when the neonate's blood glucose level is not exactly the infant's body prerequisites for components, for example, cell vitality and digestion. There is irregularity globally for indicative limits.



The operational threshold for hypoglycemia is defined as “that concentration of plasma or whole blood glucose at which clinicians should consider intervention, based on the evidence currently available in literature”.



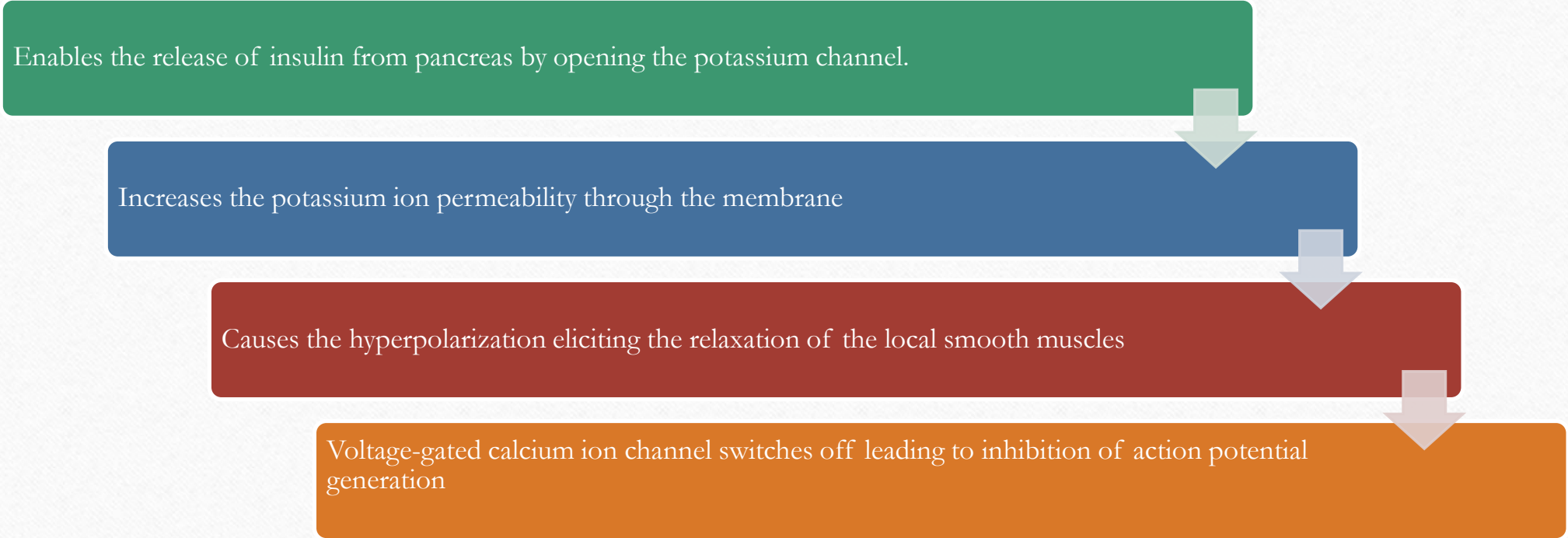
According Indian Pediatrics this threshold is currently believed to be a blood glucose value of less than 40 mg/dL (plasma glucose less than 45 mg/dL).age, birth weight, metabolic requirements, and health condition of the infant substantially affect the neonate's blood glucose level.

- HH happens on account of uncontrolled discharge of insulin from β -cells of islets of Langerhans in the pancreas. HH is of two kinds i.e. transient and congenital.
- Small for gestational age (SGA) babies and macrosomic infant of diabetic mothers (IDM) are the two most essential social affairs of infant kids at risk for hypoglycaemia in the neonatal period.
- Indications of hypoglycaemia in an infant are- The most well-known signs include:
 1. Shakiness
 2. Blue colour to skin and lips (cyanosis)
 3. Stopping breathing (apnea)
 4. Low internal heat level (hypothermia)
 5. Floppy muscles (poor muscle tone)
 6. Not keen on taking care of
 7. Lack of development and vitality (laziness)
 8. Seizures



Management of Hyperinsulinemic Hypoglycaemia with Diazoxide

Enables the release of insulin from pancreas by opening the potassium channel.



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graph TD; A[Enables the release of insulin from pancreas by opening the potassium channel.] --> B[Increases the potassium ion permeability through the membrane]; B --> C[Causes the hyperpolarization eliciting the relaxation of the local smooth muscles]; C --> D[Voltage-gated calcium ion channel switches off leading to inhibition of action potential generation];
```

Increases the potassium ion permeability through the membrane

Causes the hyperpolarization eliciting the relaxation of the local smooth muscles

Voltage-gated calcium ion channel switches off leading to inhibition of action potential generation



DIAZOXIDE
Brings Rhythm
Control in Blood
Sugar

Balila™

Diazoxide 25mg Capsule

- BALILA (Diazoxide) blocks the release of Insulin, a hormone that lowers blood sugar levels
- BALILA (Diazoxide) can be used to treat various types of Hypoglycaemia e.g.
 - Ideopathic Hypoglycaemia of leucosensitive children
 - Ideopathic Hypoglycaemia of unclassified childhood
 - Neonatal Hypoglycaemia
- BALILA (Diazoxide) can be used to treat Hypoglycaemia especially in cases of inoperable malignant or benign tumor of pancreas
- Balila (Diazoxide) offers suitable treatment options for patients who are not cured by surgery or unsuitable for surgery



IN

- Hypoglycaemia (due To Hyperinsulinaemia)
- Hypertentions/malignant Hypertention

For Order ○ info@jollyhealthcare.org

DOSAGE

For Hypoglycaemia

Recommended initial dose is 5-10mg/kg/day in 2-3 doses

For hypoglycaemia secondary to hyperinsulinaemia, up to 10-15mg/kg/day in 8-12 hourly doses

For severe hypertension

1-3mg/kg for severe hypertension. Can be given every 5-15 minutes. Dose is titrated according to blood pressure response

DIAZOXIDE
1st Time
in Asia

References:
1. Hyperinsulinaemic Hypoglycaemia in Infancy: Current Concepts in Diagnosis and Management by Dr. Shrenik Vohra
2. Clinical Practice guidelines for Congenital Hyperinsulinism by Dr. Tohru Yoritani

☎ +91 8003633988

🌐 www.jollyhealthcare.org

- It also acts as a peripheral vasodilator hence used for hypertensive emergencies (it relaxes articular smooth muscles and decreases the vascular resistance).
- Diazoxide is an antidiuretic hence increase the reabsorption or retention of sodium and water/fluid in the body (therefore it may precipitate the CHF in cardiac patients).

Research Methodology

Objective: - To investigate the market of Diazoxide in multiple cities across India.

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Sampling technique: Purposive sampling

Data collection tool: Telephonic and online survey using a questionnaire

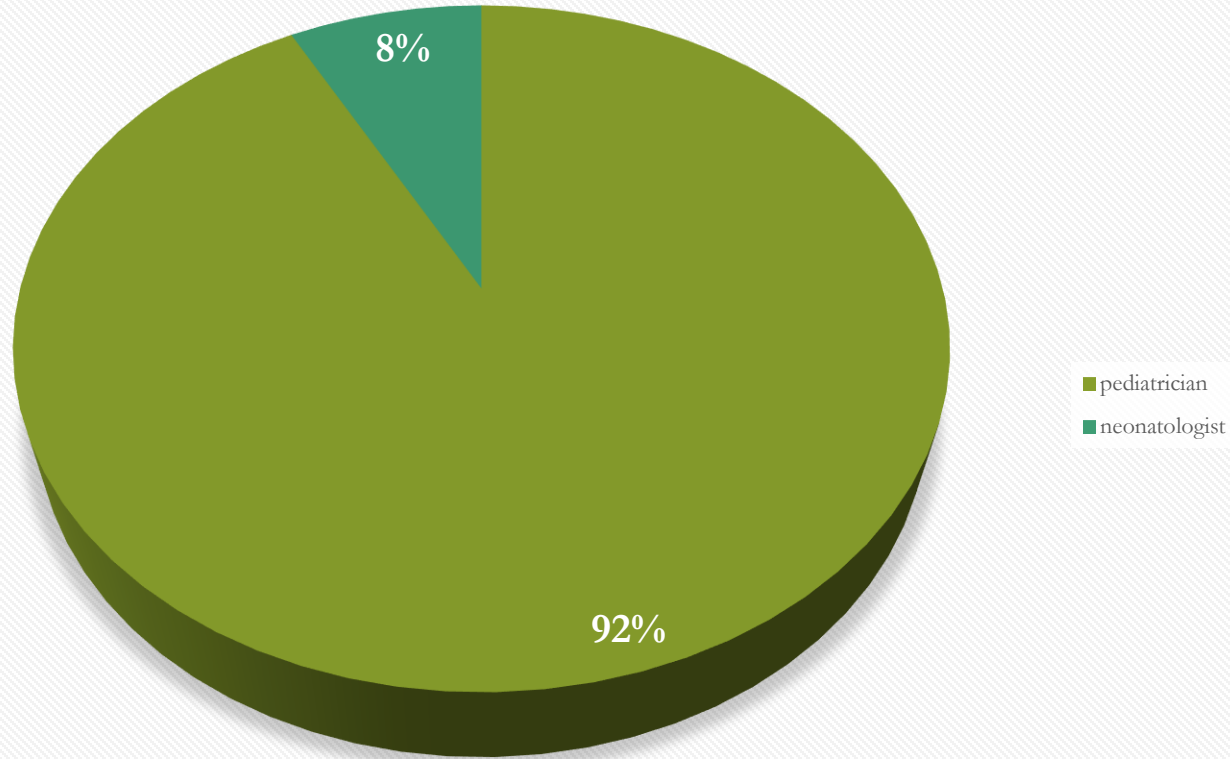
Study Area: Ranchi, Kota, Navi Mumbai, Greater Noida, Ahemdabad, Nagpur, Surat

Sample size: Response of 76 doctors were recorded.

Data Analysis and Interpretation: Analysis and interpretation of the data have been carried out to deduce the conclusions with the aid of appropriate statistical tools.

	B	C	D	E	F	G	H
No	Hospital Name	City	Doctor Name	Speciality	No. Of NICU Bed	Email Id	Phone No
1	Lake View Hospital	Ranchi	Dr. Md. Khalid, Dr. A Rahman	Pediatrician	2	Lakeviewranchi@Gmail.Com	0651-6530653, 9523331720
2	Vardaan Hospital And Research Centre	Ranchi	Dr.K.P. Singh (They Also Call Child Specialist)	Pediatrician	4	Info@Vardaan.Com	0651-2521338, +91-9801426684, 8986611549
3	Raj Hospital	Ranchi	Dr. Ravi	Pediatrician	4	Admin@Rajhospitals.Com	9771488888
4	Orchid Medical Centre	Ranchi	Dr. P.K Gupta	Pediatrician	5	Info@Orchidmedcentre.Com	0651-7100100
5	Devkamal Hospital	Ranchi	Dr Pooja Arya	Pediatrician	5	Devkamalhospicare@Gmail.Com	9204055638
6	Dr Alok Kumar Ranjan	Ranchi	Dr Alok Kumar Ranjan	Pediatrician	6	Nil	8763968383
7	Santevita Hospital	Ranchi	Dr. Ajay Kumar	Pediatrician	6	Info@Santevitahospital.Com	0651-7111555, 73600-33390
8	Gurunank Hospital And Research Centre	Ranchi	Nil	Pediatrician	7	Nil	0651 246 0506, 645 5564, 645 5555
9	Medanta Hospital	Ranchi	Nil	Pediatrician	8	Nil	0651-7123100
10	Sourya Children Hospital	Ranchi	Dr. Prakash Kumar	Pediatrician	10	Nil	7261824060
11	Rinchi Trust Hospital	Ranchi	Dr. Omprakash Manshree	Pediatrician	10	Rinchi.India@Gmail.Com	0651-6459645
12	Hopewell Hospital	Ranchi	Dr Neha Ali	Pediatrician	10	Info@Hopewellhospital.In	7281990530
13	Ram Pyari Hospital	Ranchi	Dr. Madhuri Yadav	Pediatrician	10	Mrpsh.Ranchi@Gmail.Com	0651-2561822
14	Maa Ram Pyari Superspeciality Hospital	Ranchi	Dr. Madhuri Yadav	Pediatrician	10	Mrpsh.Ranchi@Gmail.Com	0651-2540004
15	Bhagwan Mahavir Medica Superspeciality Hospital	Ranchi	Dr. Amar Kumar Sharma	Pediatrician	13	Contactus.Ranchi@Medicahospitals.In	0651-6606000
16	Medica Hosspital	Ranchi	Dr Amar Kumar Sharma	Pediatrician	13	Contactus.Ranchi@Medicahospitals.In	0651-6606000
17	Balpan Children Hospital	Ranchi	Dr. Rajesh Kumar	Pediatrician	16	Balpanhospital@Gmail.Com	062034 14121
18	Rainbow Child Hospital	Ranchi	Dr.Subodh Kumar	Pediatrician	18	Nil	7250725044
19	Siddharth Children Hospital	Ranchi	Dr. Rakesh Kumar	Pediatrician	20	Nil	9006752009
20	Hill View Hospital And Research Centre	Ranchi	Dr. Nithesh Shree	Pediatrician	22	Info@Hillviewhospital.In	9431104724
21	RIMS	Ranchi	Dr. Anil Kumar Chaudhry	Pediatrician	34	Rimsranchi@Rediffmail.Com	0651-2541533
22	Rani Hospital	Ranchi	Dr. Rakesh Kumar	Pediatrician	200	Info@Ranihospital.Com	7677111010
23	Samford Hospital	Ranchi	Nil	Nil	Nil	Hr@Samfordhospital.Com , Info@Samfordhospital.Com	7360080040
24	Implant Centre Alam	Ranchi	Dr. Sanjeev Kumar	Pediatrician	Nil	Info@Alamhospital.In	7070991111
25	Prabhawati Hospital	Ranchi	Nil	Nil	Nil	Nil	9431151272
26	The 7 Palms Hospital And Resarch Centre	Ranchi	Nil	Nil	Nil	Sevenpalmshospital@Gmail.Com	9006752339
27	Little Hearts Newborn &Child Care Centre	Ranchi	Nil	Nil	Nil	Nil	6204136563
28	Health Point	Ranchi	Nil	Nil	No Facility Of NICU	Info@Healthpointranchi.Com	8877300333
29	Majid Alam Hospital	Ranchi	Dr.Sanjeev Kumar	Pediatrician	No Facility Of NICU	Info@Alamhospital.In	707091111
30	R P O C Hospital	Ranchi	Nil	Nil	No Facility Of NICU		0651-2561822
31	Janya Fertility Clinic	Ranchi	Nil	Nil	No Facility Of NICU	Info@Janyafertilityclinic.Com	7061812125
32	Sunita Ivf Centre	Ranchi	Nil	Nil	No Facility Of NICU	Info@Sunitaivf.Com	7260952321

Doctors Responded



Results & Discussions

Q1) No. of Doctors responded?

Interpretation – From fig1. it was observed that 92% pediatrician and 8% neonatologist responded.

Fig.1- Depiction of Doctor's responded to the survey questionnaire.

Results & Discussions

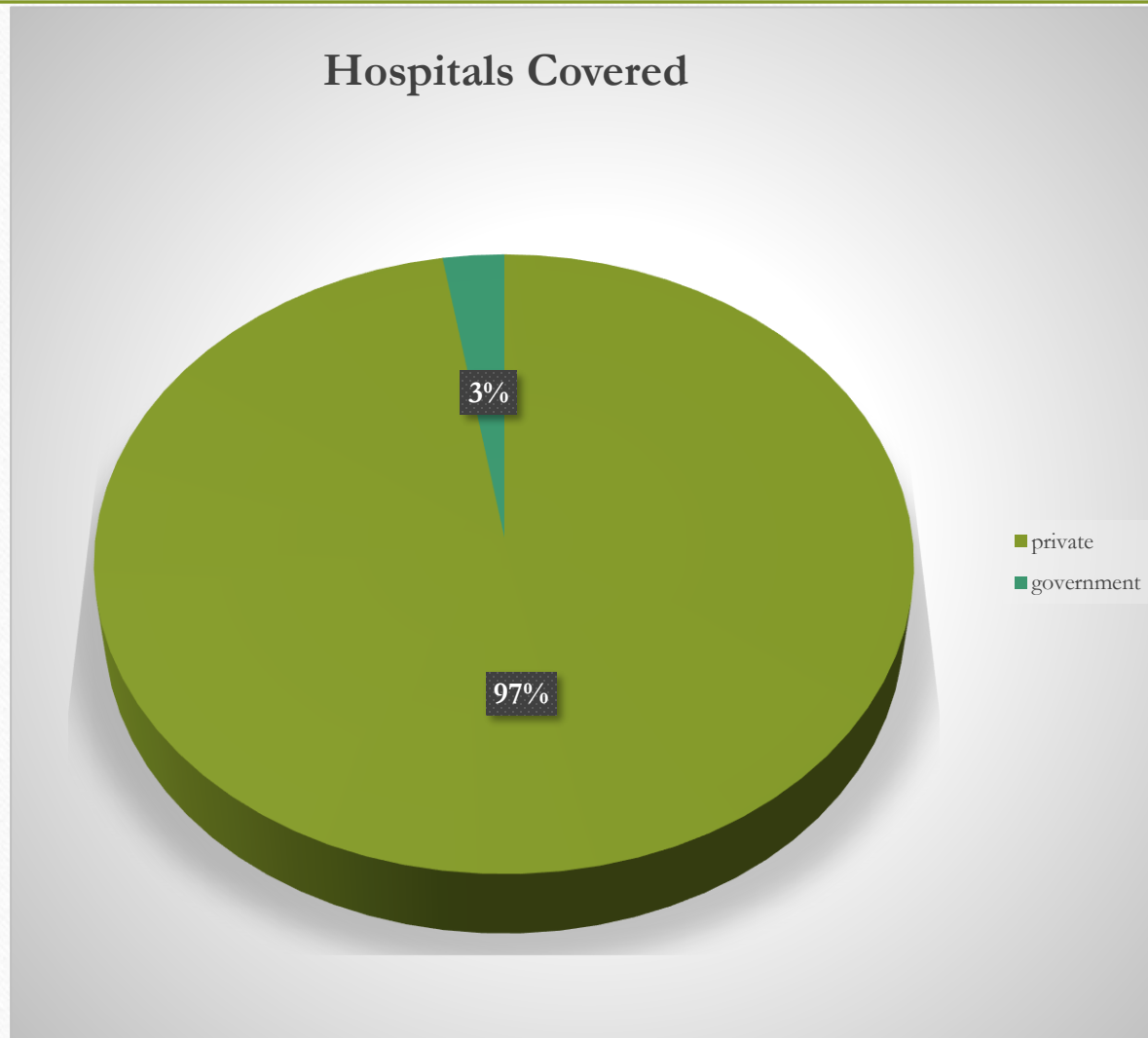


Fig.2- Depiction of Hospitals covered during the survey.

- **Q2) Type of Hospitals covered?**
- **Interpretation** – From fig.2 it was observed that 97% were Private hospitals and 3% were Government hospitals.

Results & Discussions

- **Q3) Doctors in which indication(s) you will prefer the Diazoxide molecule?**
- **Interpretation** – From fig.3 it was observed that diazoxide will be preferred by 70% responded for Hypoglycemia followed by 20% respondent for Hypertension (Malignant).

Preferred condition for Diazoxide

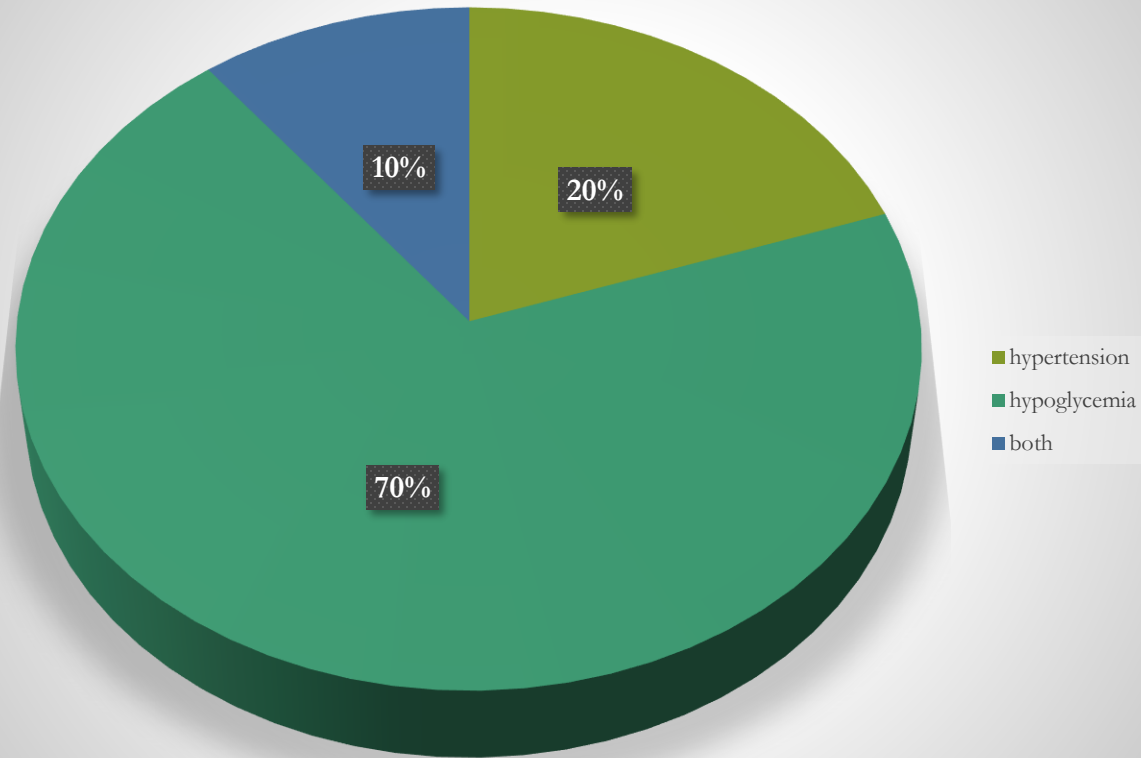
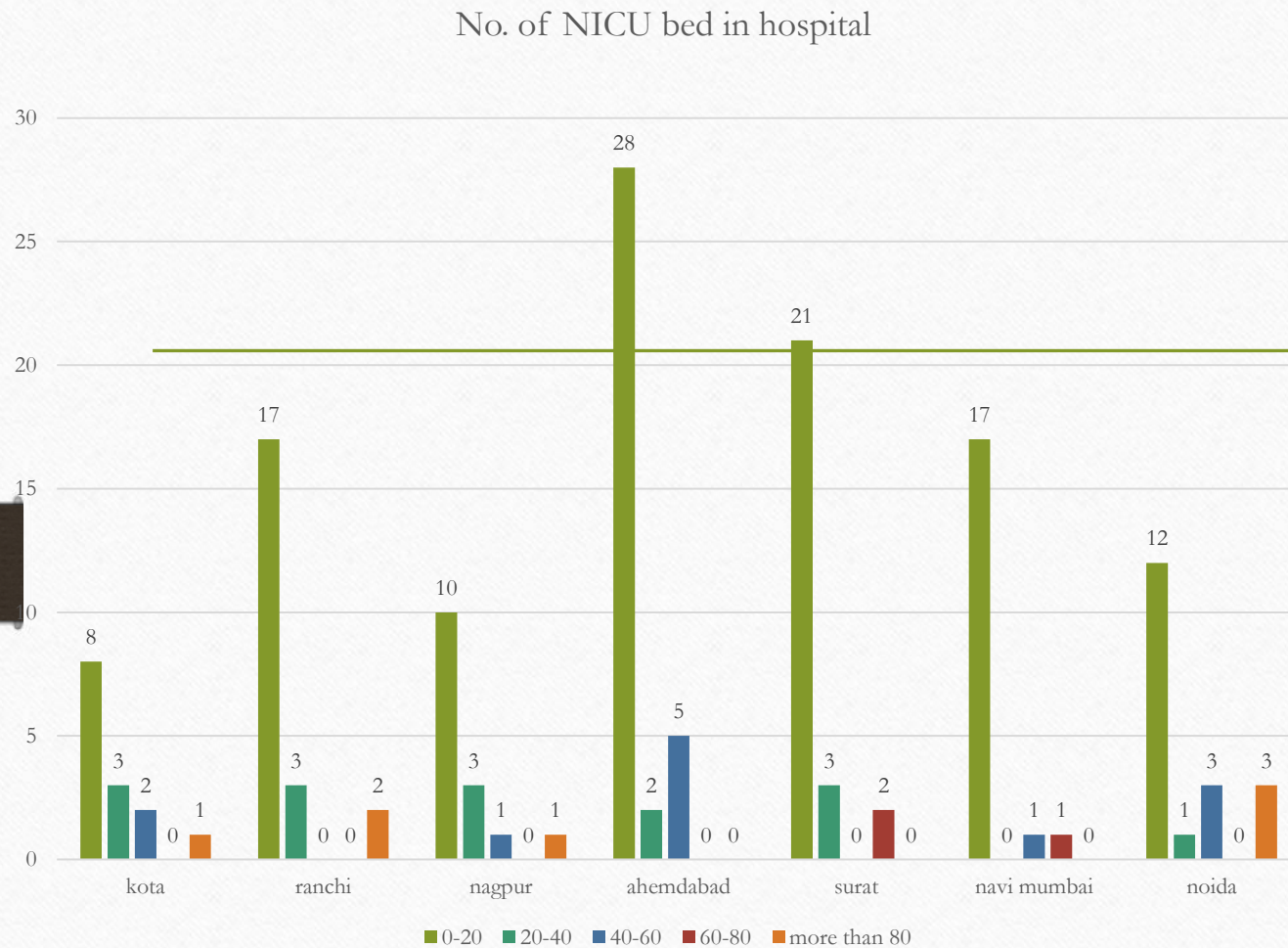


Fig.3- Depiction of indications used for Diazoxide.

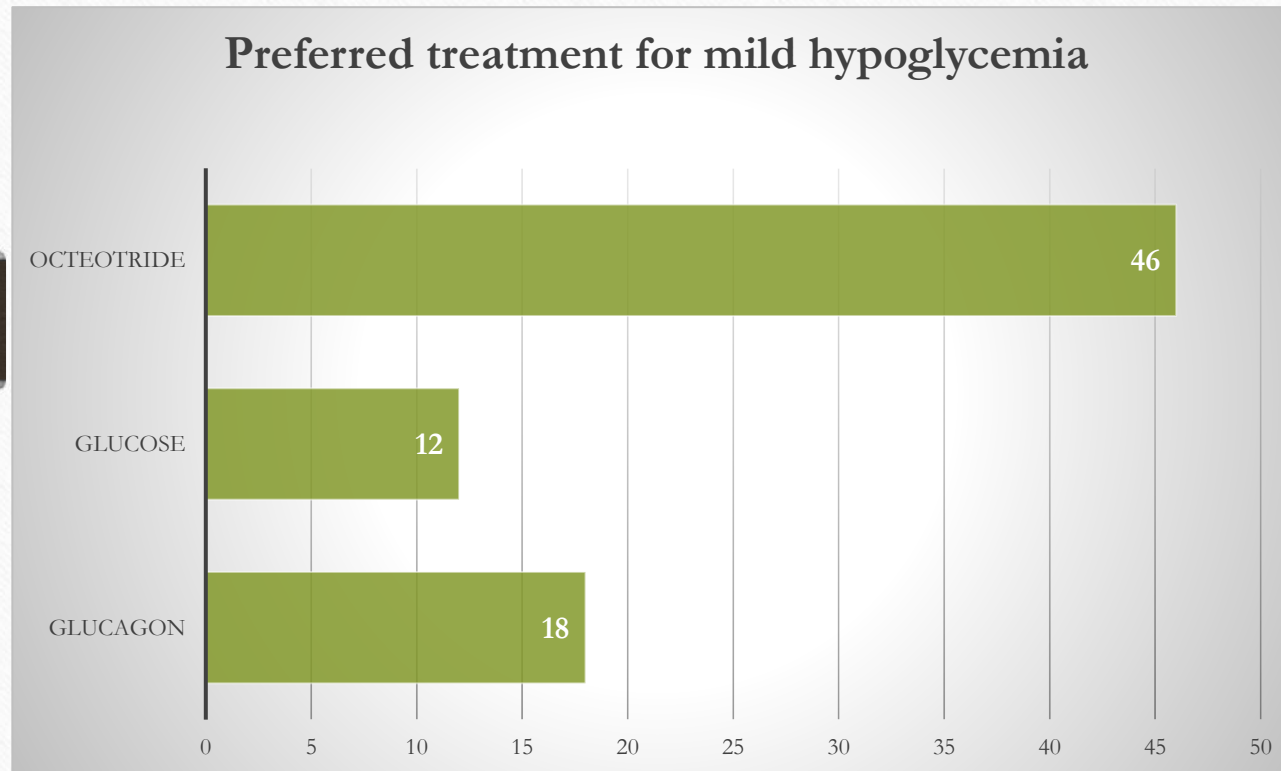
Results & Discussions



- **Q4) No. of NICU bed in hospital?**
- **Interpretation** – From fig.4 it was observed that the product should be launched in ahemdabad followed by surat and then in Navi Mumbai .

Fig.4- Depiction of the no. of NICU bed in hospital .

Results & Discussions



- **Q5) How do you mostly treat mild Hypoglycemia patients?**
- **Interpretation** – From fig.5 it was observed that Octerotide is the most preferred treatment in mild/moderate hypoglycemia .

Fig.5- Depiction of the preferred dose of Diazoxide in Infants & Newborns.

Results & Discussions

Preferred dosage form by patients



Fig.6- Depiction of preferred dosage forms.

- **Q6) Doctor, which is the most preferred form of administration by patients?**
- **Interpretation** – From fig.6 it was observed that most preferred dosage form by the patient was liquid followed by capsule form.

Results & Discussions

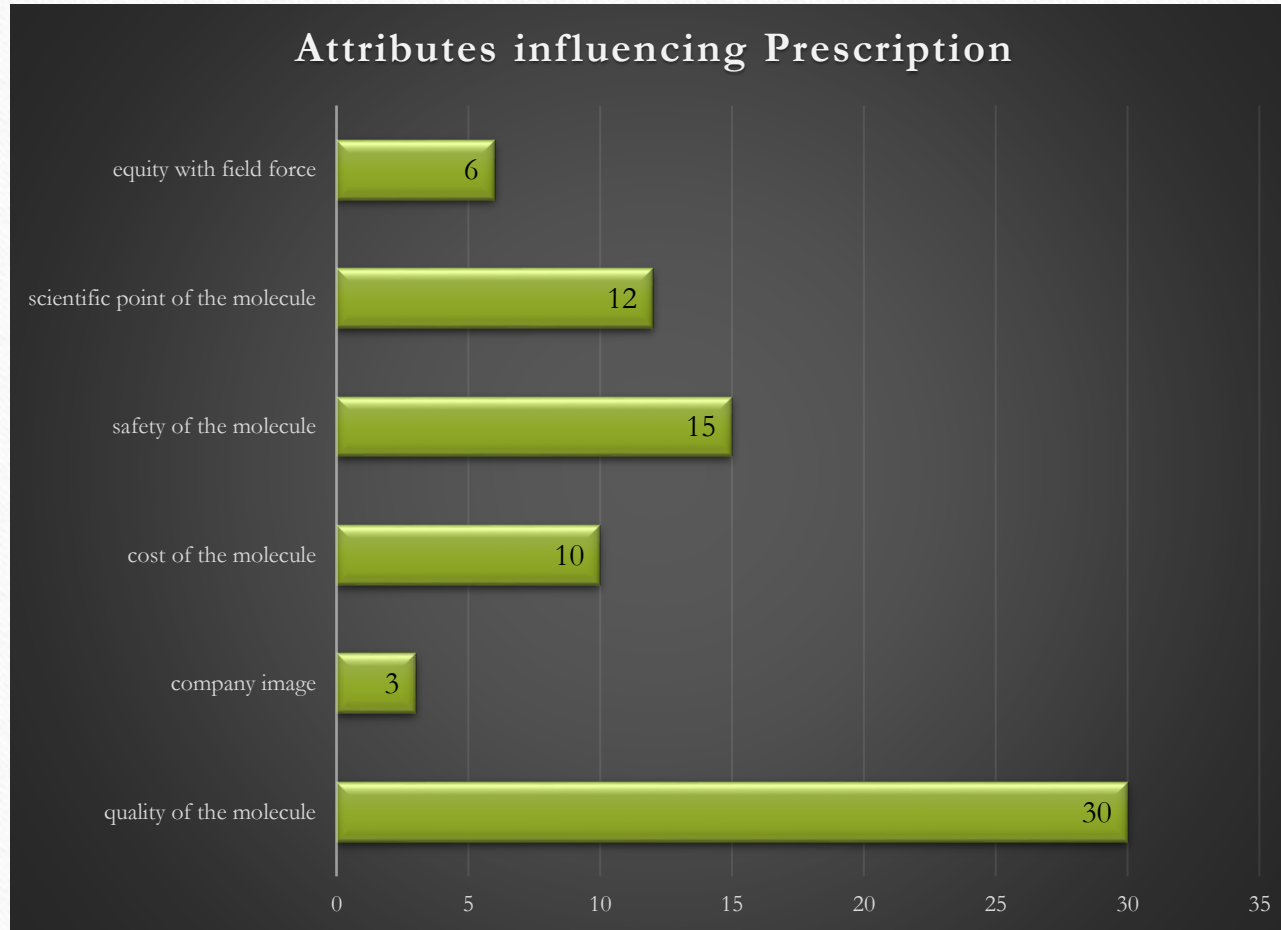


Fig.7- Depiction of attributes influencing the prescriptions.

- **Q7) Doctor which of the following attributes influences your prescription?**
- **Interpretation** – From fig.7 it was observed that Quality & Safety of the molecule and Scientific point of the molecules are two major attributes that influence the prescription of respondents.

Results & Discussions

Activity help in prescribing drug molecule

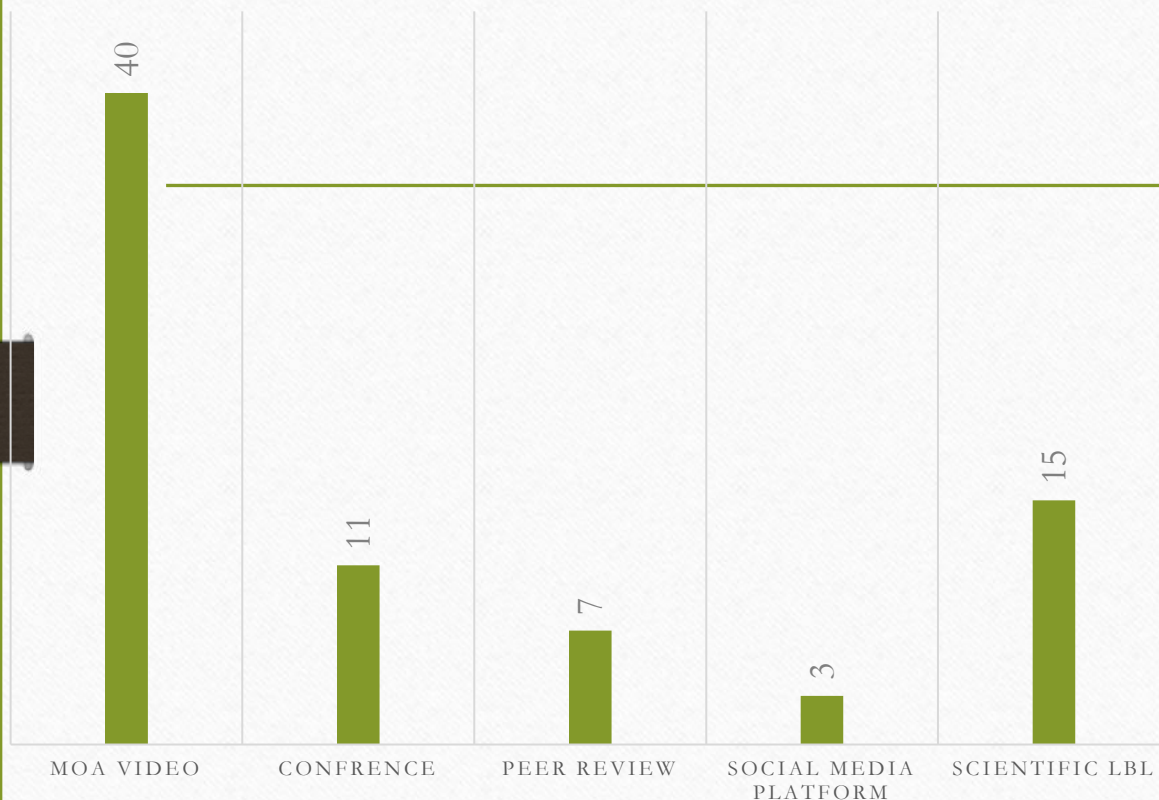


Fig.8- Depiction of activities that help in Prescribing Diazoxide.

- **Q8) Doctor, which of the following activity will help you in prescribing the Diazoxide molecule?**
- **Interpretation** – From fig.8 it was observed that the MOA video and Scientific LBL's followed by conference are major activities that help in prescribing the drug.

Results & Discussions

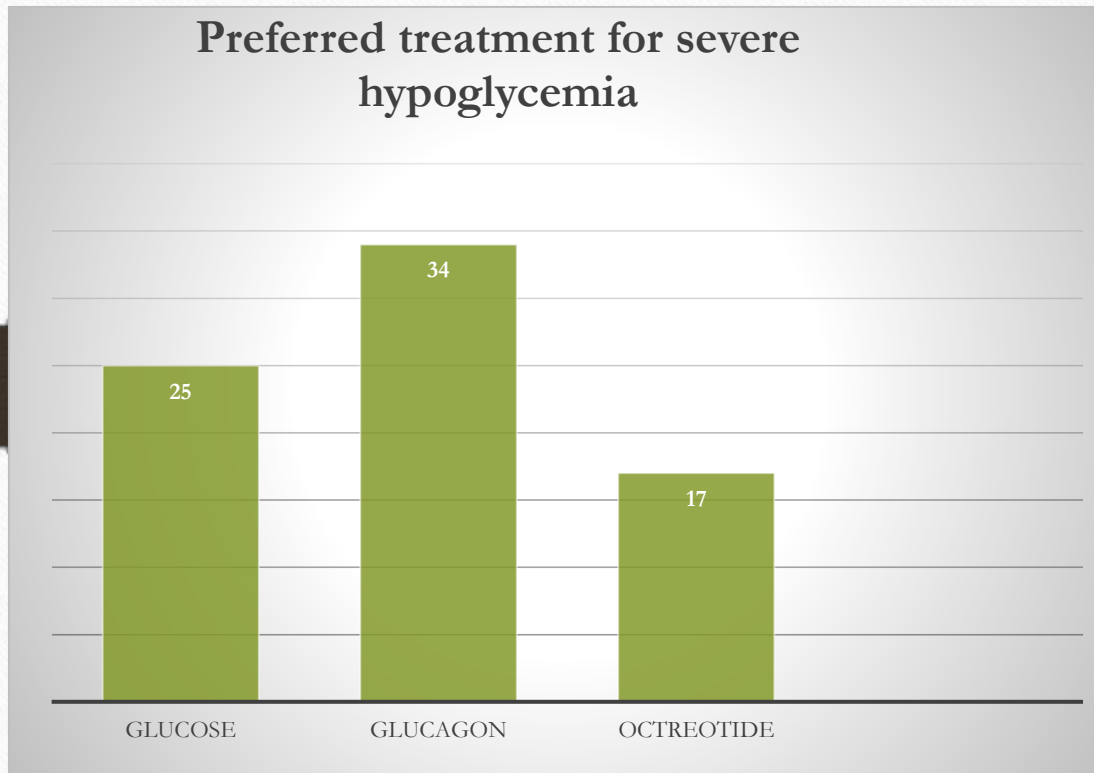


Fig.9- Depiction of preferred treatment for severe hypoglycemia.

- **Q9) How do you mostly treat Severe Hypoglycemia patients?**
- **Interpretation** – From fig.9 it was observed that Glucagon (IM) and Glucose or Dextrose (IV) are most preferred for severe hypoglycemia conditions.

Conclusion

70% of respondents will prefer Diazoxide for Hyperinsulinemic Hypoglycemia followed by 20% respondent for Malignant Hypertension and 10% agreed to prefer it for both indication.

Quality and Safety of molecule are the attributes that influence doctors to write prescription.

Octeotride is mostly used to treat mild/moderate hypoglycemia.

There is a need to create awareness in patients regarding hypoglycaemia and its severity.

Glucagon (IM) and Glucose or Dextrose (IV) are most preferred treatments for severe hypoglycemia conditions.

M.O.A is the major activity that help in prescribing the drug.

There are less competitors present in the market for orphan diseases like Hyperinsulinemic Hypoglycemia.



Recommendation

1. More case studies based literatures should be provided.
2. Strong scientific knowledge backed representative can bring good Top line growth.
3. There is a potentially untapped market for Diazoxide molecule since Glucagon (IM) and Glucose or Dextrose (IV) are being generally used for severe hypoglycemia conditions.
4. Scientifically sound representative should meet the KOL's or Doctors for better conversion since in-depth Mechanism of action description is the major activities that help in prescribing the drug.

References

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- Sweet CB, Grayson S, Polak M. Management Strategies for Neonatal Hypoglycemia. The Journal of Pediatric Pharmacology and Therapeutics: JPPT. 2013 Jul;18(3):199. Available from: <https://www.jppt.org/doi/abs/10.5863/1551-6776.18.3.199?journalCode=jppt>
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PART- 2

ONLINE COURSE

**Fundamentals of Visualization with
tableau**

CONTENT

Introduction

Objective

Course Content

Key Learning

Introduction

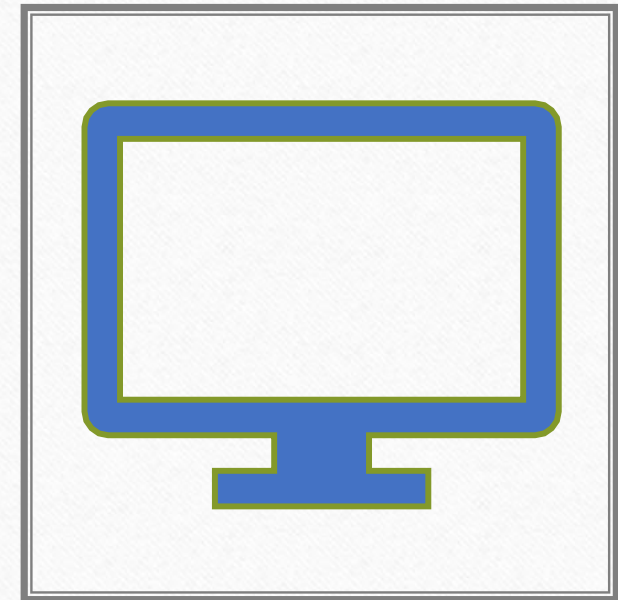


Data visualization is the graphical representation of information and data. By using visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data



Tableau is an interactive, self-service reporting and analytics tool that enables faculty and staff to integrate and combine data from multiple sources into visualizations and be accessed in a single desktop environment using Tableau Desktop or through a shared dashboard.

-
- A license is required to use Tableau Desktop and it can be renewed annually for continuous use.
 - Atleast one copy of license per department/school is rquired to use Tableau server for sharing data.
 - Tableau is the most powerful , secure, and flexible end to end analytics platform for your data.



Objective



Apply the fundamentals of the tool



Use all the basic functionality to visualize their data



Connect to various data sources



Build a variety of basic charts



Combine insights into a useable dashboard



Share and publish visualizations

Course Content



1.Introduction to
Data visualization



2.Tools for Data
Visualization;



3.Introduction to
tableau;



4.Examine and
navigate tableau
workspace;



5.Examine ways to
define your project.

Key Learning

- Tableau software knowledge
- Data visualization
- Share and publish visualizations
- Build a dashboard with powerful interactivity
- Produce complex chart types

THANK YOU