

INTRODUCTION

- Ulinastatin (Urinary Trypsin Inhibitor) is a kind of protease inhibitor extracted from human blood and urine. Ulinastatin inhibits inflammatory markers: trypsin, pancreatic elastase, polymorphonuclear leukocyte elastase and the endotoxin-stimulated production of TNF alpha and interleukin 1, 8 and 6.
- It inhibits coagulation and fibrinolysis and promotes micro perfusion. Ulinastatin is an effective agent for immune modulation to prevent organ dysfunction and promote homeostasis .
- It reduces pro inflammatory response and inflammatory cytokines

OBJECTIVE

1. Identify the brand awareness and perception towards Ulinastatin .
Competitors of Ulinastatin available in the market
Market size in Delhi region.
2. To study the usage pattern of Ulinastatin among the doctors in various indications.

RESEARCH METHODOLOGY

Sample Design: “Descriptive Study”

Sampling: “non Probability Convenience Sampling “

Sample Size: Respondents: 72

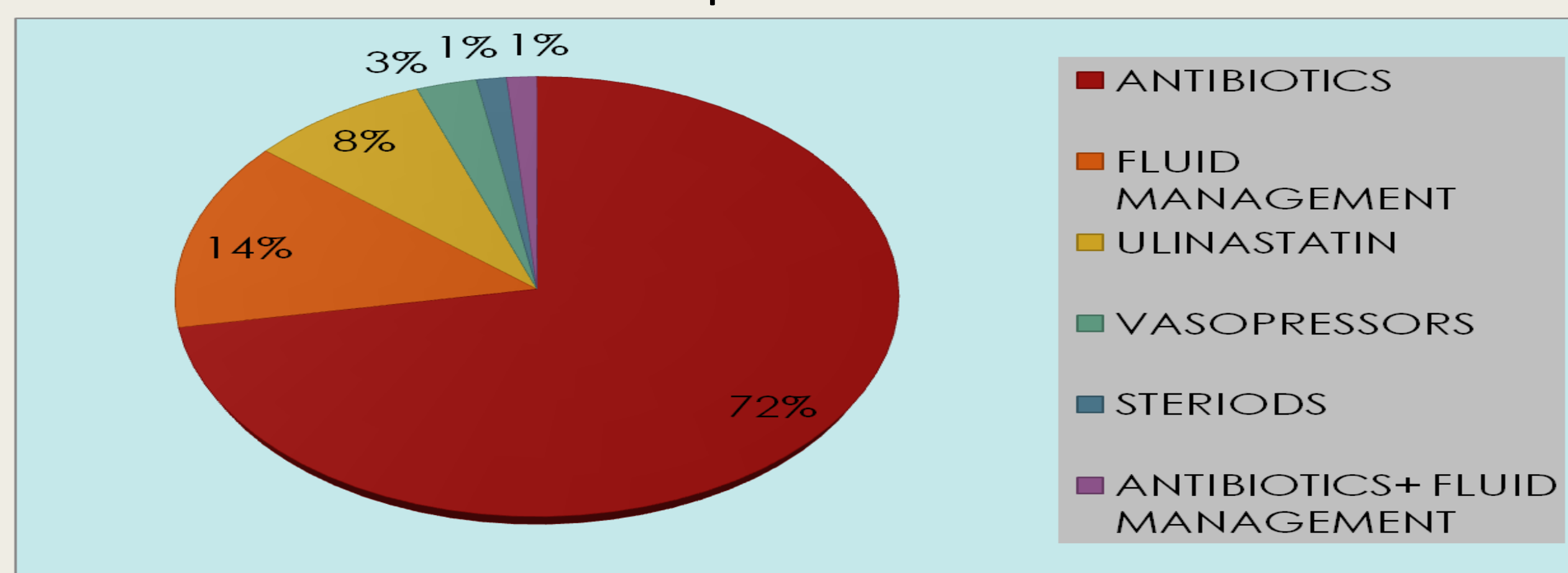
Sample Population: ICU Specialists

Pulmonologist And Gastroenterologists Consultants

Sample Area: Delhi NCR

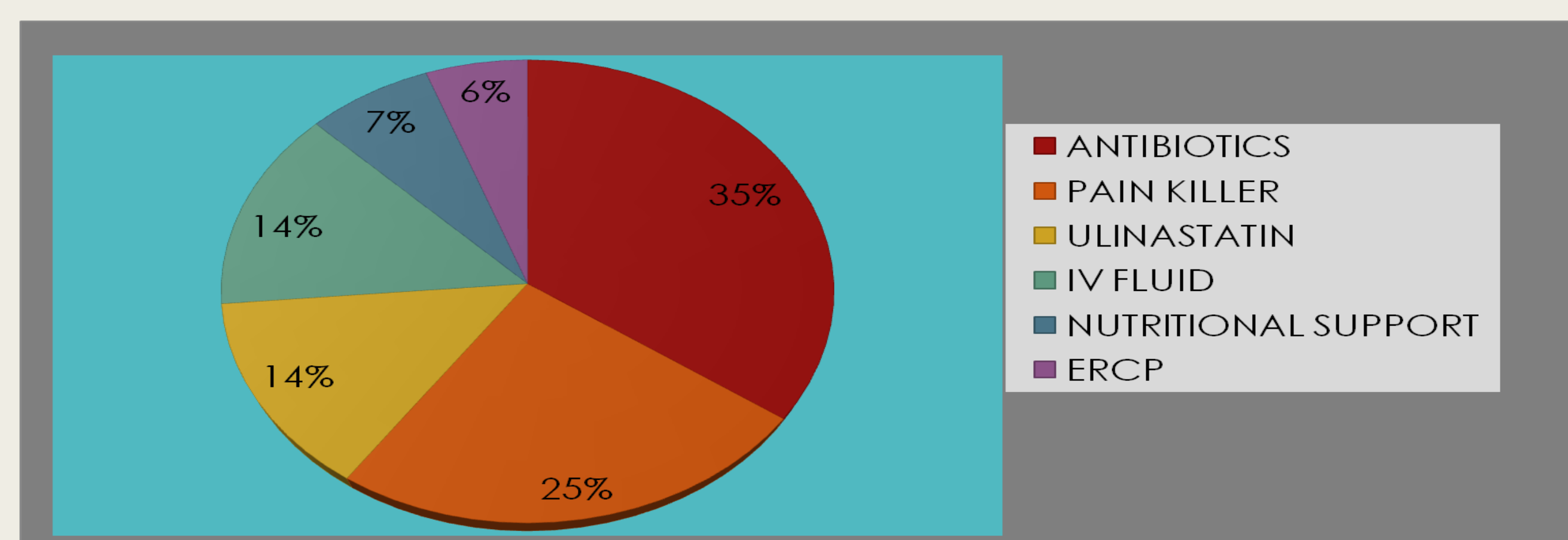
FINDINGS

1. Line of treatment in Severe Sepsis



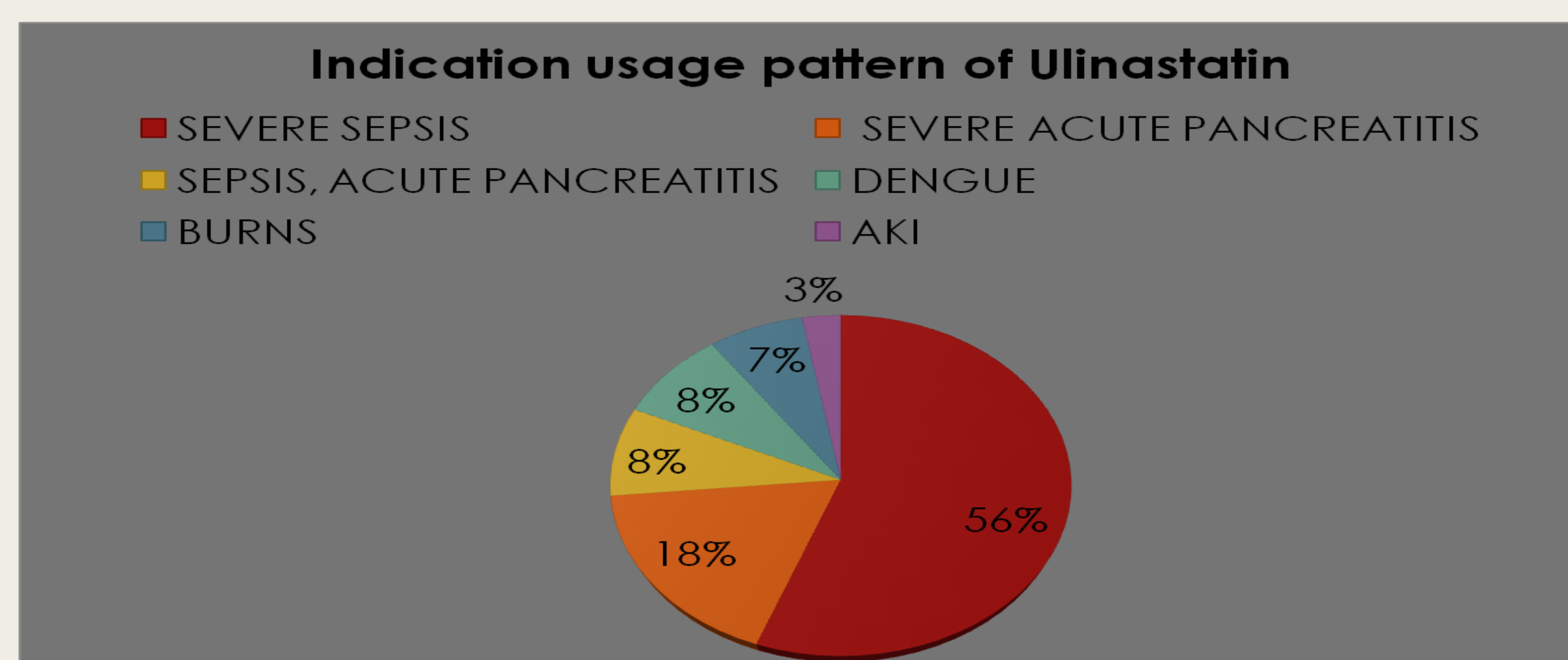
In severe sepsis antibiotics in on first priority(72%) then immediate fluid management is given (14%).(8%)of respondents considered Ulinastatin in severe sepsis that is to be given in early phase.Vasopressors (3%)and steroids (1%) are also preferable by some respondents .While (1%)of respondents gives preference to both antibiotics and fluid management together to be first priority.

2. Line of treatment in Severs Acute Pancreatitis



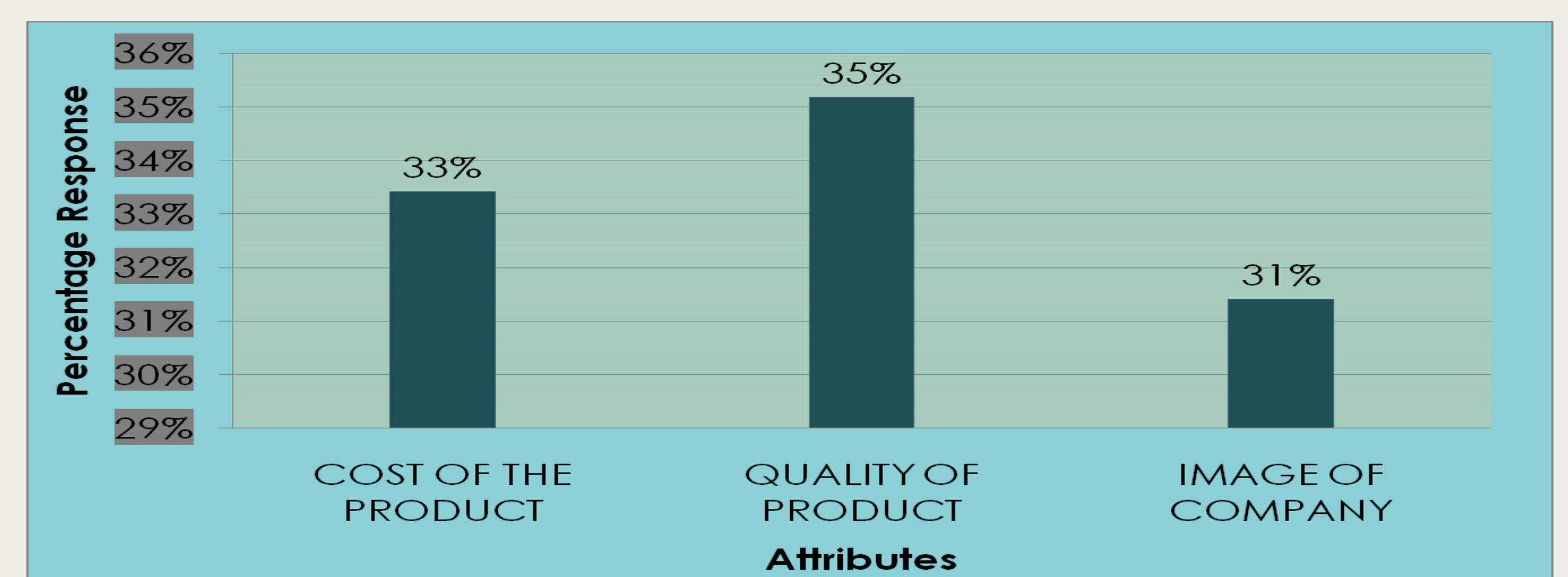
35%) of doctors gives first preference to antibiotics then (25%) to pain killer when pain is severe and on third preference (14%) they consider ulinastatin ,followed by IV fluid(14%) .While nutritional support(7%) and endoscopic retrograde cholangiopancreatography(6%) is considered less or depends upon individuals.

3. Indication in which Ulinastatin is prescribed

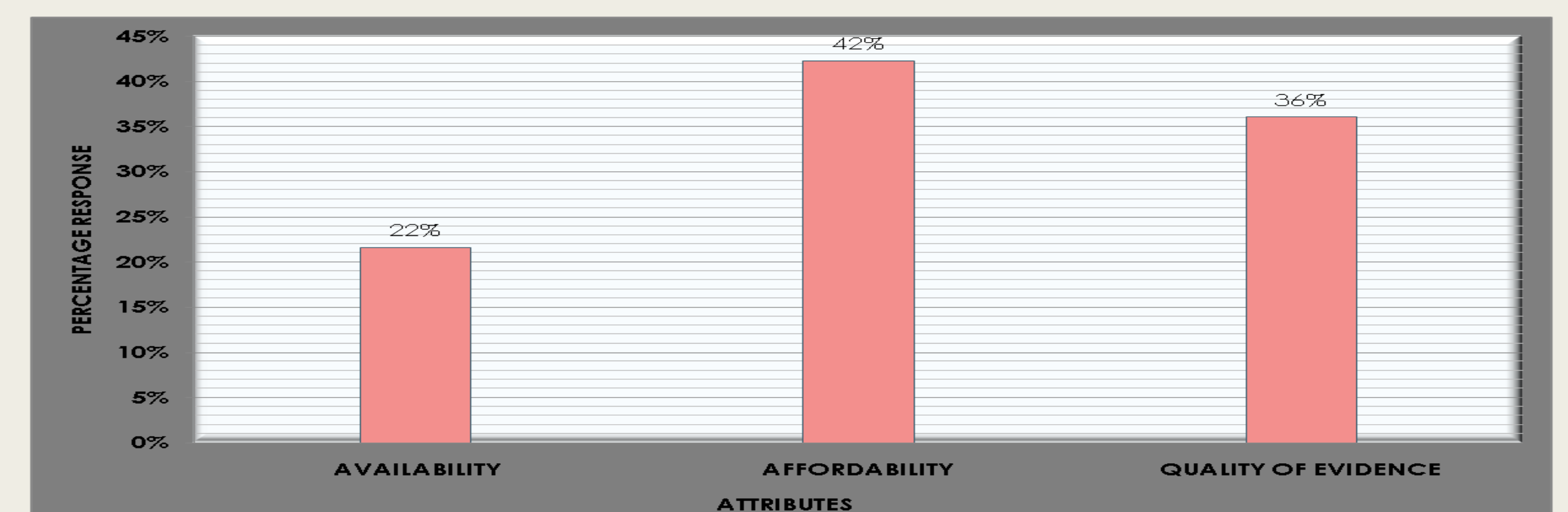


Respondents considered ulinastatin more in severe sepsis (56%) and severe acute pancreatitis (18%) . to less extent consider in other indications dengue(8%),burns(8%),and in acute kidney injury (3%).

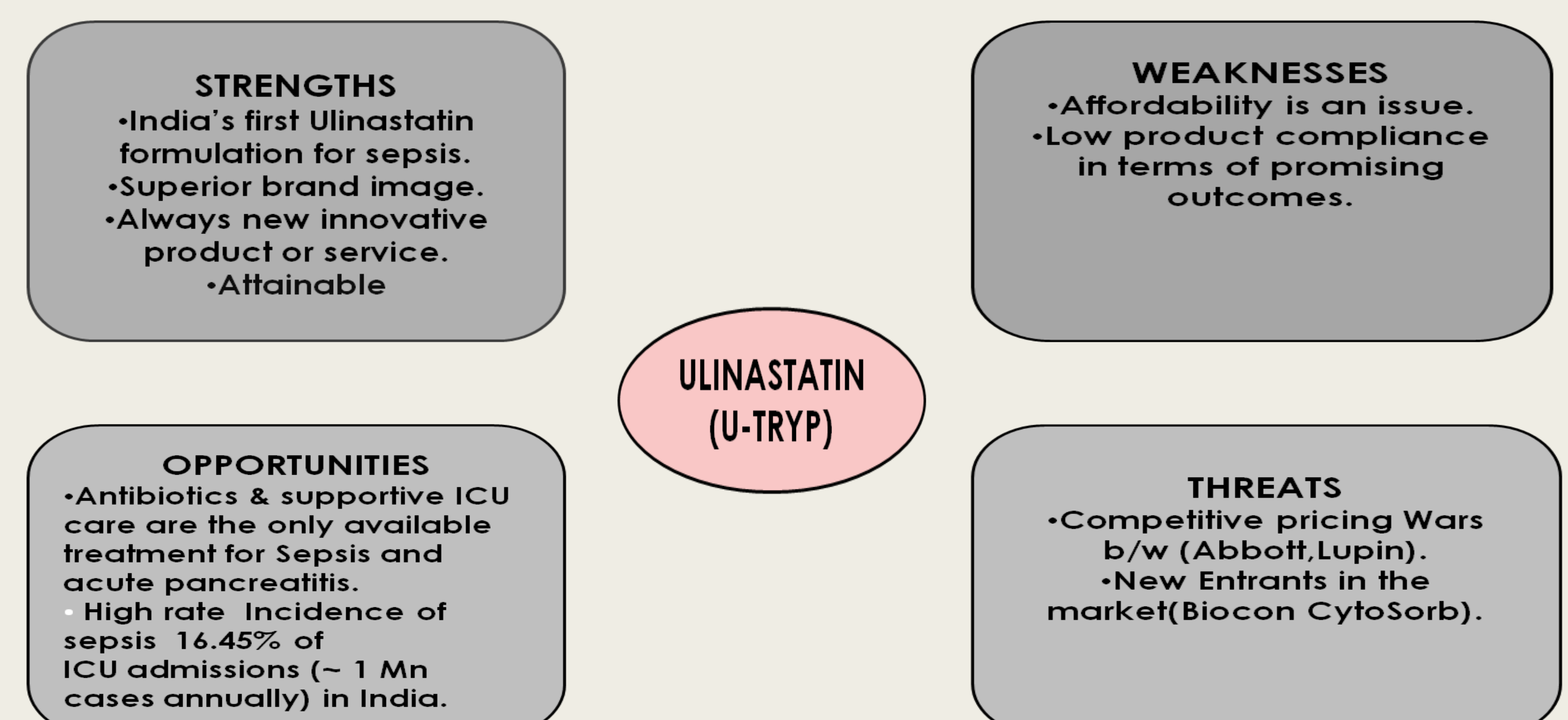
4. Attributes while prescribing Ulinastatin



5. Significance of problems, while prescribing the Ulinastatin:



SWOT ANALYSIS



SUGGESTIONS

- Product compliance should be highlighted in the market strategies .
- For the use of Ulinastatin the factors like cost of treatment might have long term implication in the treatment of defined indications and thus need to be addressed. .
- A proper promotional plan should be developed with an objective of increasing awareness about the promising outcomes of Ulinastatin in comparative study .
- The promotional plan should be focused and should demonstrate the key concerns of the target customers by organizing seminars, conferences etc. on a regular basis.