

PERCEPTION MAPPING OF DENTISTS TOWARDS BIOACTIVE GLASS BASE DESENSITISING TOOTHPASTES AND ITS COMPETITORS.

INTRODUCTION

Sensitive teeth or simply Tooth sensitivity is tooth discomfort in one or more teeth that's triggered by hot, cold, sweet, or sour food and drinks, or even by breathing cold air. The pain can be sharp and sudden and can shoot deep into the nerve ending of your teeth. The most common trigger is cold, with 75% of people with sensitivity reporting pain upon application of a cold stimulus.

DESENSITIZING TOOTHPASTES

It can help people whose teeth are sensitive to heat or cold. These toothpastes contain ingredients such as potassium nitrate that help block the transmission of pain signal from the surface of your tooth to the nerve inside.

OBJECTIVES

1. To understand the motivating factors, current understanding and decision influencing stimuli for shift .
2. Doctor's perspective to bioactive glass based toothpaste.
3. Deep understanding on factors pulling potassium nitrate prescriptions and loop holes of the therapy.
4. Understanding the factors of brand switch among bioactive glass toothpaste brand.

RESEARCH METHODOLOGY

Study Design: Descriptive Study

Sampling Method: Purposive Sampling

Sample Population: Dentists

Location: Delhi

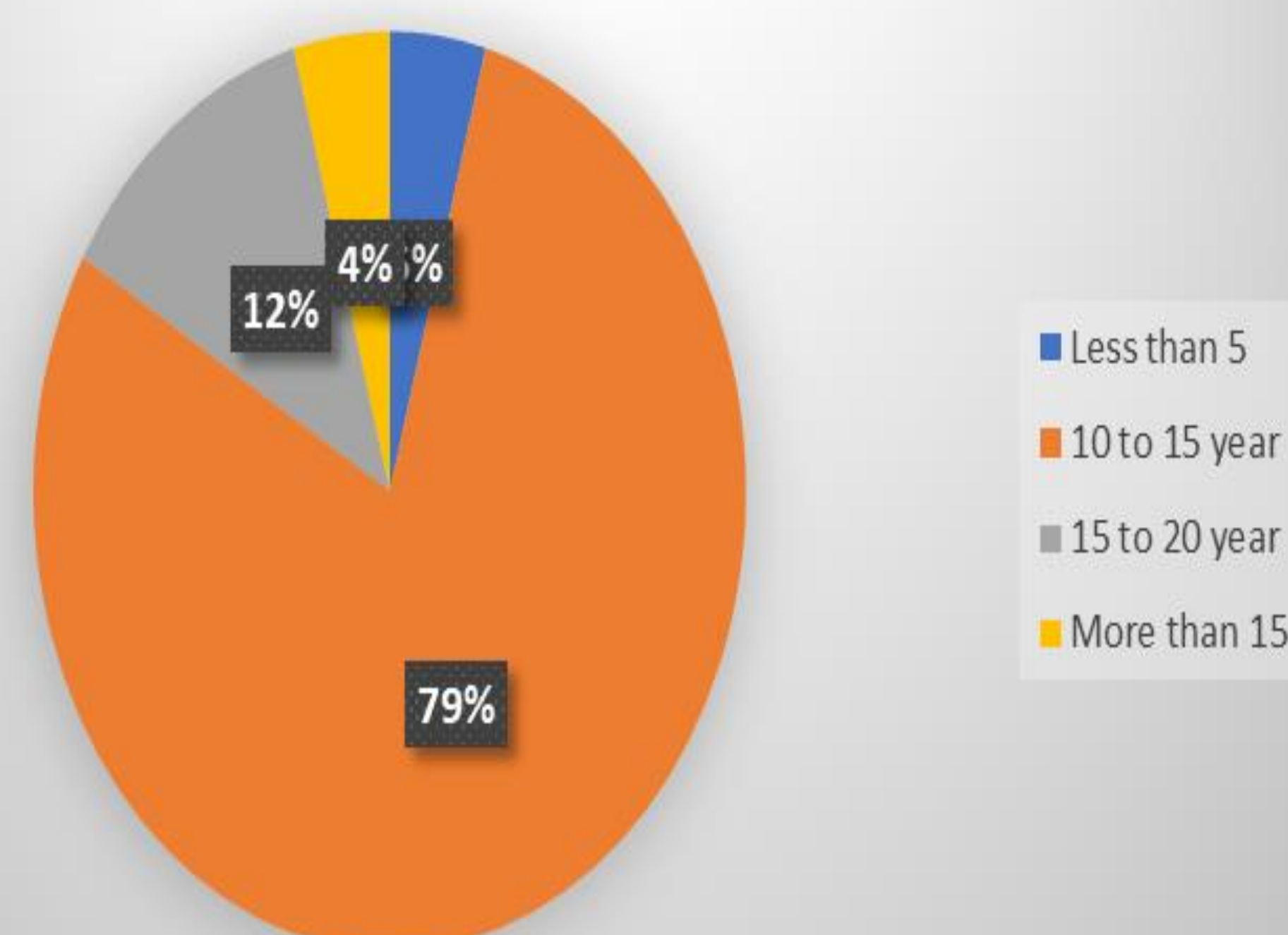
Sample Size: 200 Doctors

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

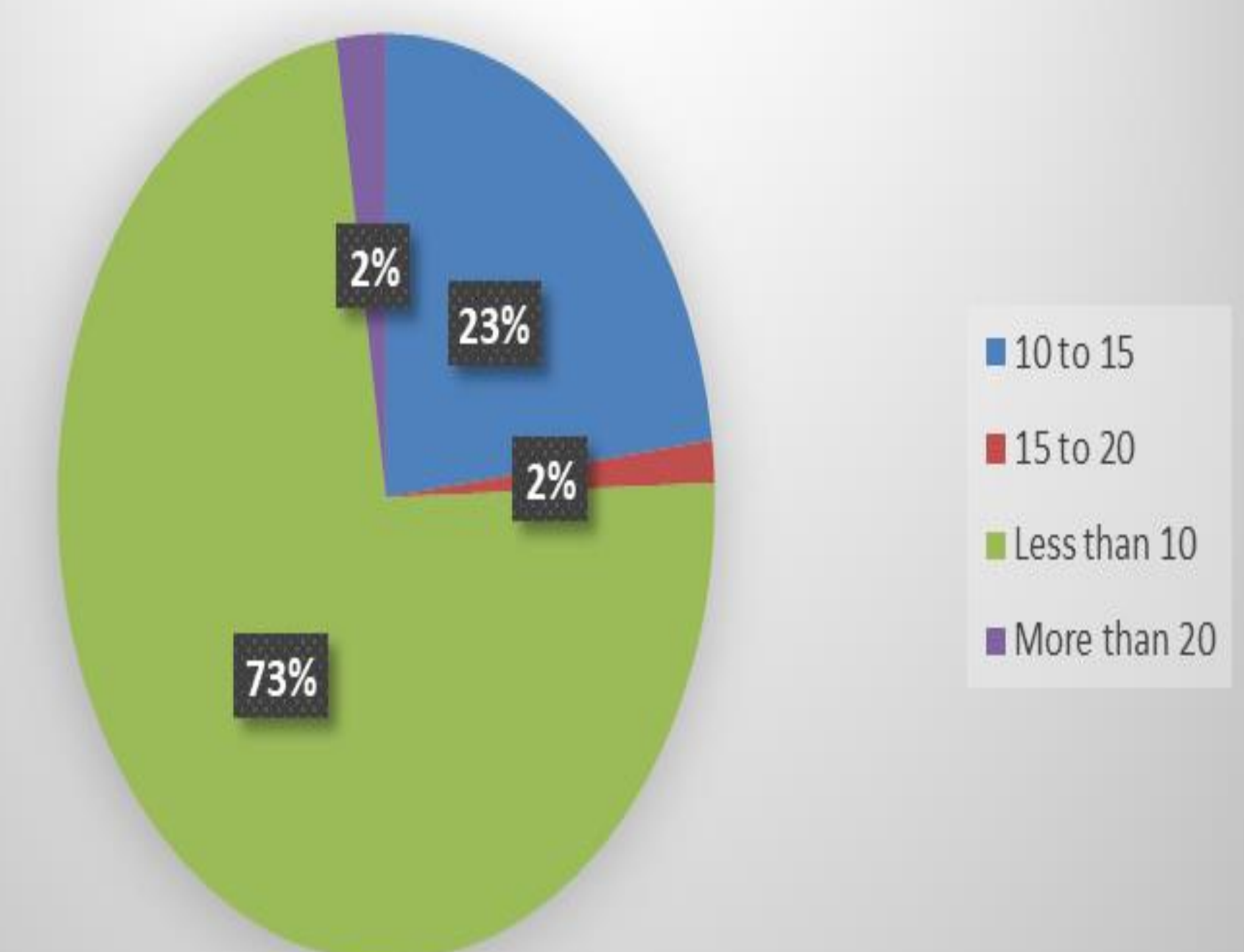
Data Analysis: Microsoft Excel

RESULTS AND FINDINGS

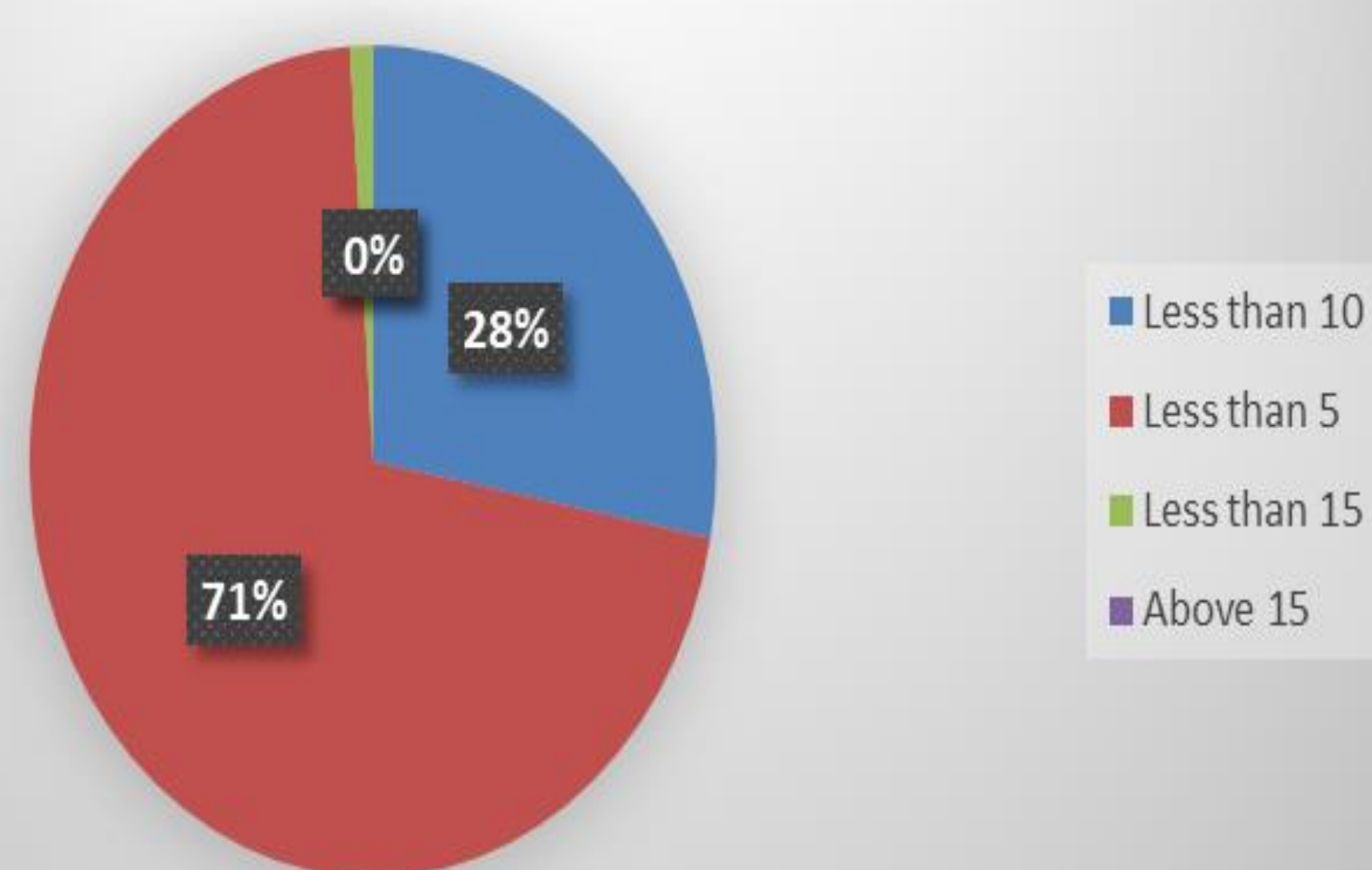
Experience Range



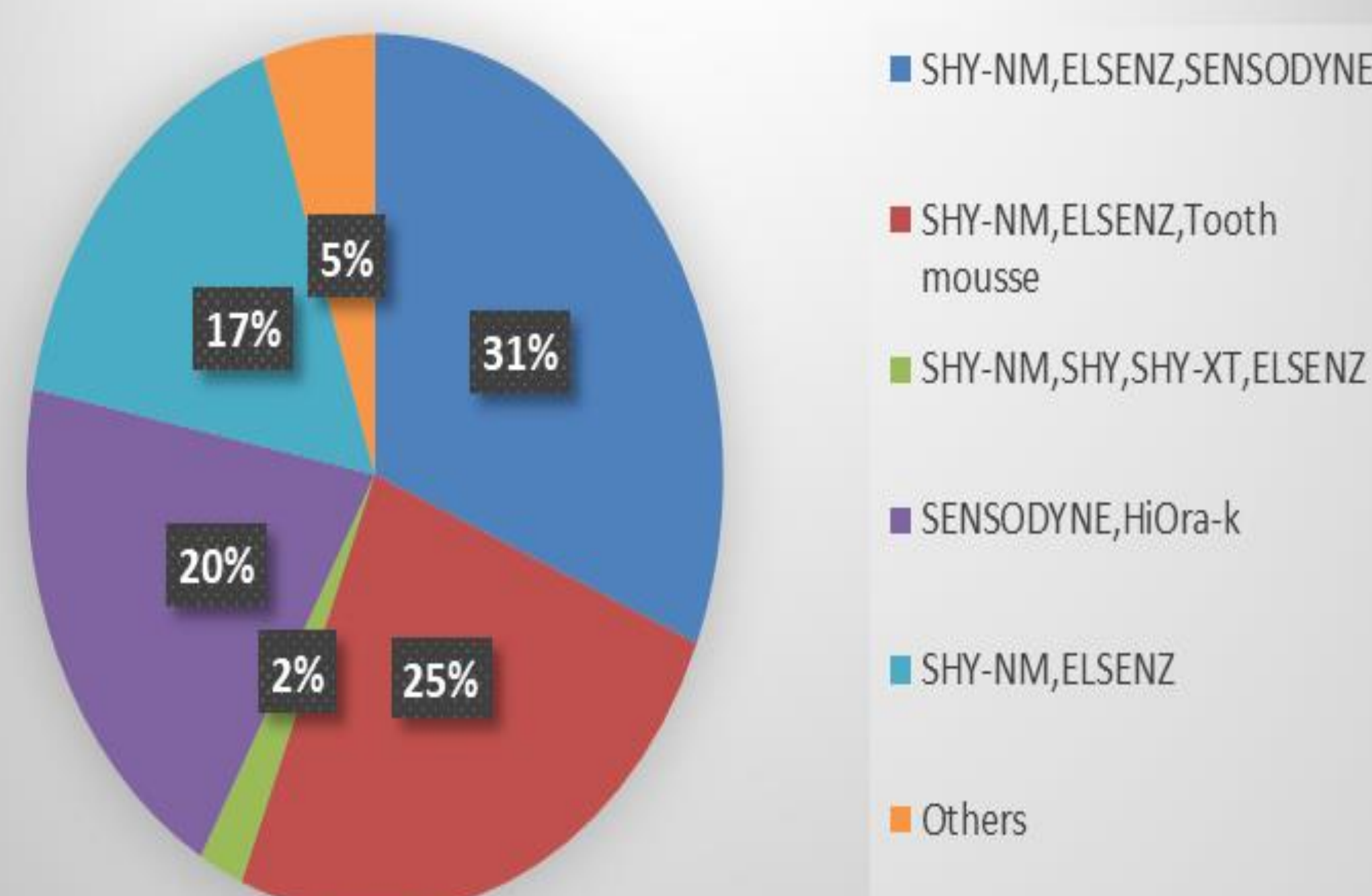
No. of prescription per day



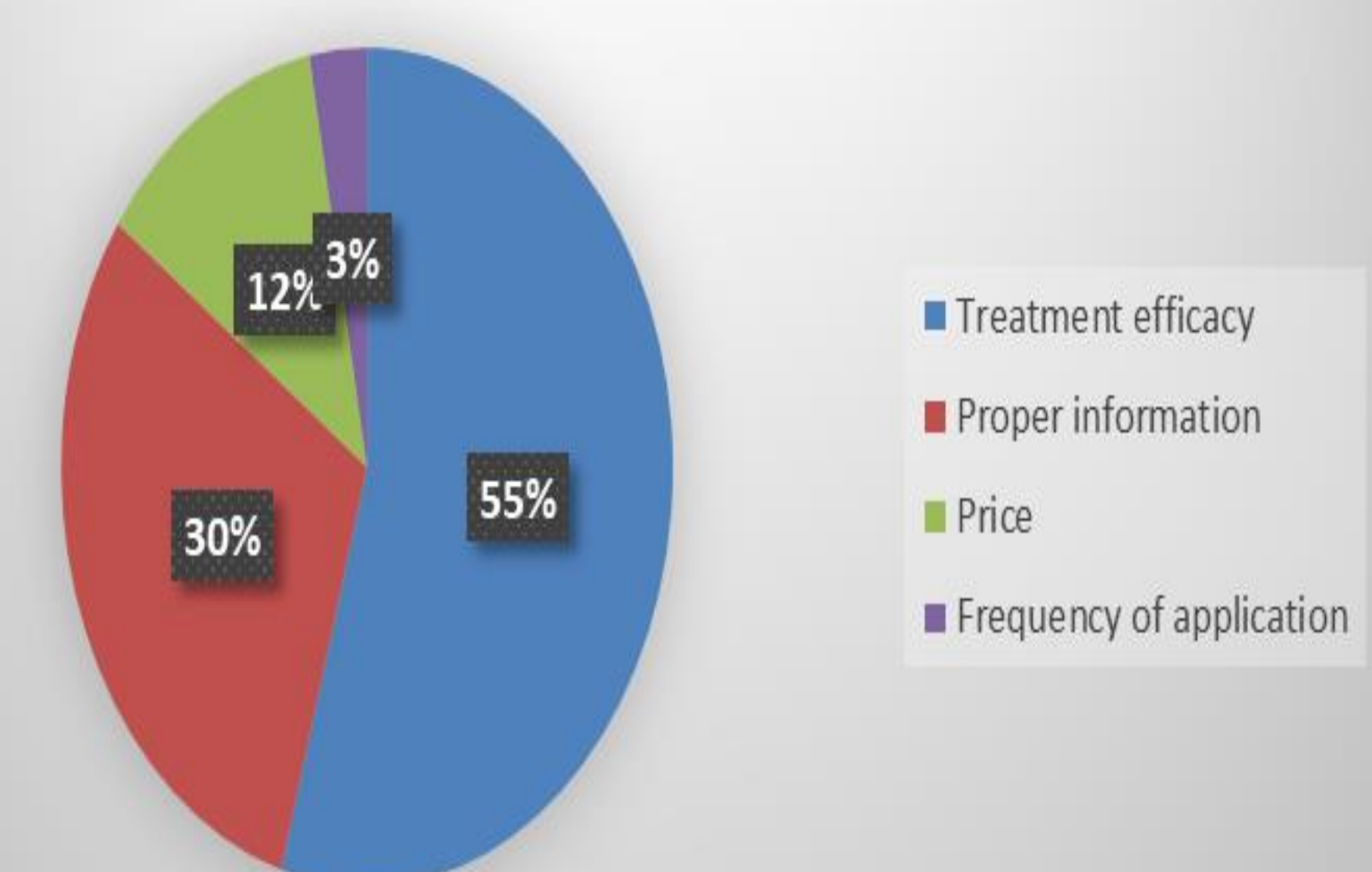
No. of prescription for desensitizing toothpaste



Preferred Desensitizing Toothpaste



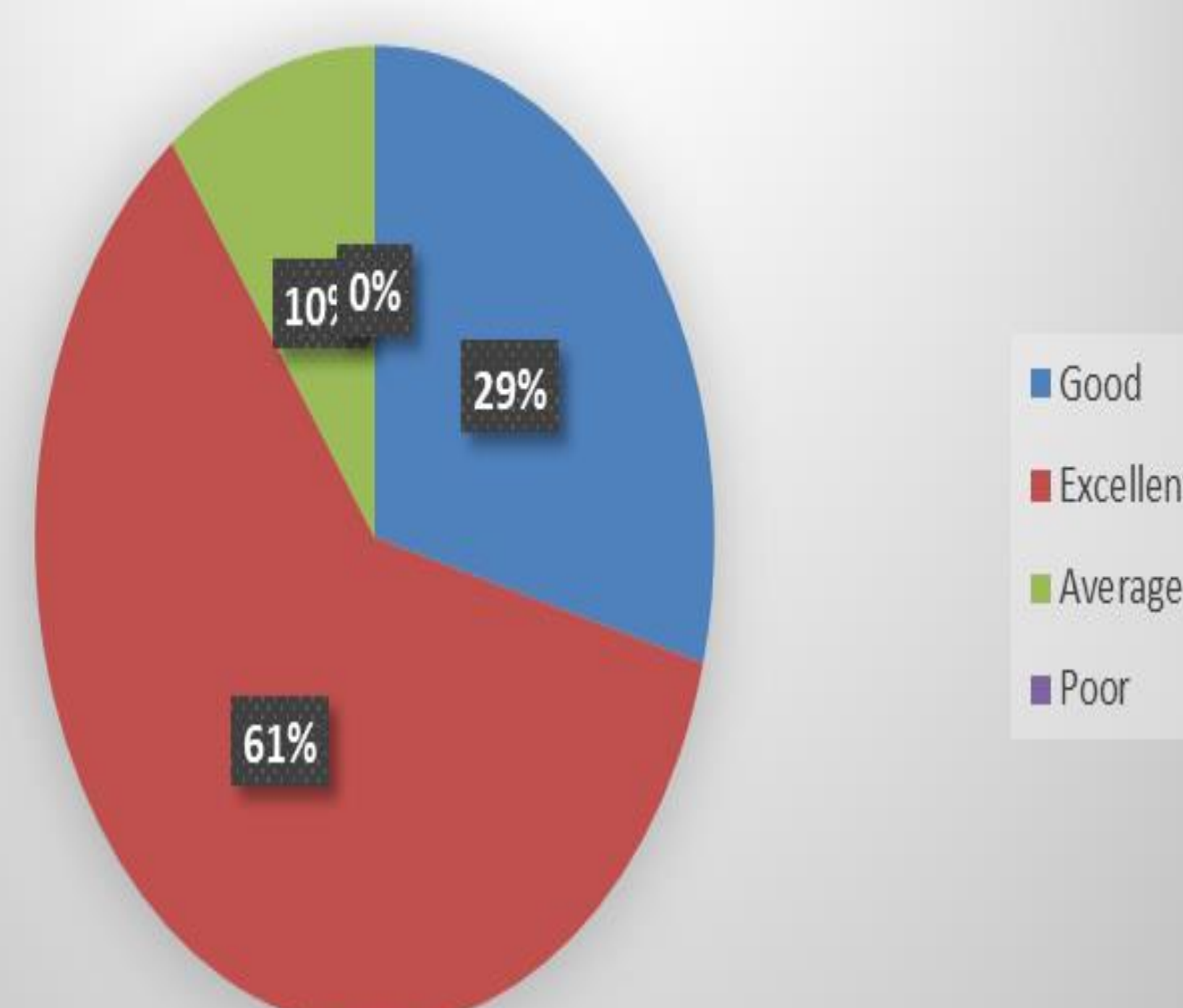
Factors Influencing usage of desensitizing toothpaste



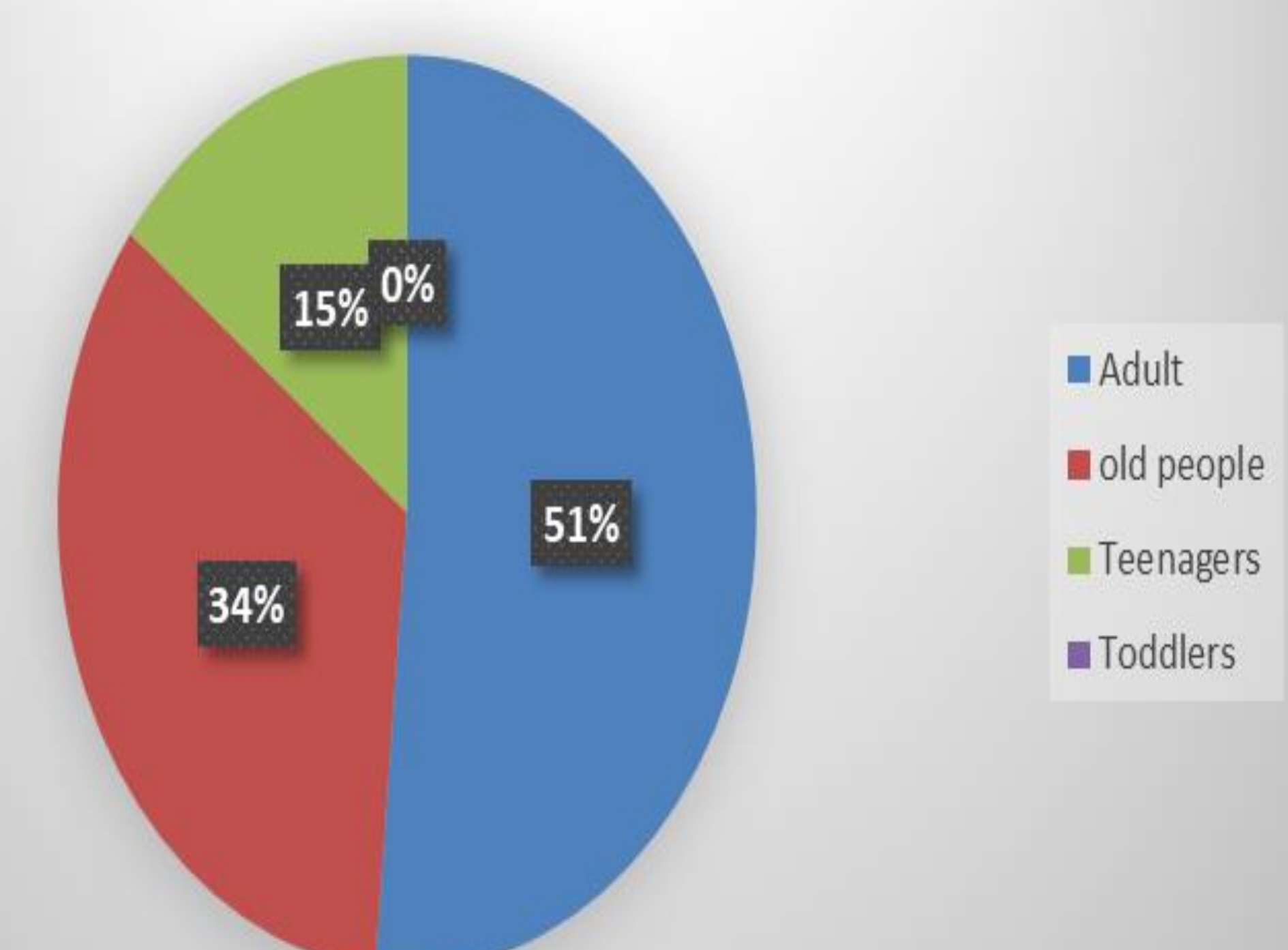
CONCLUSION

- According to study most preferred desensitizing toothpaste is SHY-NM,ELSENZ and Tooth mousse.
- According to study 55% doctors stated that most influencing factors in choosing desensitizing toothpaste is Treatment Efficacy.
- According to study 34% doctors stated that major segment of population affecting the market is elder age of people.

Treatment Afficacy



Major segment affecting market



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