

Summer Training
At
Group Pharmaceuticals Limited, Bengaluru



(April 1- May 31,2019)

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

By

Ved Prakash Purohit
MBA- Pharmaceutical Management
2018-2020



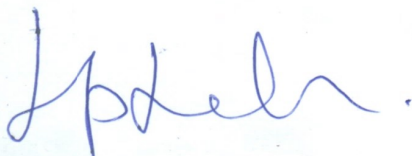
School of Pharmaceutical Management
IIHMR Jaipur
2019

CERTIFICATE

This is to certify that **Ved Prakash Purohit** has undergone Summer Training at **Group Pharmaceutical Ltd.** from 1st April 2019 to 31st May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



Dr. Sandeep Narula
Dean-in-Charge (Associate Professor)
Pharmaceutical Management
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Group Pharmaceuticals Ltd

healthy smiles matter

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Date: 28.06.2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Ved Prakash**, student of MBA Pharmaceutical Management, School of Pharmaceutical Management, IIHMR University; Jaipur has completed his Summer Project on **"Prescription Behaviour of Orthodontists towards Various Oral Care Products for Home Use"** from **1st April, 2019 to 31st May, 2019** at **Mumbai** under the guidance of Mr. Rohit Aher, Product Manager.

The candidate completed the project assigned to him as part of his summer internship in our organisation. During the project, he is exposed to various facets of market research in the pharmaceutical industry.

His approach to the project was sincere and we wish him success in his future endeavours.

For Group Pharmaceuticals Ltd.,

Ann Attavar

Executive Director

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ACKNOWLEDGEMENT

Thanking is the best way of expressing gratitude, Earth is God's paradise. First and Foremost, I thank the lord my God who is my strength."

I take this opportunity to express my sincere thanks and heartfelt gratitude towards all those who helped me through this project.

Firstly I wish to express my heartfelt gratitude to the Group Pharmaceutical Limited that gives me the opportunity to work on this project.

I express my honest thanks to my supervisor **Mr.Rohit Aher (Product Manager)** Group Pharmaceuticals Limited ,Bangalore. for providing all the necessary requirements to carry out this project work with ease and efficiency. Also, I am grateful to him for offering moral support, knowledge on the subject, untiring patience, regular observation and encouragement in every step of my project.

I wish to thanks this opportunity to thanks my academic Project dean **Dr.(Prof.) Sandeep Narula, Associate Professor** IIHMR Jaipur for useful suggestions ,co-operations and help during the course of my Project study.

A report of such a comprehensive coverage cannot be prepared without help from numerous sources and people. I have gratefully acknowledge them for their generous help and offering moral support.

Ved Prakash Purohit

MBA-Pharmaceutical Management

CERTIFICATE

This is to certify that MR. **VED PRAKASH PUROHIT** student of MBA Pharmaceutical Management, Enrollment no. **IIHMR-U/02/2018-20/0158** (academic year 2018-2020) has submitted his summer training project on “**To understand the Prescription behaviour of orthodontist towards various oral care products for home use**” in partial fulfillment for the requirement for the award of degree of **MASTER OF BUSINESS ADMINISTRATION, IIHMR University**, is an authentic report of project. This project was carried out under me in Group Pharmaceuticals limited Bengaluru India.

Rohit Aher

Product Manager

Group Pharmaceuticals Limited

Bengaluru, India

DECLARATION

I hereby declare that this Summer Internship project and titled **To understand the Prescription behaviour of orthodontist towards various oral care products for home use** in group Pharmaceuticals Limited Bengaluru submitted to IIHMR University Jaipur in the partial full fulfilment of requirement for the award of degree of MBA Pharmaceutical management is a bonafide and the study carried out by me under the guidance of **Mr Sandeep Narula** Associate professor IIHMR University Jaipur the extent of information gathered in the study is discussed in this project report this work is original and confidential.

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COMPANY PROFILE

Group Pharma is a innovation driven company and innovation persuasion is a basic to Group Pharma culture. This culture shape company strategy defines their purpose and govern every aspects of company operations- from research that leads to new product inventions, to the knowledge transfer to patients and providers, and the way we respond to the changes in market place. Group Pharma is a innovative driven company have rich experience in dental and oral care.

At Group Pharma we develop and manufacture the wide range of niche care products that cater the patients with specific dental and oral conditions

In addition facilities of Group Pharma is ISO 9001:2015, ISO:22716 and ISO:13485 Certified are equipped with WHO and with according to current Good manufacturing Practices, This enables company to deliver consistently the best products to the fraternity of dental and Patient and also it makes us to contract, develop and manufacture for Indian Company and Multinational Companies.

We consistently streamline our operations and keep upgrading our technology. We are dedicated to our stakeholders, employees and their family and yes, we are driven by our purpose of delivering the best for oral healthcare.

Quality Policy

To meet the expectations of our customers and in terms of quality of products and delivery of Pharmaceuticals and products which are related to cosmetics.

We achieve power objective by maintaining equality and safety culture through

- Best Resources which are available.
- Well Trained Professionals.
- Good Manufacturing Practices.
- Comprehensive quality management systems.
- Continual improvement programming
- Quality risk management.

Therefore, Group Pharmaceuticals Limited are committed to maintain quality, safety and efficacy and product reliability through equality culture with good quality management system in place.

Group Pharma was established in year 1980, since the company is engaged in marketing and manufacturing tablets ,liquid preparations and cosmetics across globe. Company started in 1980 with his first manufacturing plant at Tarapur which near Mumbai is. And to handle the increase the volume of Model plan to manufacturing liquids and semisolids Technologies and equipment's which are very sophisticated capable of meeting current Good manufacturing units ,Schedule M and WHO requirements was initiated in the year 2001 at Malur and this facility become full operational in March 2002.Total land is about 170000 square feet and build up area 42000 square feet for drug facility and 30000 square feet for cosmetic facility.

Group Pharmaceuticals is a mid-size Indian Pharmaceutical company manufacturing and Marketing wide range of pharmaceuticals formulations with proven expertise in field of dental and oral care.

Marketed Brands in Indian Pharmaceutical Market:

Amflor: A remineralizing toothpastes and Mouthwash .

Glodent: An enzyme based low abrasive based removing toothpaste.

SHY-NM: Toothpaste and it contain bioactive glass for treatment of sensitive teeth

The group pharmaceuticals have two manufacturing units.

1.Tarapur which is near to Mumbai dedicated to Tablet manufacturing and the facility is designed and equipped with infrastructure equipment to produce most sensitive hygroscopic tablets like denture cleaning products.

2.second Manufacturing units is at Malur, follow Current Good Manufacturing Practices and WHO guidelines and schedule M and schedule M part -2 for manufacturing for oral and external Toothpaste cream ,Mouthwashes and oral liquids.

Following are the features of drug Manufacturing facility at Malur.

1st Line – Ointments, Cream and Lotions

2nd Line – Liquids and Lotions

3rd Line – Liquids

4th Line – Cosmetics

Accreditations of the company are

ISO 9001

Schedule M

Schedule M part 2

PICs

GMP

WHO

ISO22716

Achievements of the company

In year 2003 Quality excellence award by IDM

In year 2008 and 2011 by IMO Ukraine

Achievement for having ISO 9001: 2015 certificates for drug and cosmetics

Achievement for having 22716:2007 certificates for current Good Manufacturing Units.

Achievement for having ISO 13485:2016 for Medical devices.

Manufacturing of dosage form

Medicated Gel, ointments and cream ,Lotions and Toothpastes ,Liquid Dosage form including ,Liquids orals and suspensions ,syrup and Mouthwashes ,Astringents and Liquids Gel

Technical Highlights

For both facilities Full support of air ventilation system AHU

Manufacturing washing feeling area covered under glass 1,00,000 filtered with temperature humidity control for both facilities.

Effluent Treatment plant.

Independent water purification plant compiling IP ,utilising the reverse osmosis process.

Our customers

Glaxo Smith Kline

Dr. Reddy,s Laboratories Limited.

Abbott

Biomin Technologies

Remedial Labs

Quality control and Quality Assurance

Company having well established quality control department having its own quality control lab and qualified Technician. Laboratory divided into wet Lab instrumentation, Microbiology Lab ,Packing Material Lightening Lab .This Lab also perform stability study at accelerated conditions as well as CRT conditions of new formulations and marketed products.

As far as Quality assurance departments which is effective and independent quality assurance system ,which ensures that each and every stage of manufacturing analysis comply all the regulatory requirements.

INTRODUCTION

Orthodontic Market

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.

In Years, Numbers of dentists increased across the world and with growing number of orthodontists, the number of clinics also increased .In India ,every early 12000 to 15000 new dental practices start in the country. According to Fraternity of dentist, there are more than 29000 oral care delivery organizations in India by year 2018., which is expected to increase to more than 42,000 organizations by 2020.Thus the rising number of dentist and growing number of orthodontics clinics expected to drive the adoption of orthodontics market of products.

Increasing Prevalence of Malocclusion drives the Market Growth.

Malocclusions is one of the most prevalent oral pathologies ,which is next to dental carries and periodontal diseases ,which is usually come in third in rank in public health in dentistry segments.

Epidemiologically study on Occlusion and Malocclusion help in orthodontic treatment planning and evaluvation of dental health services.

Increasing Awareness about advanced orthodontics treatments catches the attention

Orthodontists is the segments which is constantly changes and evolving the unmet needs of both dentist and patients. Innovations are the crucial for the advancement of science of clinical dentistry.

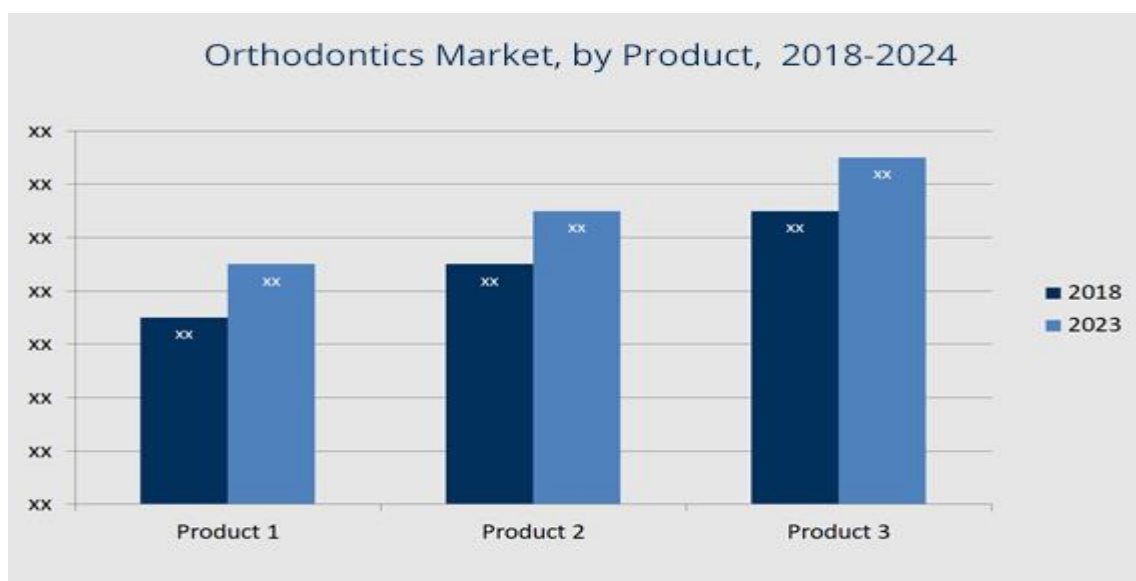
In recent year there few advances in orthodontist like skeletal Anchorage systems ,3D-Imaging and virtual treatment Planing,3-D surface scanning,CAD-CAM customization and robotic wire bending .

In other hand ,there are several oraganizations are offering advanced orthodontics programmes ,For instance

In Year 2017,at Chicago ,University of illinois launched a full four week programs in recent advances in orthodontists.

In year2018,Align Technologies,Inc.announced eleven recipients of research grants towards the advancing orthodontics and dental research.

Thus ,adoption of growing advanced technique along with increasing programs for advancements in orthodontics have led to increased the treatments which are expected to drive the growth of this market.



Removable Braces segments Dominates the orthodontics Market :

It is found that removable braces account the largest share of orthodontics Market. Market is expected to grow at 23.2% growth in forecast period. Currently there are 27 clear aligner products are available in the Market. More than 13-15 companies are offering clear aligners for orthodontics treatments across the globe.

By Patient, Children and Teen dominates the Global Orthodontics Market.

Orthodontics treatment usually only started after in initial phase when adult teeth have started to come through, The prevalence and severity of Malocclusions in children are of great relevance for orthodontic prevention .

Asia Pacific : Fastest Growing Regional Market

Asia Pacific is register the fastest growth for market like orthodontist it sis during only forecast. Several factors like increasing number of orthodontists, large pool of patients those are seeking for orthodontics treatments, and increasing prevalence of Malocclusions is expected the drive the growth of orthodontics products in Asia Pacific Regions.

Key Players in Market

In global orthodontics Market the key players are followings

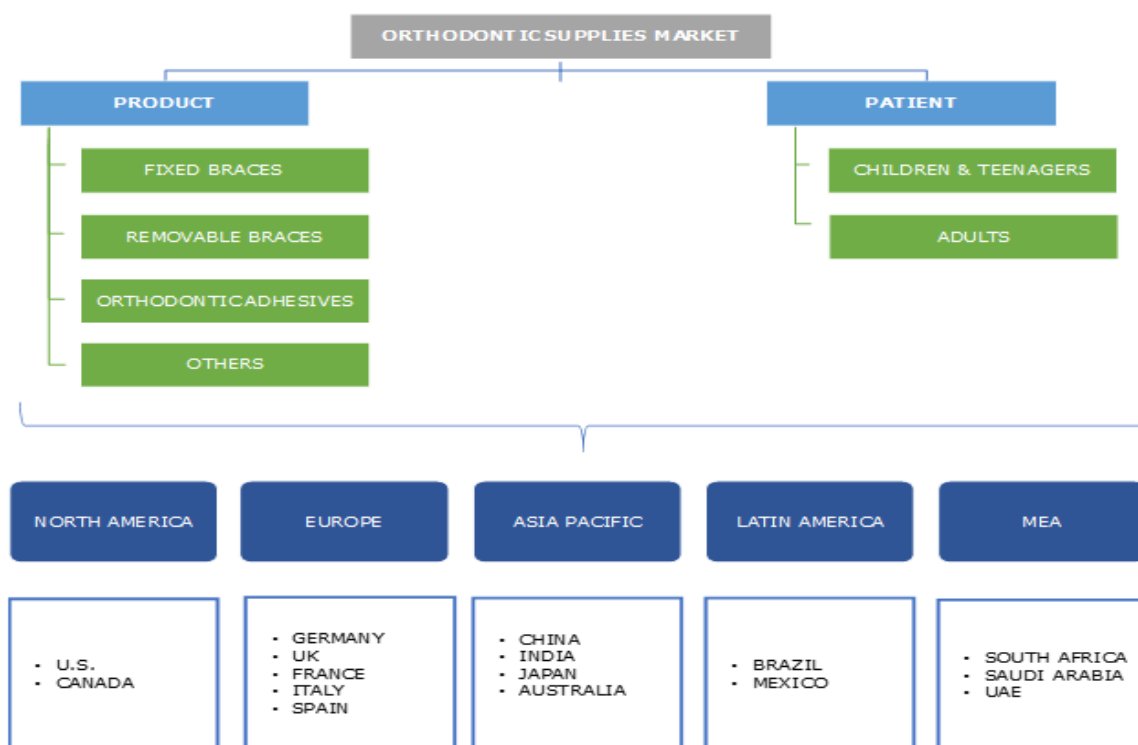
Align Technologies ,Inc.

3M Company.

By Regionality , Orthodontic Supplies Market

Orthodontic Supplies Market was valued USD 1.5 billion in 2017 and dominate the regional share throughout the forecast .Teen Numbers are rising and adults that demand the orthodontic treatment will derive the orthodontic supplies market .Furthermore the technological advancement and reimbursement scenario for orthodontic products will positively impact the orthodontic market size.

Patient from India to the new trends in the sector overall it seems like the new trends are well accepted by the patients .Awareness and education program play a very important role in public health and specially in oral hygienie.Because of several reasons such as reduction in the time and increase in accuracy of procedure and definitely patients wants and needs.



RATIONALE

There are thousands of orthodontists in India and every year hundred of orthodontists are passing out from dental college. Due to increased awareness on teeth alignment procedures, decreased procedure cost and availability of different type of braces there is increased number of ortho procedures in India. Orthodontic

market is growing rapidly, and more people are going orthodontic cases, so considering this scenario there is a huge scope of oral care products during complete orthodontic treatment for home use. I am as a manager want to understand the prescription behaviour of orthodontist towards oral care products during ortho treatment for home use.

OBJECTIVE

- 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.

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.

FINDINGS AND DATA ANALYSIS:

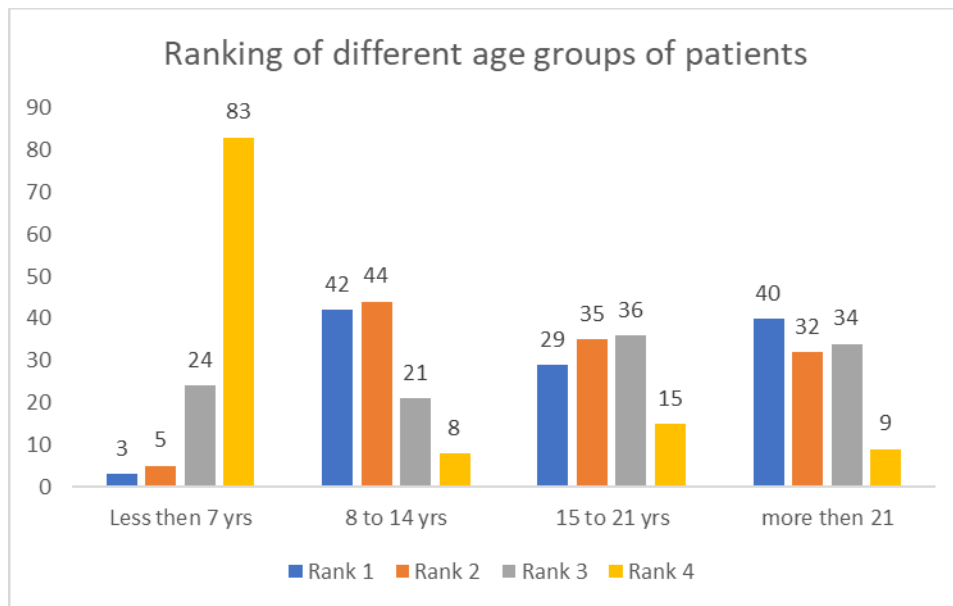


Figure 1: Graph shows the which age group comes to doctor for treatment more often.

Interpretation : While studying it is found that Less than 7 years of patients are more often treated by doctors.

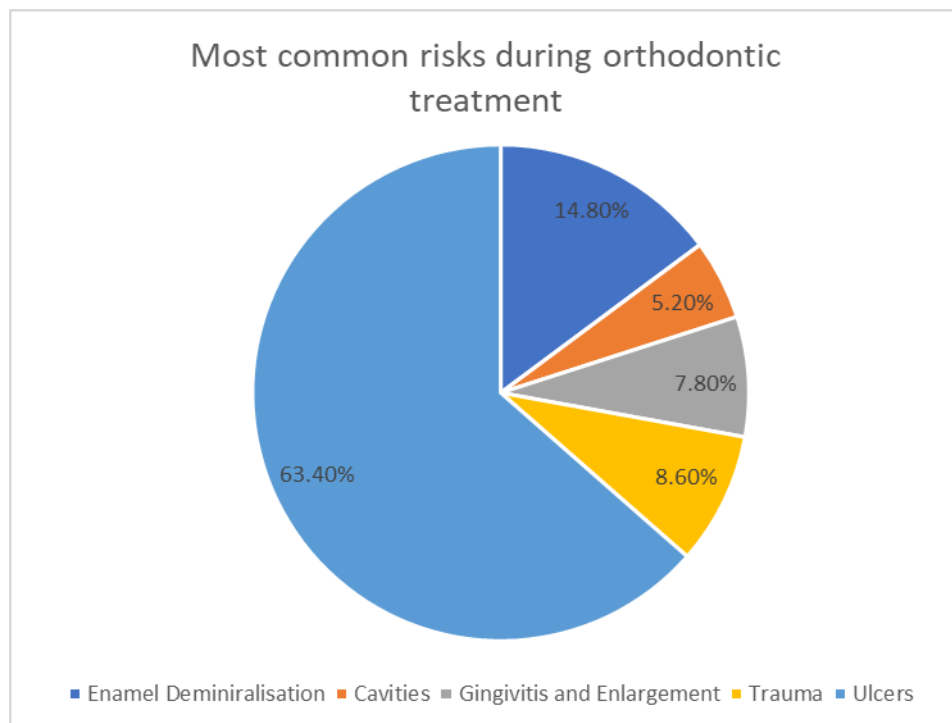


Figure 2: Graph shows the Risk during orthodontic Treatment.

Inference : During study it is found that Enamel Demineralisation followed by Ulcers are the two risk that doctor come across.

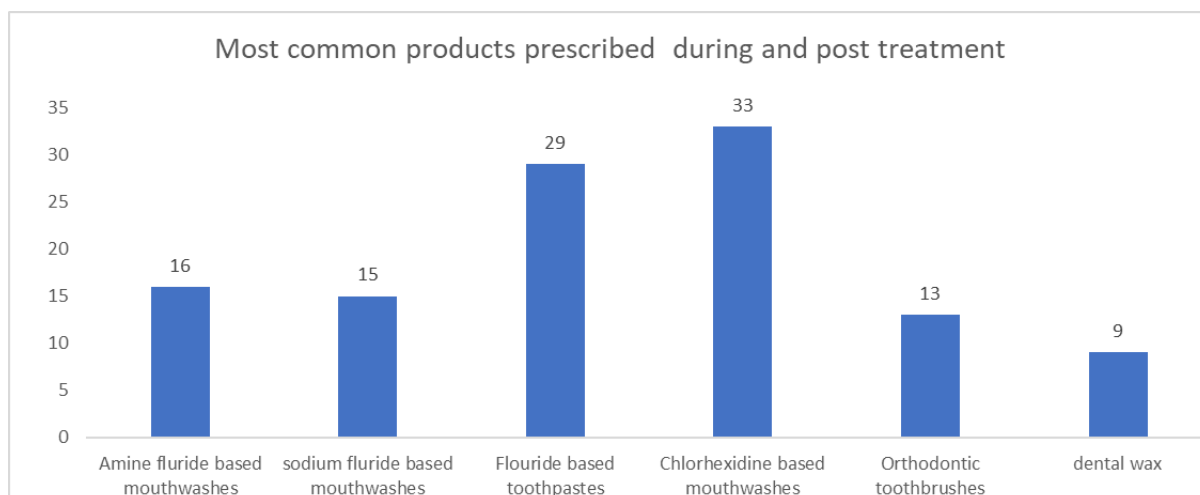


Figure 3: Graph shows the Most common product prescribed by doctor during and post treatment

Inference: It is found that 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.

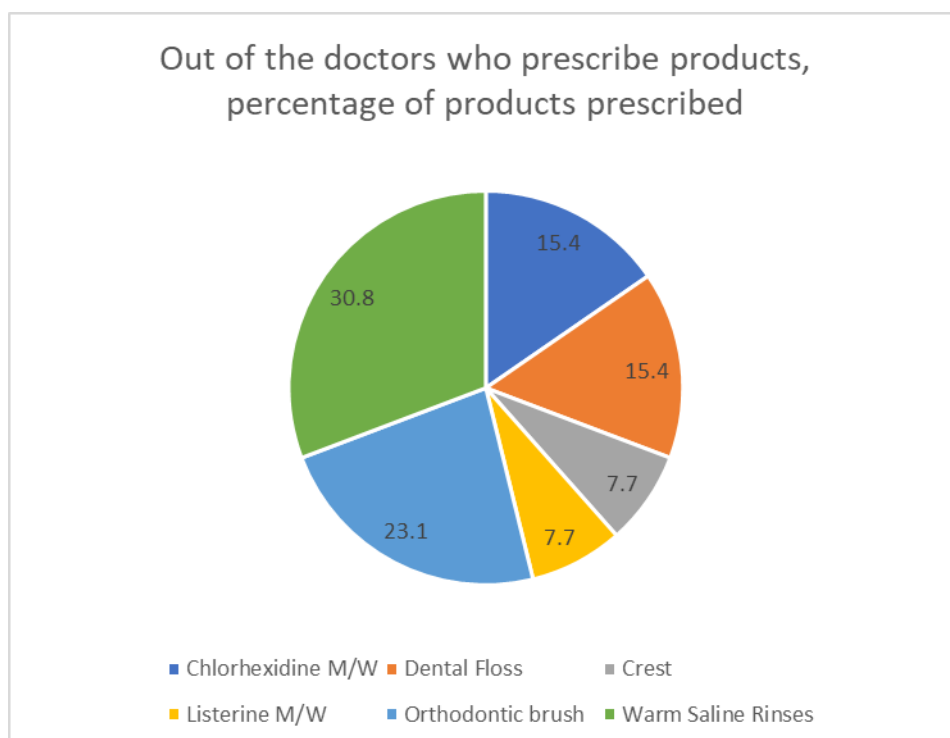


Figure 4: Graph Shows the product that is suggest by doctor to Patient for oral hygiene regime.

Inference : In study it is found that Warm Saline Rinse is preferred choice of doctor to patient for oral hygiene regime.

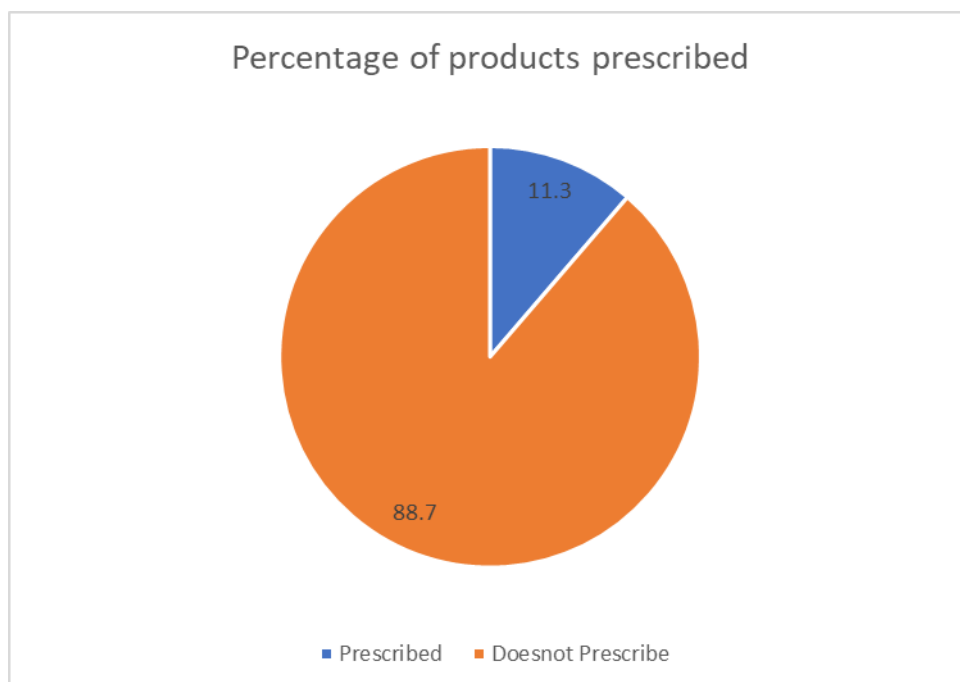


Figure 5: Graph shows the percentage of doctor prescribed product for oral hygiene regime.

Inference: In study it is found that 88.7% of doctor generally does not prescribed any product of oral hygiene regime.

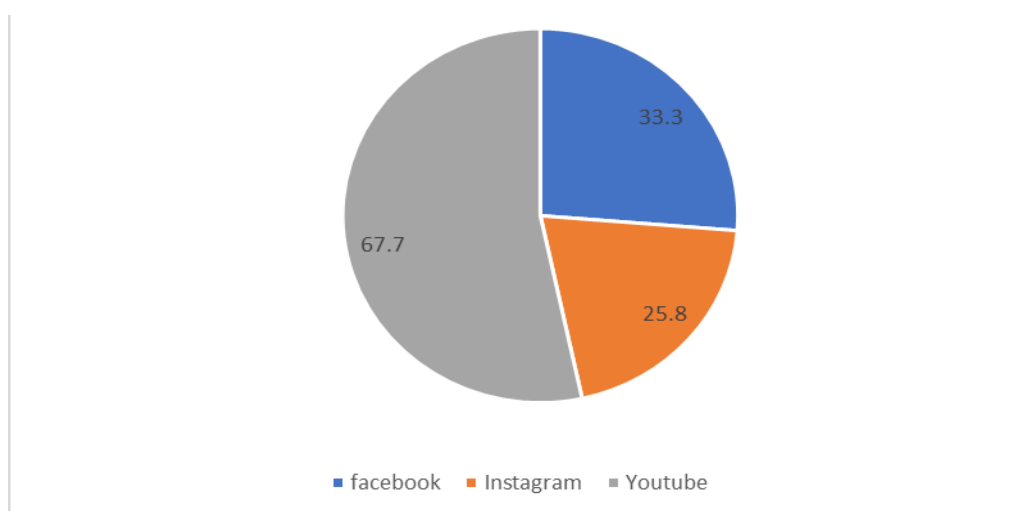


Figure 6: Graph shows the percentage of social media use by doctor.

Inference : In study it is found that You tube is the first active preference.

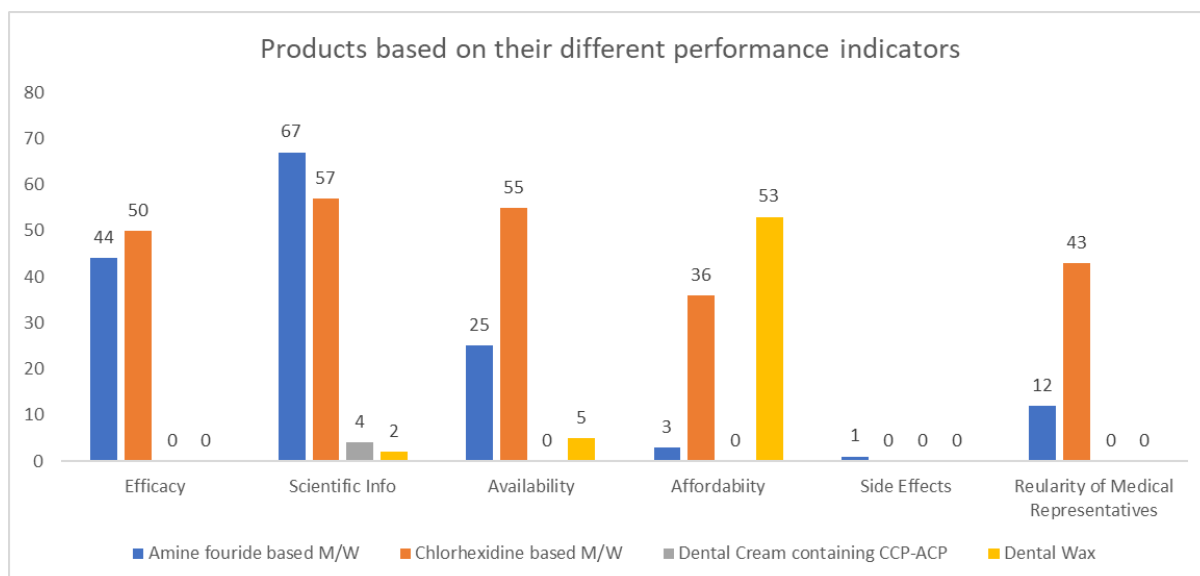


Figure 7: Graph shows the rating in terms of Efficacy, Scientific Information, Availability, Affordability, Side Effects and Regularity of Medical Representative.

Inference : In study it is found that 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.

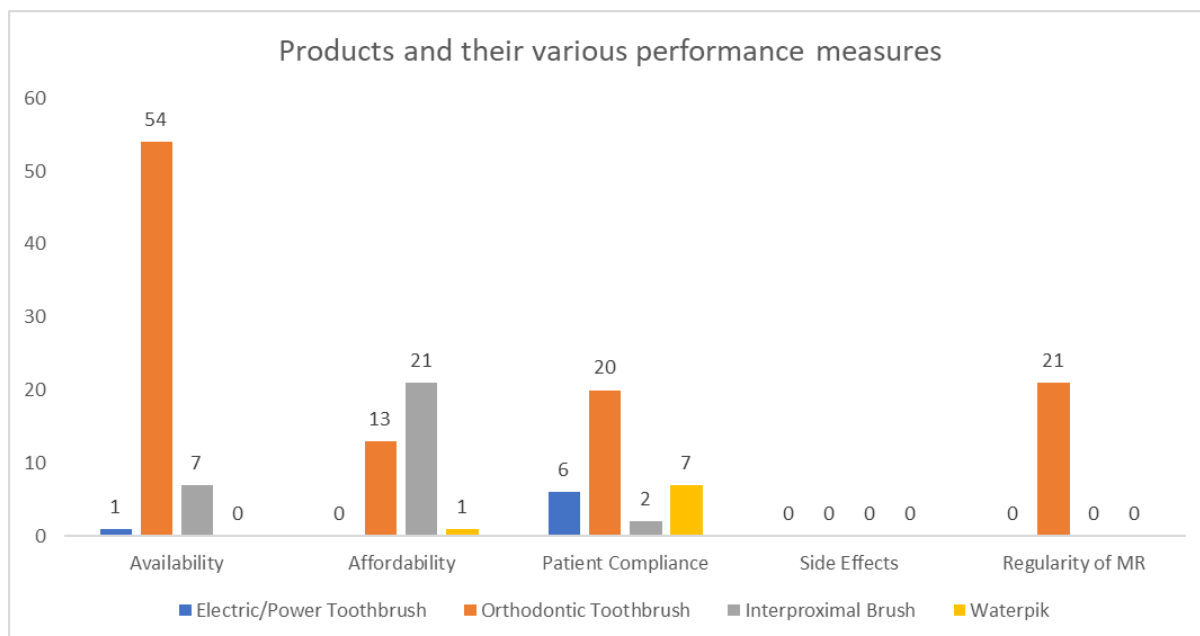


Figure 8: Graph shows the Rating of products in terms of the availability, Affordability, Patient compliance, side Effects and Regularity of MR.

Inference: In Study it is found that Orthodontic brushes has much better availability, Proxy brushes are found more affordable, Patient Compliance is good with Orthodontic Brushes, and Regularity of Medical Representative is good with carrying product orthodontic Toothbrush.

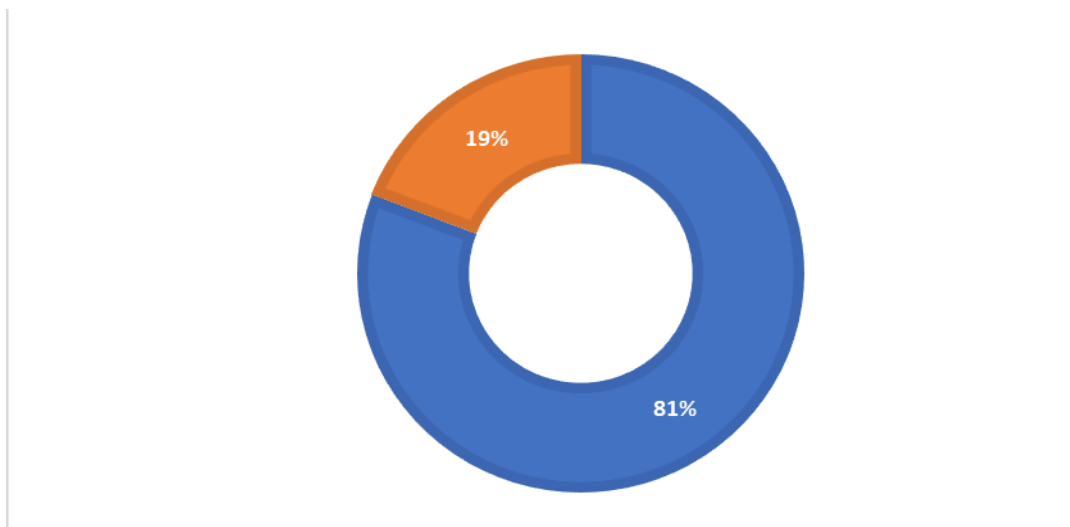


Figure 9: Graph Shows the Major concern for Home use orthodontic Care products

Inference : In study it is found that 81% of doctor major concern is not followed compliance.while discussion with doctor Compliance rate was not found good at Patient end.

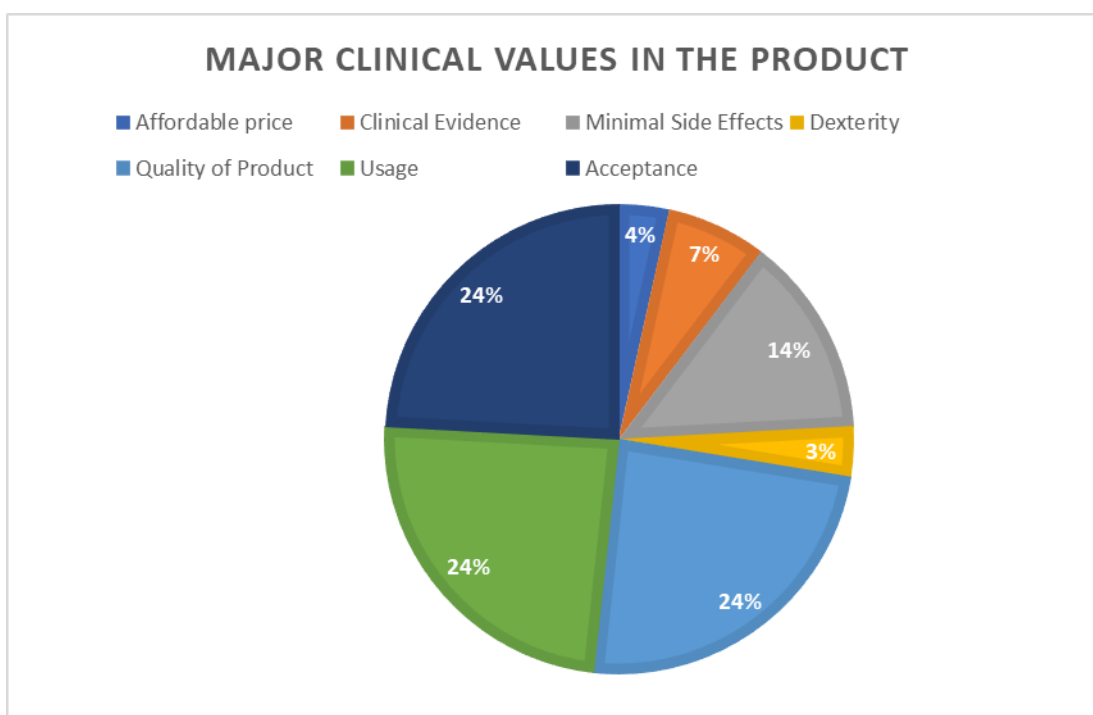


Figure 10: Graph shows the major clinical value expect from the doctor.

Inference : In study it is found that three factor that is Affordable price,Quality of Product and Usages in terms of indication is the three concern that doctor looks in new product that comes in market.

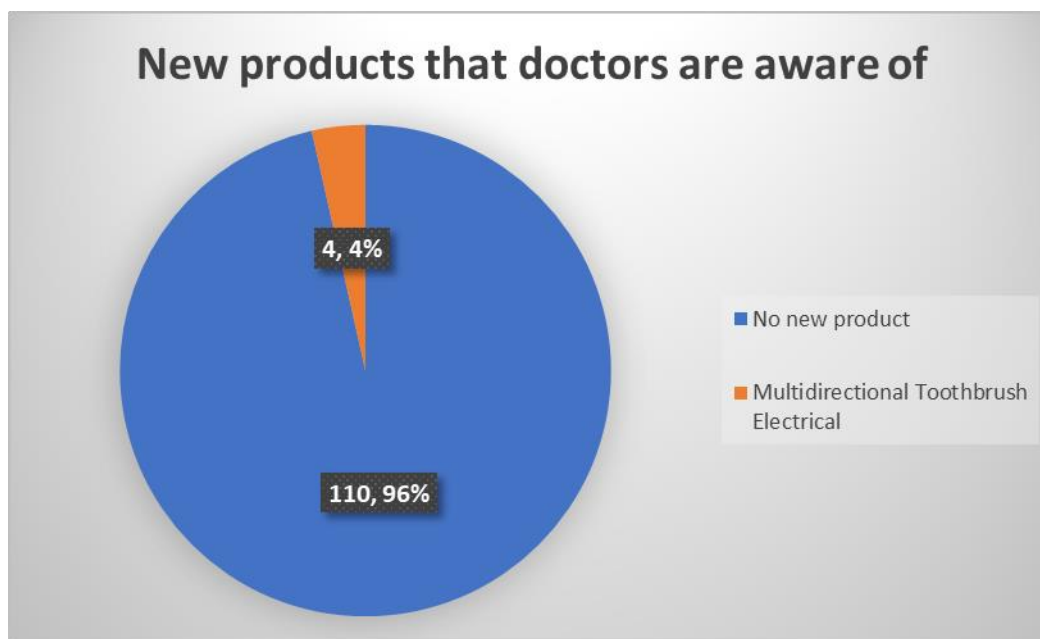


Figure 11: Graph shows that new product that is promoted to doctors

Inference : It is found that almost 110.96 percent of doctors says there is not any new product that promoted to him recently.

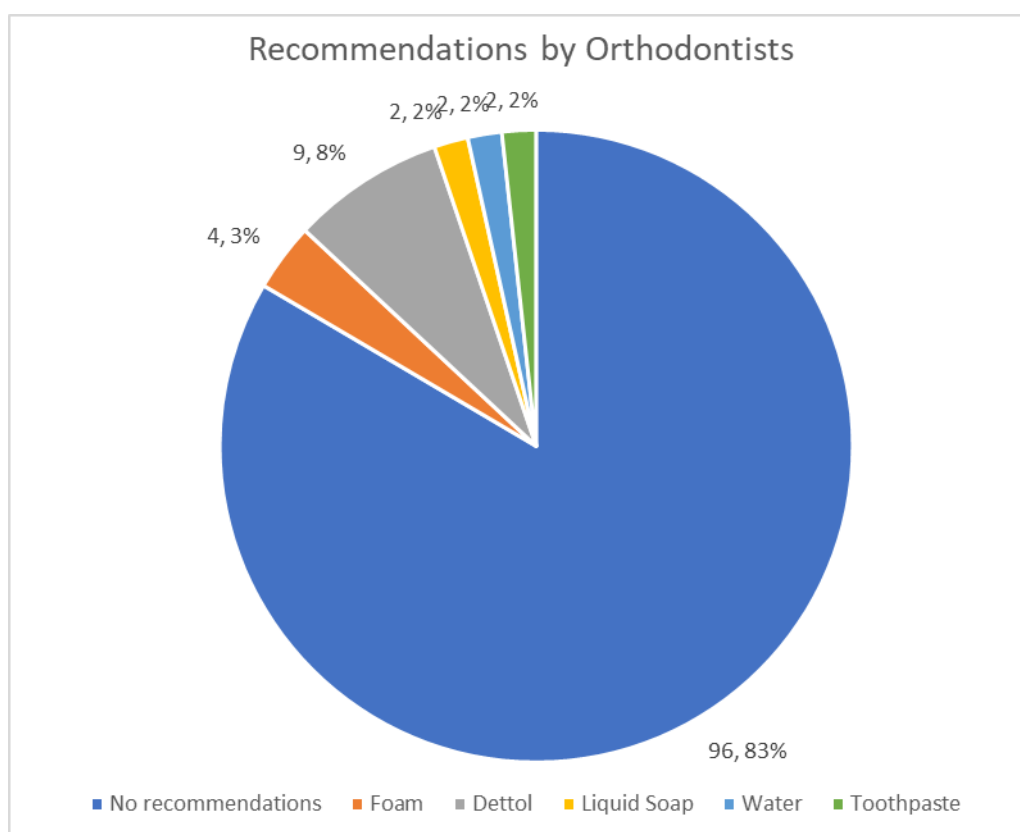


Figure 12: Graph shows that recommendation of cleaning product for removable braces.

Inference : It is found that 97 percent of did not recommend any product for removable braces.

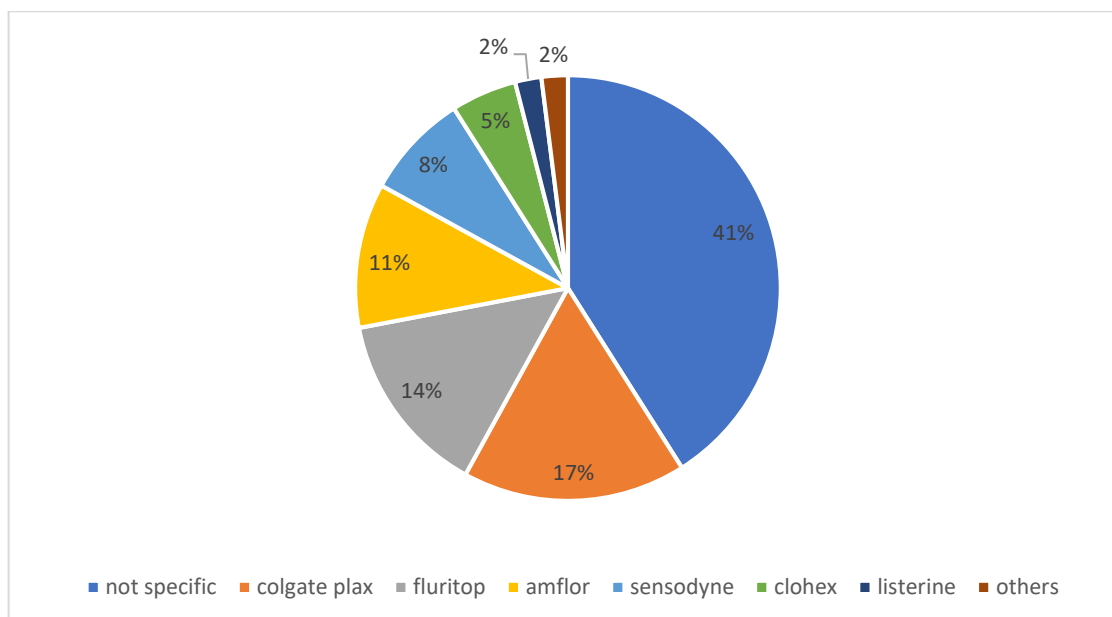


Figure 13: Graph shows the most preferred brands for fluorine based preparation.

Inference : In study it is found that there is not a specific product they prefer in fluorine based preparation.

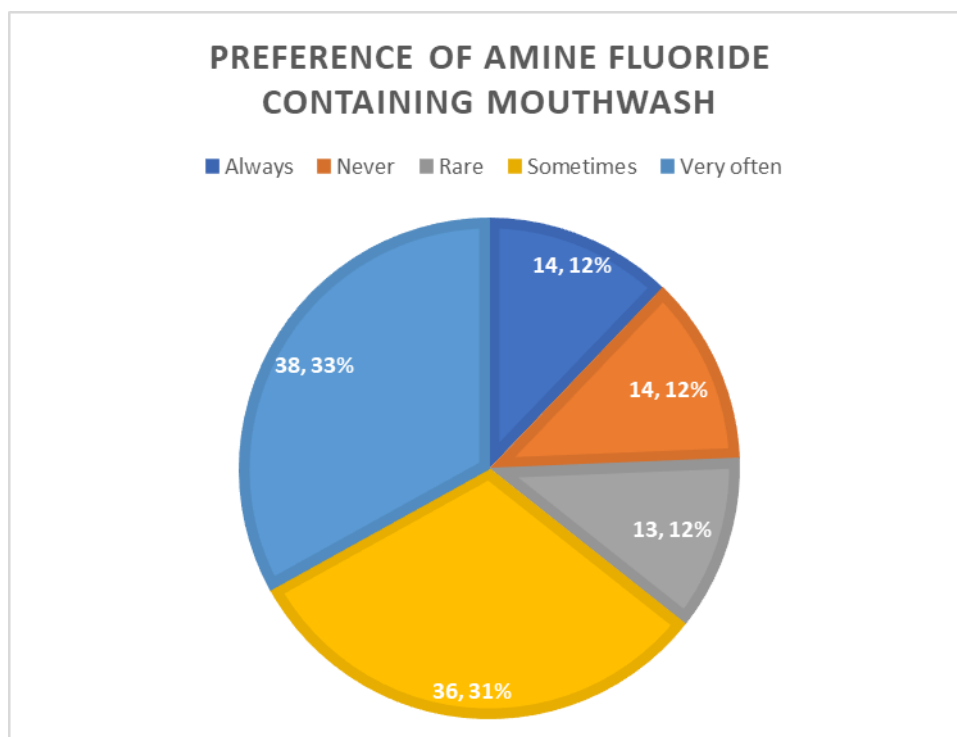


Figure 14: Graph shows the preference to superior Amine fluoride containing mouth wash/toothpaste.

Inference : It is found that 38percent of doctor said that they always preferred Amine fluoride containing mouth wash/toothpaste and 36 percent of doctor said they preferred to preference sometime Amine fluoride containing mouth wash/toothpaste.

LIMITATIONS

Biased response from the respondents may temper of the result of the study.
Lack of interest from the respondent.
Perception varies from respondent to respondent.
Time Constraints is also a one factor

CONCLUSIONS

There are thousands of orthodontists in India and every year hundred of orthodontists are passing out from dental college. Due to increased awareness on teeth alignment procedures, decreased procedure cost and availability of different type of braces there is increased number of ortho procedures in India. Orthodontic Market is growing rapidly and more people are going for orthodontic procedures. 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. In Years, Numbers of dentists increased across the world and with growing number of orthodontists, the number of clinics also increased. In India, every early 12000 to 15000 new dental practices start in the country. According to Fraternity of dentist, there are more than 29000 oral care delivery organizations in India by year 2018., which is expected to increase to more than 42,000 organizations by 2020. Thus the rising number of dentist and growing number of orthodontics clinics expected to drive the adoption of orthodontics market of products. Malocclusions is one of the most prevalent oral pathologies, which is next to dental caries and periodontal diseases, which is usually come in third in rank in public health in dentistry segments. Epidemiologically study on Occlusion and Malocclusion help in orthodontic treatment planning and evaluation of dental health services. Orthodontists is the segments which is constantly changes and evolving the unmet needs of both dentist and patients. Innovations are the crucial for the advancement of science of clinical dentistry. In recent year there few advances in orthodontist like skeletal Anchorage systems, 3D-Imaging and virtual treatment Planing, 3-D surface scanning, CAD-CAM customization and robotic wire bending. In other hand, there are several organizations are offering advanced orthodontics programmes. For instance In Year 2017, at Chicago, University of Illinois launched a full four week programs in recent advances in orthodontists. In year 2018, Align Technologies, Inc. announced eleven recipients of research grants towards the advancing orthodontics and dental research. Thus, adoption of growing advanced technique along with increasing programs for advancements in orthodontics have led to increased the treatments which are expected to drive the growth of this market. While studying it is found that Less than 7 years of patients are more often treated by doctors. 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 regime. 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. Orthodontic brushes has much better availability,

Proxy brushes are found more affordable ,Patient Compliance is good with Orthodontic Brushes ,and Regularity of Medical Representative is good with carrying product orthodontic Toothbrush.

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ANNEXURE

Declaration by the Researcher

Dear Sir/ Ma'am, I am carrying out this research as a part of my internship. I assure you the information shared by you will be strictly kept confidential & anonymous. Your feedback will be used for research purpose only. **Thanking You.**

Questions:

Q.1. How many patients do you come across in a month that deals with the diagnosis, prevention and correction of malpositioned teeth and jaws?

Q.2. Out of the above how many are new patients?
_____ %

Q.3. Doctor, out of all patients that you come across which age group comes to you for treatment more often? Rank them in the order of 1 to 4.
(1 being most often and 4 being least often)

- | | |
|----------------------|--------------------------|
| a) Less than 7 years | ☐ |
| b) 8 to 14 years | ☐ |
| c) 15 to 21 years | ☐ |

d) More than 21 years ☐

Q.4. Rank the risks during orthodontic treatment on a scale of 1 to 10.
(1 being most observed and 10 being least observed)

- | | |
|--|--------------------------|
| a) Enamel Demineralisation/ WSL's & Caries | |
| b) Cavities | |
| c) Enamel wear and Enamel fractures | ☐ |
| d) Pulpal Reactions | ☐ |
| e) Root Resorption | ☐ |
| f) Gingivitis and Gingival Enlargement | ☐ |
| g) Allergy | ☐ |
| h) Trauma | ☐ |
| i) Ulcers | ☐ |
| j) Bad breath | ☐ |
| k) Systemic risks | ☐ |

Q.5. Rank the following products prescribed during and post treatment on a scale of 1 to 7.(1 being most prescribed and 7 being least prescribed)

- | | |
|--------------------------------------|--------------------------|
| a) Amine fluoride based mouthwashes | |
| b) Sodium fluoride based mouthwashes | |
| c) Fluoride based toothpastes | |
| d) Non fluoride based toothpastes | ☐ |
| e) Chlorhexidine based mouthwashes | ☐ |
| f) Dental cream containing CPP-ACP | |
| g) Orthodontic toothbrushes | ☐ |
| h) Electric/ Power toothbrushes | ☐ |
| i) Interproximal/ Proxy toothbrushes | ☐ |
| j) Dental Wax | ☐ |
| k) Waterpik | ☐ |
| Any other | |
| Please specify..... | |

Q.6. Doctor, name any other products that you prescribe or suggest patients for oral hygiene regime.

Any other_____

Any other_____

Q.7. Does product's social media presence influence you to prescribe it?

- a. Always
- b. Very Often
- c. Sometimes
- d. Rarely
- e. Never

Q.8. On which social media you are most active?

- 1) Facebook
- 2) Twitter
- 3) Instagram
- 4) You tube
- 5) Any Other.....

Q.9. On a scale of 1 to 5, how would you rate the following products in terms of the Efficacy, Scientific information, Availability, Affordability, Side effects, Regularity of MR (1 being the lowest and 5 being the highest)

	Efficacy	Scientific Information	Availability	Affordability	Side Effects	Regularity of MR
Amine Fluoride based Mouthwashes/Toothpaste						
Chlorhexidine based Mouthwashes						
Dental cream containing CPP-ACP						
Dental Wax						

Q10. On a scale of 1 to 5, how would you rate the following products in terms of the Availability, Affordability, Patient Compliance, Side effects, Regularity of MR (1 being the lowest and 5 being the highest)

	Availability	Affordability	Patient Compliance	Side Effects	Regularity of MR
Electric/ Power Toothbrushes					
Orthodontic toothbrushes					
Interproximal/ Proxy Toothbrushes					
Waterpik					

Q.11. Doctor, could you enlist the 3 major concerns for the home use orthodontic care products?

- 1) _____
- 2) _____
- 3) _____

Q.12. Doctor, what is/are the major clinical value(s) you expect from new products?

Any other_____

Any other_____

Q.13. Doctor, can you name a new product that was promoted to you recently?

Q.14. Doctor, can you name three brands that comes to your mind when you hear home use orthodontic care products?

1. _____
2. _____
3. _____

Q.15. Doctor, do you recommend any cleaning products for removable braces?

- a) Yes
- b) No

If Yes, Which products?

1. _____
2. _____

Q.16. Doctor, what are your most preferred brands for fluorine based preparations?

- a. Mouthwashes:_____
- b. Toothpastes:_____
- c. Pain relievers:_____
- d. Brace cleaning products:_____

Q.17. Doctor, how often do you give preference to superior Amine fluoride containing mouthwash/toothpaste

- a) Always
- b) Very Often
- c) Sometimes
- d) Rarely
- e) Never

Any specific reason.....

Data Classification :

Name: _____

Qualification: _____ Years Of Practice: _____

Date: _____ Area: _____

Thankyou for your valuable time and feedback