

Summer Training
at
Group Pharmaceutical Ltd.
A Report
On
A study to identify prescription behavior of
dentists towards topical antimicrobial gels and
mouthwash usages

By
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MBA Pharmaceutical Management
2018-20



CERTIFICATE

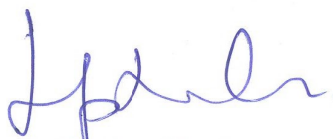
This is to certify that **Sohan Lal** has undergone Summer Training at **Group Pharmaceutical Ltd.** from 1st April 2019 to 31st May 2019.

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.



Mr. Rahul Sharma
Assistant Professor
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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. Sohan Lal**, student of MBA Pharmaceutical Management, School of Pharmaceutical Management, IIHMR University; Jaipur has completed his Summer Project on **"Prescription Behaviour of Dentists towards Topical Antimicrobial Gels and Mouthwash"** from **1st April, 2019 to 31st May, 2019** at Jaipur 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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Organization Profile

Group Pharma is a fast-growing pharmaceutical company having 38 years of proven expertise in dental and oral care.

At Group Pharma we develop, manufacture market and export a wide range of niche oral care products that complete to consumers with specific dental and oral conditions combining newly researched.

Organization facilities in addition to being ISO 9001:2015, ISO:22716 and ISO:13485 certified are WHO cGMP and PIC/S compliant. This enables us to consistently deliver the best products to the dental fraternity, consumers and also to contract, develop and manufacture for large Indian and multinational companies.

We constantly keep upgrading technologically and streamline our operations to ensure best industry practices. We are dedicated to over 800 employees, their families and all our stakeholders. We are driven by our purpose of delivering ‘the best’ for good oral health, well-being of the society at large and the growth of our people.

Group Pharma has three facilities across India, manufacturing multiple dosage forms and adheres to the highest standards.

The facility at Tarapur near Mumbai is specially designed and equipped to manufacture moisture sensitive tablets requiring strict humidity control. Group Pharma was the first company in India to manufacture denture cleansing tablets.

Two of our modern manufacturing facilities at Malur in Karnataka (43 km from Bengaluru) are built in compliance with WHO guidelines. These facilities have been set up for the manufacture of toothpaste, gels, creams, syrups and mouthwash.

The infrastructure, protocol, documentation and procedures at all our factories comply with WHO's current Good Manufacturing Practices (cGMP). Our operations include exporting products to over 40 countries.

Our facilities are approved by leading Indian and multinational companies for whom we contract manufacture for their domestic as well as international markets.

We at Group Pharma, strive to surpass the customer's expectations in terms of quality of products and services delivered.

We achieve our objectives by upholding a quality and safety focused culture through:

Consequently, we at Group Pharma are committed to maintaining quality, safety, efficacy and reliability of our products.

Group Pharma has been the forerunner in the launching of new and innovative products

A duo of demineralizing toothpaste and mouthwash specially formulated to care for people

A specially formulated mouthwash that addresses bad breath by directly attacking bad oral bacteria.

Introduction

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.

Mouth Wash is very essential to all those people who mainly end up eating spicy or food which has more garlic in it. Mouth wash which has antiseptic and anti-plaque mouth rinse will effectively kills the bacteria which cause cavities, gingivitis and bad breath. It is recommended to rinse your mouth with the best products of mouthwash after a snack or meal which can helps in freshening the good breath. Mouthwash is enriched with active ingredients which helps both combinations of brushing as well as regular dental checkups. It helps in bringing good breath, prevents cavities, and overall shows an improvement of healthy gums and fights germs which cause gingivitis. Proper use of mouth wash is required to get more benefits from it, as generally people end up swallowing the mouth wash which may leads to side effect such as vomiting, diarrhea, dizziness etc. Hence proper care has to be taken before using mouth wash so that the mouth wash need to be expelled out after gargling for 30-40 seconds rather than swallowing it. There are many mouthwash varieties in the market or shopping mall and some of them include antiseptic mouth wash which helps in fighting bacteria that causes bad breath. Fluoride mouth wash helps in preventing tooth decay. Combination of these two types of mouth wash will help in minimizing tooth decay and brings fresh breath.

Mouth wash provides additional benefit for good dental hygiene. There are many areas of the mouth where a tooth brush cannot reach and generally misses those places which need to be cleaned and fight from bad gums and cavities. During such time, mouth wash will be added benefit to kill the odor which cause bacteria and prevent germs which lead to tooth decay. It is recommended not to consume water for at least 20-25 minutes after rinsing your mouth with mouthwash.

The mouthwash products are very reasonable and affordable by everyone and these helps in removing plaque and bring you good breath which is very essential. It is also recommended to rinse your mouth daily with mouth wash after you eat lunch and also after you finish your dinner,

so that you can clean up the bacteria, cavities, before you go to bed. The below mentioned mouthwashes will help you to bring good gums and stay healthy. I have chosen the best mouth wash brands in ascending order for your easy preference.

The below mentioned Mouth Wash are recommended for permanent solution for vanishing bad breath, bad gums, cavities and plaque

Objectives:

- 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:

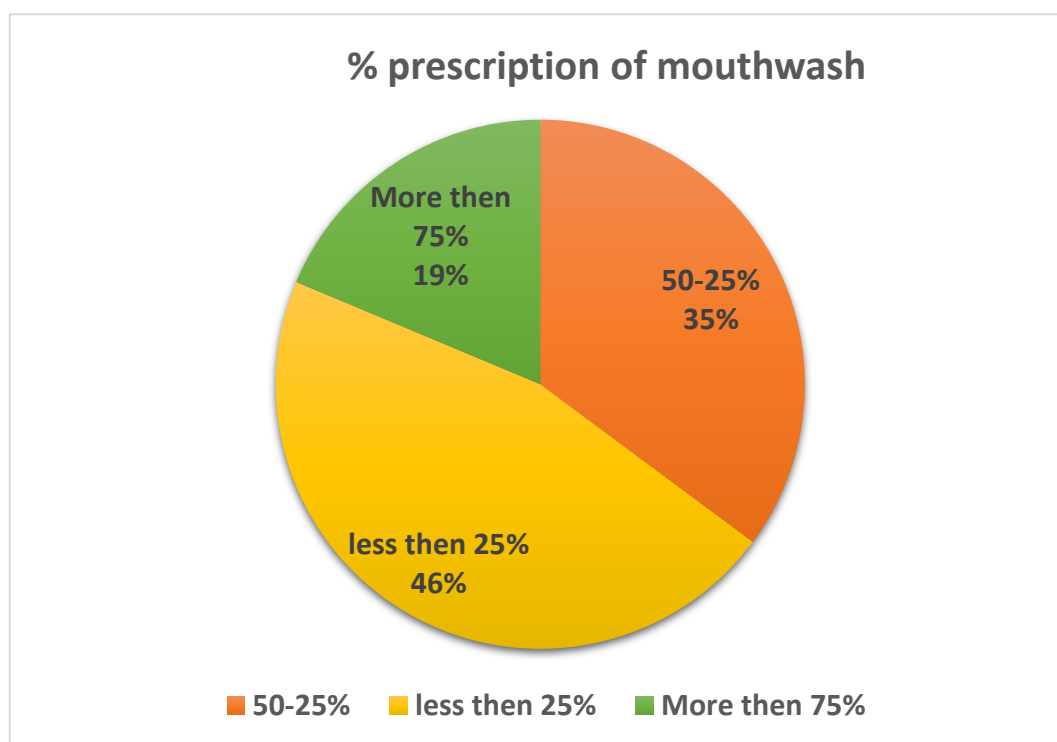
- **Study design:** Descriptive study
- **Sampling:** convenience sampling
- **Sample population:** Dentist
- **Study area:** Jaipur Rajasthan
- **Type of Questions:** closed and open ended.
- **Tool:** Structured Questionnaires

- **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.

Findings

% prescription of mouthwash

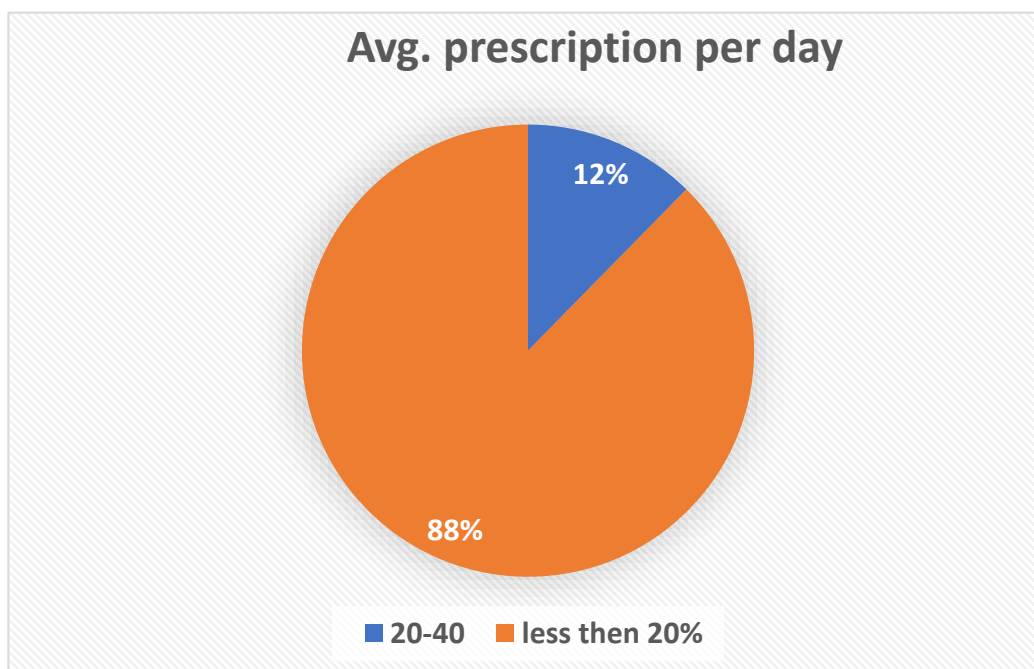
% prescription of mouthwash	
50-25%	63
less than 25%	84
More than 75%	30



Interpretation: The above pie chart shows the result of survey in which prospects were asked regarding the amount of mouth wash prescribed by them in between two months in which as per the majority of prospects prescription of mouthwash is less than 25% while according to the minority of prospects prescription of mouthwash is more than 75%

Average Prescription per Day

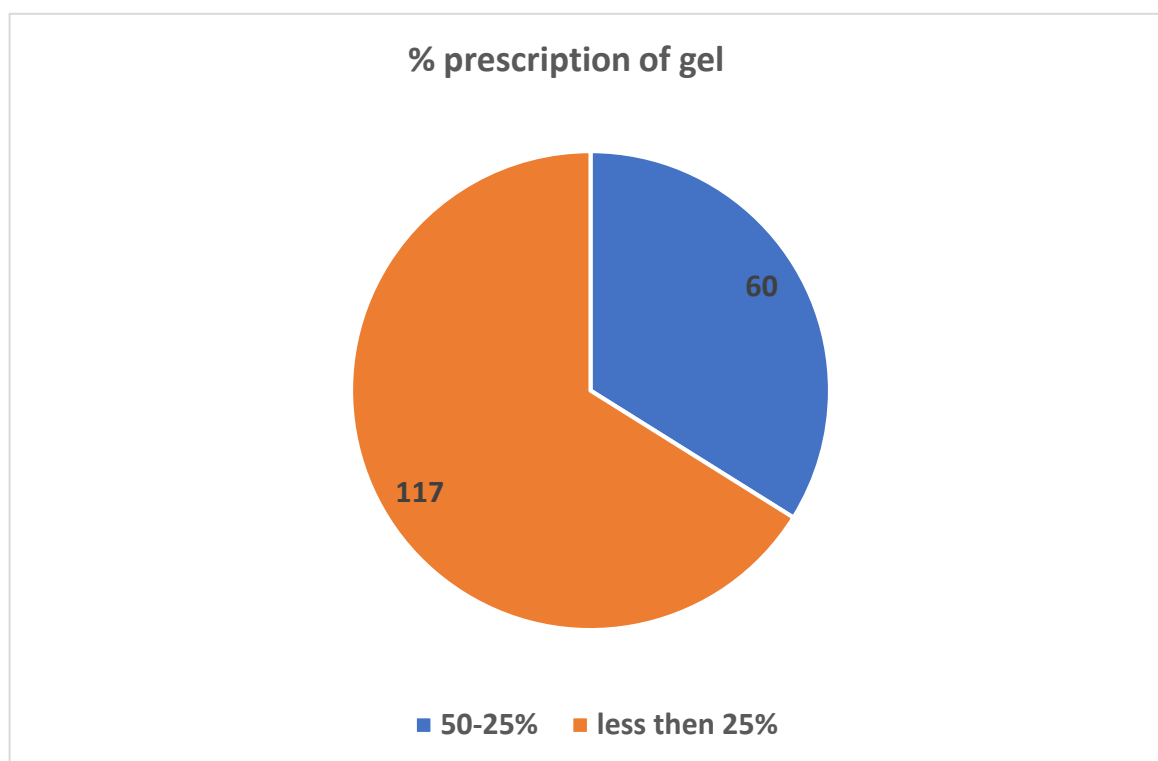
Avg. prescription per day	
20-40	22
less than 20	156



Interpretation: The above pie chart shows the result of survey in which prospects were asked regarding the average prescription per day in which as per most of the prospects prescription is less than 20 while according to minority of prospects average prescription per day is between 20 to 40

% prescription of gel	
50-25%	60
less then25%	117

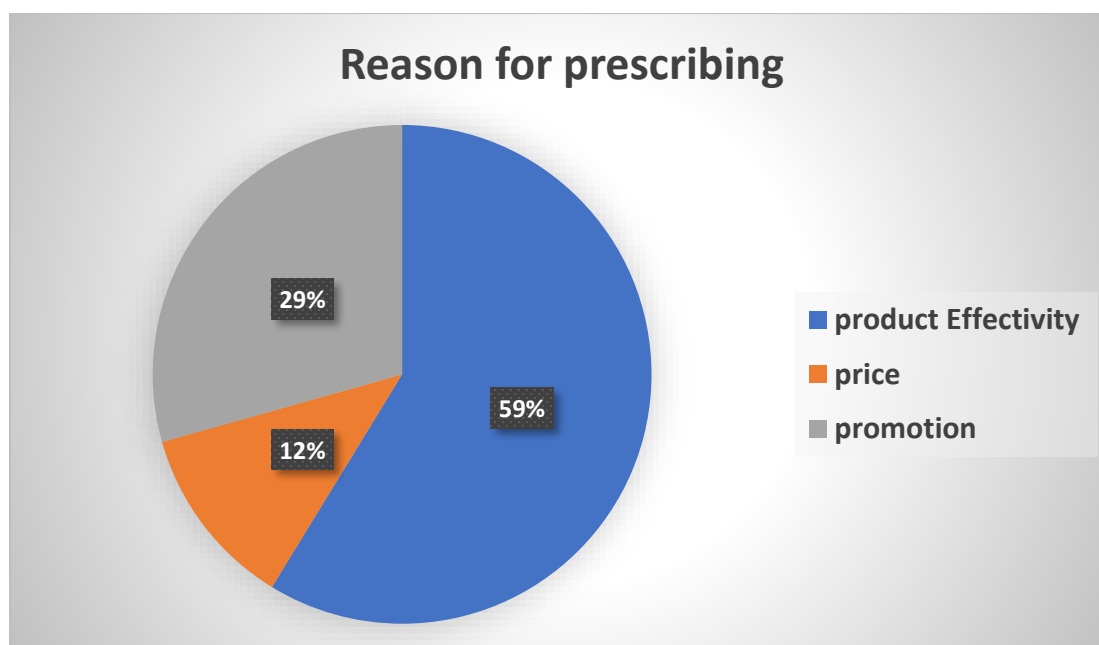
Percentage prescription with antimicrobial gels



Interpretation: The above pie chart shows the result of survey in which prospects were asked regarding percentage of prescription gel and the result was found according to the majority prospects prescription of the gel is less than 25%.

Reason for prescribing mouthwash

product Effectivity	84
Price	17
Promotion	42



Interpretation: The above pie chart shows the result of survey in which prospects were asked regarding most often prescribed mouth wash and according to data the result was found that the reason for most prescribed products is product effectivity that is around 59%.

Preferred antimicrobial gels brands

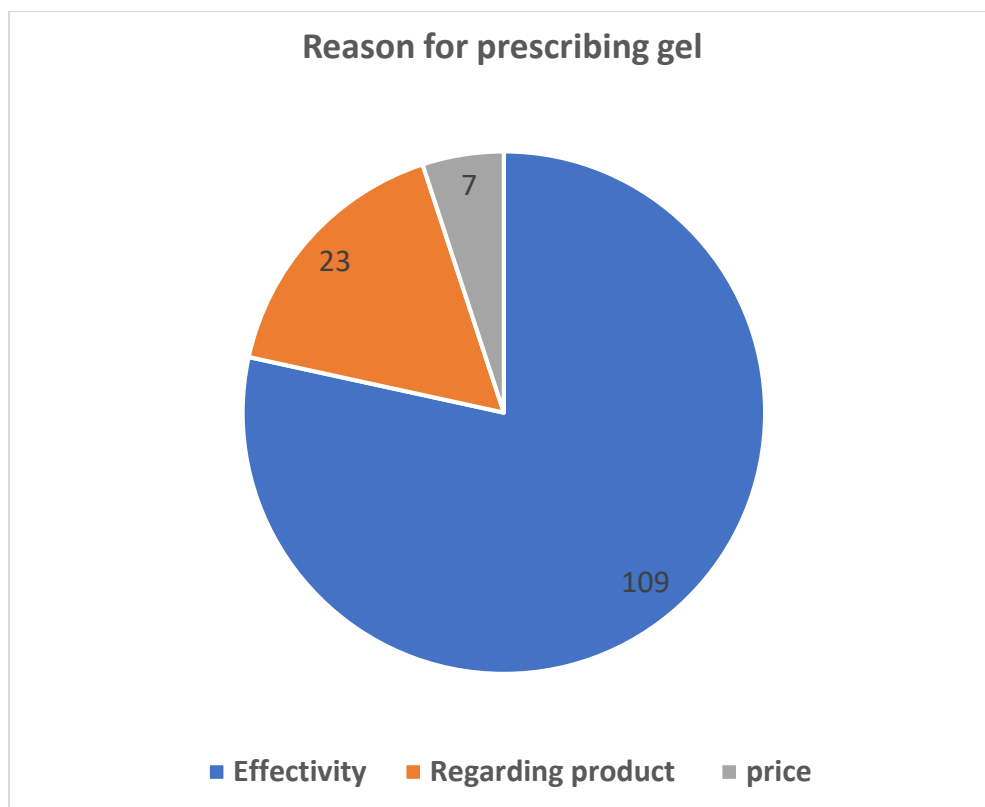
Sensodent	88
Omnicident	40
Stolin	30
rexidine m forte	19



Interpretation: The above bar graph shows the result of survey in which prospects were asked regarding preferred gel brands while according to result sensodent is highly preferred brand gel brand where as omnident ,stolin , rexidine m forte are respectively low.

Reason for prescribing gel

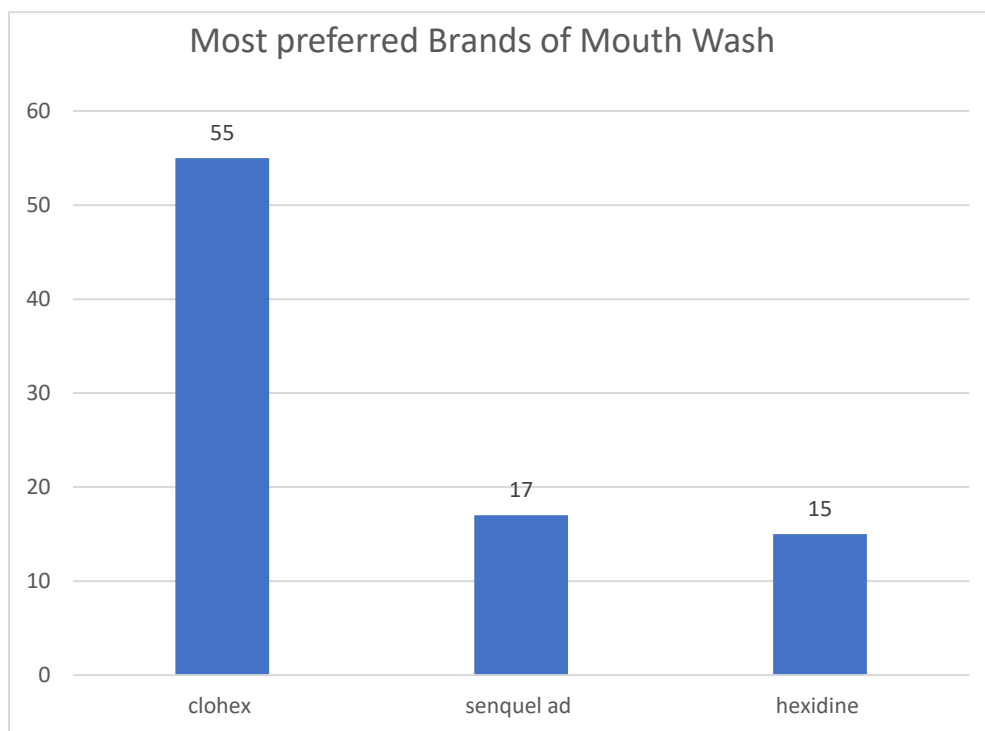
Clohex	55
senquel ad	17
hexidine	15



Interpretation: The above bar graph shows the result of survey in which prospects were asked regarding the reason of prescribing gel and the according to the majority of prospects prescription of the gel is mostly depend on effectivity of gel and as per the minority of prospects price of the product also matters.

Most preferred Brands of Mouth Wash

clohex	55
senquel ad	17
hexedine	15



Interpretation: The above bar graph shows the result of survey in which prospects were asked regarding preferred gel brands while according to result clohex is highly preferred mouthwash brand where as clohex, senquel ad, hexidine

Conclusion

- The majority of prospects prescription of mouthwash is less than 25% while according to the minority of prospects prescription of mouthwash is more than 75%.
- The average prescription per day in which as per most of the prospects prescription is less than 20 while according to minority of prospects average prescription per day is between 20 to 40
- Regarding percentage of prescription gel the result was found according to the majority prospects prescription of the gel is less than 25%.
- Regarding most often prescribed mouth wash and according to data the result was found that the reason for most prescribed products is product effectivity that is around 59%.
- any products sales depend highly upon the promotional
- Preferred gel brands while according to result sensodent is highly preferred brand gel brand where as omnident ,stolin , rexidine m forte are respectively low.
- Regarding the reason of prescribing gel and the according to the majority of prospects prescription of the gel is mostly depend on effectivity of gel and as per the minority of prospects price of the product also matters.
- Preferred gel brands while according to result clohex is highly preferred mouthwash brand where as clohex, senqual 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.

Recommendations:

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

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Annexure

Questionnaires tool used:

Prescription behavior of dentists towards topical antimicrobials gels and mouthwash

Part A: Doctors' Profile

- Name: -
- Gender: -
- Age: -
- Experience: -
- Location: -JAIPUR
- Hospital name (if required): -
- Nearby chemist name:

Part B: Mouth Washes

1. Average Prescription per Day:
 - a. Less than 20
 - b. 20-40
 - c. 40-60
 - d. More than 60
2. Percentage prescription with mouth wash:
 - a. More than 75%
 - b. 75%-50%
 - c. 50%-25%
 - d. Less than 25%
3. Preferred mouthwash brands (at least 3):
 - a.
 - b.
 - c.

4. Reason for prescribing:

- a.
- b.

Part C: Antimicrobial Gels

1. Average Prescription per Day:

- a. Less than 20
- b. 20-40
- c. 40-60
- d. More than 60

2. Percentage prescription with antimicrobial gels:

- a. More than 75%
- b. 75%-50%
- c. 50%-25%
- d. Less than 25%

3. Preferred antimicrobial gels brands (at least 3):

- a.
- b.

4. Reason for prescribing:

- a.
- b.