

PRESCRIPTION BEHAVIOR OF DENTISTS TOWARDS PAIN RELIEVING TABLETS AND THE MARKETING PLAN TO ENTER IN THIS SEGMENT.

INTRODUCTION

Pain management has always been an important part of dental care. Nonopioid analgesics; paracetamol as an antipyretic analgesic and nonsteroidal anti-inflammatory drugs are commonly used in dental pain. Analgesic or pain relievers are prescribed by 100% of dentists, close to 60-70% of dentists prefers non opioid formulations and 9-10% goes for combination therapy of both. Analgesics are an integral part of dental prescription for symptomatic relief as well as post-operative procedures. Treatment of pain in dentistry is focused in achieving the satisfactory level of analgesia at low doses possible.

OBJECTIVES

1. To conduct prescription audit on dentists and retailers to understand the prescription habits and potential of different analgesics used.
2. To understand and identify the major key components with an analytical model (PARETO ANALYSIS) contributing towards the oral analgesic segment.
3. A break-even analysis of the suggested molecule.
4. To understand factors influencing different brand prescription in selected molecules

RESEARCH METHEDODOLOGY

Study Design: Descriptive Study

Sampling Method: Purposive Sampling

Sample Population: Dentists Doctors of Jabalpur MP.

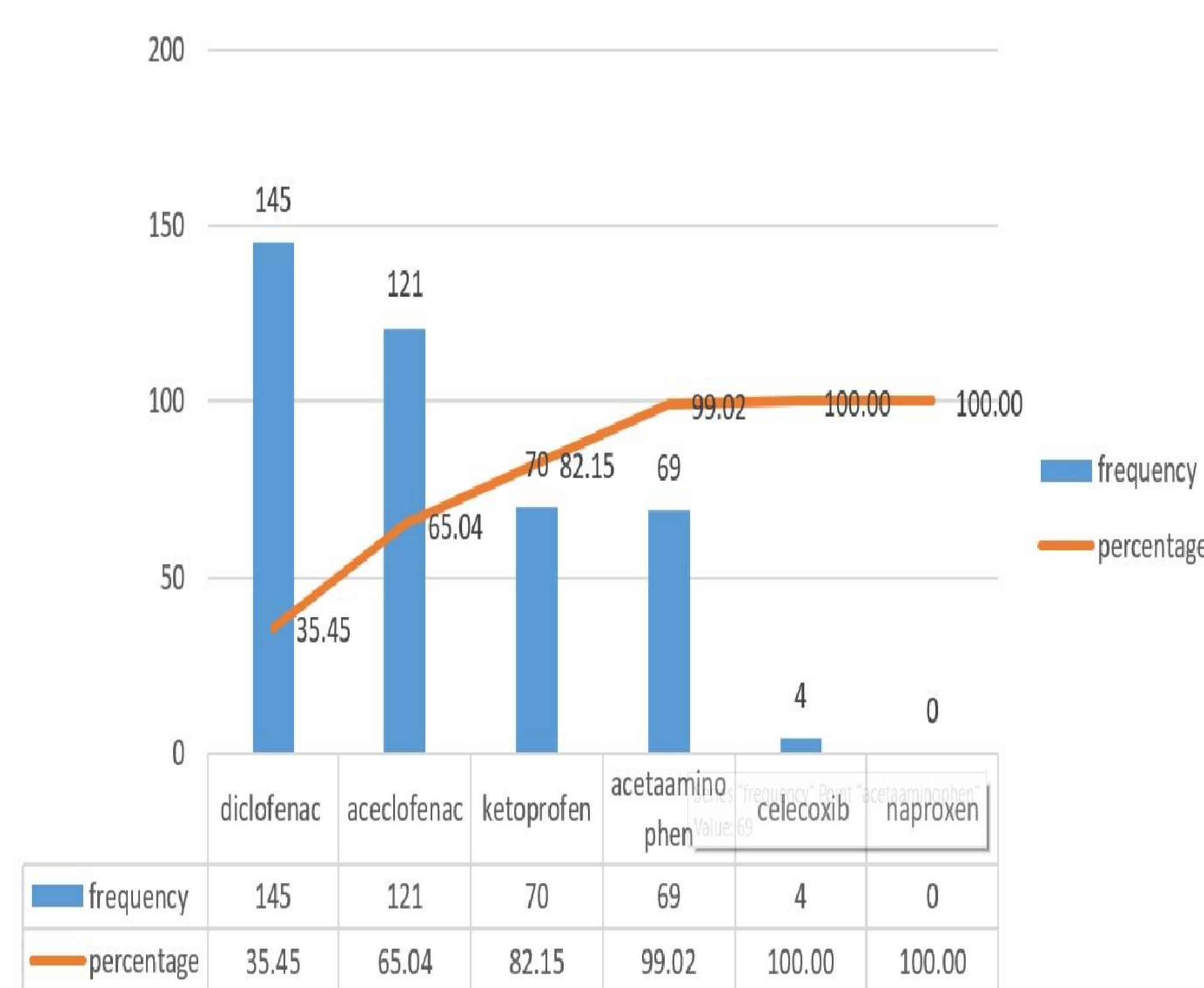
Sample Size: 200 Doctors

Data Collection: Primary data through semi-structured questionnaire and secondary data through journals, books, internet etc.

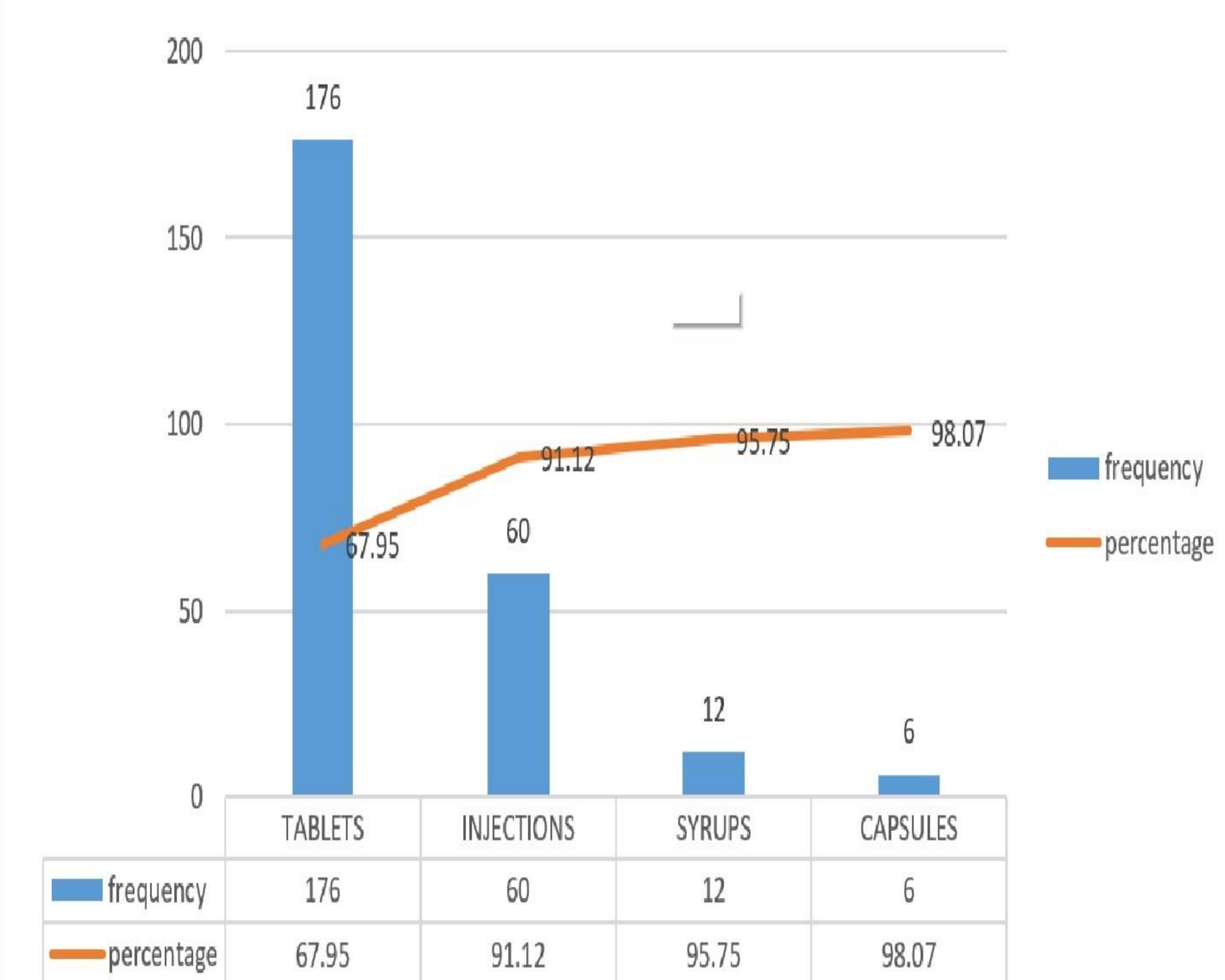
Data Analysis: Microsoft Excel

RESULTS AND FINDINGS

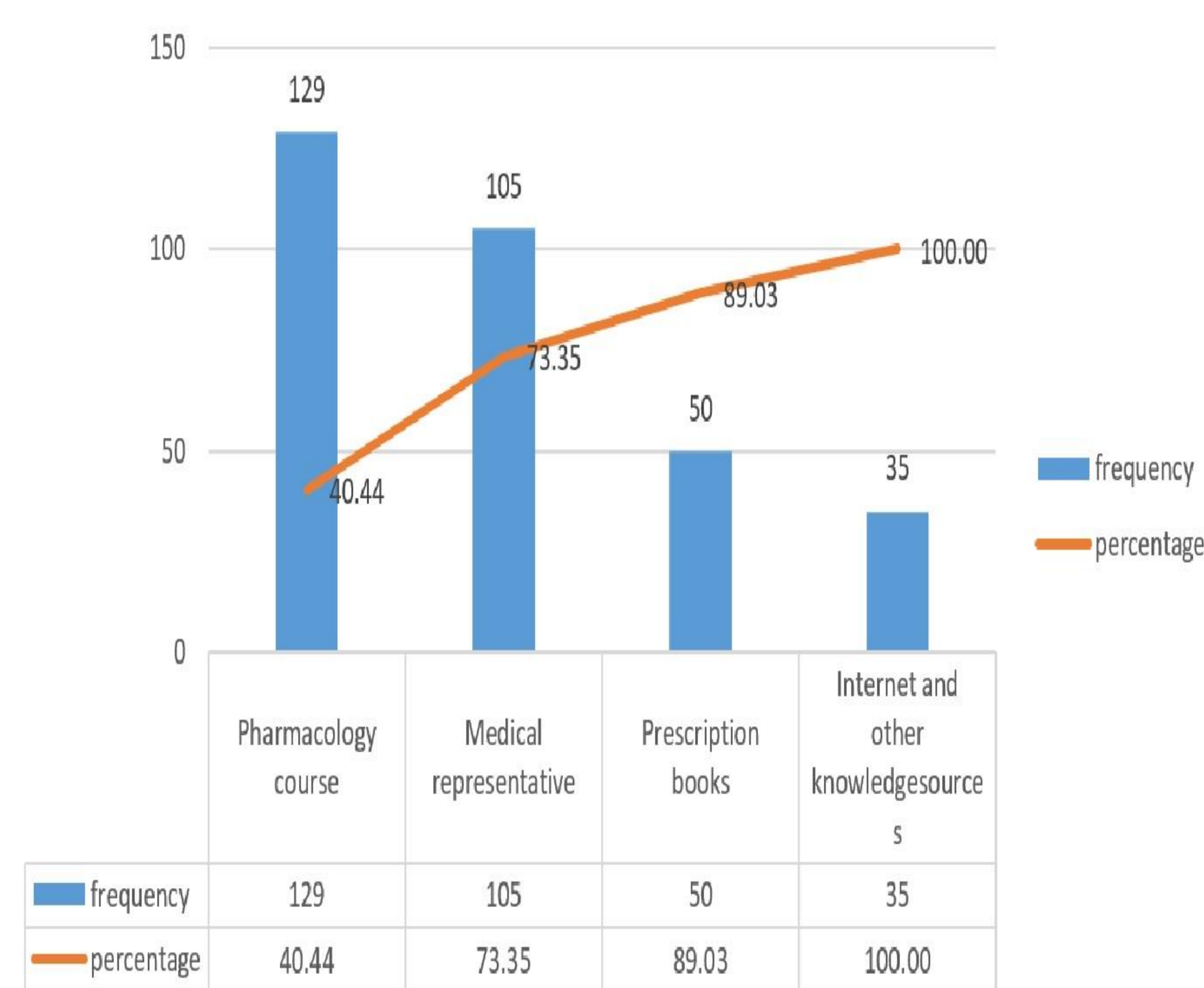
PREFERRED ANALGESIC MOLECULES



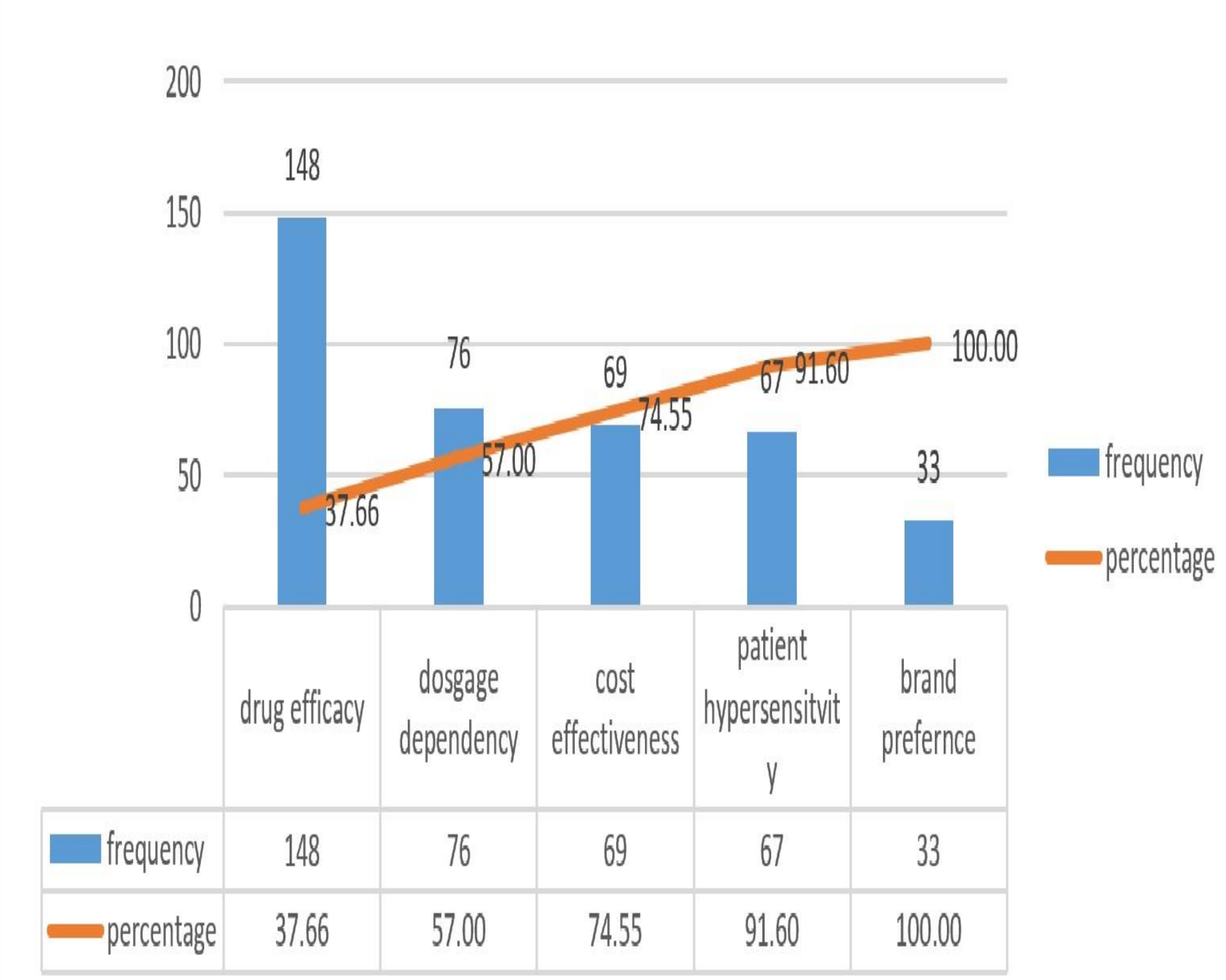
PREFERRED DOSAGE FORMS



PRESCRIPTION INFORMATION



PRESCRIPTION CRITERIA



RECOMMENDATIONS

- Personalize communication to the physicians.
- Prioritize sales as a channel with digital selling
- End to end customer promotions i.e. regular visits and collection of prompt feedback

PRESENTED BY –

BRIJESH KANJANI

MBA PM 10

0128

BREAK EVEN ANALYSIS

