

INTRODUCTION

RPL (Recurrent Pregnancy Loss) is defined as the occurrence of 3 or more consecutive spontaneous abortions before 20 weeks. IVF is a process of fertilization where egg is combined with sperm outside the body. IVIG is an overzealous immune reactivity to their implanting fetus is provided as a treatment for RPL in IVF if the RPL is due to autoimmune factor. IVIG decreases autoantibody production & increases autoantibody clearance, T-cell & Fc receptor regulation, Complement activation :- Opsonization, lysis of infectious organisms, activation of inflammation, immune clearance, decreases cytotoxic activity of NK cells. Anti-D 500IU is given to prevent Rh disease in mother who are Rh negative & to treat idiopathic thrombocytopenia in people who are Rh positive & its given during & following pregnancy. If a fetus is Rho (D) –Positive & the mother is Rho (D)- Negative, the mother is at risk of Rho-D alloimmunization, where the mother mounts an immune response to fetal red blood cells. Thus has minimal effect on the first such pregnancy but in a second such pregnancy it leads to hemolytic disease of the newborn.

OBJECTIVE

❖MAIN OBJECTIVE

To analyse the usage pattern of IVIG in IVF (Recurrent Pregnancy Loss) & Anti- D IM 500IU among Gynaecologists.

❖SUB OBJECTIVE

- To know the frequency of IVIG & Anti-D IM 500IU being prescribed.
- To know the Strength at which IVIG & Anti-D IM being prescribed.
- To know the preferred brand & substituents of IVIG & Anti-D IM being prescribed.
- To know at which indication is IVIG prescribed in IVF cases.
- To know the dosage pattern of IVIG in RPL cases.
- To know the awareness and acceptability for Anti-D IM 500IU & Polyclonal Anti-D over monoclonal Anti-D
- To know the expecting cost for Anti-D IM 500IU.
- To know the factors influencing for not prescribing IVIG in RPL cases.

METHODOLOGY

❖RESEARCH DESIGN:- Descriptive / Quantitative research.

❖SAMPLING

➤Study area:- Mumbai, Ahmedabad, Chennai, Bangalore.

➤Method:- Simple random sampling.

➤Sample size:- a. Anti-D IM 500IU – 176
b. IVIG – 154

➤Study time:- 1st April – 31st May 2019

❖DATA COLLECTION

➤Tool :- Structured questionnaire

➤Method :- Survey method

➤Technique :- face to face interview

➤Approach :- Quantitative data collection

❖DATA MANAGEMENT

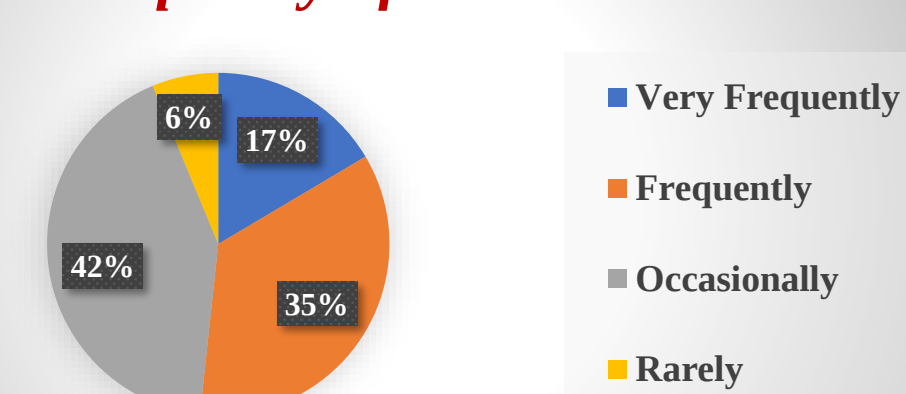
➤Data Processing :- Manual compilation of the data collected in field & then will be entered in the database.

➤Data entry :- MS excel spread sheets.

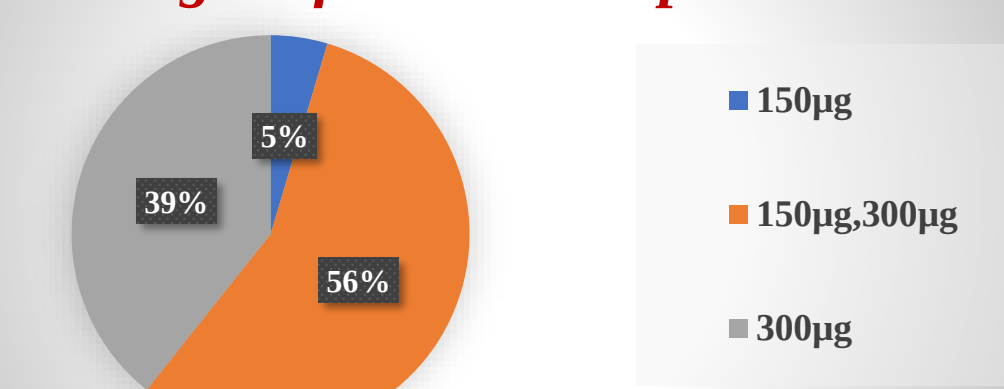
➤Data representation & analysis :- MS excel is been used for graphical representation & for analyzing the data.

➤Target population:- IVF Specialist & Gynaecologists of corporate, government hospitals & IVF centers.

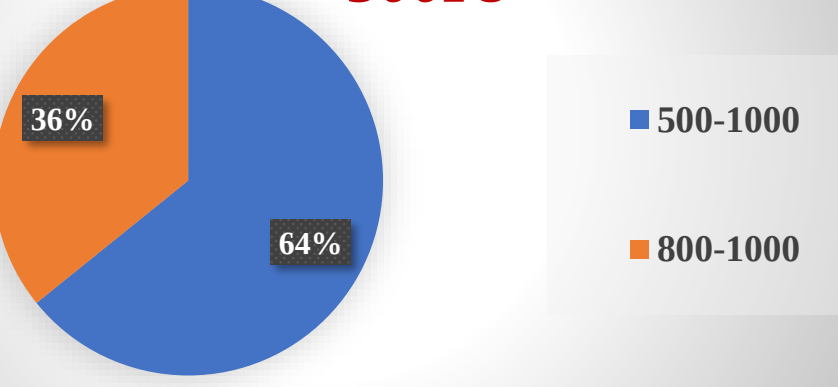
Frequency of Anti - D IM



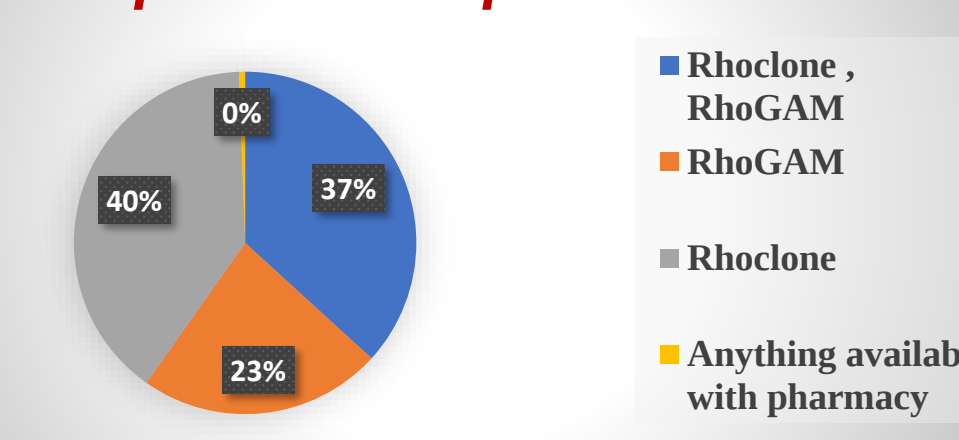
Strength of Anti- D IM prescribed



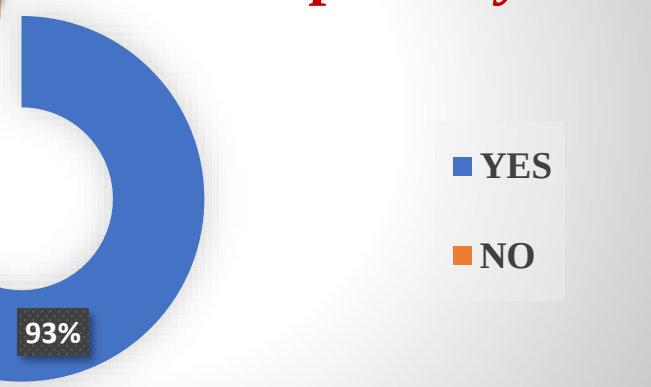
Expecting Cost for Anti-D IM 500IU



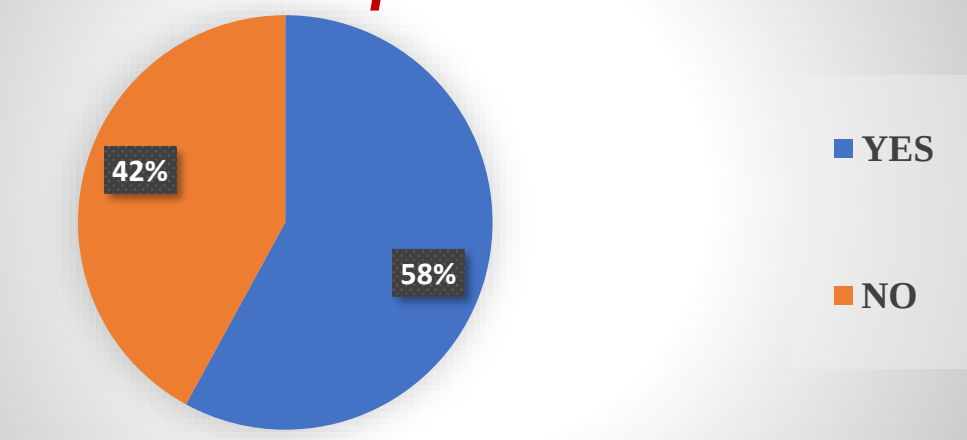
Preferred brand for Anti-D IM



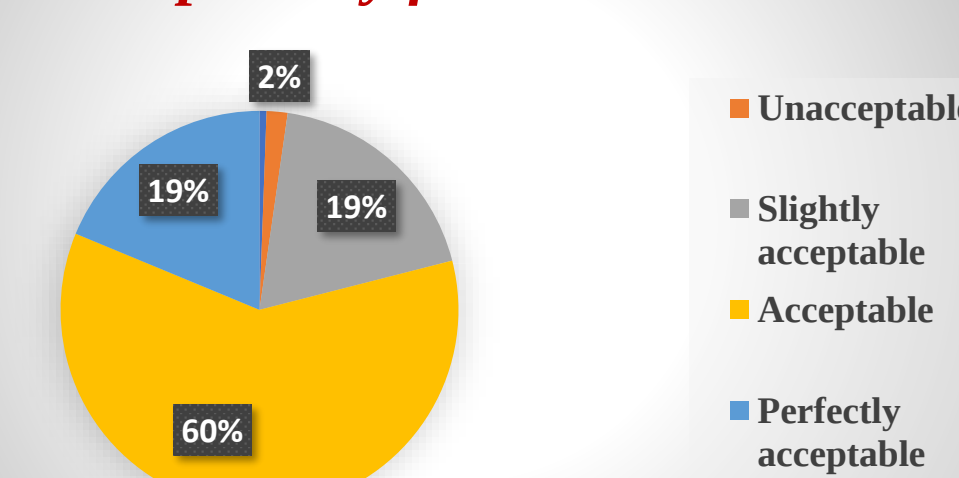
Polyclonal Anti-D IM acceptability



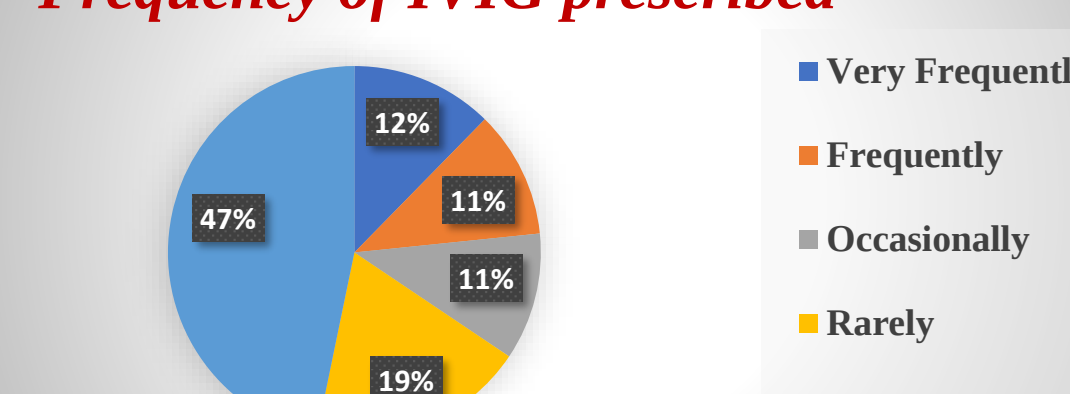
Awareness of Anti-D IM 500IU



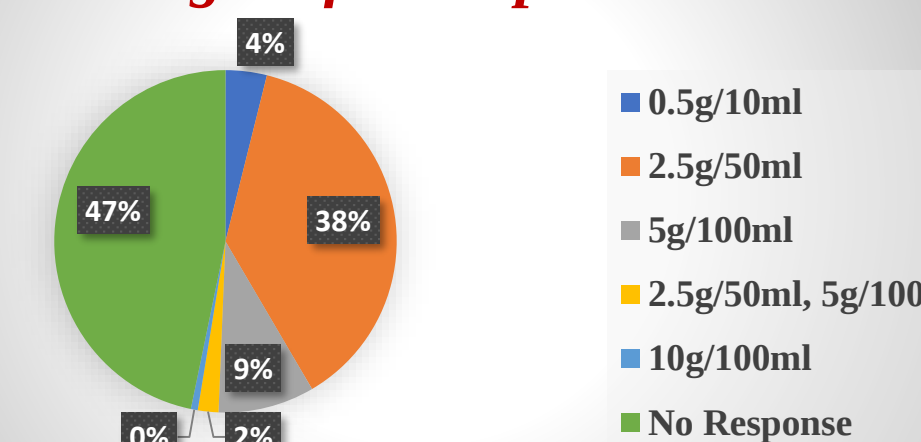
Acceptability for Anti-D 500IU



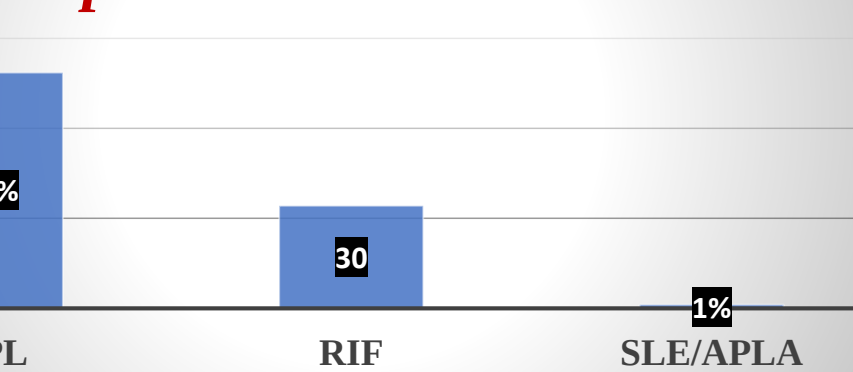
Frequency of IVIG prescribed



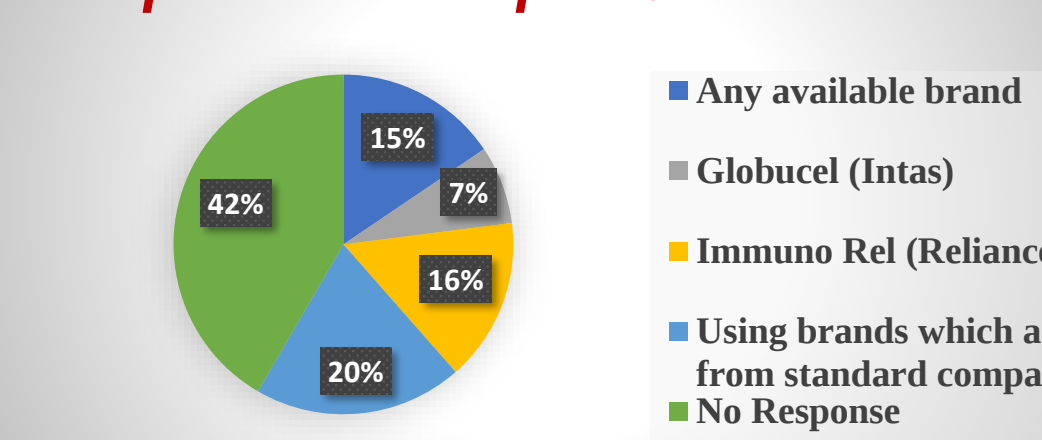
Strength of IVIG prescribed



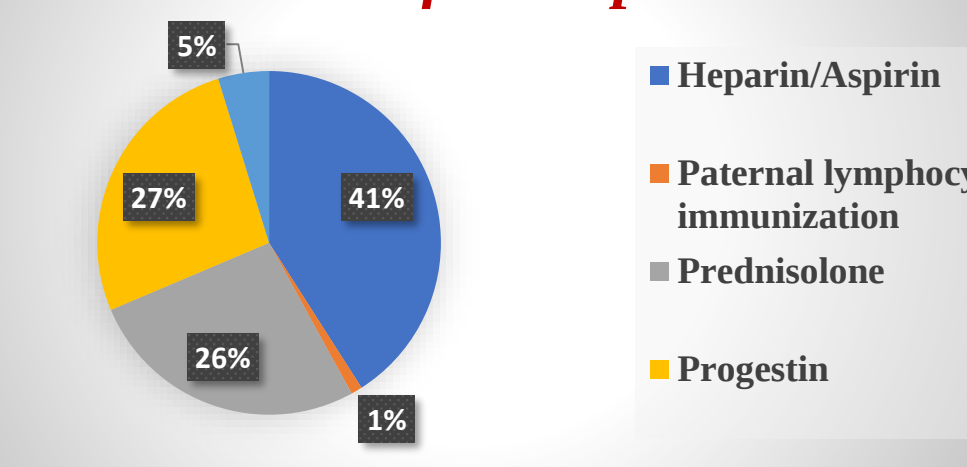
Indications where IVIG is prescribed in IVF cases



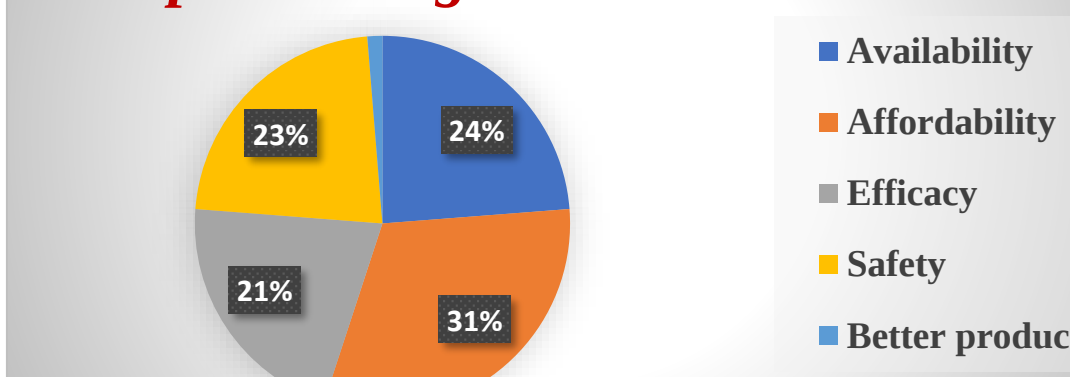
Preferred brands for IVIG



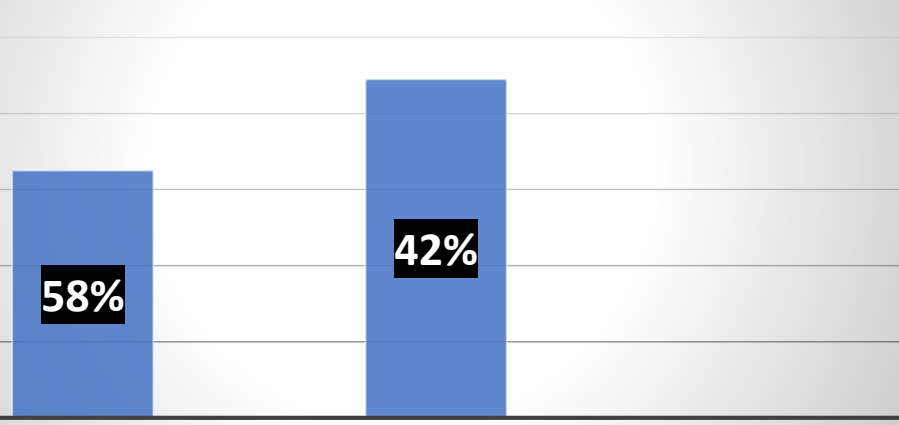
Substituents of IVIG prescribed



Factors Influencing for not prescribing IVIG



Acceptability for IVIG in combination



FINDINGS & ANALYSIS

- According to survey there are 35% frequent & 42% occasional users for Anti-D IM & 11% frequently & 19% rare users for IVIG.
- 56% are both 150µg & 300µg users and 39% are 300µg users FOR Anti-D IM & 38% are 2.5g/50ml & 9% doctors are 5g/100ml for IVIG.
- The excepting cost for Anti-D IM 500IU ranged between 500-1000/- Rupees
- The most preferred brand was Rhoclone & RhoGAM for Anti-D IM & Globucel, immune rel & any standard company brand can be prescribed by doctors for IVIG.
- Awareness & acceptability for polyclonal Anti-D & Anti-D IM 500IU is high.
- Substituents for IVIG are Heparin/Aspirin, Progestin, prednisolone & Bharglob.
- Factors influencing for not prescribing IVIG are affordability, availability, efficacy, safety.

RECOMMENDATION & CONCLUSION

- With the data collected at the time of project, now we have a clear understanding of the market position of the company & the loop holes in the demand & supply of the product.
- Reliance, Intas, Bharat serum are undoubtedly market leaders in this segment or market challenger in the current market scenario.
- But Plasmagen also has the opportunity to cover the untapped market & the share of the doctors who are currently not prescribing any particular brand by improvising on its market reach.
- Also will have to do extensive marketing so as to establish the brand & come up with wider product mix.
- Sales team of company should make extra efforts to make the product known to each & every doctor by conducting campaigning.
- Still some of the doctors are having doubt about the safety issue of these products & some are even not aware what should be the safety issues to be followed for these products so each & every doctor must be made 100% clear about safety issues of these products through awareness programs.
- Promotional activities, educational events & awareness programs need to be conducted at regular intervals.
- Some market surveys should be continued by the company to actually know the market scenario & keep themselves up-dated with their competitors & strategy followed by them.
- Company should try to meet current unmet needs of the population & provide people more economical products with best services & should try to fill the voids in terms of :
 - 1.Awareness
 2. Non-availability
 3. Pricing issues

LEARNINGS

- During my summer internship, I got to actually experiences how to get information even in adverse conditions.
- I also got to know the importance of skills & knowledge & how important it is to create right combination of the skills to get success in any project.
- Relationship of company's representatives with the doctors is very important & how medical representatives interact to achieve their targets for the growth of the companies.
- Last but not the least, during any project a feeling of trust must be created among the target population before getting any information from them.