

To Identify Prescription Behavior Of Dentists Towards Topical Antimicrobial Gels and Mouthwash Usages



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INTRODUCTION

With over 5000 dental laboratories and 297 dental institutes, the Indian dental market is vast, and it is predicted that India will be one of the largest single country markets for dental products and materials. The dental market is expected to have a growth rate of 20-30 %, with investment groups building multispecialty hospitals offering general dentistry and specialist treatments. Dental supplies account for the largest share of the overall dental market comprising consumables and implants, equipment, and services. The segment includes products used in dental procedures such as amalgams and alloys; prosthetic and aesthetic supplies, orthodontic supplies, endodontic supplies, dental implants, patient's consumables and infection control products

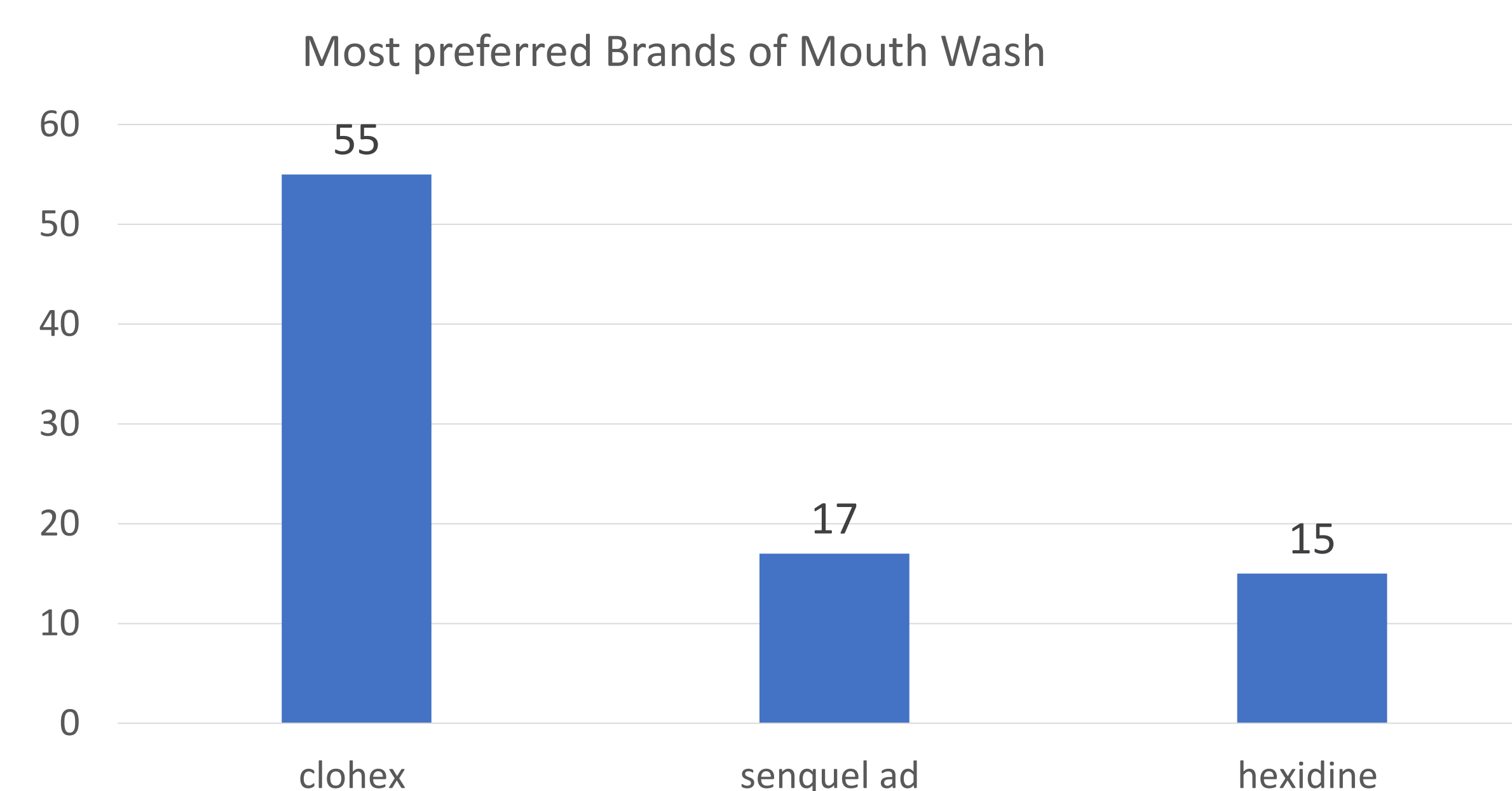
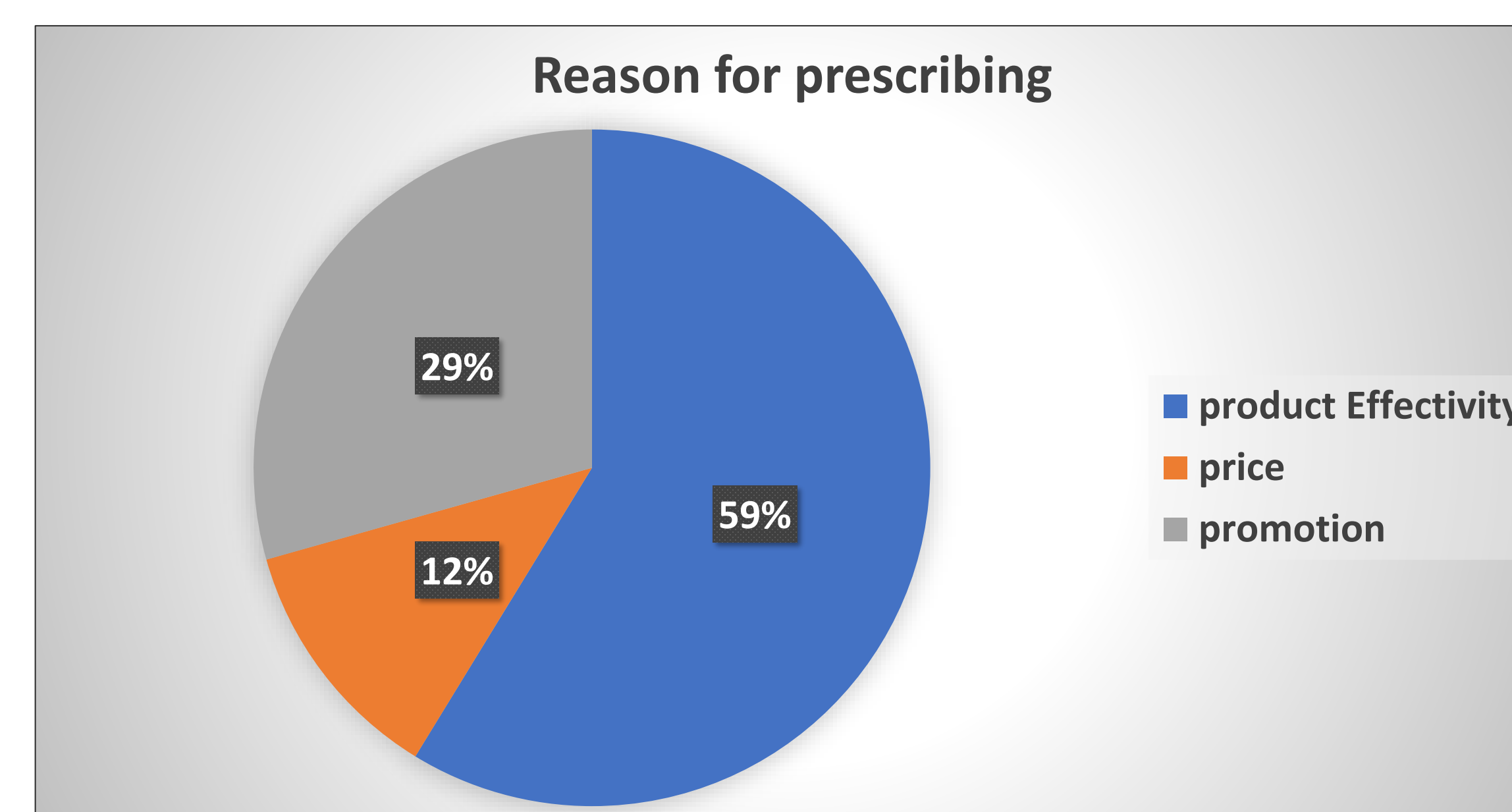
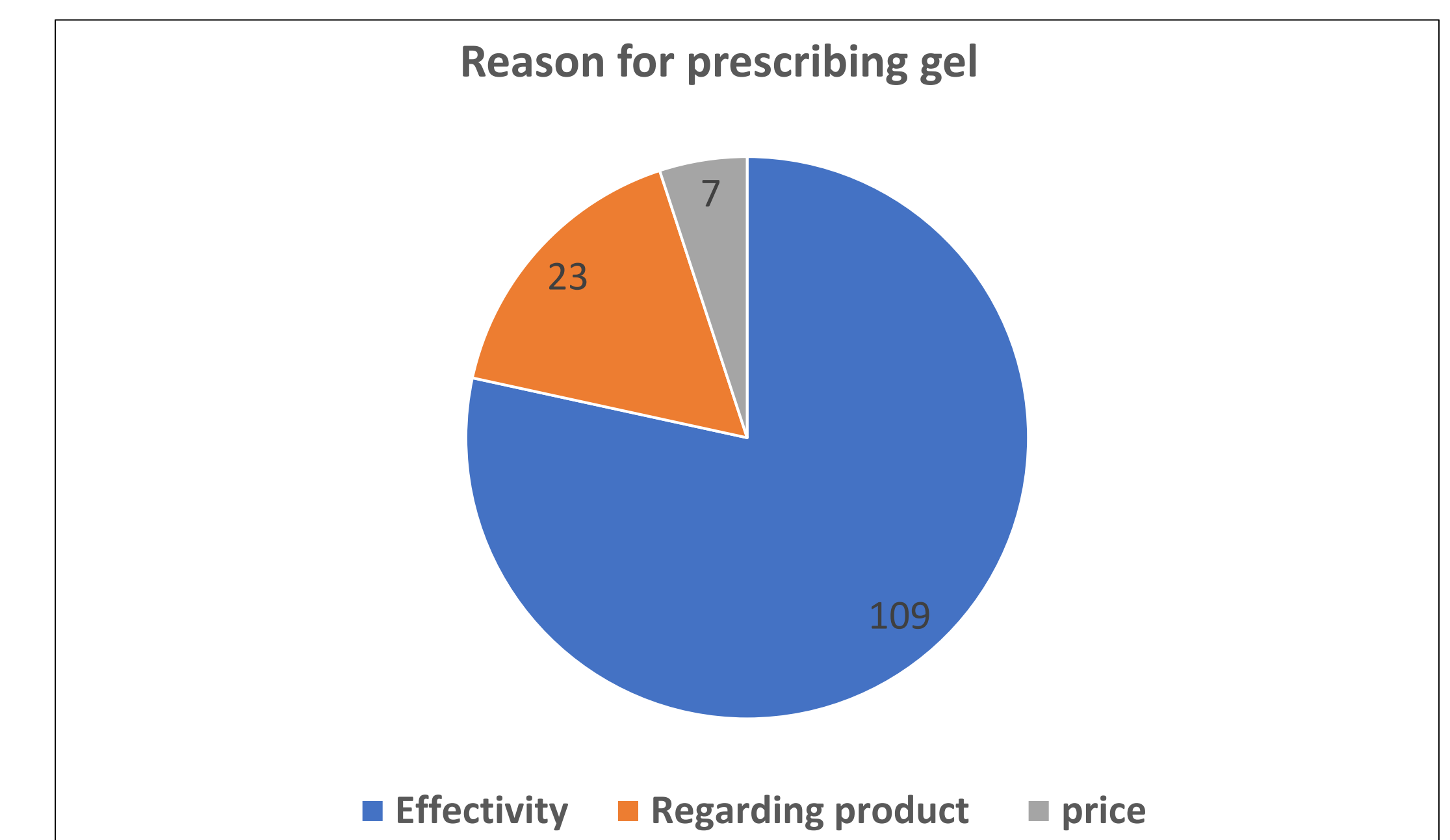
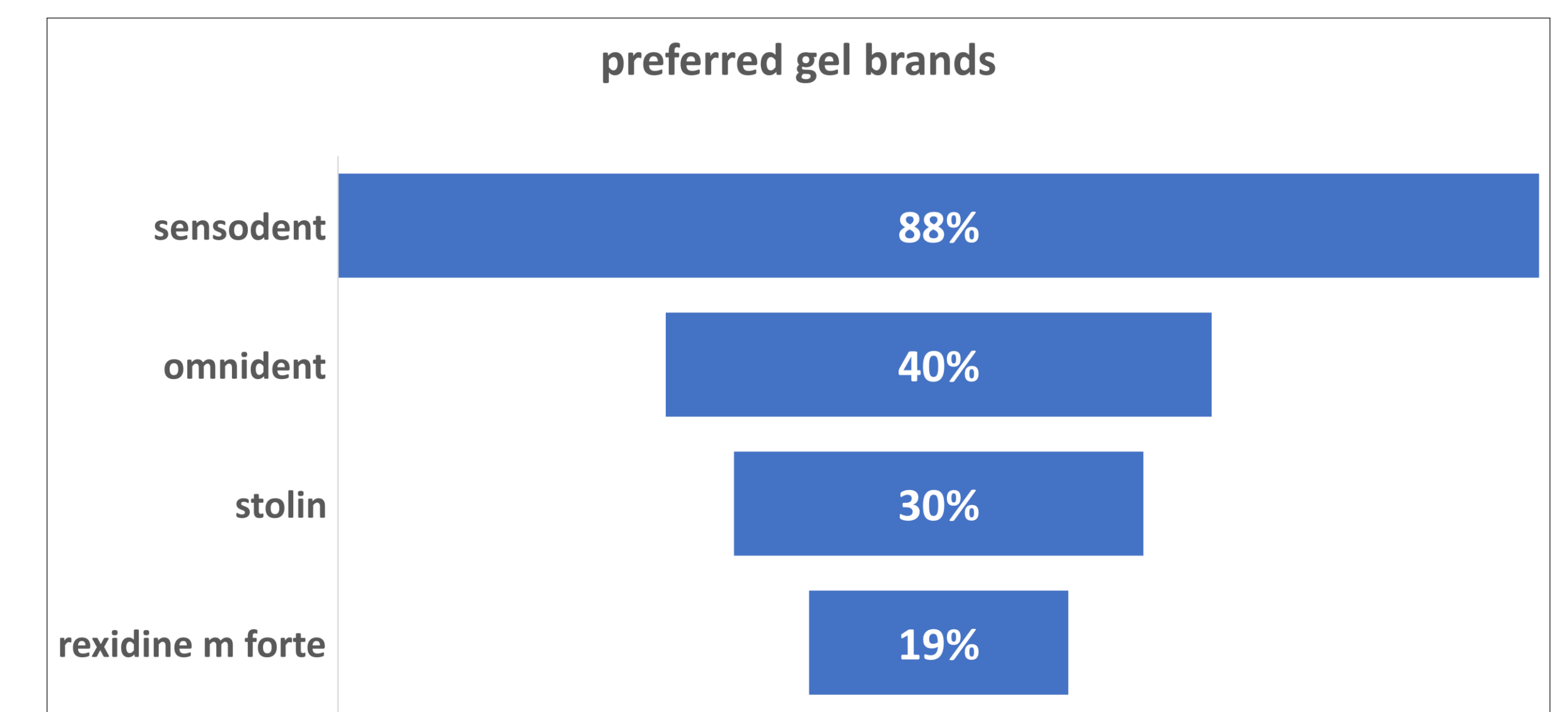
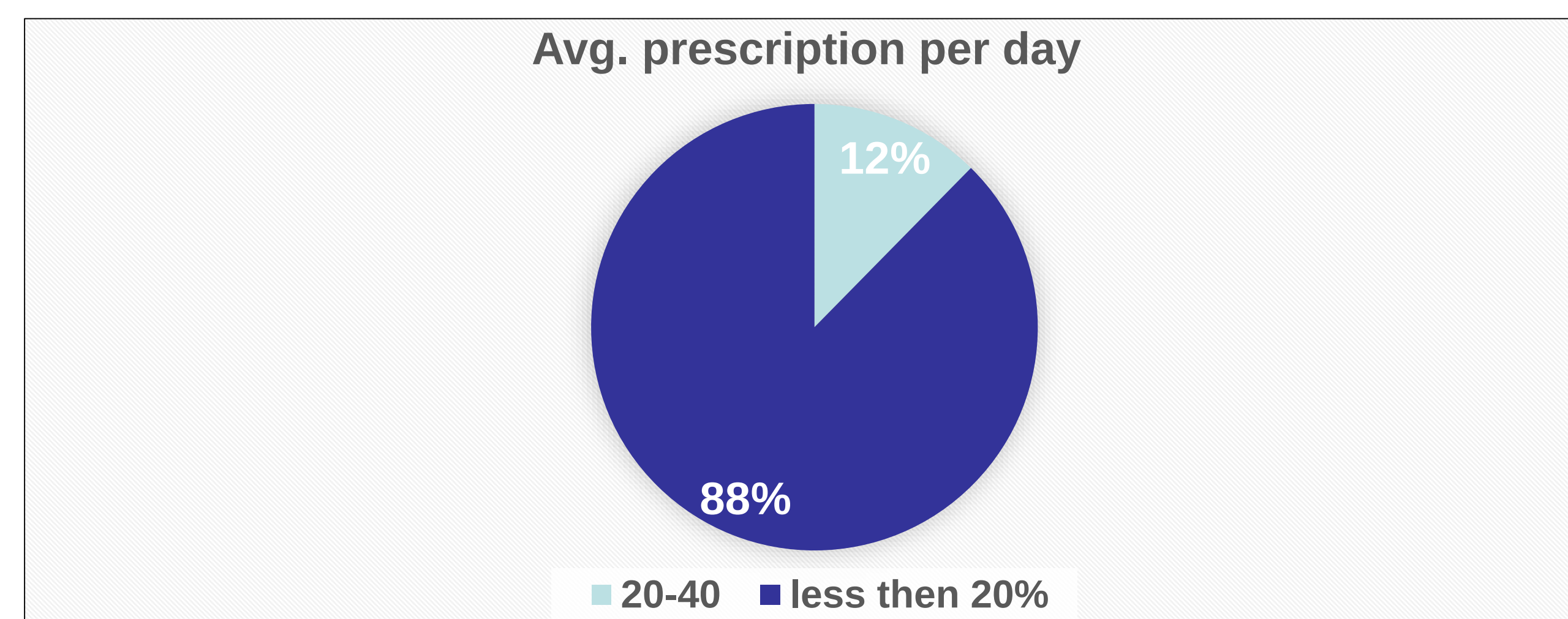
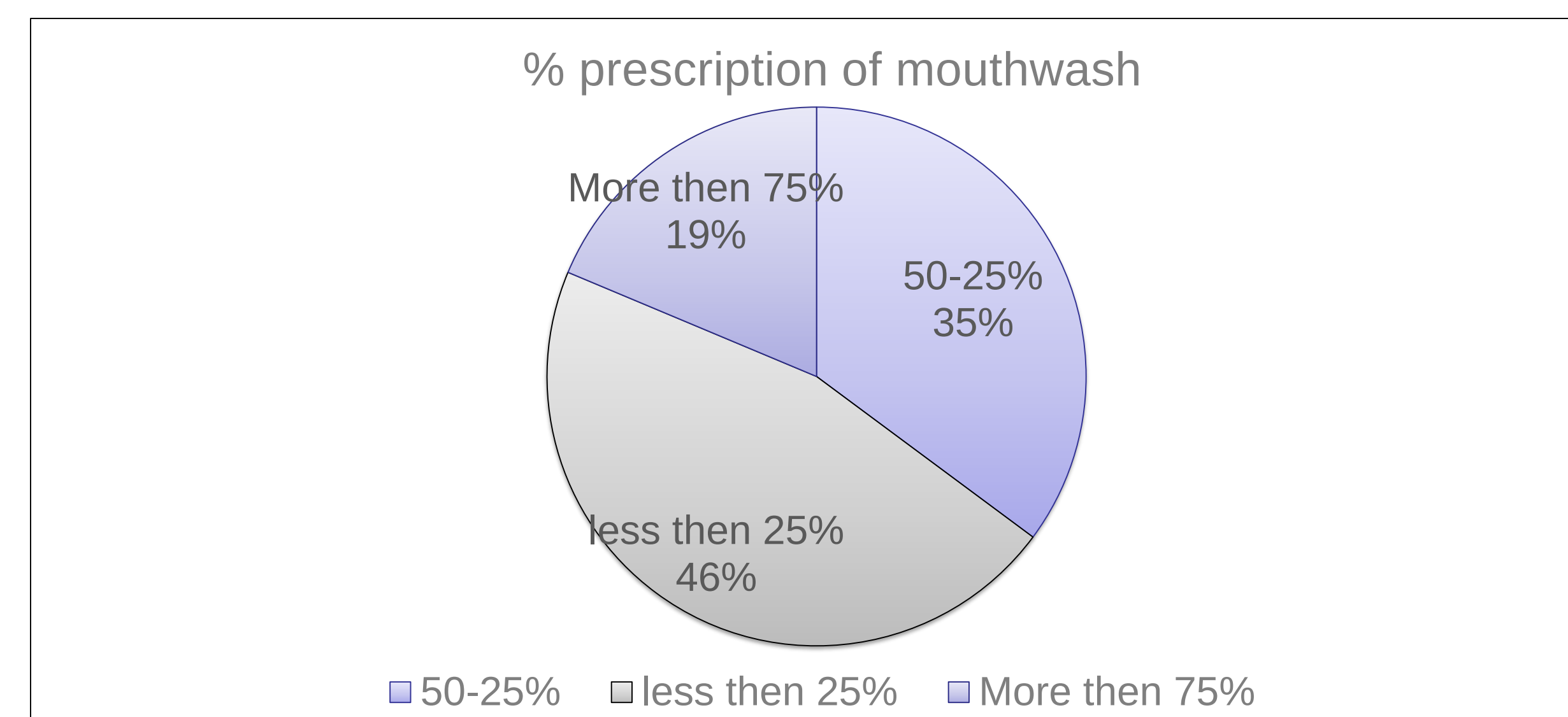
OBJECTIVE

- To identify the average prescription for gel and mouthwash in the sampled health professionals
- To assess the preferred brand of gel and mouthwash used in the sampled health professional
- To understand the reason for prescribing preferred gel and mouthwash used in the sampled health professional

RESEARCH METHODOLOGY

- Study design:** Descriptive study
- Sampling:** convenience sampling
- Sample population:** Dentist
- Study area:** Jaipur Rajasthan
- Type of Questions:** closed and open ended.
- Tool:** Structured Questionnaires
- Data Source:** - Primary data (Through Questionnaires and meeting with respondents) and Secondary data (Through Company website, various research articles and publications).
- Data was triangulated using both Primary and Secondary approach.
- Data Collection Type:** - Qualitative and Quantitative.
- Sample size:** No. of Doctors 177
- Duration of Study:** - 2 months.
- Data Analysis Techniques:** The findings and the information's collected and compiled, analyzed on Microsoft Excel.

RESULT



CONCLUSION

- ✓ Preferred gel brands while according to result clohex is highly preferred mouthwash brand where as clohex, senquel ad, hexidine
- ✓ Clohex is the most preferred brand used in mouthwash.
- ✓ Sensodent is the Most preferred brand Used in mouthwash.
- ✓ Doctors don't prescribe antimicrobial gel on the daily basis. It is prescribed only with the valid prescription as and when required.

RECOMMENDATION

- ✓ 1. Due consideration needs to be given for proper promotions in a systematic manner
- ✓ 2. The MR'S should be trained accordingly on the sale and promotion strategy to get a very good reach of the product market.
- ✓ 3. Marketing promotions should be well carried out in an organized fashion on both digital and print/banner media