



To understand the prescription behaviour of orthodontists towards various oral care products for home use.

By – Ved Purohit –MBA Pharmaceutical Management –Roll no -0158



Under the Guidance of Prof. (Dr.) Sandeep Narula

Introduction

The orthodontic market is expected to grow at a 11.7% from 2018 to reach \$6,035 million by 2023. The increase prevalence of Malocclusion and growing awareness about advanced orthodontic treatments and growing number of orthodontists are the key factors driving the growth of this market.

In addition, adoption of advanced modalities and treatment planning software are expected to increase the number and quality of orthodontic treatments which in turn drive the market growth. Rising Numbers of orthodontists and clinics drive the growth of Global Orthodontic Market.

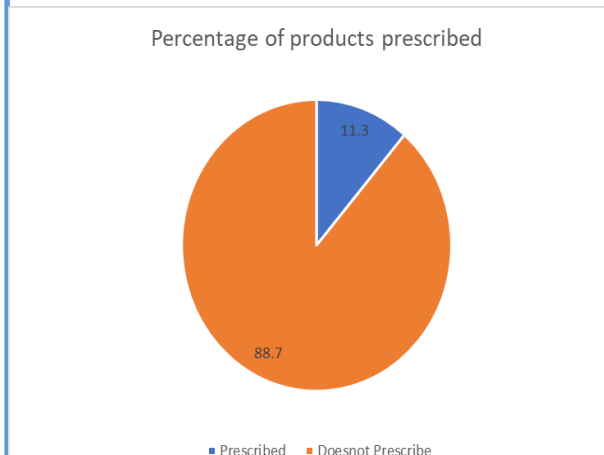
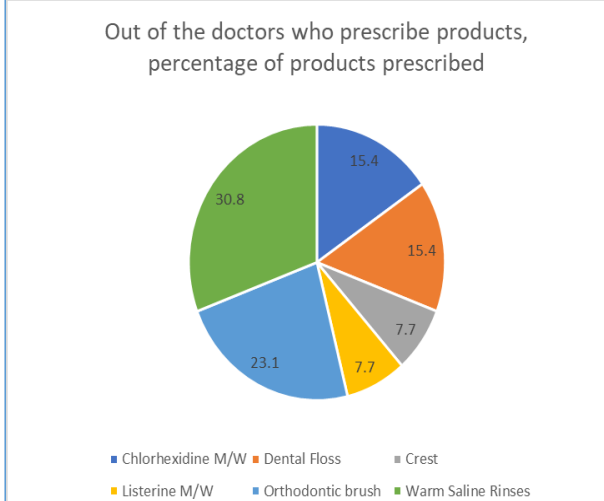
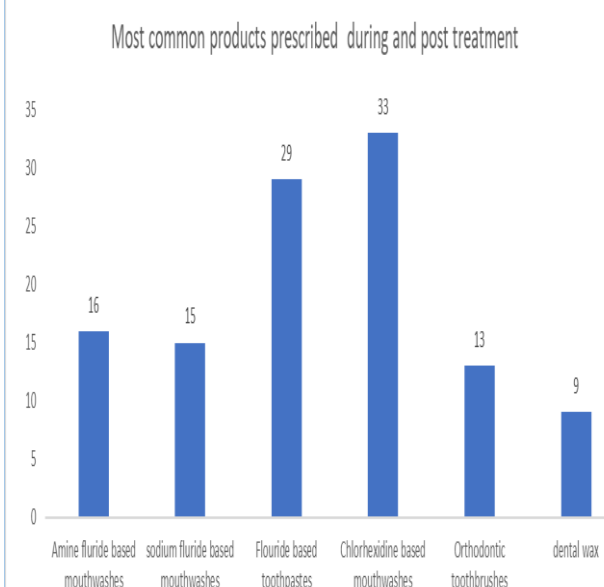
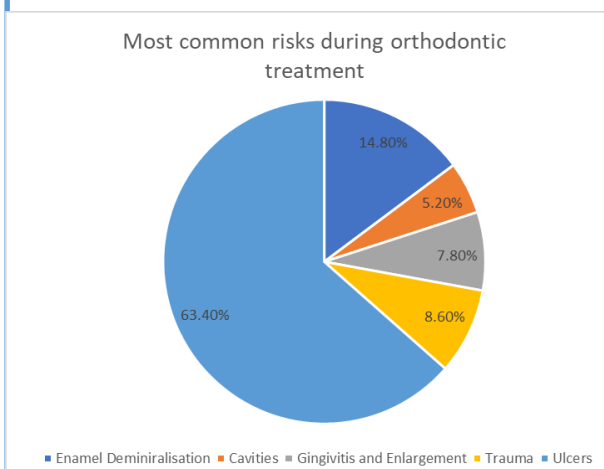
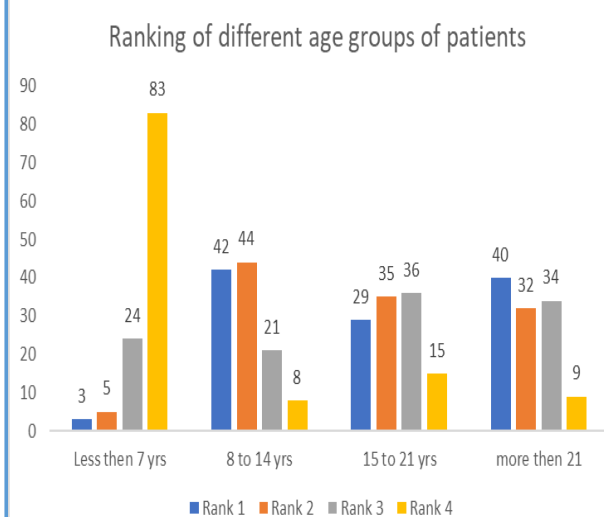
OBJECTIVES

- To understand the prescription behaviour of orthodontists towards various oral care products for home use.
- Doctor prospective to various oral care products during orthodontic treatment.
- To understand the most preferred and important oral care products for orthodontic patient for home use.

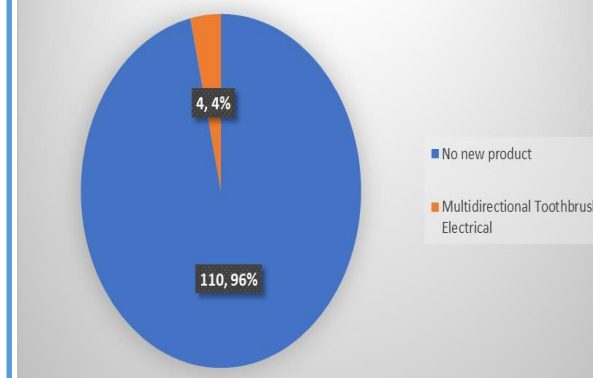
RESEARCH METHODOLOGY

- Visit plan with defined objectives
- Primary research with structured and Unstructured questionnaire.
- Doctor perception mapping on defined format with statistical ratings on different oral care products attributes at home use.
- Recording the ratings given to defined attributes of our brands versus competitors.
- In clinic observation for factor influencing the prescription behaviour.
- Structured strategic and tactical plan.
- Start and end briefing to the guide.
- Weekly progress report and briefing.

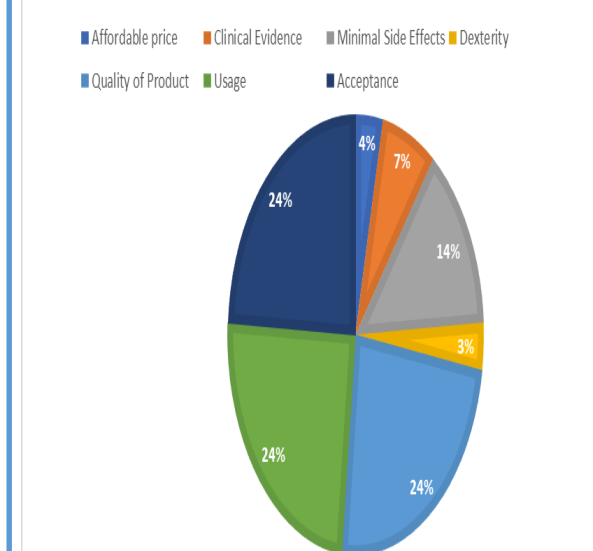
FINDING AND DATA ANALYSIS



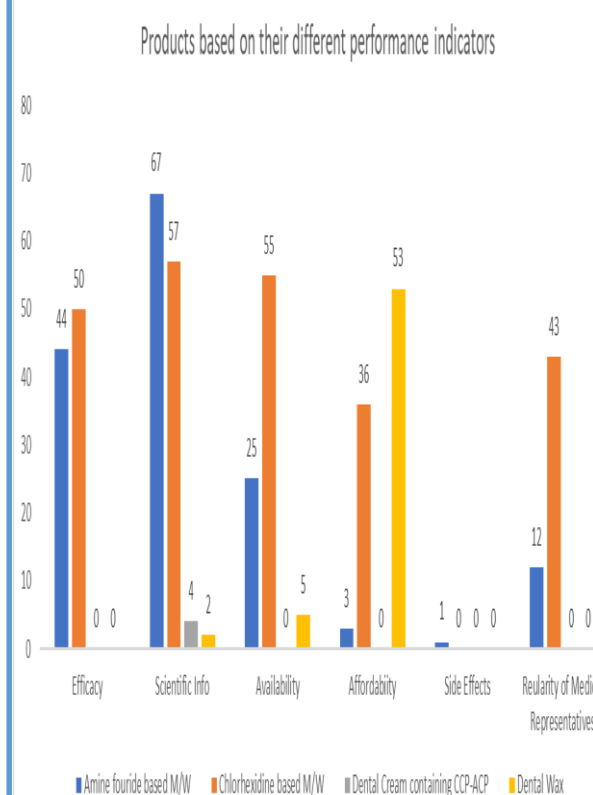
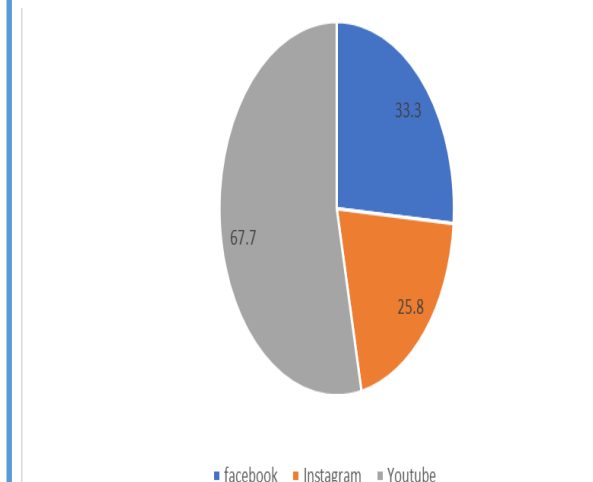
New products that doctors are aware of



MAJOR CLINICAL VALUES IN THE PRODUCT



Graph shows the percentage of social media use by doctor.



CONCLUSION

It is found that people belongs to the age group less than 7 years is more often treated by doctors with common problem related to that age group is Enamel Demineralisation followed by Ulcers are the two risk that doctor come across. chlorhexidine based mouthwashes are the first line of product and it is followed by toothpaste product that is fluoride based ,both capture more than 50 % of Market. Warm Saline Rinse is preferred choice of doctor to patient for oral hygiene regim.88.7% of doctor generally does not prescribed any product of oral hygiene regime. Chlorohexidine based mouth washes has better efficacy in comparison of Amine fluoride. Amine fluoride has better Scientific Information in comparison of Chlorhexidine's availability of chlorhexidine is far better and it is also found that Dental wax are more affordable, In terms of Regularity of Medical Representative chlorhexidine is better showcase in front of Doctors. Availability of Orthodontic brushes has much better than any other products in the market.

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