

PRESCRIBING BEHAVIOUR OF DENTIST'S TOWARDS DENTAL CARE PRODUCTS

Gaps identified:

There are some gaps found from the research such as:

- Less market coverage in dentistry segment by the company.
- the data suggested that Many doctors even don't aware about the product and company .

Introduction:

Growing incidence of dental caries is also accelerating product demand. Children's are more prone to dental caries due to unhealthy food habits. On the other hand, geriatric population is more prone to several oral diseases, which further propels the market.

Recent innovations, such as powered toothbrushes, have revolutionized the market. Availability of different dental accessories is also contributing to market growth.

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 and market is expected to have a growth rate of 20-30%, with investment groups building multispecialty hospitals offering general dentistry and specialist treatments.

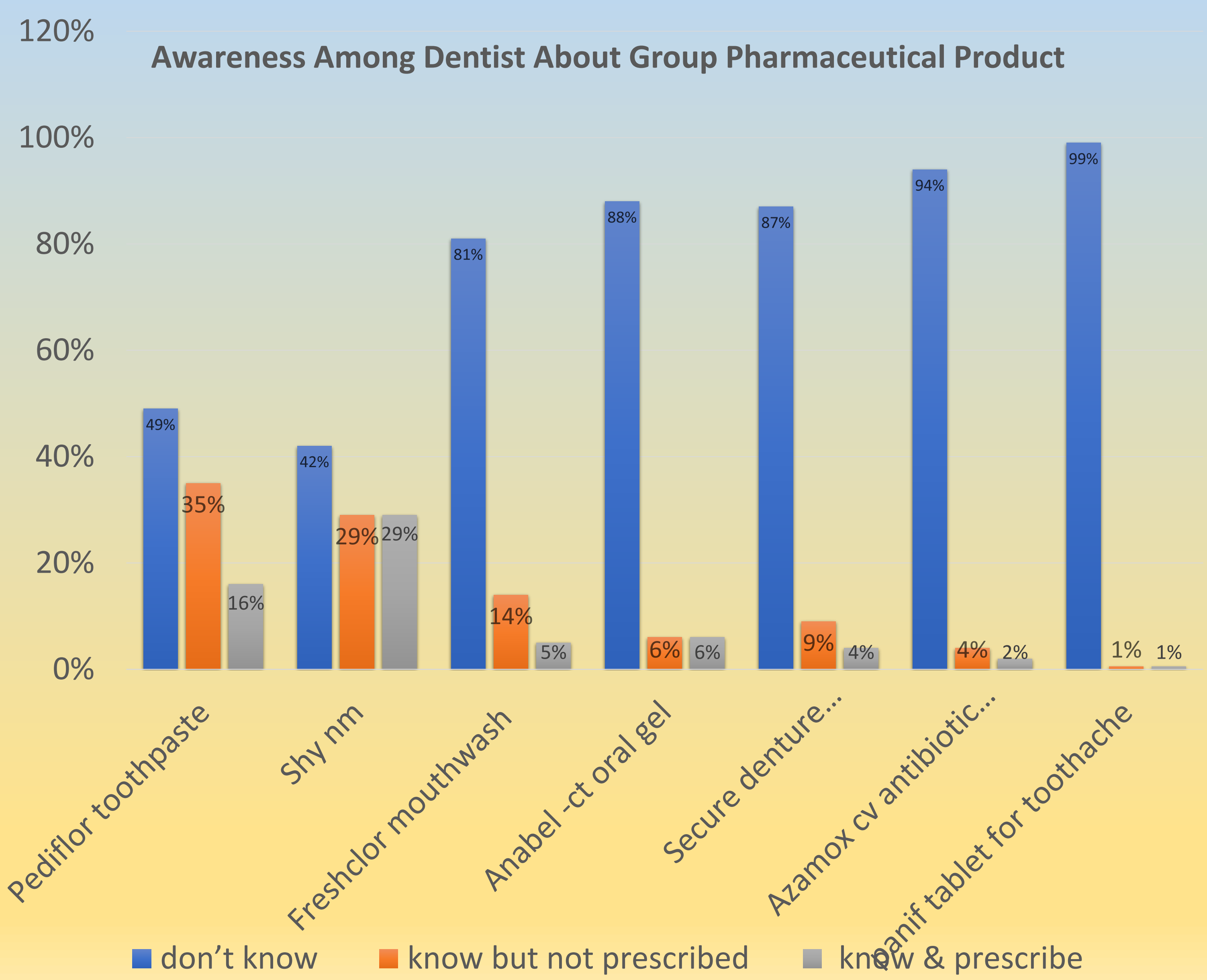
OBJECTIVES

- Identify the dentist perception and awareness about the oral health care products.
- Dentist expectation from new upcoming products in oral health care.

METHODOLOGY

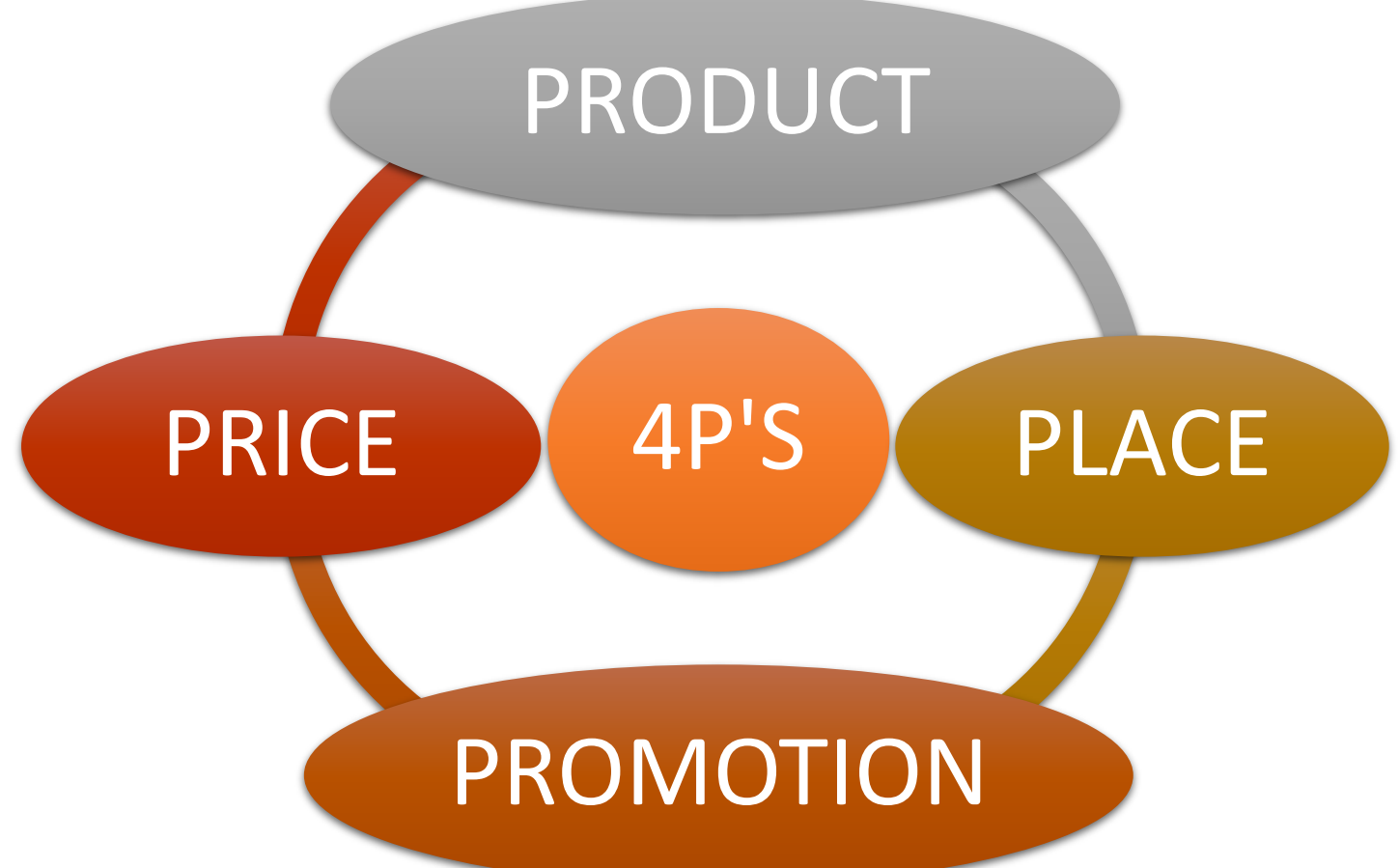
- .**Study design** -Descriptive study
- .**Sampling method** -Non probability convenient sampling.
- .**Sample population** - Dentist doctors of Jaipur location.
- .**Sample size**—150 Dentists
- .**Sample area**—Jaipur
- .**Study time** – 2 months
- .**Data collection**– Primary data collection by structured questionnaire by face to face interaction .
- .**Data analysis**— MS—excel

DATA ANALYSIS AND INTERPRETATION



Author suggestions

- 1.The company should implement the 4 P concept of marketing for each of the product



Sr.no	Product	Price	Place	promotion
1	Pedi flor kidz anticavity toothpaste	No price related issues	Target audience – pedodontics	By Promotional campaign
2	Shy nm desensitizing toothpaste	Cost effective Provide discount	General dentist Orthodontist	By advertisement by poster, E-detailing
3	Anabel ct	No price	General Dentist	By conducting the CME, provide promotional tools which can be used in dentistry
4	Secure denture strips Suggestion -Powder form is preferred forms for denture	No price related issue	Dental labs Prosthodontist Orthodontist	Through the promotional campaigning,
5	Freshclor mouthwash	Offer the discount for marketing	General dentist Endodontist	Advertisement by use of social media, posters.
6	Azamox cv antibiotic tablet Suggestion- addition antacid will enhance the efficacy of the product like lactose bacillus	No price related issues	All the dentist, dental surgeons	Promotional conferences in dental collages, by offering the promotional tools for dentist.
7	Panif tablet Suggestion –addition of serrisiopeptidase will enhance the efficacy of the product	Offers discount	Dental surgeons	Through the campaigning, & promotional activity for dentist

CONCLUSION

The data from this study suggest that there was lack of awareness about the product among the doctors. There are many loopholes in the market position and demand - supply of the product. the company should more focus on the ground results and should perform market promotional activities from time to time. The company should also strengthen its sales team and focus more on sales of the product. The company should also promote some aware ness programs and promote its product via CME's. Strengthening market position will help achieving more sales of the company's product.

KEY LEARNINGS

- Learn about the current popular dental care products of dental segment.
- Learned how to perform retail chemist prescription audit
- Learn about the dental prescription and dentistry product pipeline .
- Got to know position of the group pharma product in the Jaipur .
- Identified the gaps in the therapy which is provided by the group pharma .