

TO FIND OUT THE PRODUCT ATTRIBUTES OF BRANDS PREFERRED IN MANAGEMENT OF OSTEOARTHRITIS AMONG ORTHOPEDICS

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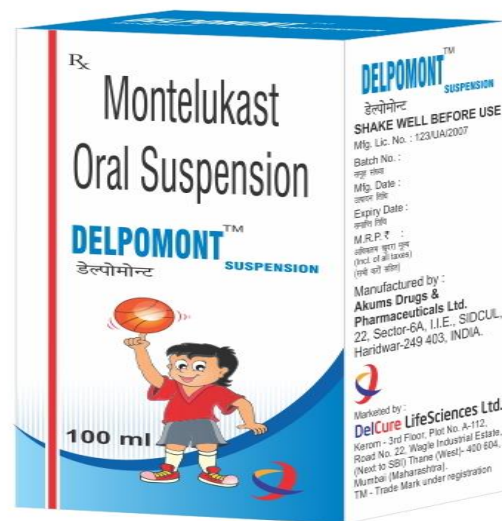
ABOUT DELCURE LIFESCIENCE LTD.

- ▶ 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.
- ▶ All products are manufactured in facilities that are approved by major global regulatory agencies including the USFDA, ISO2009, ANVISA and more.
- ▶ **VISION AND COMMITMENT:**
- ▶ “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.”

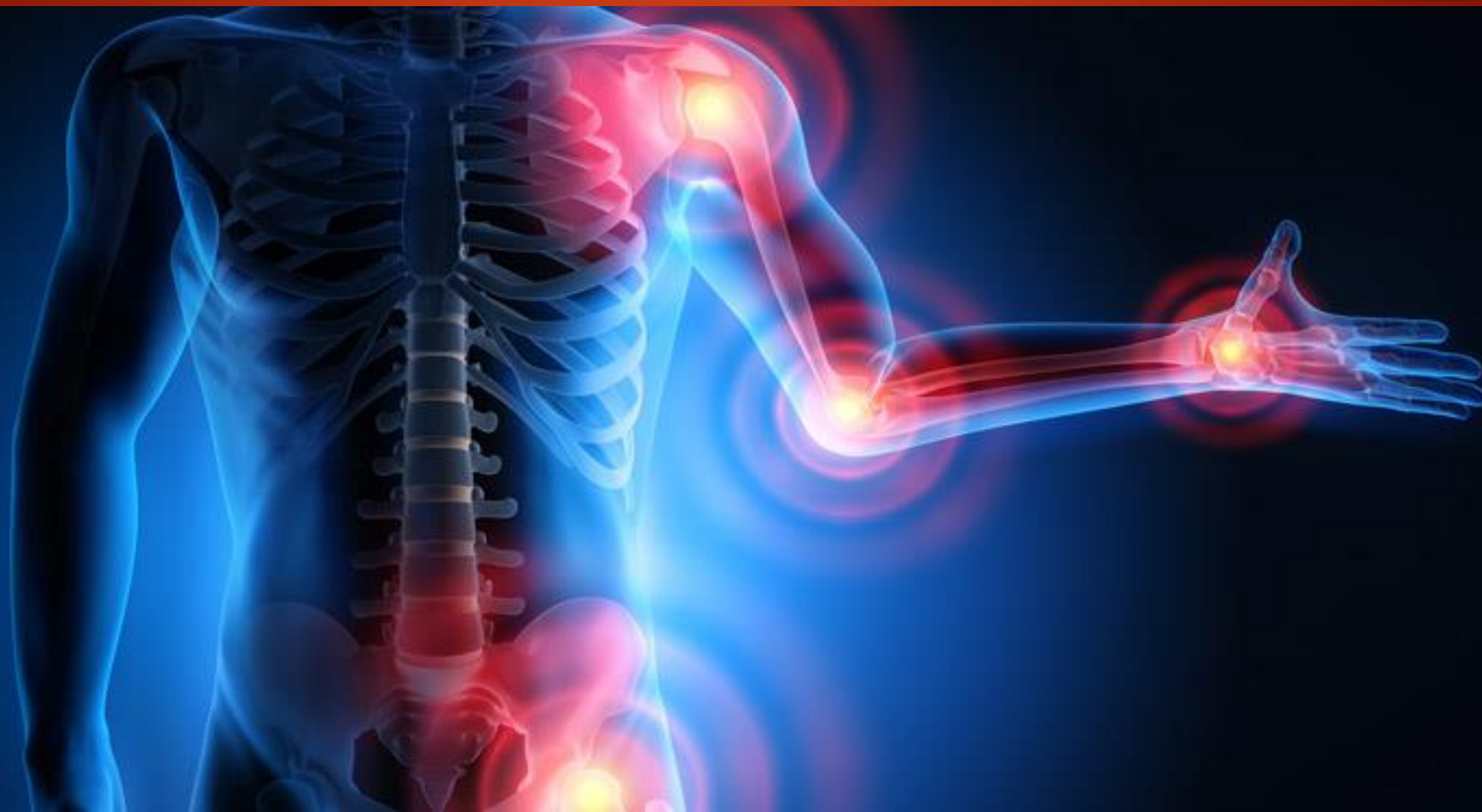
Conti.....

- ▶ Company extensive range of finished dosage formulations covers every aspect of human life. The portfolio contains more than 150+ products in several forms belonging to 20 therapeutic segments and 12 specialties including respiratory, cold & cough, gastrointestinal, analgesics, anti-inflammatory, anti-infectives and antibiotics. Currently in company portfolio Tablet, Capsules, Syrup, Liquide, sachet, injectables are available. Our skilled team working on developing new formulations with aim to fulfill unmet patient needs.

PRODUCT OF DELCURE LIFESCIENCE LTD.

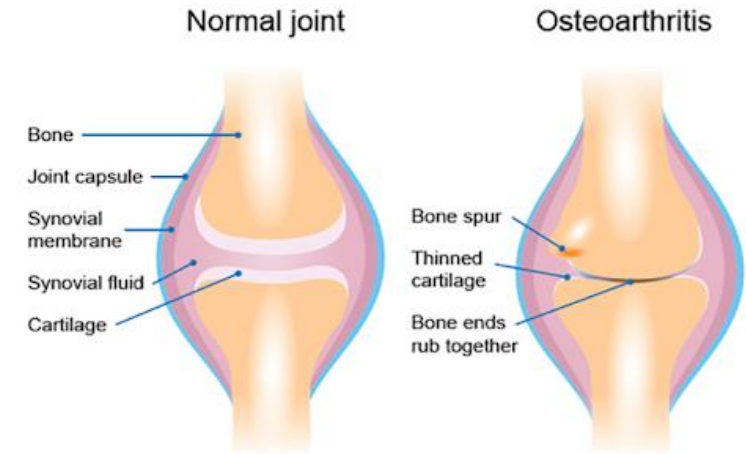


OSTEOARTHRITIS



INTRODUCTION

▶ Pain and inflammation in the joints can affect people of all ages. The most common arthritis known as Osteoarthritis is known as Degenerative Arthritis. It is wear and tear affecting the cartilage which lines the joint. The loss of the cartilage causes pain and inflammation which in turn causes decreased mobility.



Who gets osteoarthritis?

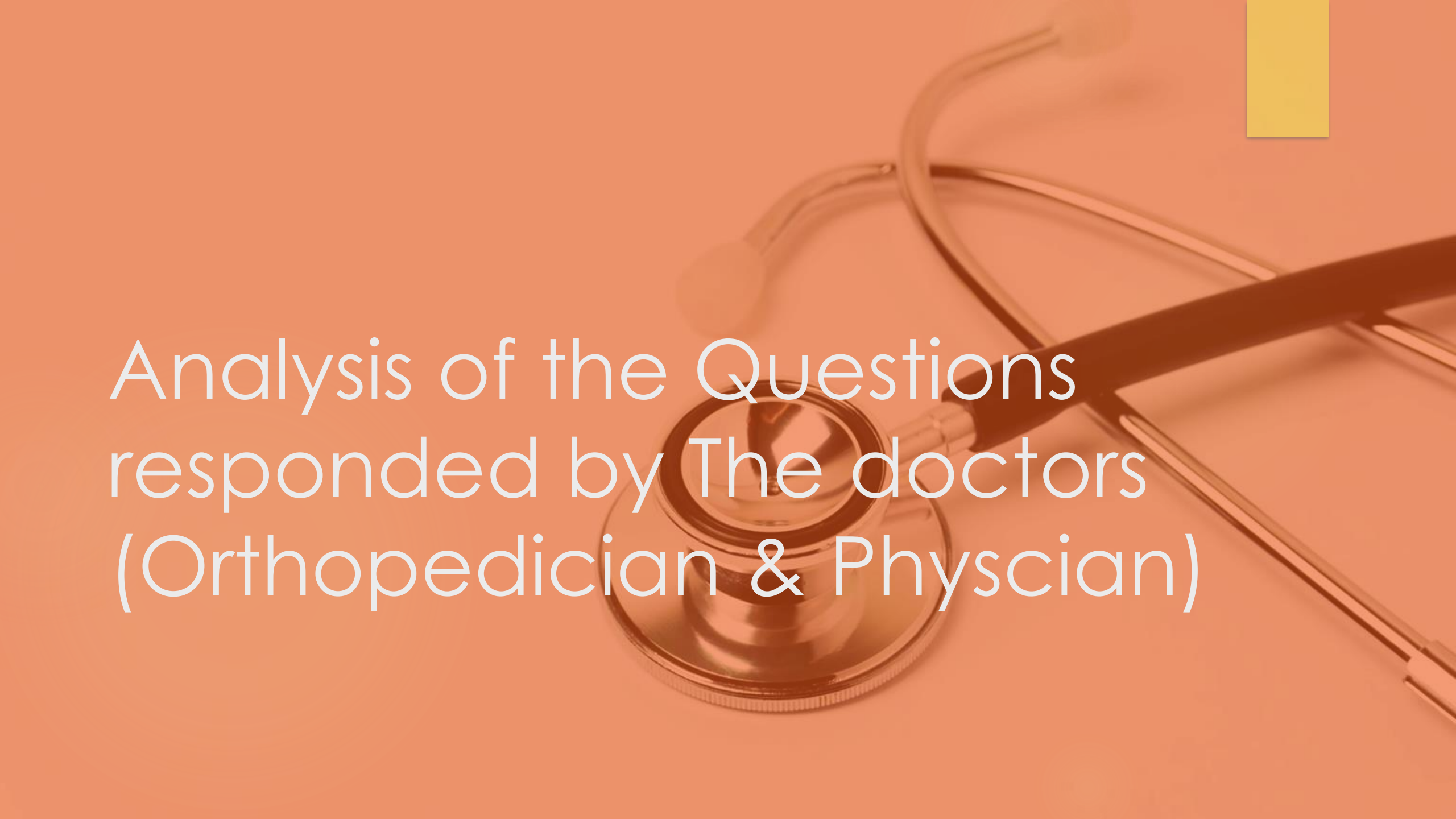
- ▶ OA affects people of all races and both sexes. Most often, it occurs in patients age 40 and above.
- ▶ Risk factors include:
 - Older age
 - Having family members with OA
 - Obesity
 - Previous traumatic Joint injury or repetitive use (overuse) of joints
 - Joint deformity such as unequal leg length, knocked knees

OBJECTIVE....

- ▶ The main objective to conduct this research is to understand the product attributes of Natural eggshell membrane/Glucosamine/chondroitin brands prefer in management in case of osteoarthritis among Orthopedics.
- ▶ Primary objective
 - To understand what the attributes Doctor are consider before prescribing any medicine/brand for arthritis.

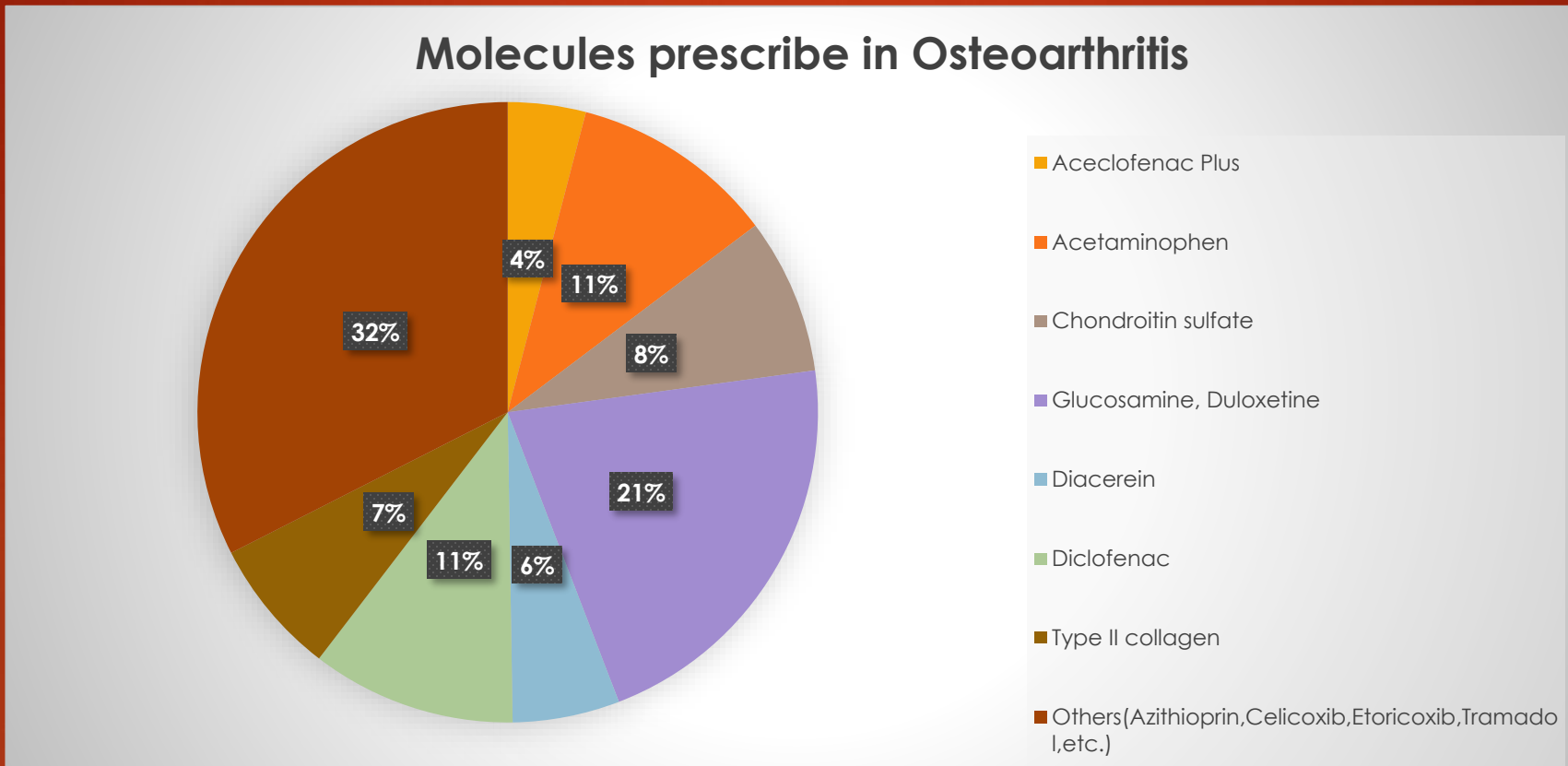
RESEARCH METHODOLOGY...

- ▶ **Research Design-** Cross-sectional descriptive study was conducted
- ▶ **Sampling Method-** Non-probability sampling method was used
- ▶ **Study Area-** The given study was conducted in Pan INDIA
- ▶ **Study Tool-** A structured questionnaire was prepared for collecting data
- ▶ **Sample Size-** The sample size was taken as 200
- ▶ **Study population-** The respondents were doctors(Orthopedic and physicians)
- ▶ **Study Duration-** The time duration of the study was approximately 3 months
- ▶ **Data Collection and Analysis Technique-** Data was collected by taking responses in the questionnaire and analysis was done with the help of MS Excel

The background of the slide features a close-up, slightly blurred image of a medical stethoscope and a pen. The stethoscope is positioned diagonally across the frame, with its chest piece in the lower center and its tubing extending towards the top right. A dark-colored pen lies horizontally across the middle of the image, partially overlapping the stethoscope. The entire scene is set against a warm, orange-toned background. In the top right corner, there is a solid yellow rectangular shape.

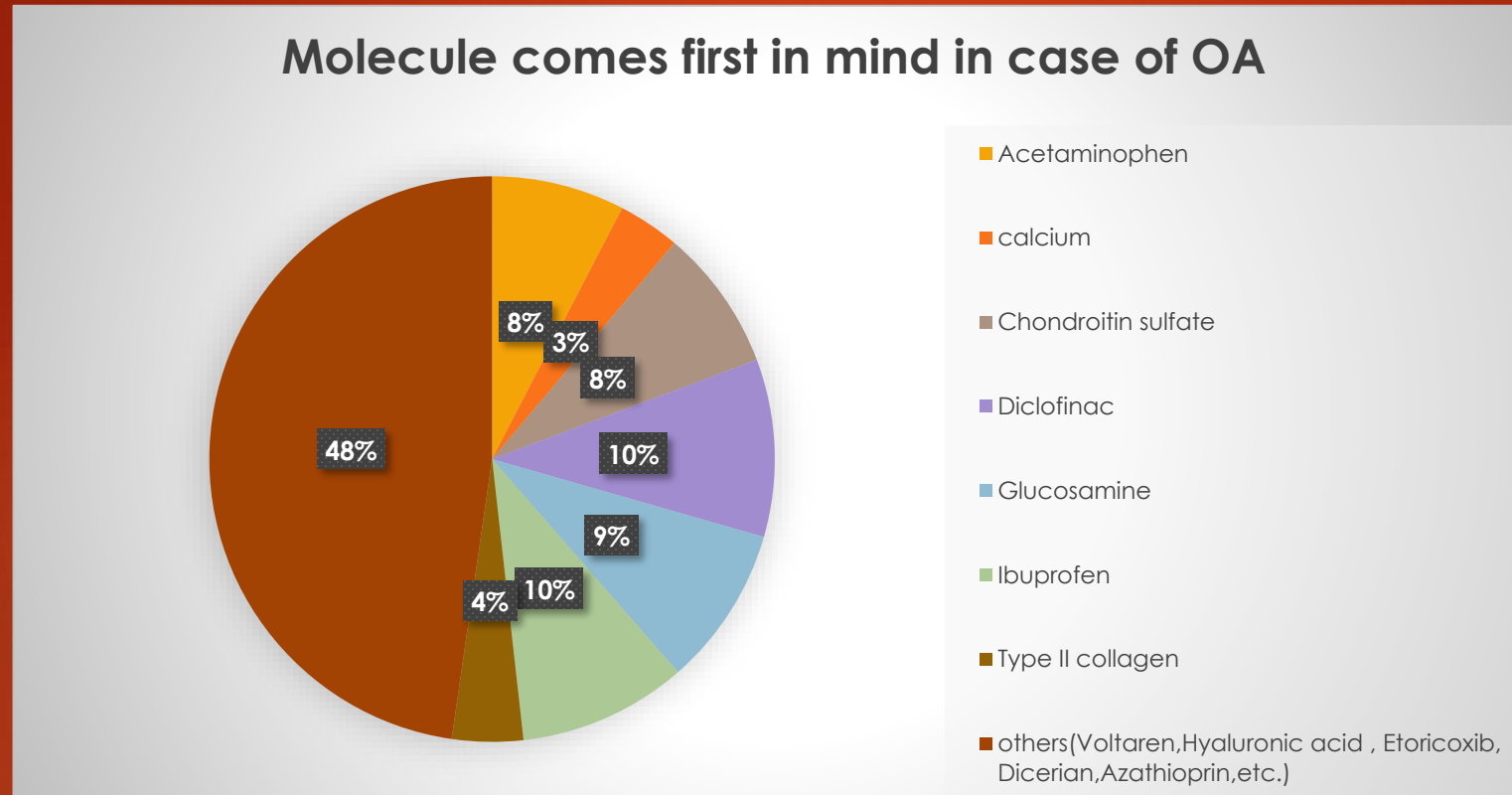
Analysis of the Questions responded by The doctors (Orthopedician & Physcian)

Q.1 What are the molecules you prescribe in Osteoarthritis?



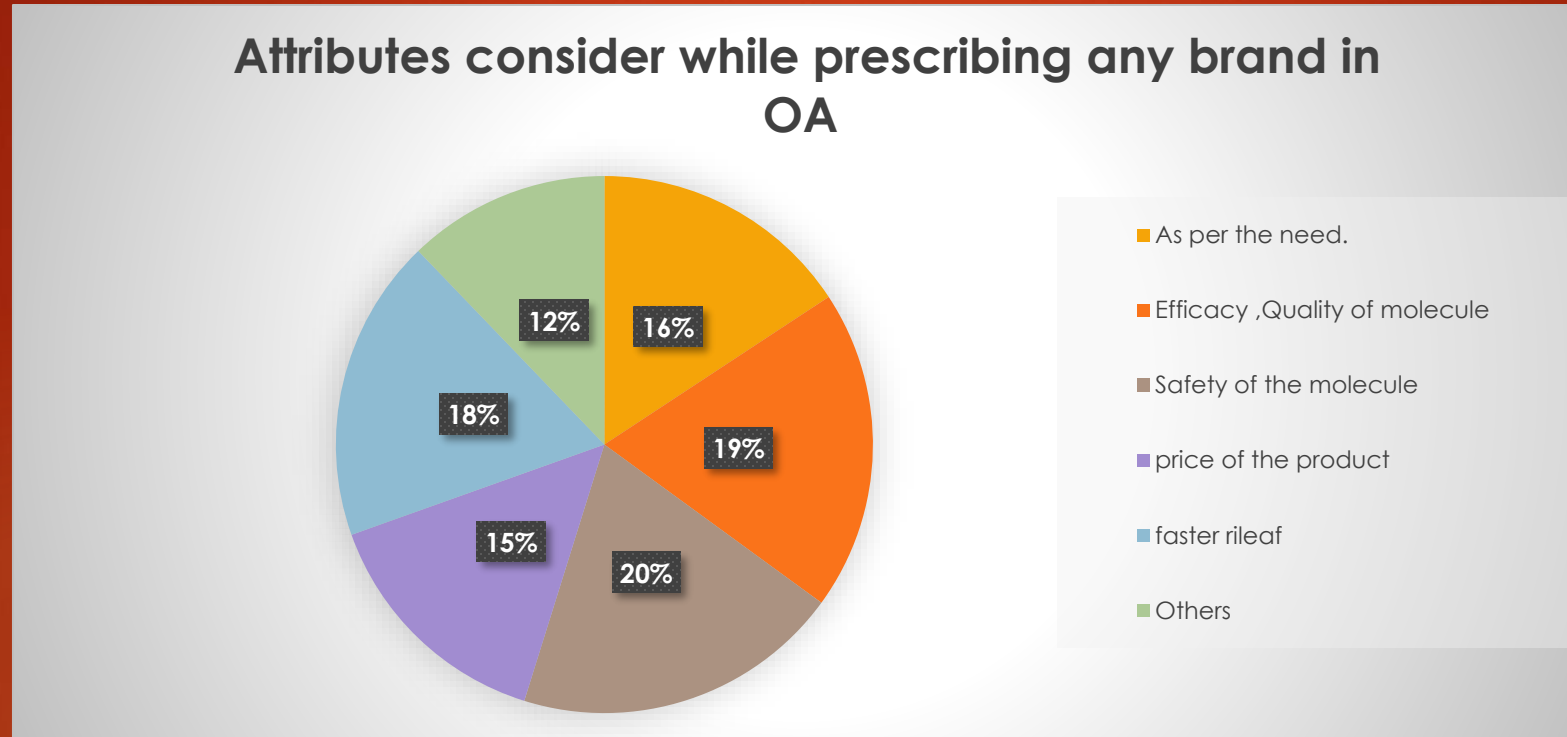
- It shows that **Acetaminophen** is preferred by 11% doctors, and **Glucosamine and Duloxetine** is preferred by 21% doctors, **Chondroitin Sulphate** is preferred by 8% doctors and diclofenac is preferred by 11% doctors and 32% doctors use other Molecule (Celicoxib, Etoricoxib, Dicerian, Azathioprine, Etc..) for the treatment of OA patients.

Q.2 Among all which molecule comes first in your mind in case of OA?



- It shows that **Ibuprofen and Diclofenac** is preferred the most (the percentage is 12%), and **Glucosamine** is preferred by 9% doctors, **Chondroitin Sulphate and Acetaminophen** is preferred by 8% doctors and 48% doctors use other Molecule (Voltaren, Etoricoxib, Dicerian, Azathioprine ,Etc..) for the treatment of OA patients.

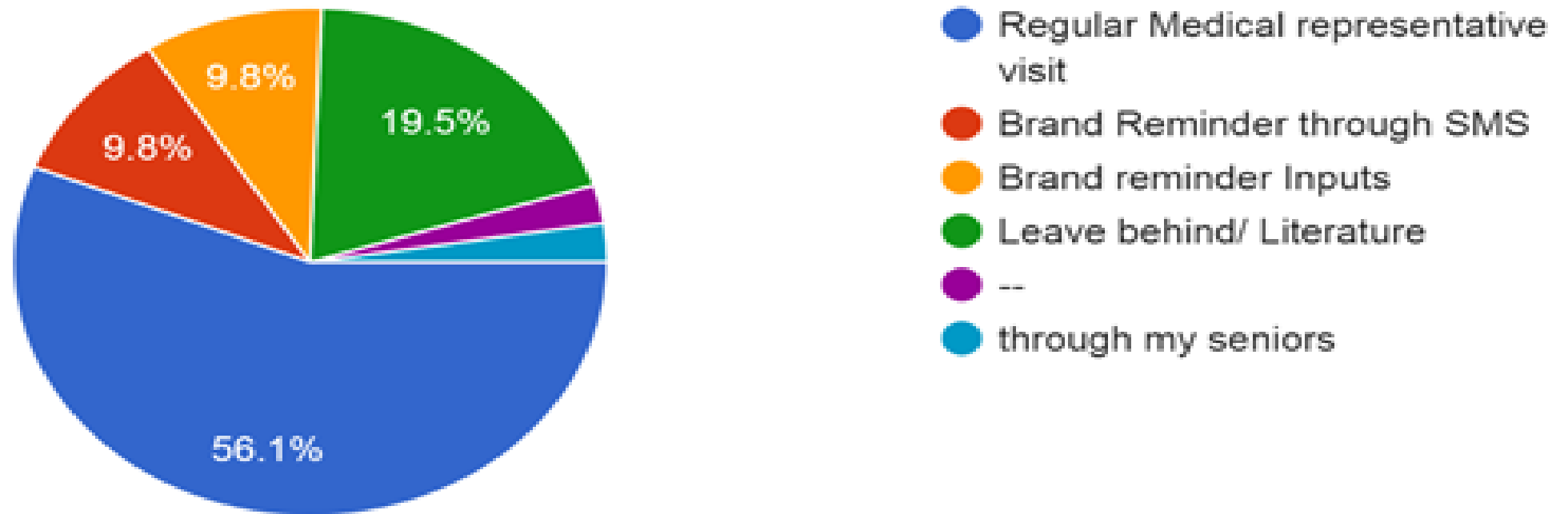
Q.3 What are the attributes you consider while prescribing any brand in OA?



► It shows that all the attributes, play an important role For prescribing brand in OA.

- As per need of patient -16%
- Efficacy, Quality of mkolecule-19%
- Safety of the molecule-20%
- Price of product-18%
- Faster Rileaf-18%

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



- ▶ the Remember of brand through Regular Medical Representative Visit (has got the highest percentage of 56.1%), then second most the Remember of brand through Leave behind / Literature (with 19.5%) ,19.6% Doctors remember through Brand Reminder through SMS (9.8%) and Brand Remember Inputs (9.8%).

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

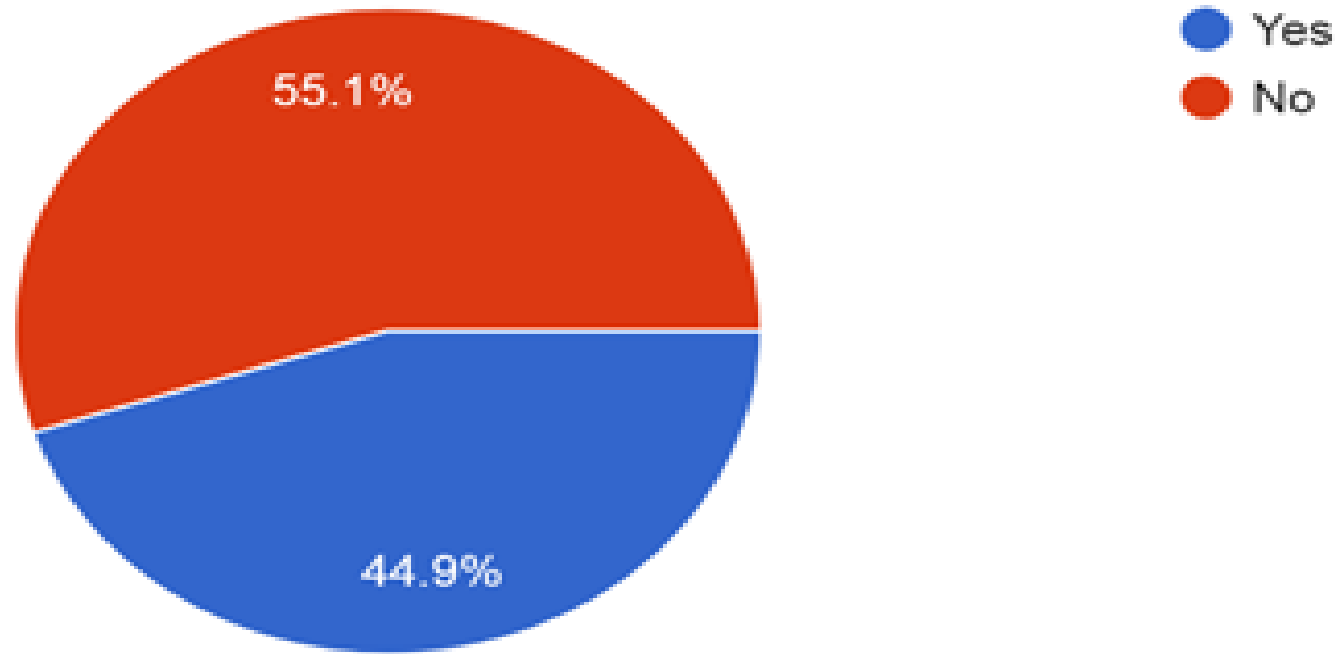
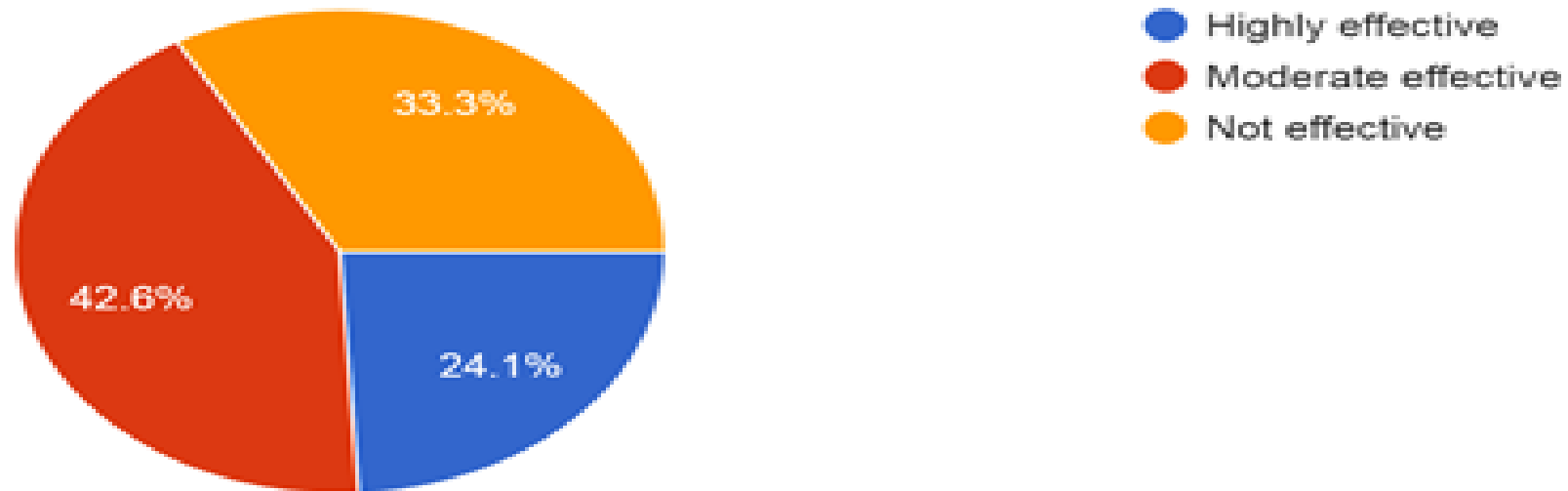


Fig : Doctors Prescribed Any Natural Eggshell Membrane Brand in OA

- ▶ It shows that the 44.9% of Doctors are prescribed Natural Eggshell Membrane & 55.1% Doctors are not prescribed Natural Eggshell Membrane in case of Osteoarthritis.

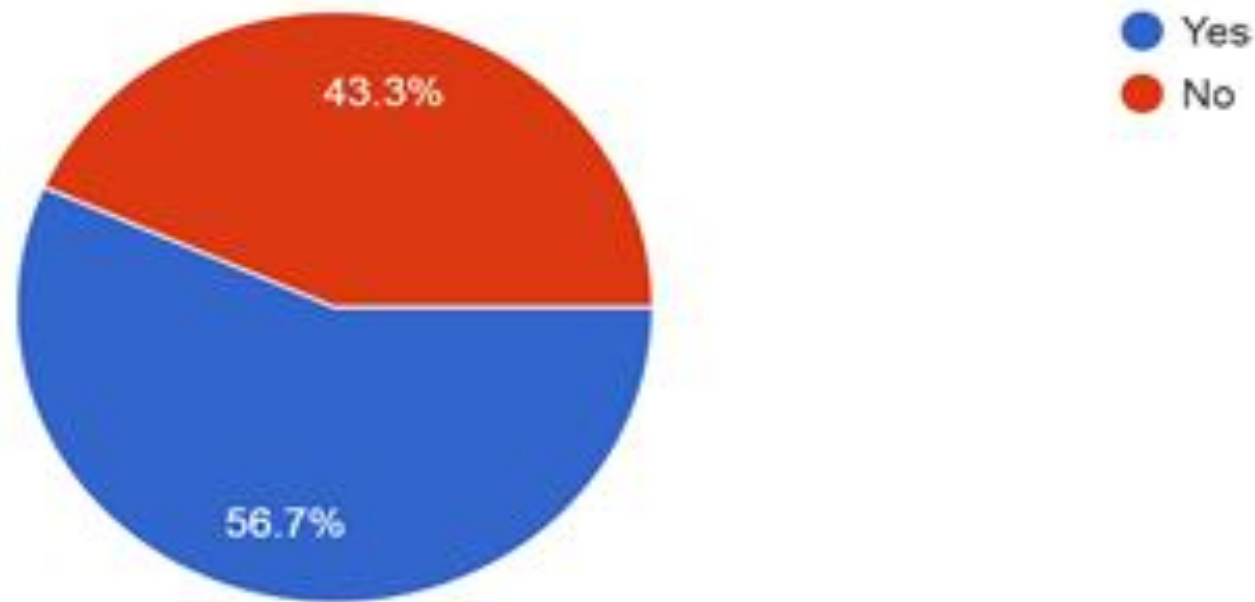
Q.6 How effective you found Natural Eggshell membrane in OA?

Effectiveness of Natural Eggshell membrane in OA



- ▶ The data shows that 24.1% doctors said NEM is Highly effective, 42.6% doctors said NEM is Moderately effective, 33.3% NEM is Not effective.

7. Would you be interested to participate in PMS (Post Market Surveillance) Study for Natural Eggshell Membrane in OA?



- It shows that the 56.7% of Doctors are interested to participate in PMS & 43.3% Doctors are not interested to participate in PMS for Natural Eggshell Membrane in Osteoarthritis.

CONCLUSION...

- ▶ Change in lifestyle, change in eating habits, exercise and weight loss can help in the treatment of osteoarthritis in the initial level. In addition to these options, there are several medications which might help us as well.
- ▶ • Based on the study on above data, it is to conclude that Doctors are If yes, how effective you found Natural Egg shell membrane in OA? More likely to prescribe medicines when patients come with symptoms like osteoarthritis.
- ▶ • Patient's response towards the drug being prescribed, Severity of case, Age and some other attributes like physiological factors, cost, side. effects, availability of that particular drug, best-selling in the market, fast recovery rate, stiffness and grinding sensation, etc. are taken into consideration.

Thank You!

