

Summer Training At  
**Group pharmaceutical ltd.**

**Prescribing Behavior of Doctors Towards Dental Care Products.**

By  
**Isha Yadav**

Under the Guidance Of  
**Dr. Abhishek Dadhich**

**MBA Pharmaceutical Management**  
**2018-2020**



**School of Pharmaceutical Management**

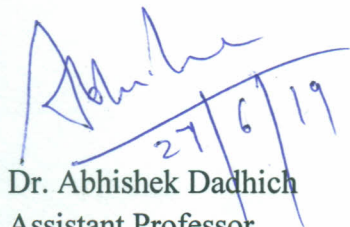
**The IIHMR University, Jaipur, 2019**

**CERTIFICATE**

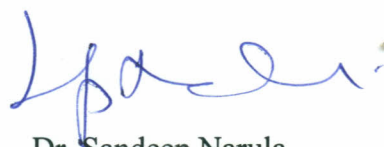
This is to certify that **Isha Yadav** has undergone Summer Training at **Group Pharmaceuticals Ltd.** from 1<sup>st</sup> April 2019 to 31<sup>st</sup> May 2019.

The candidate herself has completed the project assigned to her in summer training. Her 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 her success in all her future endeavors.

A handwritten signature in blue ink, appearing to read 'Abhishek Dadhich', with the date '27/6/19' written below it.

Dr. Abhishek Dadhich  
Assistant Professor  
School of Pharmaceutical Management  
IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula  
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**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. Isha Yadav**, student of MBA Pharmaceutical Management, School of Pharmaceutical Management, IIHMR University; Jaipur has completed her Summer Project on **“Gap Analysis of Current Dental Portfolio based on Dentists daily Rx Behaviour & Marketing plan to bridge the Gap”** from **1<sup>st</sup> April, 2019 to 31<sup>st</sup> May, 2019** at Jaipur under the guidance of Mr. Nishant Srivastava, Product Manager.

The candidate completed the project assigned to her as part of her summer internship in our organisation. During the project, she is exposed to various facets of market research in the pharmaceutical industry.

Her approach to the project was sincere and we wish her success in her future endeavours.

For Group Pharmaceuticals Ltd.,

Ann Attavar

Executive Director

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## ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of the project would be incomplete without mentioning of the people who made it possible.

I humbly owe the completion of summer intern work to almighty and my family whose love and blessings will be with me in every moment of my life.

I would like to extend my sincere and heartfelt thanks to **“Mr. Laxmi Kant Sugandhi”**, general manager, group pharmaceuticals Ltd. For providing me an opportunity to learn and develop professionally.

I would like to thank to my project mentor **“Mr. Nishant Srivastav”** product manager at group pharmaceuticals Ltd. For constant support and guidance in each step which helps me to understand dental care products market.

I am extremely thanks to **“Mr. Shri Anand”**, zonal business head (group pharmaceutical Ltd) and **“Mr. Sachin Kumar”** business head of Jaipur for his valuable suggestions and support throughout the study. Greatly eased my task of completing this work.

I would like to thank **“Mr. Vikas”** medical representative at group pharmaceuticals Ltd for coordinating me in field.

I would like to express my heartfelt thanks and sense of gratitude for my academic mentor and internship coordinator **“Dr Abhishek Dadhich”**. I am also thankful to **“Dr Sandeep Narula”**, associate professor, IIHMR university, Jaipur, Rajasthan. I am greatly indebted to both for providing the guidance at every stage of study, their constructive suggestions and continuous encouragement helped me to complete this project.”

I am very much indebted and thankful to all doctors, pharmacist and stockiest for their participation and cooperation.

I would like to thank all those who directly or indirectly helped me to complete this project work.

At finally, most importantly, I am thankful to the god who is the creator and director of all initial and final stages to reach the destiny.

**ISHA YADAV**

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## **COMPANY PROFILE**

Group Pharma is an innovative 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 cater to consumers with specific dental and oral conditions combining newly researched ingredients as well as nature's goodness.

Our 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.

We are driven by our purpose of delivering "the best" for good oral health, wellbeing of the society at large and the growth of our people.

### **Company's vision**

"Our purpose is to deliver the best dental care and healthcare services."

### **Company marketing team**

The heart of any good business activity is its Marketing and Distribution strength. Our consistent growth can be attributed to expertise in this area. We have a committed and competent team of 300 Medical Representatives guided by over 70 Field Managers who directly meet over 60,000 Doctors every month. Our Product and Brand Management team guides them with the required marketing and training inputs. Our distribution network spans 200,000 Retailers serviced by 16 C&F Agents and 600 Stockists making our presence strongly felt in most states in India.

### **Company manufacturing unit**

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.

### **Quality policy**

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:

- 1)Best available resources
- 2)Well trained personnel
- 3)Good manufacturing practices
- 4)Comprehensive quality management system

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

## INTRODUCTION

Dentistry, also known as Dental and Oral Medicine, is a branch of medicine that consists of the study, diagnosis, prevention, and treatment of diseases, disorders, and conditions of the oral cavity, commonly in the dentition but also the oral mucosa, and of adjacent and related structures and tissues, particularly in the maxillofacial (jaw and facial) area.

Dental treatments are carried out by a dental team, which often consists of a dentist and dental auxiliaries (dental assistants, dental hygienists, dental technicians, as well as dental therapists). Most dentists either work in private practices (primary care), dental hospitals or (secondary care) institutions (prisons, armed forces bases, etc).

### **Dental treatment**

Most dental treatments are carried out to prevent or treat the two most common oral diseases which are dental caries (tooth decay) and periodontal disease (gum disease or pyorrhea). Common treatments involve the restoration of teeth, extraction or surgical removal of teeth, scaling and root planning and endodontic root canal treatment.

By nature of their general training they can carry out the majority of dental treatments such as restorative (fillings, crowns, bridges), prosthetic (dentures), endodontic (root canal) therapy, periodontal (gum) therapy, and extraction of teeth, as well as performing examinations, radiographs (x-rays), and diagnosis. Dentists can also prescribe medications such as antibiotics, sedatives, and any other drugs used in patient management.



Figure 1 – oral care



Oral care product include wide variety of oral health care products is available to consumers for over the counter (OTC) sale, and includes;

- a. Toothpastes
- b. Toothbrushes
- c. Mouth rinses
- d. Interdental cleaning aids (dental floss)
- e. Denture cleansers and fixatives
- f. Saliva substitutes

## LITERATURE REVIEW

1. Richard J. Manski and Chad D. Meyerhoefer, et.al. worked on the “Dental workforce trends and their likely impact on the need for dentists are a function of predicted dental care demand, which will in turn be determined by the size and characteristics of our population size, economic outlook, the state of public and private dental care insurance, trends in dental care delivery, professionally determined dental care need, and population health beliefs. Projecting rates of dental care utilization far into the future is difficult because projections must be made using historical data, and established trends may not persist if there is structural change in the future. Nonetheless, when structural change occurs, it does not typically affect all aspects of the economy, so there is value in describing the likely future impact of current trends. This article was written as part of the project “Advancing Dental Education in the 21st Century.”
2. Spencer AJ. in his paper” presented as a background discussion of the estimation of normative need for dental care. Definitions are given which differentiate normative need for dental care from perceived need, demand, or utilization. Current developments in the area of health services, including the concepts of an adequate minimum standard for personal health services, quality assurance, and rationing by need, are seen as providing some impetus for greater interest in need for dental care. Future directions in the estimation of dental needs will depend upon the validation of the approaches outlined, as well as general factors including costs of collecting data on dental status and need for dental care in population.”
3. Morón EM1, et.al.”in his study compared” the dental status and treatment needs of children in foster care with other children enrolled in Florida Medicaid. Methods they abstracted the electronic dental records of 548 two- to 18-year-olds in foster care and an age-matched group of 548 Medicaid-enrolled children not in foster care. Compared with other Medicaid-enrolled children, those in foster care were more likely to have experienced dental caries overall (75.7 percent versus 58.8 percent;  $P<.0001$ ), in the permanent dentition (63.6 percent versus 45.1 percent;  $P<.0001$ ), and in the primary dentition (32.7 percent versus 18.8 percent;  $P<.0001$ ). Children in foster care had 1.6 times greater prevalence of pulpitis, 1.4 times as many root canal treatments, 5.8 times more diagnoses of severe gingivitis, 3.5 times more diagnoses of periodontitis, and 1.3 times more treatment-planned extractions Children in foster care had more dental needs, higher caries prevalence, and received more dental care than other Medicaid-enrolled children. Poor oral health status is a public health concern for children in the foster care system. “

## RESEARCH OBJECTIVES:

1. To identify dentist perception and awareness about the oral health care products.
2. Dentist expectation from new upcoming products in oral health care.

## RESEARCH METHODOLOGY

**Sample design-** The research conducted was descriptive study

**Sampling method-** Nonprobability convenient sampling.

**Sample population-** Dentist doctors of Jaipur location.

**Sample size-**the survey was conducted on 150 dentists' doctors including all categories like endodontist, pedodontics prosthodontists etc. And the major locations of survey are mansarovar, raja park, Vaishali nagar, jhotwara etc.

**Sample selection-** The selection area of sample is throughout the Jaipur city for dentist's

**Data collection-** Primary data is collected from the dentist and pharmacist of Jaipur city using structured questionnaire and open-ended interviews.

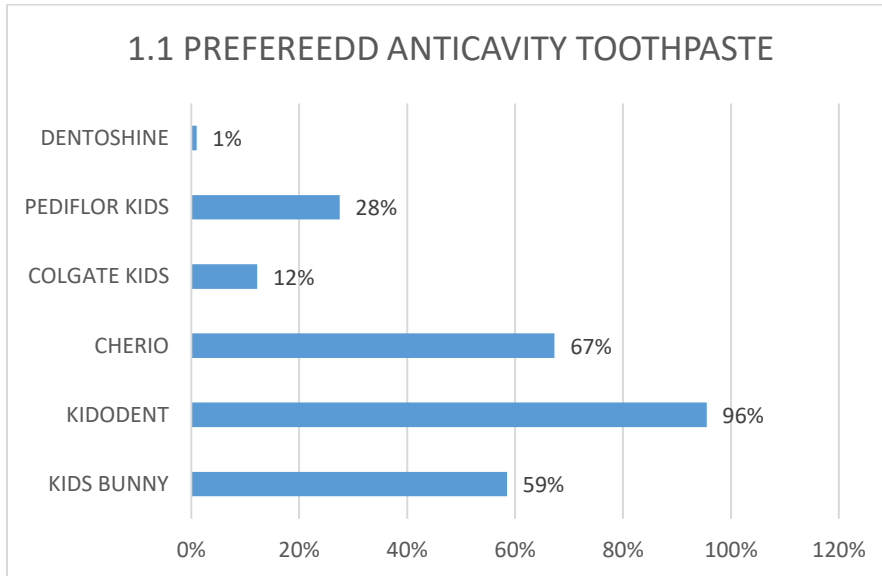
**Time period** -1<sup>st</sup> April 2019 – 31st May 2019

**Research instrument (tool & techniques)-** Research instruments was structured questionnaire consisting of both closed ended as well as open ended questions, designed within the scope of the given objectives. The information was collected through the direct interviews to all the pharmacists and doctors. Hence some data was collected with the help of informal talk with the pharmacists and doctors.

**Data analysis** - The gathered data was entered the Microsoft excel spreadsheet and was analyzed and graphs formation was also done with help of Microsoft excel.

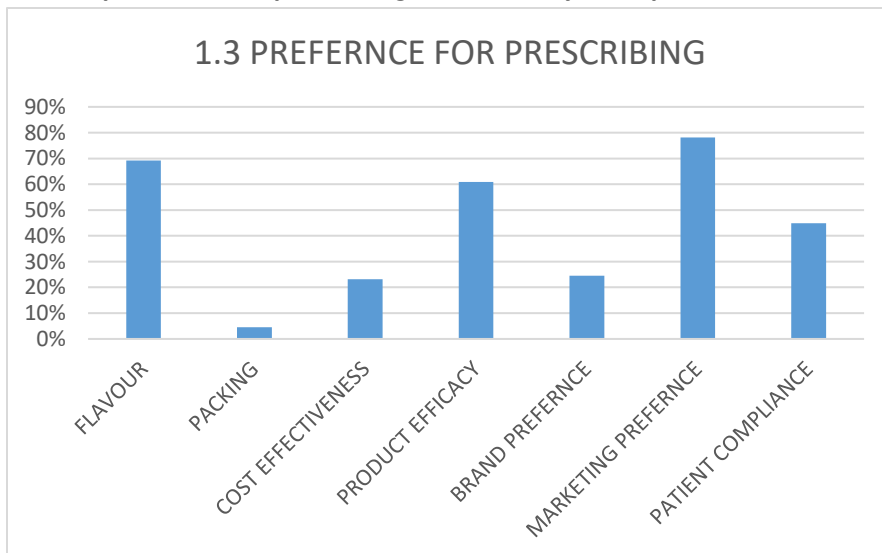
## DATA ANALYSIS AND INTERPRETATION

### 1.1 Preferred Anti-cavity kids' toothpaste among dentist



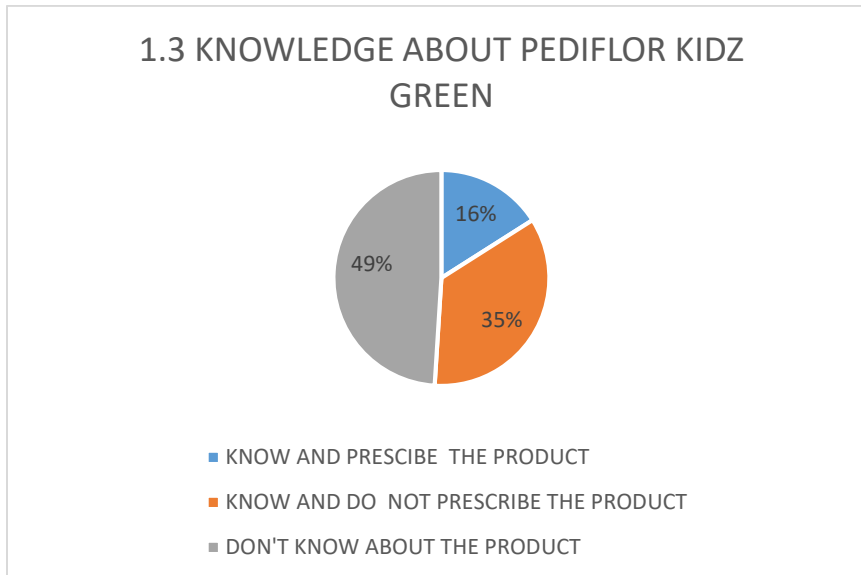
**Inference** – most of doctors preferred 96% kidodent & 67% cheerio toothpaste for anticavity in kids and some of doctors preferred 59% kids' bunny toothpaste, only few doctors prefer the 28% Pedi flor and 12% Colgate kidz toothpaste.

### 1.2 Dentist preference of prescribing for anticavity toothpaste.



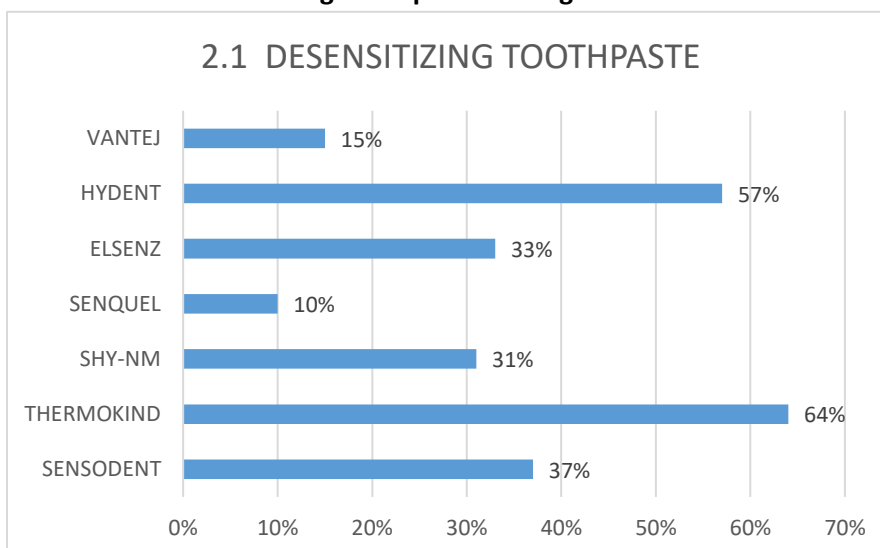
**Inference** – 70 – 80% dentist prefer to prescribe anticavity toothpaste for kids on the basis of flavor and marketing, some of about 50-60% dentists prescribe the on the basis of product efficacy and patient compliance.

### 1.3 Awareness among dentist about Pedi flor kidz green apple anticavity toothpaste.



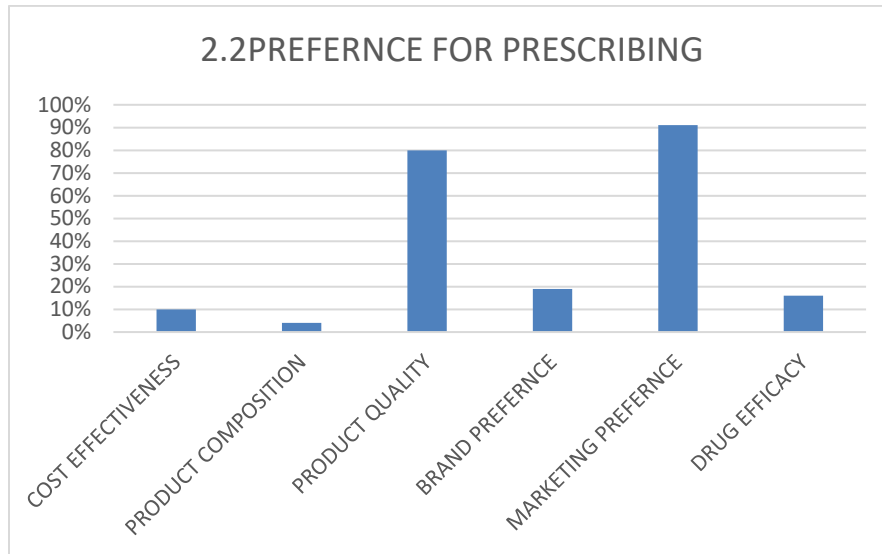
**Inference** – 49% of dentist don't know about the product ,35% dentists are aware about the product but not prefer to prescribe, few dentists about 16% prescribe and aware about the product.

### 2.1 Preferred Desensitizing Toothpaste Among Dentist



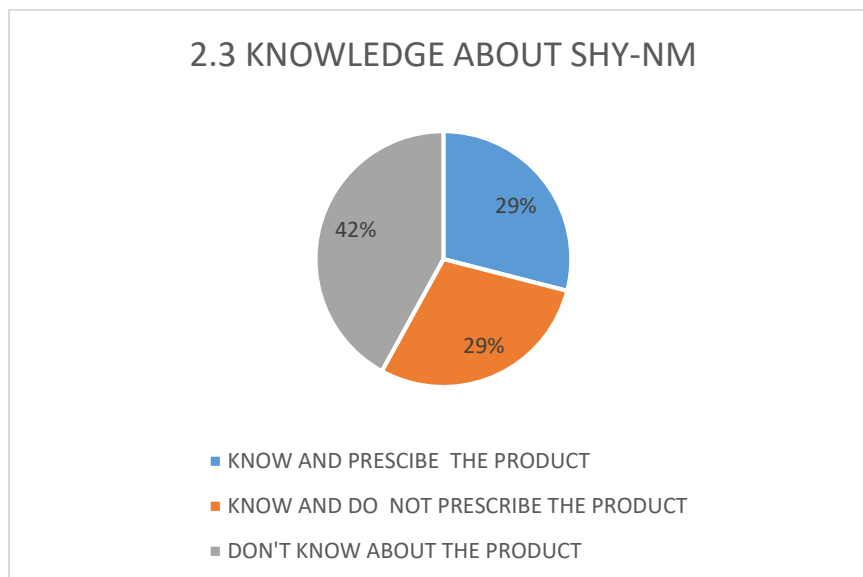
**Inference-** most of dentist prefer 64%, thermokind & 57% hydent pro toothpaste for De sensitivity, some of dentist prefer about 37% sensodent, 31% shy-nm ,33% elsenz for desensitivity problem.

## 2.2 Dentist Preference of Prescribing for Desensitizing Toothpaste



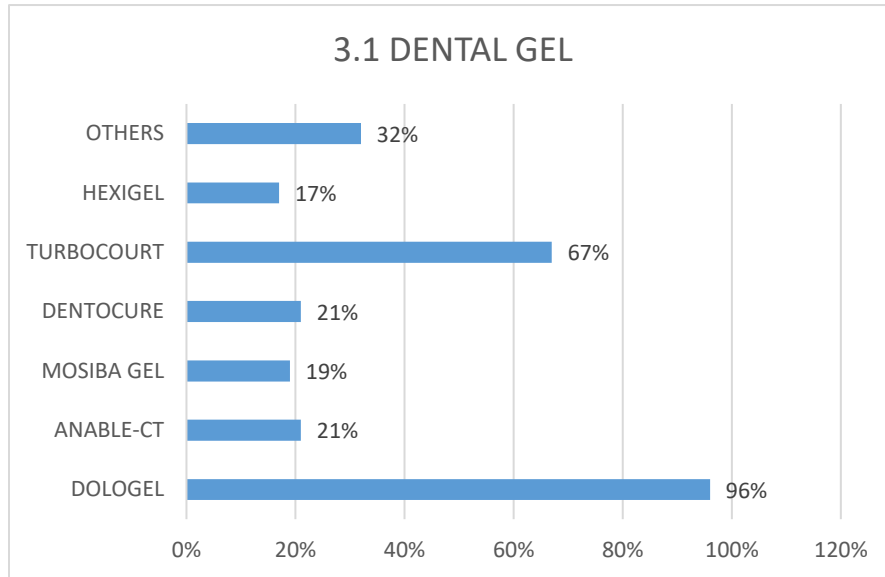
**Inference** – about 70-80 % prefer to prescribe the desensitivity toothpaste on the basis product quality and marketing preference.

## 2.3 Awareness About Shy-nm Toothpaste Among Dentist



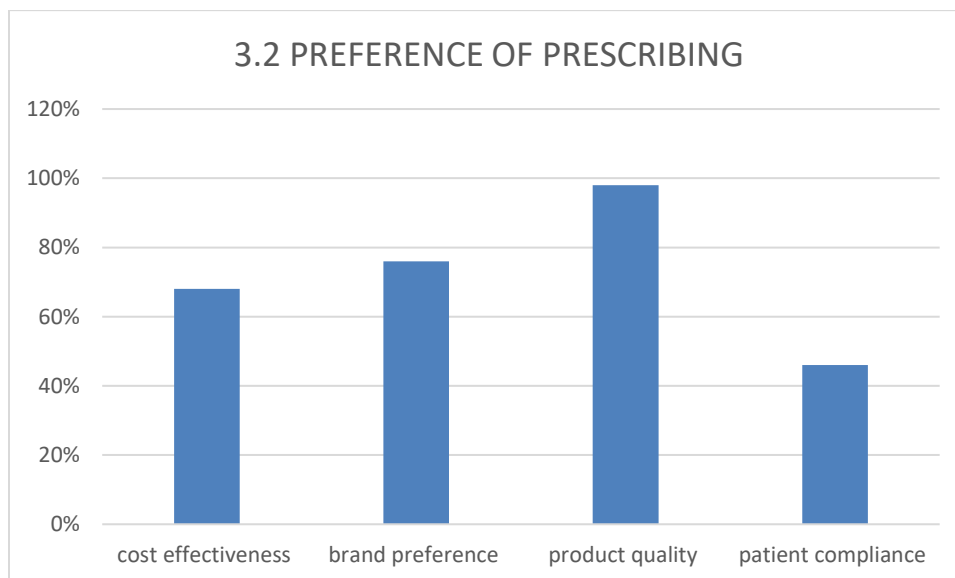
**Inference** – most of dentist about 42% are not aware about the product, 29% dentist prefer to prescribe shy nm and aware about it. 29% dentist know about the shy nm but not prefer to prescribe.

### 3.1 Preferred Dental Gel for Gum Ulcer Among Dentist



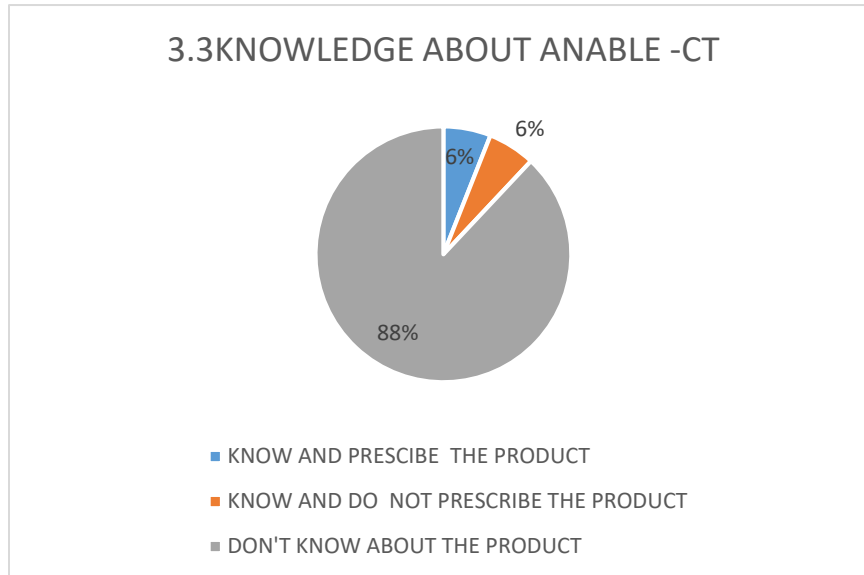
**Inference-** most of dentist prefer dologel about 96% and 67% turbocourt for gum ulcers, some of dentist prefer about 21% Anabel CT ,21% dent cure and few of dentist prefer 17% hexigel, and 19% mosiba gel for gum ulcers.

### 3.2 Preference of Prescribing Among Dentist for Desensitizing Toothpaste.



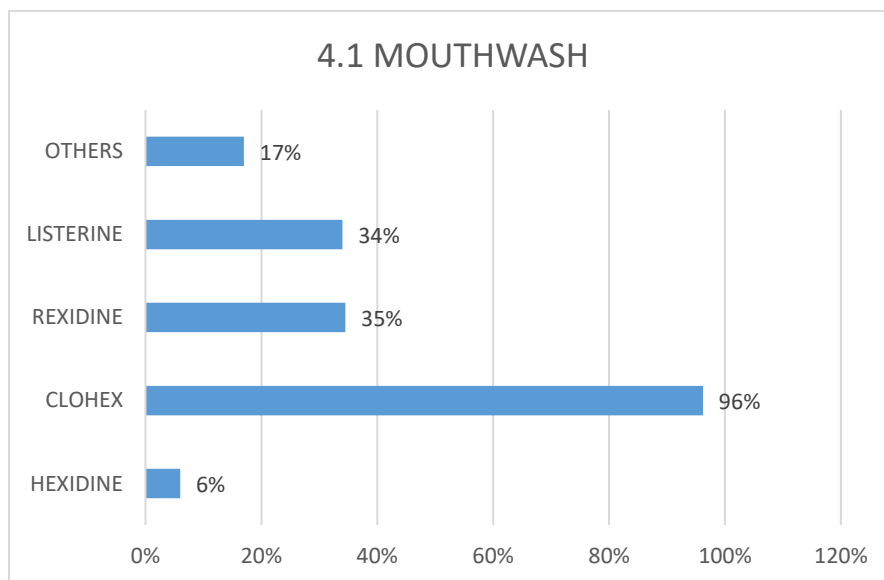
**Inference** – most of dentist about 80% prefer to prescribe the oral gel based on product quality and 70% dentist believe in brand preference, above 60% dentist preference is cost effectiveness and above 45% dentist preference is patient compliance.

### 3.3 Awareness About Anabel -Ct Oral Gel for Gum Ulcer Among Dentist



**Inference** – most of dentist about 88% are not aware about the product, few dentists about 6% prefer and prescribe the Anabel CT for gum ulcers.

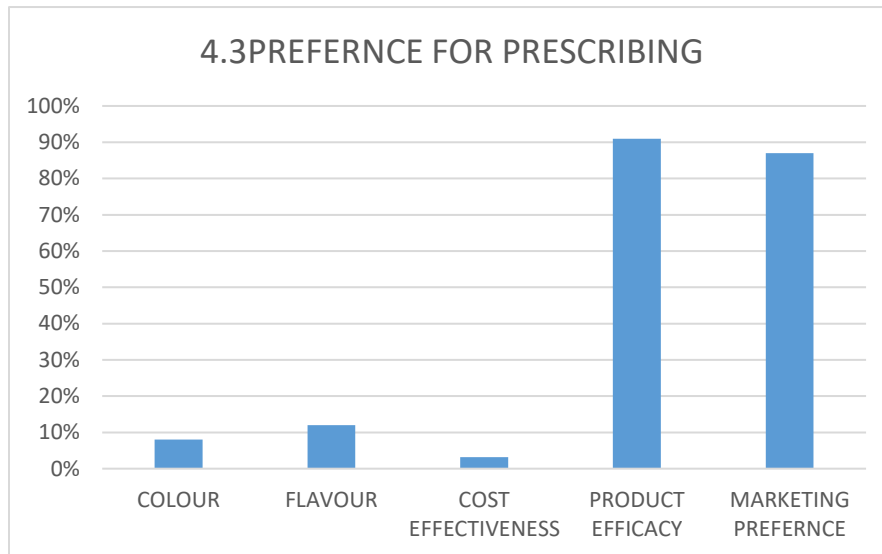
### 4.1 Dentist Preferred Mouthwash for Bad Breath





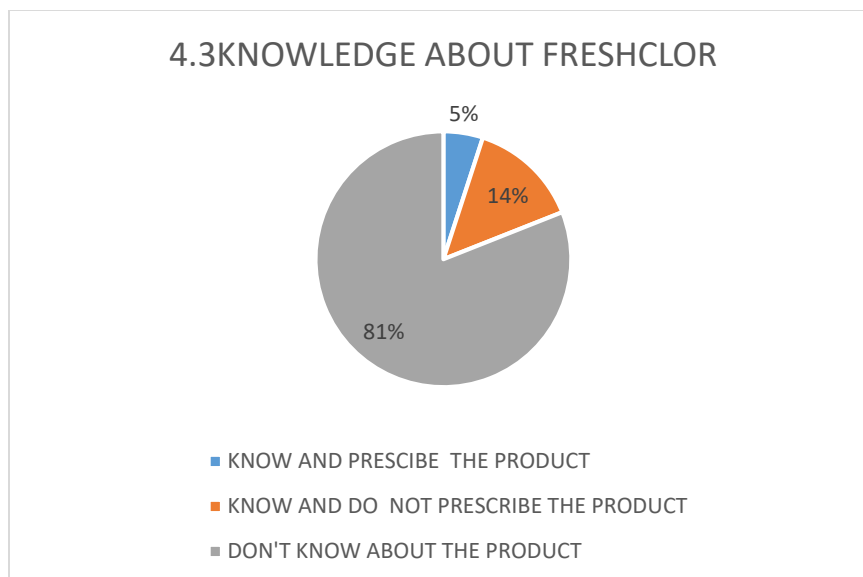
**Inference-** most of dentist prefer maximum the clohex mouthwash about 96%, some of dentist prefer the Listerine about 34% & 35% dentist prefer to prescribe rexidine mouthwash for bad breath.

#### 4.2 Dentist Preference of prescribing for mouthwash



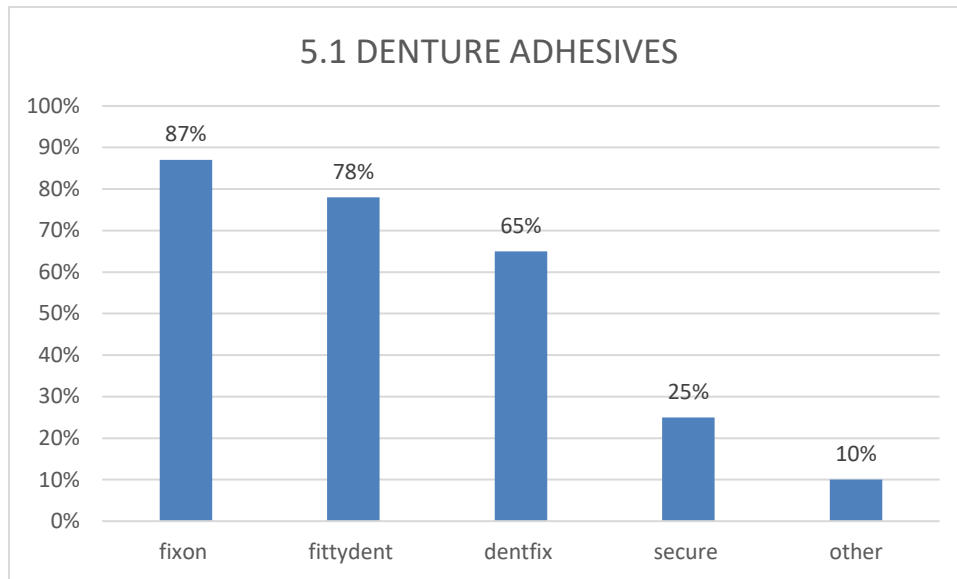
**Inference –** most of dentist about 90% are prescribe the mouthwash based on product quality and marketing for the product.

#### 4.3 Awareness Among Dentist About Freshclor Toothpaste



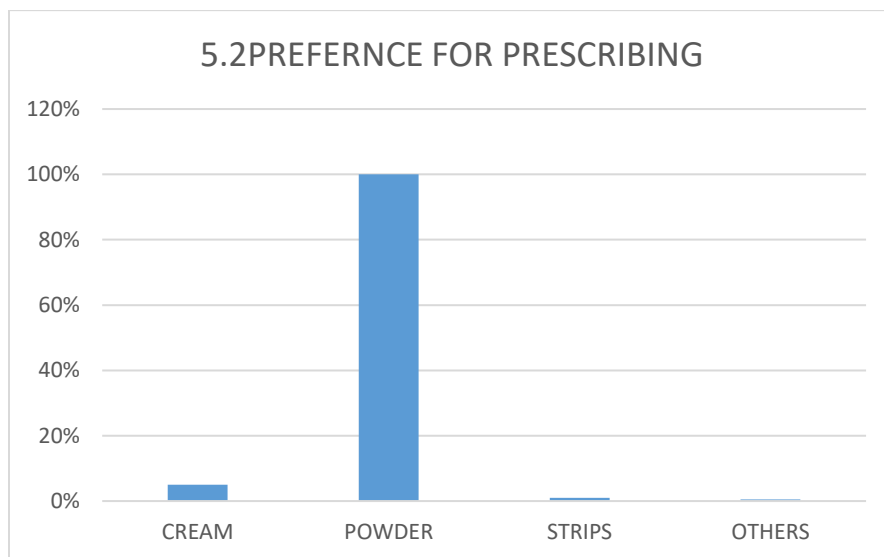
**Inference** – most of dentist about 81% don't know about the freshclor mouthwash, some of dentist about 14% know about the product but not prefer to prescribe and few of dentist about 5% dentist prefer to prescribe the freshclor for bed breath.

### 5.1 Preferred Denture Adhesives Among Dentist



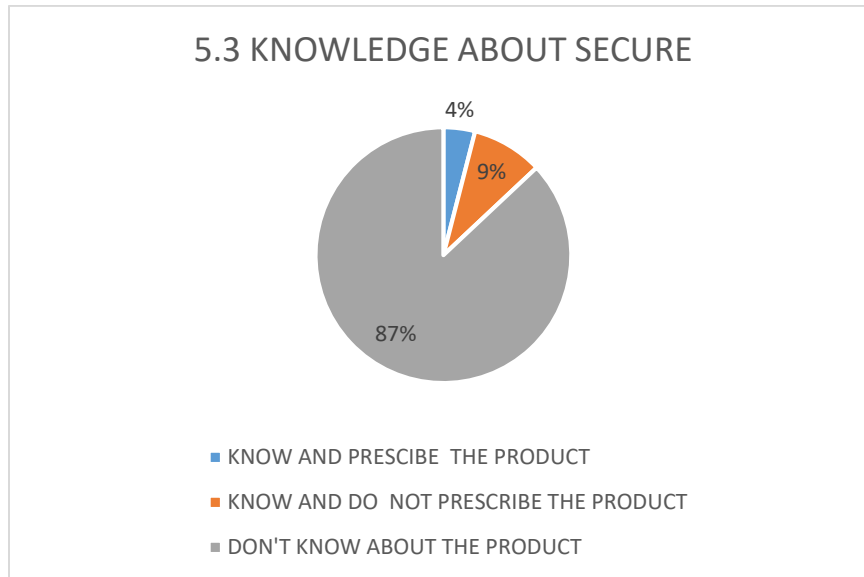
**Inference-** most of dentist prefer fixon denture adhesive about 87% & 78% fittydent denture adhesives, some of dentist prefer the dent fix adhesive about 65%, few dentists prefer 25% secure denture adhesive.

### 5.2 Dentist Preference of Prescribing for Denture Adhesives



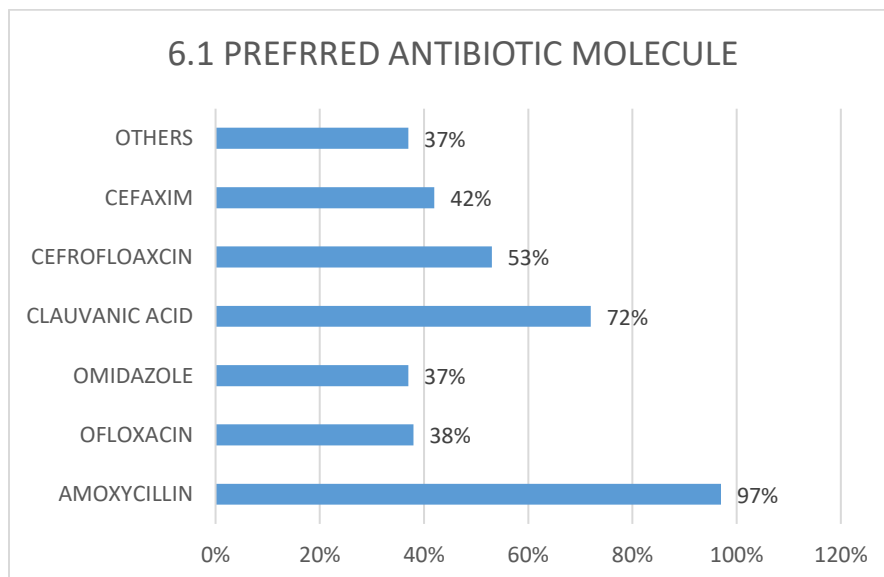
**Inference** – most of dentist above 90% prefer to prescribe powder form of denture adhesives, only few dentists less than 10% prefer the cream form of adhesives.

### 5.3 Awareness Among Dentist About Secure Denture Strips



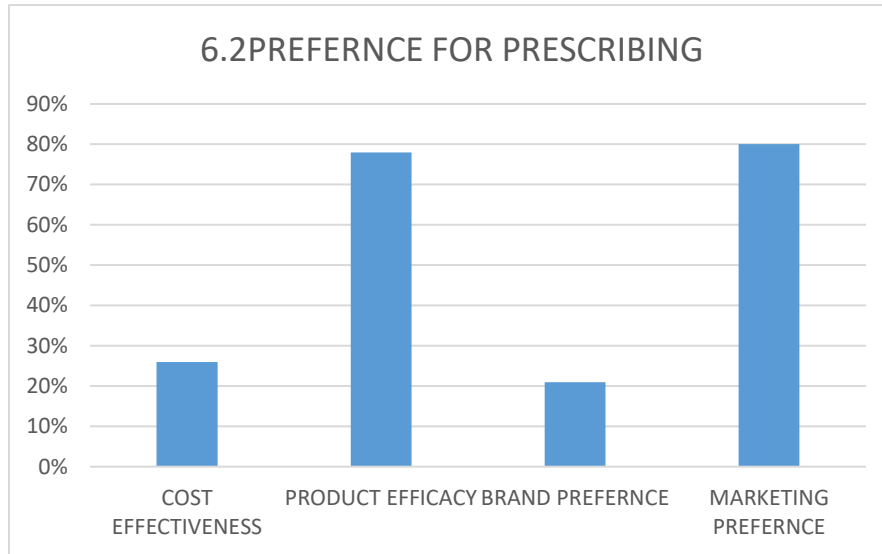
**Inference** – about 87% dentist don't know about secure adhesive strip, 9% dentist know but not prefer to prescribe.

### 6.1 Preferred Antibiotic Molecule Among Dentist



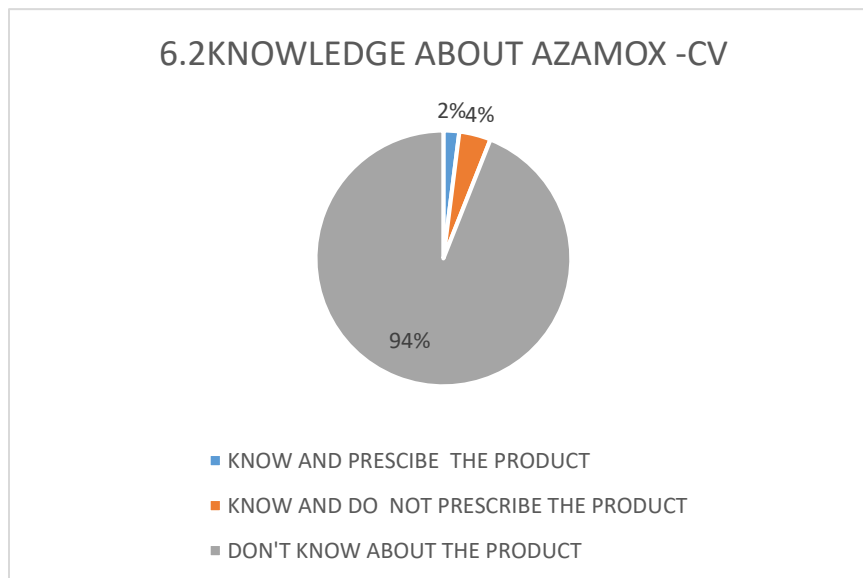
**Inference** – most of dentist prefer to prescribe 97% amoxycillin molecule and 72% clavulanic acid, some of dentist prefer 53% ciprofloxacin and 42% cefixime, few of dentist prefer 37% ornidazole, 38% ofloxacin as antibiotic molecule.

## 6.2 Dentist Preference of Prescribing for Antibiotic Tablets



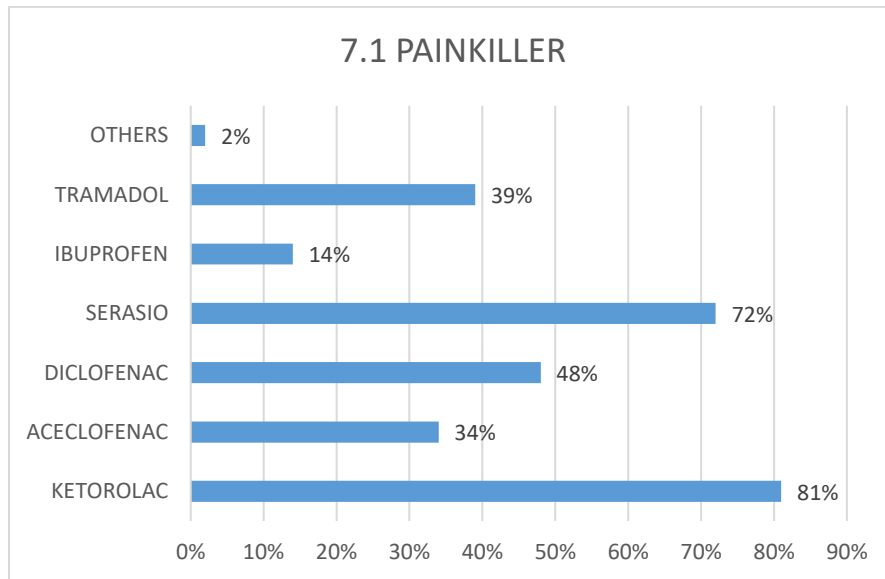
**Inference** – most of dentist about 80% prefer to prescribe the antibiotic tablets based on marketing and above 70% preference is product efficacy, few of dentist preference is cost effectiveness which is 20 percent.

## 6.3 Dentist Awareness About Azamox-Cv 625 Mg Antibiotic Tablet



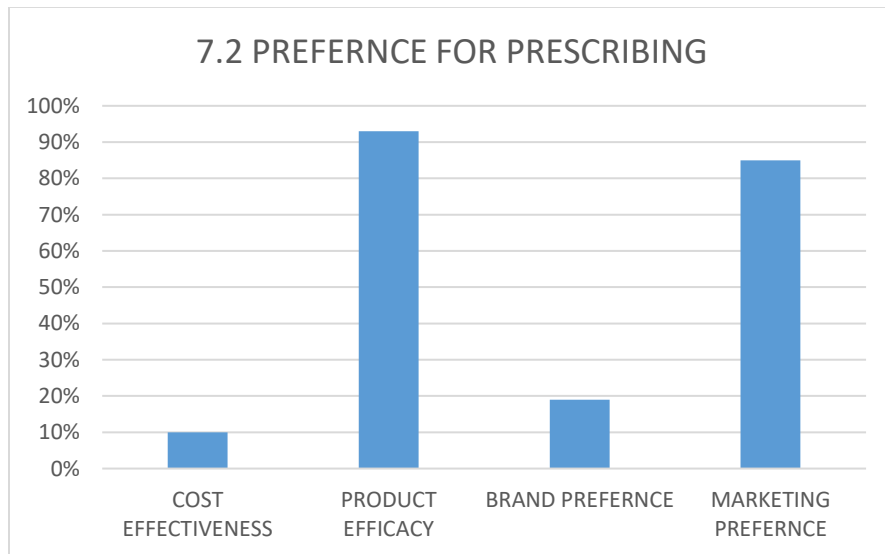
**Inference** – about 94% dentist don't aware about the azamox cv tablets, few dentists about 4% know but not prefer to prescribe, only 2% dentist know about the product.

### 7.1 Preferred Analgesic molecule Among Dentists



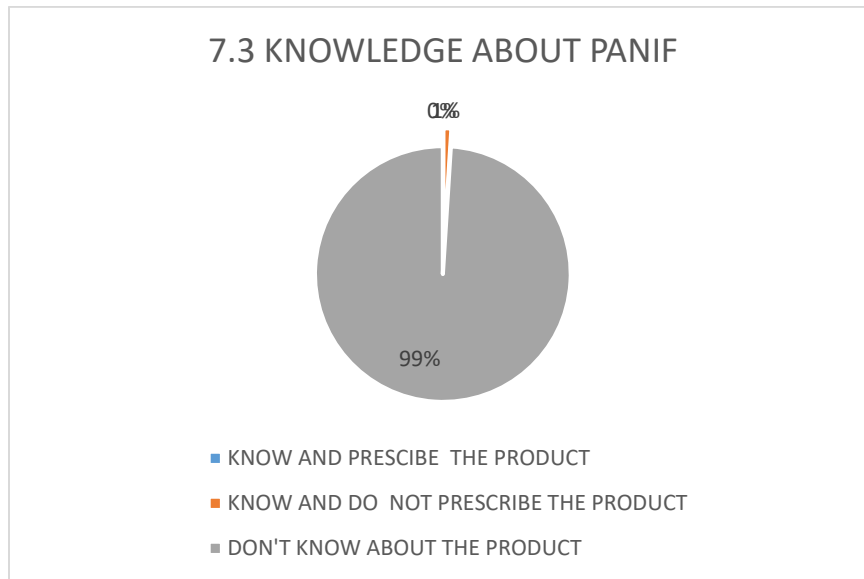
**Inference** – most of dentist prefer 81% ketorolac molecule for toothache, and 72% serrsiopeptidase, some of dentist prefer 48% diclofenac & 39% tramadol and few of dentist prefer 14% ibuprofen as analgesic molecule for toothache.

### 7.2 Dentist Preference of Prescribing the Painkiller for Toothache



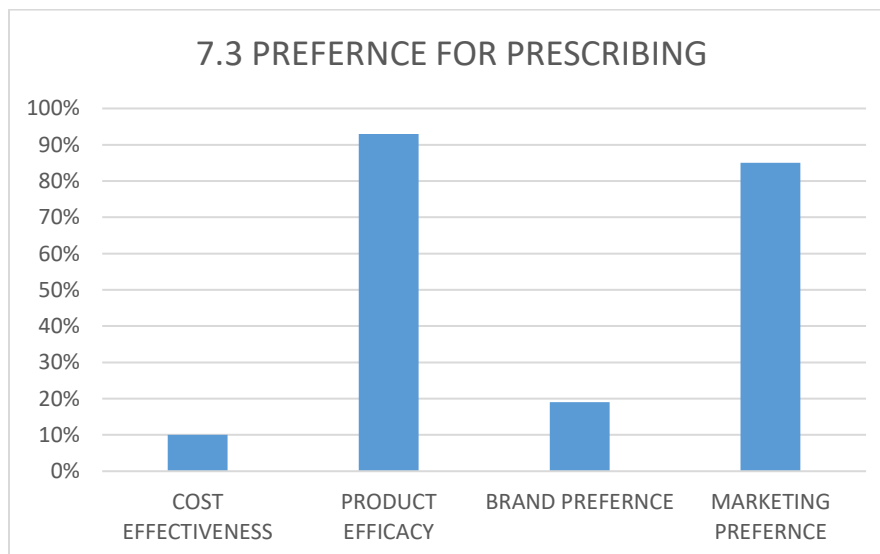
**Inference** – preference for prescribing the painkiller for most dentist based on above 90% product efficacy and above 80% marketing for the product, some of dentist preference is based on 20% brand preference.

## 7.2 Dentist Awareness About Panif Painkiller Tablet



**Inference** – majority of dentist about 99% don't know about the panif tablet for toothache.

## 7.3 Dentist Preference Prescribing Painkiller for Toothache



**Inference** – preference for prescribing the painkiller for most dentist based on above 90% product efficacy and above 80% marketing for the product, some of dentist preference is based on 20% brand preference.

## Discussion

- Most of dentist prescribe the anticavity toothpaste based on flavor because flavor is most important in case of kids. The flavor of Pedi flor kids' green apple should be improve. As per the dentist suggestion chocolate and vanilla flavor of Pedi flor can be launch.
- Most of dentist prescribe the desensitizing toothpaste based on product quality and marketing. it is found that many doctors have quality issue about the product. they need more information about the product.
- 87% dentist don't know about the Anabel CT oral gel which is used for gum ulcer. it shows that sales team needs to promote the product to each doctor.
- 81% dentist don't know about the freshclor mouthwash, only few dentists prefer to prescribe it, sales team need to increase the mr visits and product promotion and should covers the maximum dentist of Jaipur.
- Most of dentist above 87% dentist prescribe the powder form of fixon and 81% dentist don't know about the secure denture adhesives that is a loophole of company. According to dentist strips is not patient compliance and long lasting. So, company need to promote the secure powder for denture adhesive to each doctor.
- Most of dentist prefer amoxycillin 97% clavanic acid 72% molecule for the antibiotic. But patient have systemic problems and diarrheal problems after taking amoxycillin. So, this biggest therapy challenge. Now many pharma industries making a combination of amoxicillin clavanic acid and lactose bacillus .so if the some multivitamin, and antacid acid add to azamox cv tablet it will increase the efficacy of the product. and most of dentist about 94 % dentist don't know about the product, it seems that company need to make extra efforts for the promotion and marketing of the product.
- Most of dentist prefer the 81% ketorolac and 72% serrsiopeptidase as analgesic molecule. only few dentists prescribe the aceclofenac. Serrsiopeptidase helps in the treatment of swelling in gums, it will increase the efficacy of panif product if added into it. And company can also manufacture the combination of ketorolac and serrsiopeptidase for painkiller.
- Most of dentist preference for prescribing the painkiller is marketing and product quality. Above 99% dentist don't aware about the panif tablets.

## FINDINGS AND RESULTS

Based on the survey on dental segment in Jaipur city, it was revealed that in the current market scenario the performance of the company can be boosted if they focus on removing some exiting gaps such as:

- Low market coverage.
- Limited customer (dentist) outreach.
- There is Many doctors even don't aware about the product and company.
- Requirement of regular MR visits.
- Increase the sales force of the company.
- Now a day's other companies are trying to influence the doctors mind by doing promotional activities to increase the sales because humans are now money minded, so increase some promotional activities.
- Low availability of product at retails stores.



## 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.

## AUTHOR'S SUGGESTION

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



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

- As per the collected data the suggestion for the company that they should work on their marketing and advertisement of their oral care products by using the Promotional tools, Digital marketing and organized CME for Dentist.
- Sales team should work on regular promotional activities for their oral care products so that dentist can easily recognized the product.

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## ANNEXURES

### Questionnaire

Dear Doctor,

As part of my “MBA PHARMACEUTICAL MANAGEMENT” curriculum, I am conducting a Research project on gap analysis of current dental portfolio based on dentist’s daily Rx behavior and prepare marketing plan to bridge the gaps.

#### SECTION I DOCTOR & PATIENT PROFILE

| Doctor profile: Dear Sir/Madam, what is your |                                                                    |                                   |                                  |                                     |                                     |                            |
|----------------------------------------------|--------------------------------------------------------------------|-----------------------------------|----------------------------------|-------------------------------------|-------------------------------------|----------------------------|
| 1.1                                          | Clinical practice experience (In Years)                            | <input type="checkbox"/> < 5 yrs. | <input type="checkbox"/> 5-10yrs | <input type="checkbox"/> 11-15 yrs. | <input type="checkbox"/> 16-20 yrs. | <input type="checkbox"/> > |
| 1.2                                          | # number of patients see in a month                                |                                   |                                  |                                     |                                     |                            |
| 1.3                                          | What proportion of your patients belong to each of the age groups? | < 15 Years:<br>_____<br>%         | 16- 30 Years:<br>_____%          | 31- 45 Years:<br>_____%             | 46- 65 Years:<br>_____%             | > 65<br>_____%             |

#### SECTION II CLINICAL CONDITIONS

| Dear Sir/Madam, how many patients do you see with the following conditions in your practice |                                  |                           |                                      |   |   |                                                                              |
|---------------------------------------------------------------------------------------------|----------------------------------|---------------------------|--------------------------------------|---|---|------------------------------------------------------------------------------|
| Sr. No                                                                                      | Dental problems/ oral conditions | Avg. patients seen/ Month | Name 3 molecules/Brand you prescribe |   |   | suggested/preferred new composition/do form or drug c system to address need |
|                                                                                             |                                  |                           | 1                                    | 2 | 3 |                                                                              |
| 1                                                                                           | Gum ulcers                       |                           |                                      |   |   |                                                                              |
| 2                                                                                           | Tooth hypersensitivity           |                           |                                      |   |   |                                                                              |
| 3                                                                                           | Bleeding gums                    |                           |                                      |   |   |                                                                              |

|    |                                                                                                                     |                                                                                                 |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--|--|--|--|
| 4  | Tooth decay                                                                                                         |                                                                                                 |  |  |  |  |
| 5  | Plaque formation                                                                                                    |                                                                                                 |  |  |  |  |
| 6  | Bad breath                                                                                                          |                                                                                                 |  |  |  |  |
| 7  | Dental infections                                                                                                   |                                                                                                 |  |  |  |  |
| 8  | toothache                                                                                                           |                                                                                                 |  |  |  |  |
| 9  | Tooth cavity                                                                                                        |                                                                                                 |  |  |  |  |
| 10 | Week jaw dentures                                                                                                   |                                                                                                 |  |  |  |  |
| A  | Give the name of top 12 therapeutic brands in India that comes first of your mind related to your therapeutic area. | .....<br>.....<br>.....<br>.....<br>.....<br>.....<br>.....<br>.....<br>.....<br>.....<br>..... |  |  |  |  |
| B  | Which of two brands are your most favourable brands?                                                                | .....<br>.....                                                                                  |  |  |  |  |

### SECTION III PRODUCT PROFILING

| S<br>r.<br>N<br>o                                                                          | Produ<br>cts                      | Brand Name                                                                   | Pack<br>ing | ACTIVE INGREDIENTS/ ACTION/ USP                                                                                                                                                                                                                           | Response   |                                                                                            |                                                                       |
|--------------------------------------------------------------------------------------------|-----------------------------------|------------------------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| 1                                                                                          | Anti-<br>cavity<br>toothp<br>aste | Pedi flor<br>kidz green<br>apple<br><br>Suitable for:<br>Helps to<br>prevent | 70g         | <table><tr><td>Ingredient</td></tr><tr><td>Sodium monofluorophosphate,<br/>sls, xylitol, glycerine, sodium<br/>carboxymethyl cellulose.</td></tr></table><br><br>Pedi flor kidz green apple is an anticavity<br>toothpaste specially formulated for kids. | Ingredient | Sodium monofluorophosphate,<br>sls, xylitol, glycerine, sodium<br>carboxymethyl cellulose. | Immediate<br>response<br>.....<br>.....<br><br>At what<br>price Would |
| Ingredient                                                                                 |                                   |                                                                              |             |                                                                                                                                                                                                                                                           |            |                                                                                            |                                                                       |
| Sodium monofluorophosphate,<br>sls, xylitol, glycerine, sodium<br>carboxymethyl cellulose. |                                   |                                                                              |             |                                                                                                                                                                                                                                                           |            |                                                                                            |                                                                       |

|                                                                                                                                          |                             |                                                                                                                                                                                     |            |                                                                                                                                                                                                                                                                                                                                          |                        |                                                                                                                                          |                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                          |                             | cavities and strengthen the enamel. Protect tooth from acid attacks Controls the plaque formation.                                                                                  |            |                                                                                                                                                                                                                                                                                                                                          | you prescribe it. .... |                                                                                                                                          |                                                                                                                                                                      |
| 2                                                                                                                                        | Desen sitizin g toothp aste | Shy nm<br><br>Suitable for:<br><br>Helping in relieve sensitivity problems. Sealing the open dentinal tubules. Forming the protective layer over tooth. Remineralizi ng the enamel. | 50g, 100 g | <table><tr><td>Ingredient</td></tr><tr><td>PEG 400, glycerine, silica, calcium sodium phosphosilicate, sodium lauryl sulphate, titanium dioxide, carbomer and potassium acesulfame.</td></tr></table><br><br>Shy nm works by sealing the open dentinal tubules by forming a protective layer that is similar to the natural tooth layer. | Ingredient             | PEG 400, glycerine, silica, calcium sodium phosphosilicate, sodium lauryl sulphate, titanium dioxide, carbomer and potassium acesulfame. | Immediate response<br>.....<br><br>At what price would you like to prescribe it.....<br><br>Are you satisfied with this product? (yes) (no) if no then why?<br>..... |
| Ingredient                                                                                                                               |                             |                                                                                                                                                                                     |            |                                                                                                                                                                                                                                                                                                                                          |                        |                                                                                                                                          |                                                                                                                                                                      |
| PEG 400, glycerine, silica, calcium sodium phosphosilicate, sodium lauryl sulphate, titanium dioxide, carbomer and potassium acesulfame. |                             |                                                                                                                                                                                     |            |                                                                                                                                                                                                                                                                                                                                          |                        |                                                                                                                                          |                                                                                                                                                                      |
| S r. N o                                                                                                                                 | Produ cts                   | Brand Name                                                                                                                                                                          | Pack ing   | ACTIVE INGREDIENTS/ ACTION/ USP                                                                                                                                                                                                                                                                                                          | Response               |                                                                                                                                          |                                                                                                                                                                      |
| 3                                                                                                                                        | Dental gel                  | Anabel CT<br><br>Suitable for: Ulcers in gums                                                                                                                                       | 70g        | <table><tr><td>Ingredient</td></tr><tr><td>Choline salicylate and lidocaine.</td></tr></table><br><br>It helps to strengthen the gums and prevents plaque formation. Anabel CT halts the bleeding gums and curbs gum diseases. And help to healing the gum ulcers                                                                        | Ingredient             | Choline salicylate and lidocaine.                                                                                                        | Immediate response<br>.....<br>.....<br><br>At what price Would you prescribe it. Rs.....                                                                            |
| Ingredient                                                                                                                               |                             |                                                                                                                                                                                     |            |                                                                                                                                                                                                                                                                                                                                          |                        |                                                                                                                                          |                                                                                                                                                                      |
| Choline salicylate and lidocaine.                                                                                                        |                             |                                                                                                                                                                                     |            |                                                                                                                                                                                                                                                                                                                                          |                        |                                                                                                                                          |                                                                                                                                                                      |

|   |                   |                                                                          |                  |                                                                                                                                                                                                       |  |                                                                                                                                                                                                                                                        |
|---|-------------------|--------------------------------------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | Mouth wash        | Freshclor                                                                | 100 ml<br>200 ml | Ingredient                                                                                                                                                                                            |  | Immediate response<br>.....<br>.....<br><br>At what price would you like to prescribe it.<br>Rs.....<br><br>Which flavour of mouthwash demanded by the patient.<br>.....<br>...                                                                        |
|   |                   | Suitable for:<br><br>Oral wellness<br>Helps to eliminate the bad breath. |                  | Purified water, sodium chlorite, sodium phosphate tribasic, flavour, citric acid and sucralose.<br><br>Freshclor is specially formulated mouthwash to ensure fresh breath and complete oral wellness. |  |                                                                                                                                                                                                                                                        |
| 5 | Denture adhesives | Secure                                                                   | 15 pcs           | Ingredient                                                                                                                                                                                            |  | Immediate response<br>.....<br>How many pcs should be in a packet according to you .....<br><br>At what price would you like to prescribe it<br>.....<br><br>Which form would you like to prescribe for denture adhesive?<br>Cream<br>Powder<br>Strips |
|   |                   | Suitable for:<br><br>Helps for strong hold of lower jaw dentures         |                  | Secure denture strips<br><br>Secure denture adhesive strips help for a stronghold of lower jaw dentures.                                                                                              |  |                                                                                                                                                                                                                                                        |

| S<br>r.<br>N<br>o | Produ<br>cts   | Brand Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Pack<br>ing | ACTIVE INGREDIENTS/ ACTION/ USP | Response |
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| 6                 | Antibi<br>otic | Azamox 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|                                              |                         |                                                                      |                  |                                                                                                                                                                                                                                                                          |             |                                              |                                                                                                                                                                                                                                                             |
|----------------------------------------------|-------------------------|----------------------------------------------------------------------|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              |                         |                                                                      |                  |                                                                                                                                                                                                                                                                          |             |                                              |                                                                                                                                                                                                                                                             |
| 7                                            | Pain killers/ anti-ache | Panif<br><br>Suitable for: Prevent toothache Dental treatments fever | 100 mg<br>325 mg | <table border="1"> <tr> <td>ingredients</td> </tr> <tr> <td>Aceclofenac IP 100mg<br/>Paracetamol IP 325mg</td> </tr> </table> <p>Nonnarcotic analgesic are the most commonly used drugs for relief of toothache or pain following dental treatment as well as fever.</p> | ingredients | Aceclofenac IP 100mg<br>Paracetamol IP 325mg | <p>Immediate response<br/>.....<br/>.....</p> <p>At what price would you like to prescribe this brand<br/>.....<br/>....?</p> <p>What strength would you prefer to prescribe?<br/>.....</p> <p>Any recommendations for this product<br/>.....<br/>.....</p> |
| ingredients                                  |                         |                                                                      |                  |                                                                                                                                                                                                                                                                          |             |                                              |                                                                                                                                                                                                                                                             |
| Aceclofenac IP 100mg<br>Paracetamol IP 325mg |                         |                                                                      |                  |                                                                                                                                                                                                                                                                          |             |                                              |                                                                                                                                                                                                                                                             |

|                        |  |
|------------------------|--|
| Name of Doctor & Date: |  |
| Hospital/ Clinic Name: |  |
| Place/ City:           |  |
| Contact Details:       |  |