

INTRODUCTION

Spending on prescription drugs is the fastest growing component of the health care budget. This study examined the mostly prescribed drug and influence of drug promotion on prescribing habits of doctors in some cities of Chhattisgarh.

OBJECTIVE

To find out the frequently prescribed products by Gynaecologists and Paediatricians in different part of cities.

METHODOLOGY

- Study Design-** Descriptive Study (Survey)
- Period of Study-** April 1st to May 31st, 2019
- Sample Size-**
- 60 Gynaecologists
 - 60 Paediatricians
 - 100 Chemists nearby Doctors.

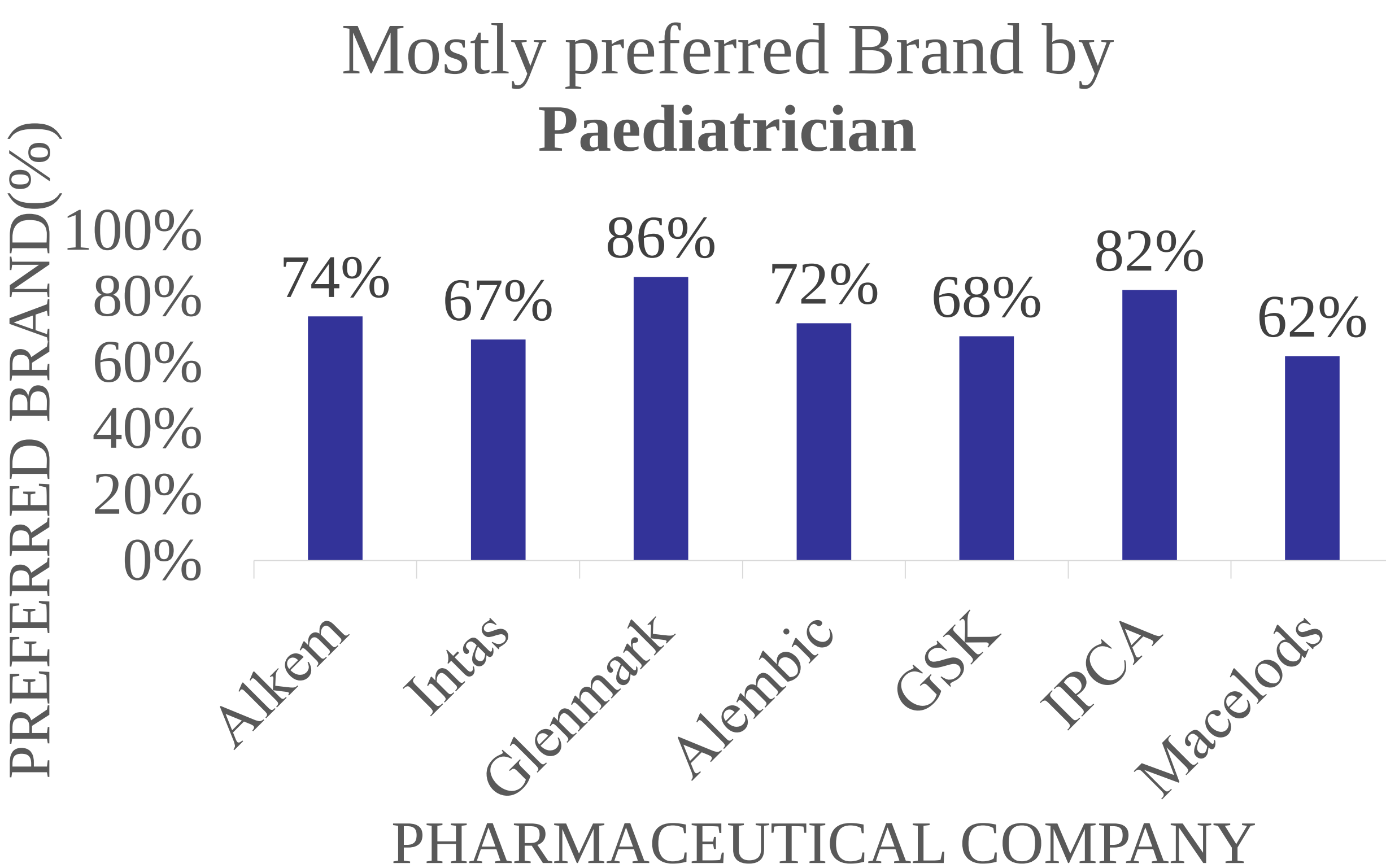
Cities Covered

1. Raipur
2. Durg
3. Bhilai

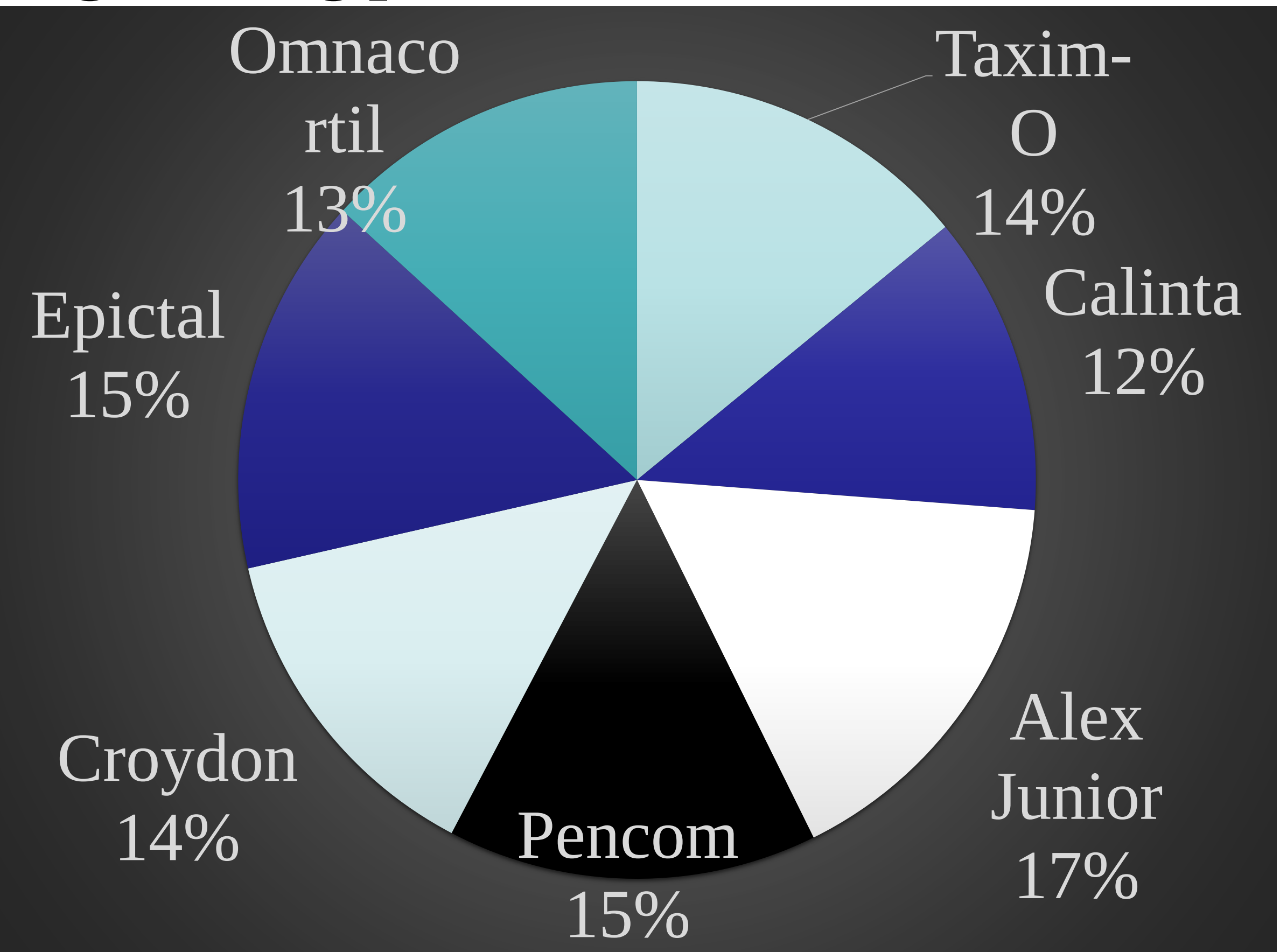
Data Collection Tool- Questionnaire

FINDING AND DATA ANALYSIS

➤ For Paediatric Division

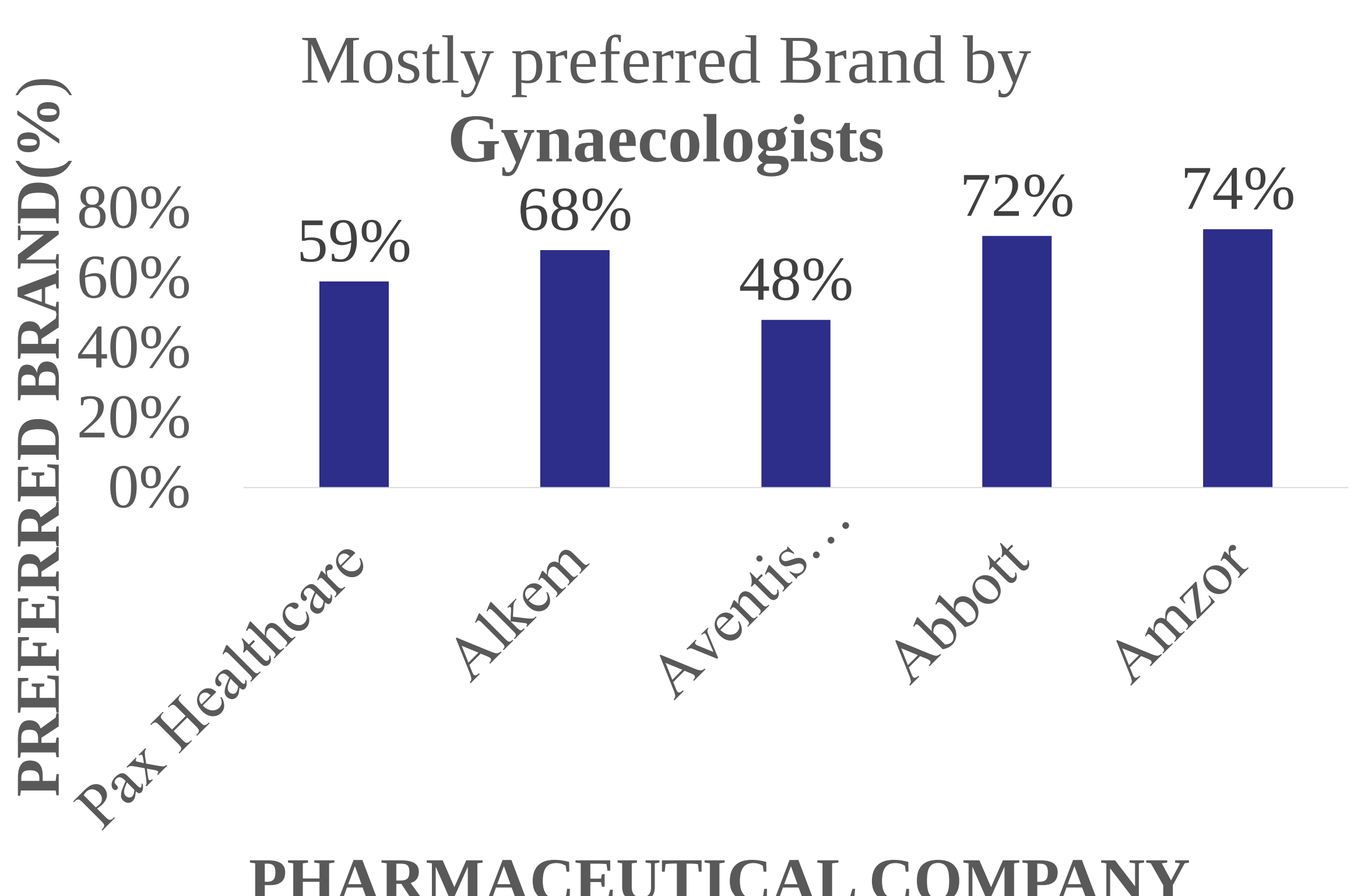


High selling product

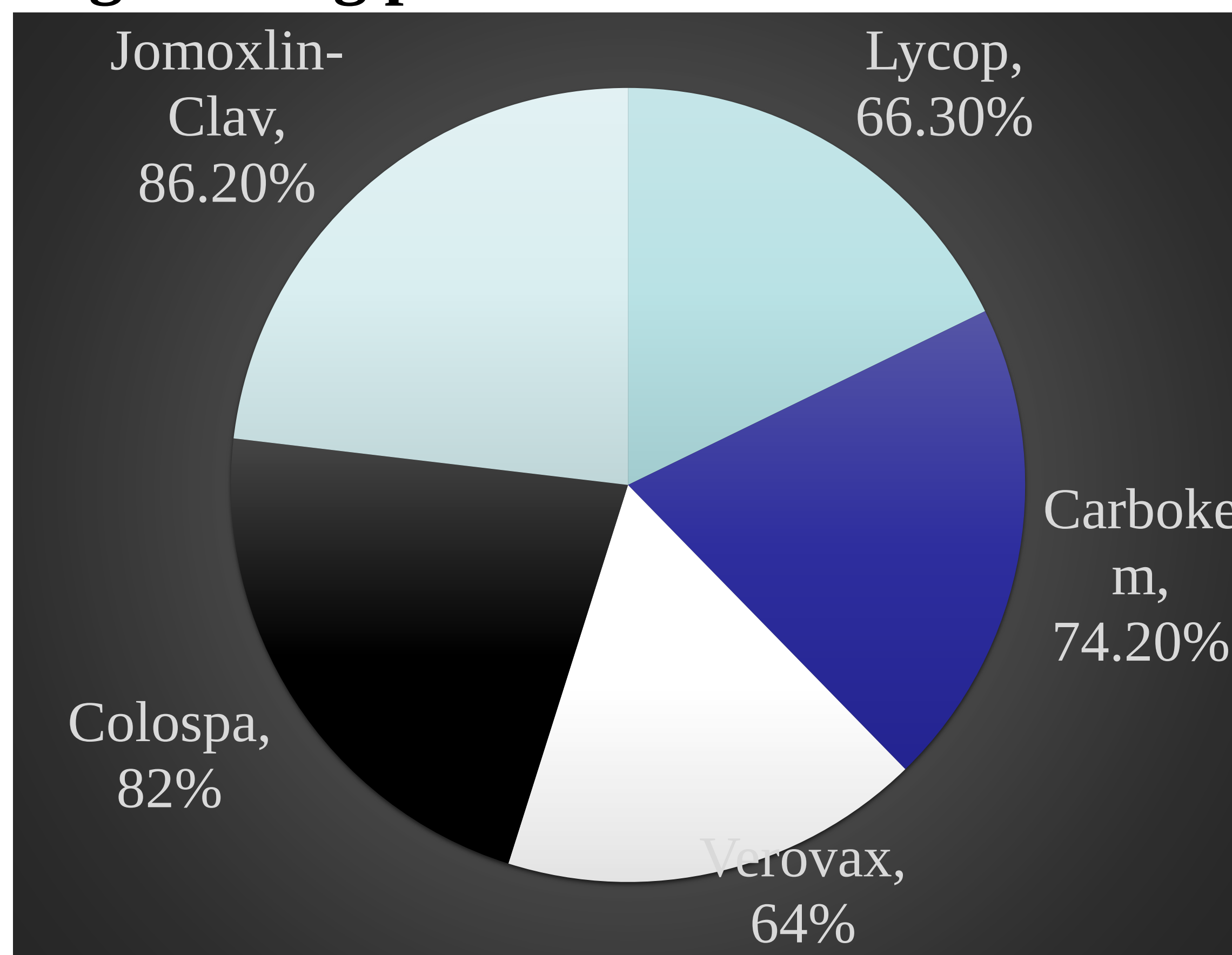


Alkem	Taxim-O
Intas	Calinta
Glenmark	Alex Junior
Alembic	Pencom
GSK	Croydon
IPCA	Epictal
Macelods	Omnacortil

➤ For Gynaecs Division



High selling product



Pax-Healthcare	Lycop
Alkem	Carbokem
Aventis Pasteur	Verovax
Abbott	Colospa
Amzor	Jomoxlin-Clav

CONCLUSION

- As per the survey and data analysis, the most prescribing drug by Paediatrician is Alex Junior for treatment of cold.
- And most prescribing drug by Gynaecologist is Jomoxlin-Clav which is for treating bacterial disease.
- As per the survey and data collected by chemist, those company provides more schemes to the chemist are highly selling product.

ACCOMPLISHMENT OF PROJECT
FLOW UNDER GUIDANCE OF:

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