



Balila – Market Survey

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MBA PM-11

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Company Profile



Our Mission- To become No. 1 shortage and orphan drug company in India by 2020.



Our Vision- Availability of life-saving drugs and diagnostics for the neglected across the globe.



Jolly Healthcare is one of the fastest-growing Pharma Exporter in India with a wide range of pharmaceutical formulations with an assurance of quality and reliability for both Domestic and Export (Indian Subcontinent & Africa) market.

Product Portfolio

Anti-HIV

- Cytoflu (Flucytosine)
- Valgaid (Valganciclovir)

Antibiotics

- Jolltrim (Trimethoprim + Sulfamethoxazole)
- Jolclo (Cloxacillin)
- Jollpen (Penicillin G)
- Huelin (Benzathine Penicillin)
- Nostof (Cefazolin Sodium)
- Sulphaz (Sulphadiazine)

Analgesic

- Cabaza (Pentoxifyline)

Antifungal

- Mycoflu (Amphoterecin-B)

Diagnostics

- Exacto (HIV test kit)

Introduction



Neonatal hypoglycaemia happens when the neonate's blood glucose level is not exactly the infant's body prerequisites for components, for example, cell vitality and digestion. There is irregularity globally for indicative limits.

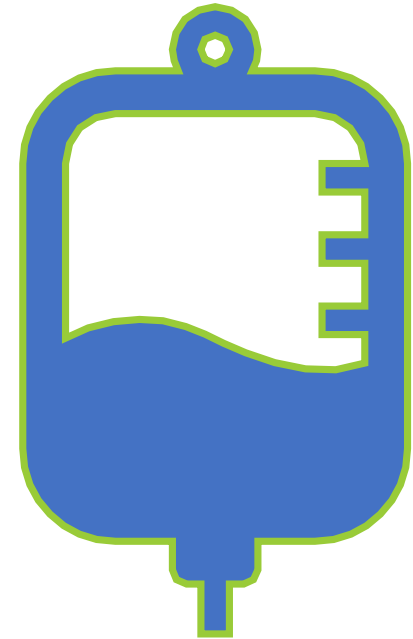


The operational threshold for hypoglycemia is defined as “that concentration of plasma or whole blood glucose at which clinicians should consider intervention, based on the evidence currently available in literature”.



According Indian Pediatrics this threshold is currently believed to be a blood glucose value of less than 40 mg/dL (plasma glucose less than 45 mg/dL).age, birth weight, metabolic requirements, and health condition of the infant substantially affect the neonate's blood glucose level.

- HH happens on account of uncontrolled discharge of insulin from β -cells of islets of Langerhans in the pancreas. HH is of two kinds i.e. transient and congenital.
- Small for gestational age (SGA) babies and macrosomic infant of diabetic mothers (IDM) are the two most essential social affairs of infant kids at risk for hypoglycaemia in the neonatal period.
- Indications of hypoglycaemia in an infant are- The most well-known signs include:
 1. Shakiness
 2. Blue colour to skin and lips (cyanosis)
 3. Stopping breathing (apnea)
 4. Low internal heat level (hypothermia)
 5. Floppy muscles (poor muscle tone)
 6. Not keen on taking care of
 7. Lack of development and vitality (laziness)
 8. Seizures



Management of Hyperinsulinemic Hypoglycaemia with Diazoxide

Enables the release of insulin from pancreas by opening the potassium channel.

```
graph TD; A[Enables the release of insulin from pancreas by opening the potassium channel.] --> B[Increases the potassium ion permeability through the membrane]; B --> C[Causes the hyperpolarization eliciting the relaxation of the local smooth muscles]; C --> D[Voltage-gated calcium ion channel switches off leading to inhibition of action potential generation];
```

Increases the potassium ion permeability through the membrane

Causes the hyperpolarization eliciting the relaxation of the local smooth muscles

Voltage-gated calcium ion channel switches off leading to inhibition of action potential generation

- It also acts as a peripheral vasodilator hence used for hypertensive emergencies (it relaxes articular smooth muscles and decreases the vascular resistance).
- Diazoxide is an antidiuretic hence increase the reabsorption or retention of sodium and water/fluid in the body (therefore it may precipitate the CHF in cardiac patients).

JOLLY[®] HEALTHCARE

DIAZOXIDE
Brings Rhythm Control in Blood Sugar

Balila[™]
Diazoxide 25mg Capsule

- BALILA (Diazoxide) blocks the release of Insulin, a hormone that lowers blood sugar levels
- BALILA (Diazoxide) can be used to treat various types of Hypoglycaemia e.g.
 - Ideopathic Hypoglycaemia of leucosensitive children
 - Ideopathic Hypoglycaemia of unclassified childhood
 - Neonatal Hypoglycaemia
- BALILA (Diazoxide) can be used to treat Hypoglycaemia especially in cases of inoperable malignant or benign tumor of pancreas
- Balila (Diazoxide) offers suitable treatment options for patients who are not cured by surgery or unsuitable for surgery

IN

- Hypoglycaemia (due To Hyperinsulinaemia)
- Hypertentions/malignant Hypertention

For Order ○ info@jollyhealthcare.org

DOSAGE

For Hypoglycaemia
Recommended initial dose is 5-10mg/kg/day in 2-3 doses
For hypoglycaemia secondary to hyperinsulinaemia, up to 10-15mg/kg/day in 8-12 hourly doses

For severe hypertension
1-3mg/kg for severe hypertension. Can be given every 5-15 minutes. Dose is titrated according to blood pressure response

DIAZOXIDE
1st Time in Asia

References:
1. Hyperinsulinemic Hypoglycaemia in Infancy: Current Concepts in Diagnosis and Management by Dr. Shrenik Vohra
2. Clinical Practice guidelines for Congenital Hyperinsulinism by Dr. Teenu Yoritaji

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Fig.1- Balila Pamphlet

Clipboard Font Alignment Number Styles Cells Editing Ideas

Conditional Formatting Format as Table Cell Styles Insert Delete Format Sort & Filter Find & Select Ideas

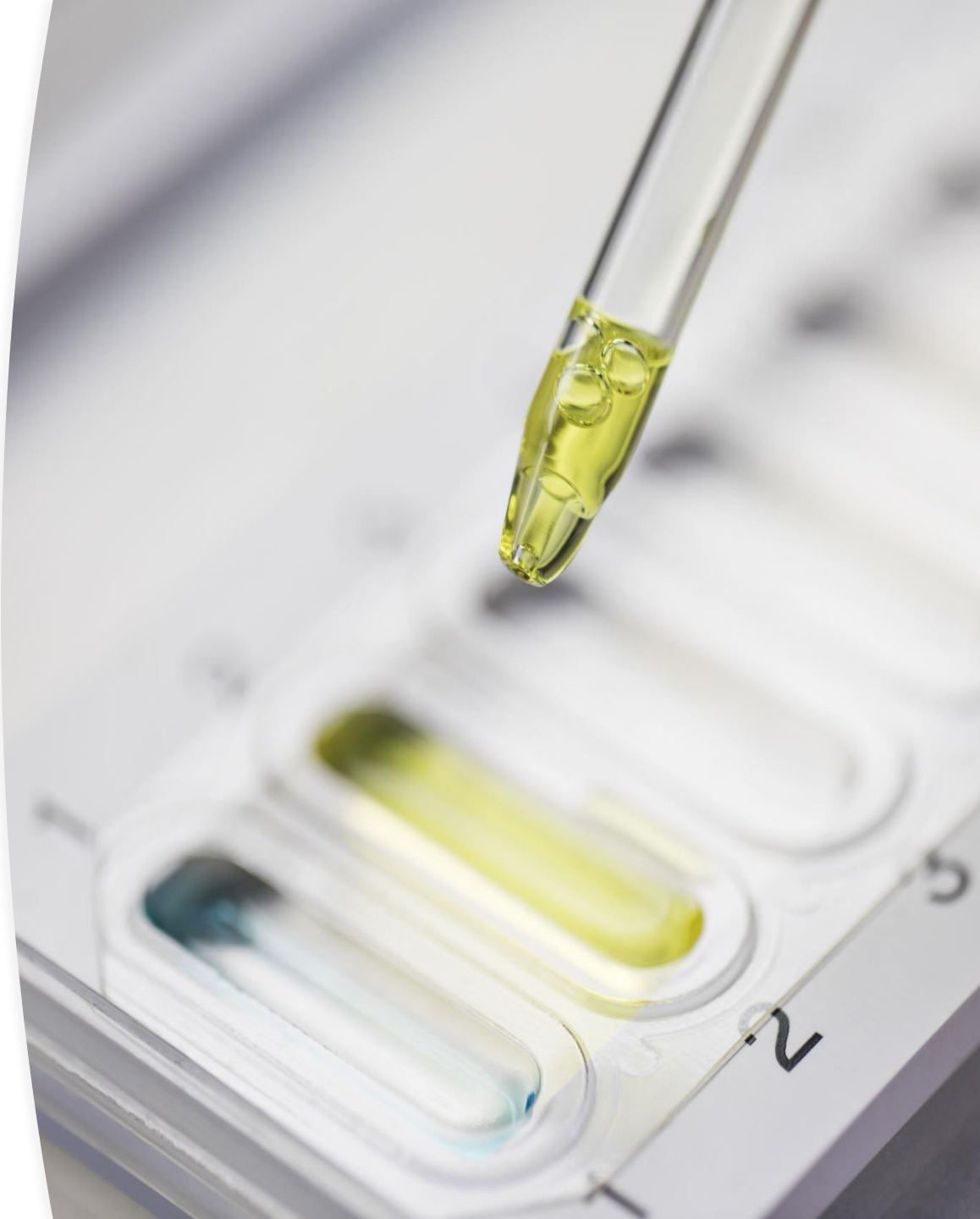
C23 Sterling Wockhardt Hospital

	A	B	C	D	E	F
6	1	Dr. Shah Suresh Fulchand	Global Hospitals, Mumbai	4		91 022-67670101
7	2	Dr. Vijay Agarwal	S L Raheja Hospital	4	info@rahejahospital.com	022-66529999
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13			Kandivali(West)	7	info@phoenixhospitals.co.in	28680883/84/85
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15	9	Dr. Nilesh R. Shah	muskaan nicu and childrens hospital	8	nil	
16	10	Dr Shilpa Sangore	Phoenix Hospital Pvt Ltd, borivali	8	info@phoenixhospitals.co.in	022-28985671/72/73
17	11	Dr. Suresh Shah	Sparsh Children's Hospital	9	nil	022-24151201/02/03
18	12	Dr. Amrish S Vaidya	Breach Candy Hospital Trus	9	info@breachcandyhospital.org	022 2366 7788
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patna jodhpur pune DELHI nashik **MUMBAI** Sheet1

RESEARCH METHODOLOGY

- **Sampling Method-** Non -probability (purposive) sampling
- **Sample Population-** paediatrics and neonatologist
- **Sample Size-** 77
- **Sampling Area-** Jodhpur , Patna ,Delhi Mumbai ,Nashik ,Pune
- **Tool Used-** Telephonic and online survey using a questionnaire
- Data Analysis and Interpretation:
- Analysis and interpretation of the data have been carried out to deduce the conclusions with the aid of appropriate statistical tools



Results & Discussions

- **No. of Doctors responded?**
- **Interpretation** – From fig.2 it was observed that 91% paediatrician and 9% neonatologist responded

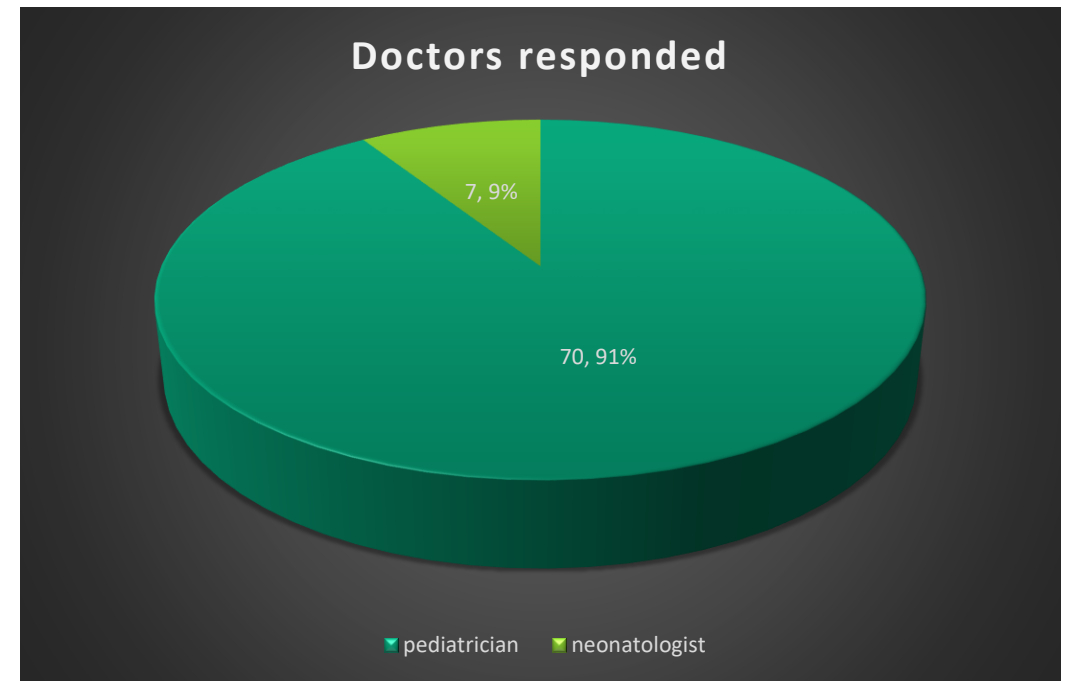


Fig.2- Depiction of Doctor's responded to the survey questionnaire.

Results & Discussions

- **Type of Hospitals covered?**
- **Interpretation** – From fig.3 it was observed that 96% were Private hospitals and 4% were Government hospitals.

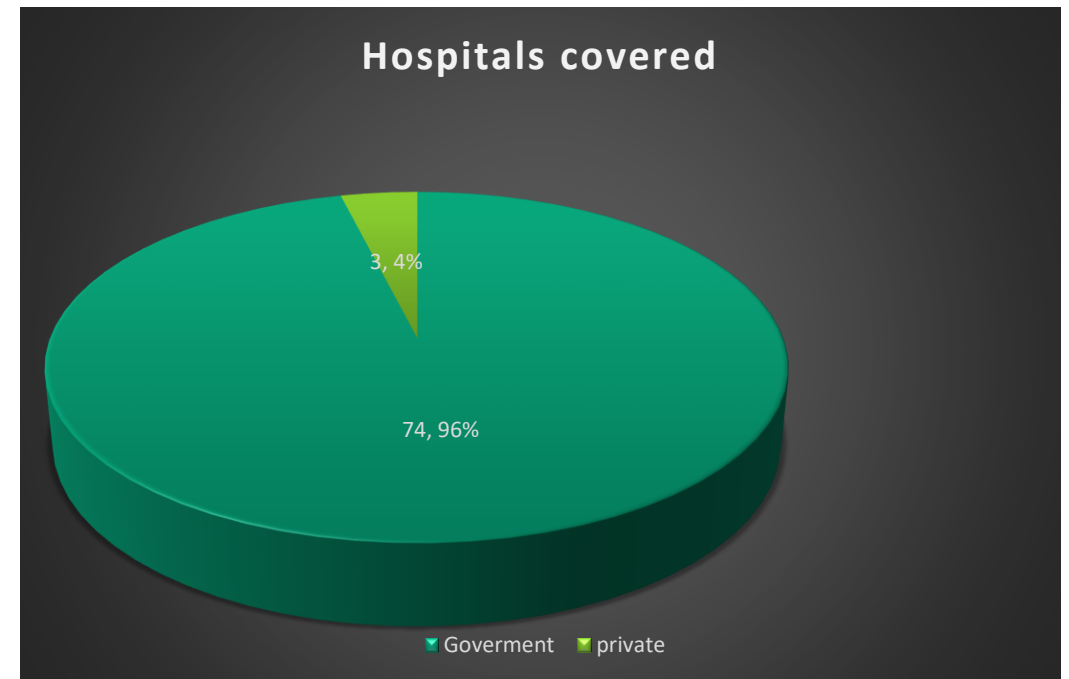
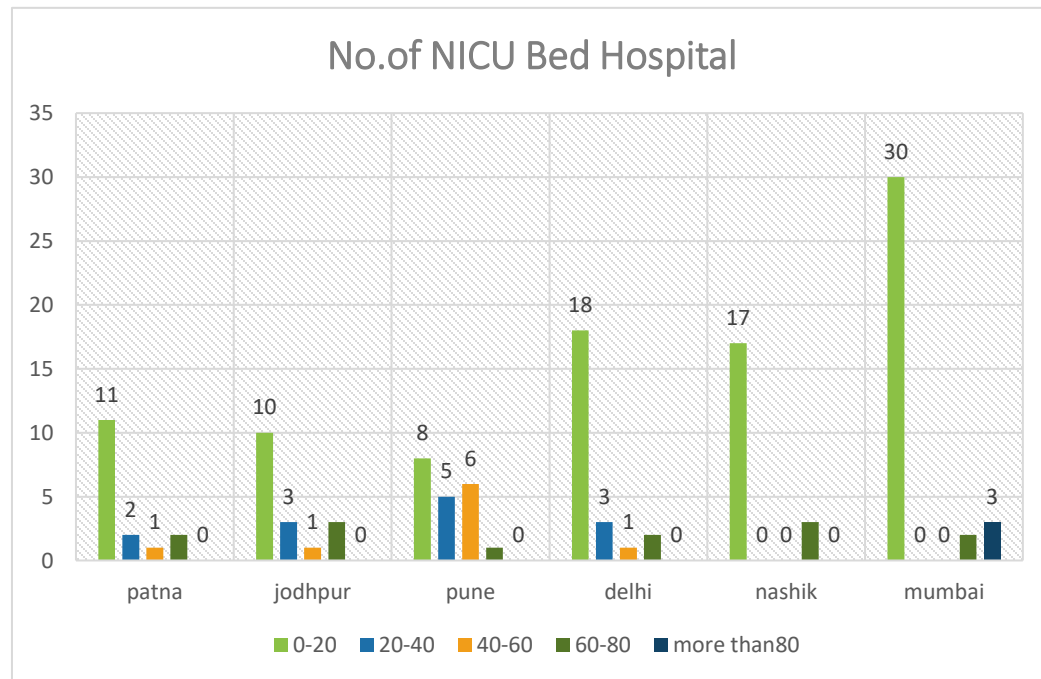


Fig.3- Depiction of Hospitals covered during the survey.

Results & Discussions



- **3.How many NICU bed your hospital have?**
- **Interpretation** – From fig.4 it was observed that product should launched in Mumbai followed by Delhi.

Fig.4: Depiction of city on the basis of NICU bed.

Results & Discussions

- **4)In which condition(s) you preferred the Diazoxide molecule**
- **Interpretation** – From fig.5 it was observed that diazoxide was preferred by 46 responded for Hypoglycemia followed by 40% respondent for Hypertension.

Condition in which diazoxide is preferred

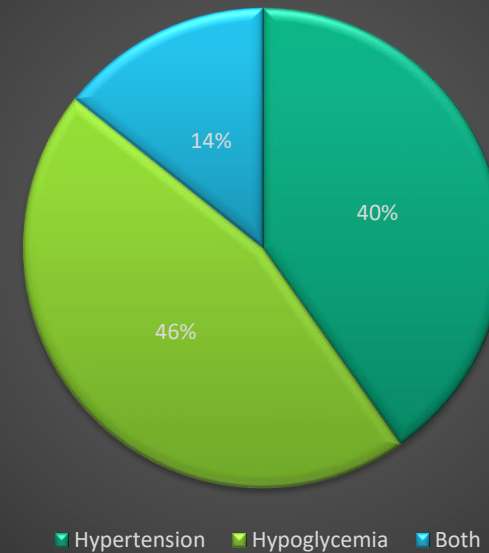
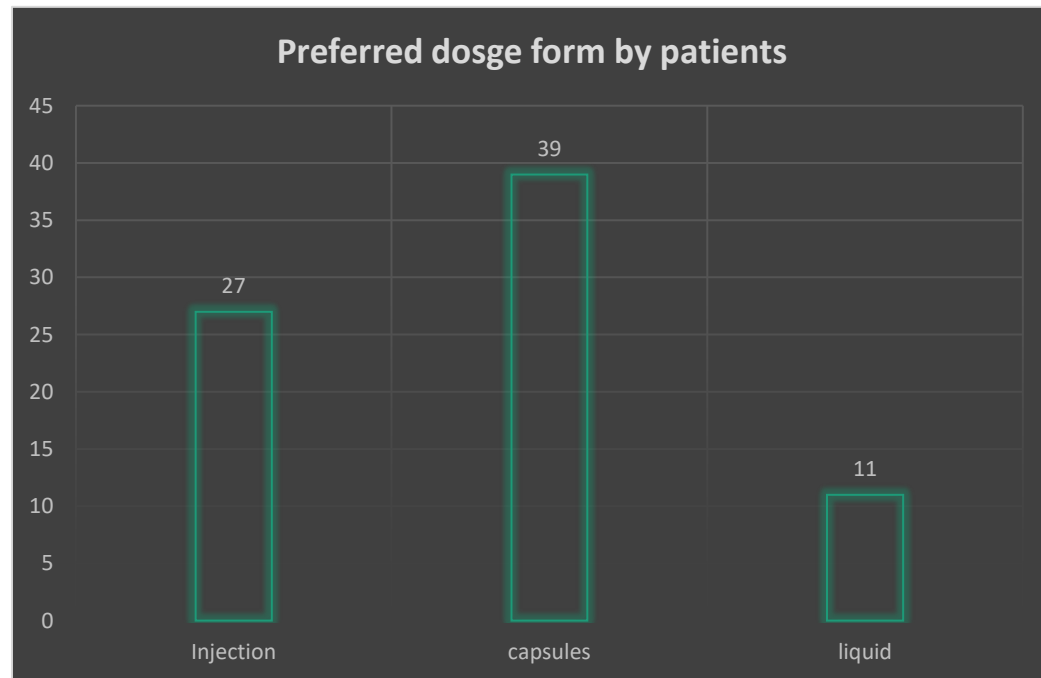


Fig.5- Depiction of indications used for Diazoxide.

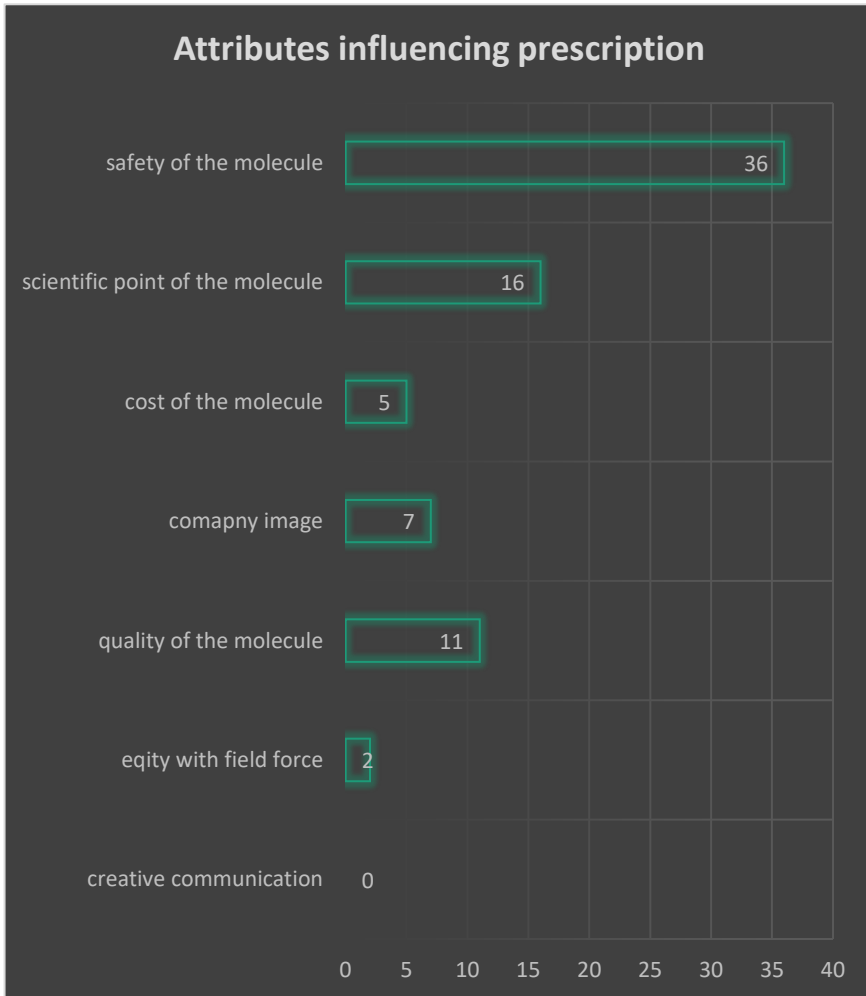
Results & Discussions



- **5) Which is the most preferred form of administration by patients?**
- **Interpretation** – From fig.6 it was observed that most preferred dosage form by the patient was capsules followed by injection and then liquid form.

From fig.6 it was observed that most preferred dosage form by the patient was capsules followed by injection and then liquid form.

Results & Discussions



- 6) Which of the following attributes influences your prescription?
- **Interpretation** – From fig.7 it was observed that Safety of the molecule and Scientific point of the molecules are two major attributes that influence the prescription of respondents

Fig.7- Depiction of attributes influencing the prescriptions

Results & Discussions

- 7) Which of the following activity will help you in prescribing the Drug molecule?
- **Interpretation** – From fig.8 it was observed that the KOL/peer review followed by MOA VIDEO is the two major activities that help in prescribing the drug.

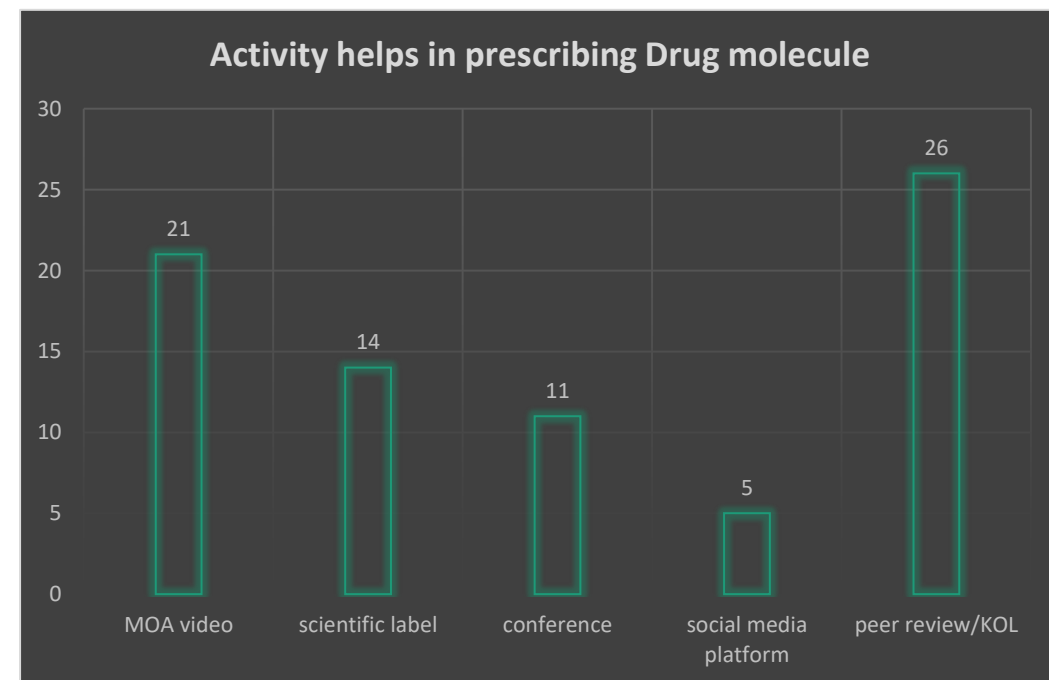
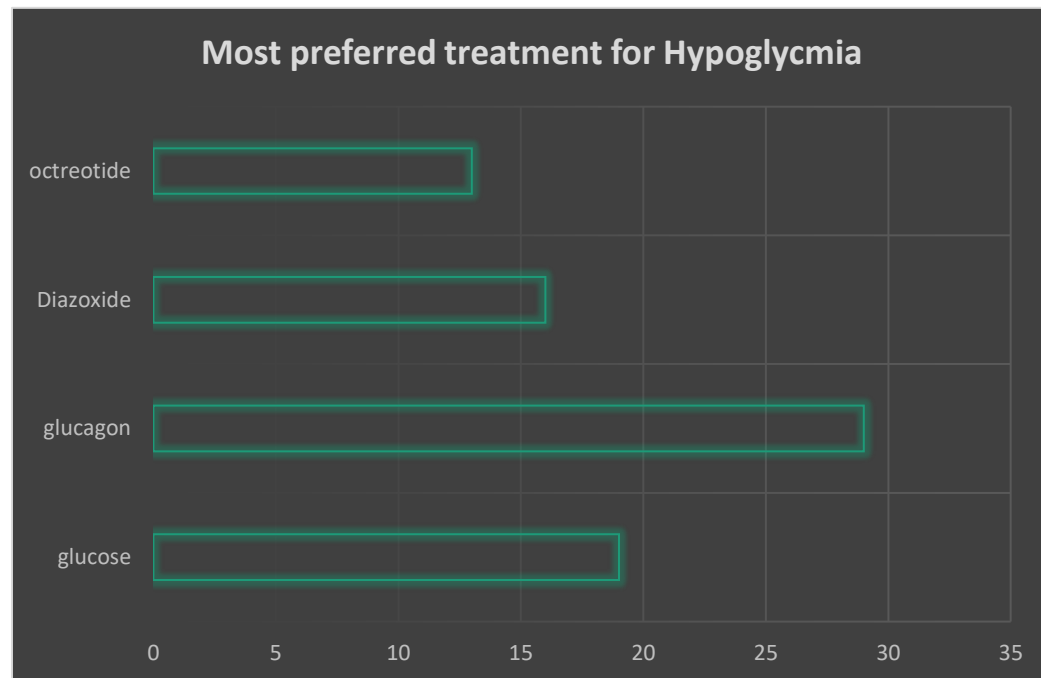


Fig.8- Depiction of activities that help in Prescribing Diazoxide

Results & Discussions



- **8)How do you mostly treat Severe Hypoglycemia patients?**
- **Interpretation** – From fig.9 it was observed that Glucagon and Glucose (IV) are most preferred for severe hypoglycaemia conditions.

Fig.9- Depiction of preferred treatment for severe hypoglycaemia

Results & Discussions

- **9) what is the most preferred treatment in mild/moderate hypoglycaemia?**
- **Interpretation** – From fig.10 it was observed that octreotide and diazoxide are most preferred for mild/moderate hypoglycaemia conditions.

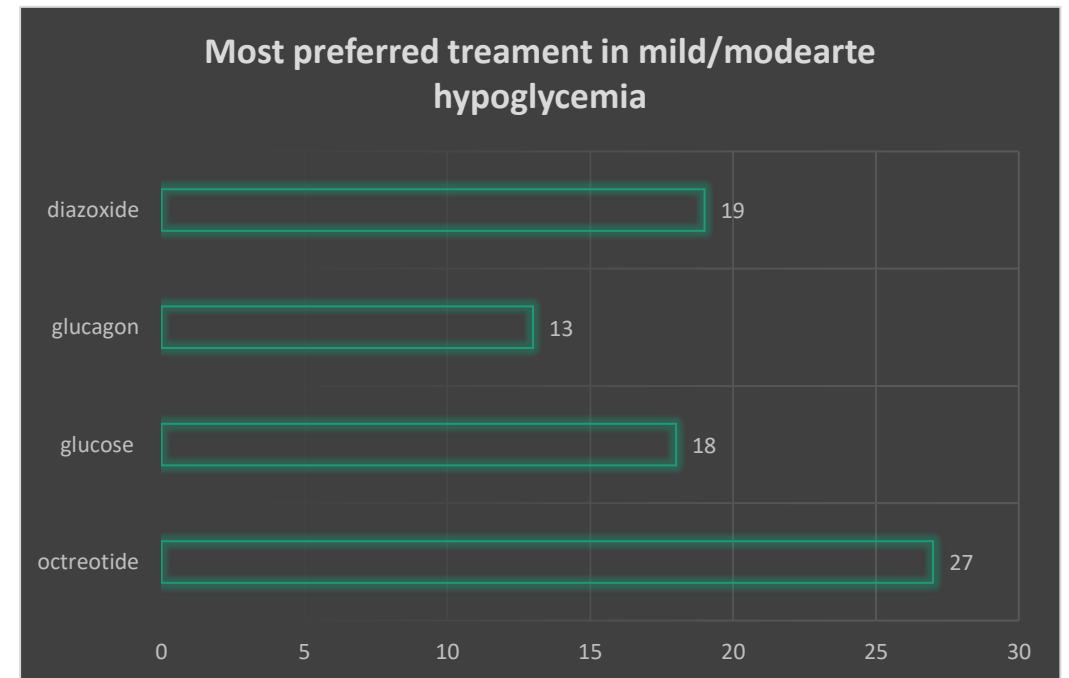


Fig.10 Depiction of preferred treatment for mild/moderate hypoglycaemia.

Conclusion

46% of respondents will prefer Diazoxide for Hyperinsulinemic Hypoglycemia followed by 40% respondent for Malignant Hypertension and 14% agreed to prefer it for both indication.

Quality and Safety of molecule are the attributes that influence doctors to write prescription.

Octeotride is mostly used to treat mild/moderate hypoglycemia.

There is a need to create awareness in patients regarding hypoglycaemia and its severity.

Glucagon (IM) and Glucose or Dextrose (IV) are most preferred treatments for severe hypoglycemia conditions.

M.O.A is the major activity that help in prescribing the drug.

There are less competitors present in the market for orphan diseases like Hyperinsulinemic Hypoglycemia.

Recommendation

1. More case studies based literatures should be provided.
2. Strong scientific knowledge backed representative can bring good Top line growth.
3. There is a potentially untapped market for Diazoxide molecule since Glucagon (IM) and Glucose or Dextrose (IV) are being generally used for severe hypoglycemia conditions.
4. Scientifically sound representative should meet the KOL's or Doctors for better conversion since in-depth Mechanism of action description is the major activities that help in prescribing the drug.





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Thank You

