

**Summer Training at
DelCure Lifesciences Ltd**

**Study on Competition and Promotional Strategies for Lactitol + Psyllium
Husk**

**By
Tanjay Kumar**

**Under the guidance of
Mr. Rahul Sharma**

**MBA Pharmaceutical Management
2017-2019**

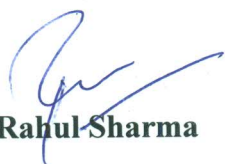
 **IIHMR UNIVERSITY**
School of Pharmaceutical Management
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Mr. Tanjay Kumar** has undergone summer training at **DelCure Lifescience Limited** from **2nd April 2018 to 2nd June 2018** on **Competition and promotional strategies for Lactitol + Psyllium Husk in Varanasi.**

The candidate himself completed the project assigned to him during the tenure of his summer training. His approach to the 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 him success in all his future endeavors.



Mr. Rahul Sharma

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DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Tanjay Kumar**, student of Master of Business Administration program of The IIHMR University, Jaipur, has successfully completed 8 weeks Summer Internship under the guidance of Mr. Ajinkya Dalal - Group Product Manager at Delcure Life Sciences Ltd.

During the period of training from **02nd April 2018 to 02nd June 2018**, Mr. Tanjay Kumar was found to be sincere, dedicated and committed.

We wish him the very best in all his future endeavours.

For DelCure LifeSciences Ltd.



Shirish Vankudre
GM - Human Resources

Acknowledgement

I humbly owe the completion of this Summer Internship work to the almighty and my family whose love and blessing will be with me in every movement of my life.

I would like to thank to **Mr. P.K. Pathak, MD & CEO, DelCure Lifesciences Limited** for providing me an opportunity to learn and develop professionally.

I am extremely thankful to my Project Mentor **Mr. Ajinkya Dalal, Senior Product Executive, DelCure Lifesciences Limited** for his valuable suggestions and support throughout the study, greatly eased my task of completing this work

I solicit felicitate my Project Coordinator **Mr. Rohit Kumar Vishwkarma, Area Sales Manager, DelCure Lifesciences Limited Varanasi** for his valuable suggestions, support and keen interest throughout the study that helped me in completing this work. I thank him for the freedom of thought, expression and trust which was greatly bestowed upon me. I would also like to pay my gratitude to his entire team of Delcure Life science Limited Varanasi who has helped me by sparing their valuable time, extend support and guidance to achieve my task successfully.

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I am very much indebted and thankful to all the Doctors, Chemists and Stockists for their participation and cooperation.

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

At finally most importantly I am thankful to the God who is the creator and director of all that initial and final modes to reach the destiny.

Executive Summary

The study aimed to understand competition and promotional strategies for Lactitol + Psyllium Husk.

Semi structured questionnaire was utilized for data collection from respondent i.e. 100 doctors, from Varanasi and 100 chemists from Varanasi. Data was analyzed & the findings provided with doctor's and chemists opinion and a comprehensive review of the market situation to be used for framing and suggesting the market strategy.

The project was carried out in 3 stages:

- First stage was to study about the Lactitol + Psyllium Husk and prepare a questionnaire followed by stage two which involves meeting with the doctors in various government and private hospitals and chemists and conduct the survey. After the completion of the survey last stage followed which includes analyzing the data and getting conclusion.

Following findings were observed after meeting with Doctors: -

- From the respondent collected from the survey reported that is 47% of doctors prescribe it in indications of constipation, 19% in pregnancy constipation, 20% in hepatic enzymopathy.
- It was also observed that 56% of people of middle age suffering from constipation and 36% of young people.
- This study shows the challenges faced by doctors prescribing this compliance i.e. 50%, 28% home remedies.

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Company Profile

DelCure LifeSciences Ltd. (DLL) is a full scale pharmaceutical company with an aim to bring differentiated high-quality products through international collaboration with innovator companies from the USA, Switzerland, and European countries. High quality products are assured from our manufacturing partner of high repute. DelCure Lifesciences Limited (DLL) is one of the fastest growing pharmaceutical companies in India. The Company, founded in 2013 by Mr. Prashant Kumar Pathak, the company has manufacturing collaboration with Akums Drugs & Pharmaceuticals, Internationally Recognized, WHO-GMP Certified units in oral solid dosage forms, hormonal preparations oral/ injectables & ointments, liquid orals, ointments, and cosmetics, injectables, food supplements Nutraceuticals. DLL has a revenue of \$5.3 million and 56 employees. DelCure Lifesciences's main competitors are Celogen Pharma, Inventia Healthcare and Calyx. As of August 2017, DelCure Lifesciences has 35 fans on Facebook and 2.3K followers on Twitter.

DLL has two divisions which comprises various products and segments: -
First one is WinSpire- It is launched in June 2013 with 300 members in Pediatrics, ENT, and chest specialties. This Division has products with differentiated technology, “Fast Absol” in all Tablet range and “Kura Fast” in all dispersible Tablets, which will lead to faster onset of action and thus faster relief.

Second one is Delvoice which is launched in August 2013. It is multispecialty division focus on Orthopedics, Gastroenterologists and Consulting Physicians. Delvoice is credited in bringing innovative new products which are new to the country and technologically superior.

DLL is a private independent company.

Vision:

To become the most respected, uniquely positioned leading pharmaceutical company in the chosen areas or specialty verticals in India and abroad with distinct value-based characteristics .

Purpose, Culture and Value at DelCure LifeSciences:

At DelCure LifeSciences, we strongly believe in promoting the purpose of Happiness and creating the culture of Helpfulness for DLL family members and the society, with the learning from Mother Nature, promoting sustainability and augmenting life with growth. We firmly believe in value of Truthfulness.

The Visionary:

The company was envisioned by pharma veteran Mr. Prashant Kumar Pathak. An inspiring and visionary leader has approximately three decades of rich experience in pharmaceutical industry in Sales & Marketing, International Business, and Supply Chain Management & Operations. Mr.

Pathak served as Chief Executive – Global Formulations with RPG Lifesciences and Senior Director – Sales & Marketing with Dr. Reddy's Laboratories.

He has well-rounded experience of running business arms in APAC, Central & Latin American countries & Africa. During his professional career he has managed large number of in licensing assignments and brought new products to India and has been instrumental in collaborating with institutions of repute in the country and USA.

Has been guide & mentor to many successful industry leaders and therefore, has created a highly competent top management team in DelCure Lifesciences.

Presence

Domestic

Products are sold through 2 specialized divisions and have over 25 brands.

- **SPAFAST GEL** -Better absorption...Faster relief
- **DELPOFLEX-A**– The Advanced choice
- **FACTUS SR**– Controls Uric Acid safely
- **LIDOGAB**– Topical solution for pain free life
- **GYM**– Healthy Tendon Active life
- **BUSONEX**– Next move in joint care
- **STIFEASE**– Remove stiffness easily
- **TOLNIM**-Relieves muscle spasm.... ensures pain relief
- **DELPOCAL**-Nature's perfect calcium
- **SPAFAST D INJECTION**– Technological breakthrough in single injection
Differentiated products
- **FACTUS SR**-Available with UHVM Technology in sustained release formula.
- **LIDOGAB**-Available in a Lipophilic base.
- **GYM**-Only combination with Rose hip extract.
- **DELPOFLEX A**-Advanced NSAID+ Advanced enzyme.

- **UPCOUNT**– First time with the combination of Carica papaya, Tinospora cordifolia, goat milk powder and Vitamin E.
- **TOLNIM**-Only brand with Tolperisone and Nimesulide.
- **DELPOCAL**– Calcium with multimineral complex.
- **SPAFAST D INJECTION**– Combination with Diclofenac and Thiocolchicoside.
- **SPAFAST GEL**– Available with excederm technology
- In Pediatric segment, Taste of the formulation plays important role. In DLL, all the suspension products come with delicious taste, which ensures 100% patient compliance. **DelpoCure** ((Cefpodaxime Proxetil), a Cephalosporin antibiotic, indicated for treating respiratory infections in children and adults, available in all dosage forms like Tablets, Dispersible tablet, Suspension (50, 100 & 200 mg).
- **DelpoClav** (Amoxicillin + Clavulanic acid) has been launched in Pediatric as well as adult dosage forms (228.5, 457 & 625 mg) in Tablet, DT & Suspension.
- **WeCure** (Levofloxacin) a very popular Quinolone antibiotic is launched in 250, 500 and 750 mg Tablet dosage form and also in combination with Ornidazole to treat infected Diarrhea.
- **Indowel** (Ondansetron) has been launched, which is an antiemetic in Solution form, for the treatment of nausea & vomiting in children.
- The overall response from the doctors has been very good and they have appreciated the quality of the product. Many doctors have even reported that DLL's product give faster results to the patients, confirming high quality standard of the products. This Division plans to introduce comprehensive Pediatric, ENT & Chest range that includes:
- In management of Diarrhea: **Weltone Z drops**: India's 1st and only ready to use Zinc drops
- Pain relief in Acute Otitis Media with intact Tympanic membrane: **Lidozone Ear Drops**: First Time in India. World's No. 1 Formula
- For reducing the procedural pain and pain during vaccination: **StayHappy Twist Tip Ampoule**: 1st time in India for Superior analgesic effect
- Treatment and prevention of Vitamin D deficiency: **D-liq Drops**: India's first Micellized Vitamin D3 Supplement
- In Viral Hepatitis: **Udcament Susp**: India's first in Suspension form. UDCA treatment made easy
- In management of Chronic Asthma: **Delpomont Susp**: The first and only plain montelukast suspension in India

International

Company already has four international collaborations mentioned below:

- Pharmabase, Switzerland
- Helixor, Germany
- Cymbiotics, USA
- Amarillo Biosciences, USA

Vit D3 from Pharmabase and Helixor products are shortly will get added to the product portfolio of the company.

Timeline

2015- Awarded brand of the year

2016- Participated in 13th national pharmaceutical conclave and gave “Make, Develop and Innovative in India”.

2016-17- Awarded World’s Greatest Brand by Asia One

2017- Launched a nationwide campaign at NASHICON June 2017 called as HONOUR YOUR DOCTOR. *Respect Doctor...save society.*

2017- Awarded Asia’s Greatest Brands & Leaders (Pride of Asia Series)

2018- Participated in PEDICON Nagpur 2018.

2018- Participated in OOACON’18.

- Participated in IOACON, BOACON & GAMCON.
- Creating awareness and spreading noble messages across country.
- 22+ Events Participation.
- 50+ Newspaper Publications.

Introduction

This combination is provided by combining a bulk-forming laxative in the form of psyllium husk (Ispaghula husk) with an osmotic laxative such as lactitol for Idiopathic constipation and is used to prevent or treat constipation.

Constipation is a common problem which can be caused by a number of things. Not eating enough fiber or not drinking enough fluid can cause constipation. Some conditions can cause constipation such as pregnancy or lack of exercise or movement (such as being ill in bed) or some medicines.

It is a common problem for adults and pediatric patients and can generate considerable suffering for patients due to both the unpleasant physical symptoms and psychological preoccupations that can arise.

In this combination, Lactitol is an osmotic disaccharide laxative that increases fecal volume and stimulates peristalsis.

Ispaghula husk helps relieve constipation and as a laxative, works by increasing the bulk of stools, which encourages bowels to move the stools through digestive system, which in turn relieves constipation.

Bulk-forming laxatives absorb water and expand in the colonic lumen; in contrast, osmotic laxatives retain water in the colonic lumen by osmosis. So, both laxatives act to retain water in the colonic lumen thereby counteracting the normal dehydrating action of the colon. By suppressing the dehydration action of the colon, the osmotic laxative produces a fecal stream which is softer, bulkier and easier to expel.

These laxatives also help to produce formed stools, without any systemic toxicity.

Indications:

- Constipation
- Fissures
- Hemorrhoids
- Pregnancy
- Preened post-operative conditions
- Mild to moderate hypercholesterolemia Prevention of hepatic encephalopathy Chronic cholecystitis

- Acidity
- Anorectal disease
- Irritable bowel syndrome
- Inflammatory bowel disease or other types of diarrhea

Lactitol Monohydrate: -

Lactitol is an osmotic disaccharide laxative that increases fecal volume and stimulates peristalsis and analogue of lactulose. Osmotic laxatives are widely prescribed in the management of constipation due to their superior efficacy, tolerability, and safety in pediatric patients, during pregnancy and elderly population. With its more pleasant taste, it is better tolerated and more palatable. it is used in the management of hepatic encephalopathy and in constipation. The efficacy and tolerance of lactitol and lactulose are similar, with a trend for more frequent stools with lactitol. Lactitol has calorific value of 2 kcal/g (8.5 KJ/g) and has no effect on blood glucose levels. It can, therefore, be given to diabetes patients.

Lactitol is a disaccharide derivative consisting of galactose and sorbitol, which is only minimally absorbed and is not, hydrolyzed by the disaccharides of the gastrointestinal tract and, thus, reaches the colon unchanged. In the colon, it is broken down into short-chain organic acids, mainly acetic, propionic, and butyric acid, by the intestinal flora, by the Bacteroides and lactobacilli, thus acidifying the contents of the colon. The effect of this acidification reduces the absorption of ammonia. The transformation of lactitol into low-molecular weight organic acid results in an increase in osmotic pressure in the colon, thereby causing an increase in the stool water content and stool volume, which explains the laxative affect. The mechanism of action of lactitol in hepatic encephalopathy is most likely related to suppression of the absorption of unionized ammonia via lowering of colonic pH; a cathartic action also enhances fecal nitrogen excretion and decreases intestinal transit time, with a reduction in the time for production and absorption and other potential toxins.

Indications for Lactitol:

- Constipation relief
- Chronic cholecystitis
- Prevention of hepatic encephalopathy

Mechanism of Action of Lactitol:

In the colon it is broken down to short chain organic acids and acidity, this results in an increase in osmotic pressure in the colon, thereby causing an increase in the stool water content and stool volume which explains the laxative effect.

“Pharmacokinetics of Lactitol”

Absorption: Lactitol is not significantly absorbed in the small intestine; only 0.5% to 2% of a dose is partially absorbed as unchanged lactitol. Metabolism: Absorbed volatile fatty acids are metabolized in the colon. Excretion: 6.5% excreted in the feces. Small amounts of unchanged lactitol appear in the urine (2% or less of a dose).

Ispaghula

Botanically, Isabgol (also called Psyllium & Ispaghula) is *Plantago ovata*. Sat Isabgol (also called Psyllium Husk & Isaghula Husk) is the husk, outer membranous covering of the *Plantago ovata* seeds, which is useful in relieving constipation and has other therapeutic benefits and uses. Ispaghula husk has a gentle laxative action that depends on the fiber content, so it is not actually a true purgative. It can be categorized under bulk-forming laxatives. The flour of Isabgol Husk is added in multigrain flour to enhance nutritive value as well as fiber content of cereal flours.

It can absorb 14 times more water than its weight. Therefore, the high amount of liquids or water should be consumed while taking Ispaghula husk. It will also help prevent immediate side effects like choking. Medicinal Properties: Isabgol Husk has the following healing properties:

- Antacid
- Gentle bulking-forming laxative
- Antidiarrheal: absorbs water content from intestines and helps in managing diarrhea
- Appetite Suppressant
- Hydrophilic (strong affinity for water)
- Intestinal Detox

- Diuretic

Indications for Ispaghula Husk

Constipation: The first line of treatment of constipation is dietary changes including high fiber diet and fruits & vegetables. Ispaghula is very rich in fiber and it absorbs water from the intestine and produces more bulk, which stimulates intestinal contractions and peristaltic movements. Due to this, the passage of stools becomes easier and thus it removes constipation. **Diarrhea & Dysentery:** Ispaghula Husk absorbs water content from digestive tract and produce bulk, which makes stool firmer. Secondly, it also clears the intestines, which helps removing infection causing microbes from the alimentary canal and speeds up the recovery process. Psyllium alone is effective treatment for mild to moderate diarrhea, but it may be used as adjuvant therapy in severe diarrhea and dysentery.

Acidity & Heartburn: Isabgol is a good remedy for acidity and heart burn. When it passed through the food pipe and stomach, it lubricates the membranous walls, which reduces irritation due to the excess acid. It also flushes out the excess acid from the stomach to the intestine by absorbing the acid. Thus, due to these mechanisms, it helps reducing the symptoms of hyperacidity and heartburn.

Others are Excessive Hunger (Polyphagia); Excessive Thirst (Polydipsia); Skin: Dysesthesia: Burning skin sensation (external application); other skin diseases with main symptom of burning sensation.

Mechanism of Action of Ispaghula Husk

It absorbs water in the GI tract to form a mucilaginous mass which increases the volume of feces and hence promotes peristalsis.

Pharmacokinetics of Ispaghula Husk

Bioavailability: Psyllium is hardly absorbed

Onset of action: 24 to 72 hours **Metabolism:** Metabolized in the colon **Elimination:** More than 70% is excreted unaltered through the stool

Side Effects

Temporary increase of flatulence and abdominal distension, Rectal irritation, Dangerous potassium loss, Headache, Confusion, Rash, Hypersensitivity reactions.

Precaution

It should not be administered to patients with intestinal obstruction, fecal impaction, colonic atony or those with known hypersensitivity to Ispaghula or Lactitol.

For Pregnancy and breast-feedings: This combination should be prescribed only if the potential benefits

Research Methodology

Objective & Scope of Study

Objective

The main objective to conduct this research is to understand the prescription behaviour of Lactitol + Psyllium husk and to suggest its competition and promotional strategies.

Primary Objectives

- To identify and access the competition of Lactitol + Psyllium Husk in the market.
- To understand the availability of the product on various pharmacies.
- To study and understand the concept of market research.
- To Suggest launching Strategies and Promotional strategies of Lactitol + Psyllium Husk.

Scope of the Study

The major scope of this study is to know how often doctors prescribe Lactitol + Psyllium Husk. Then to identify its market strategy to increase its sales and promotional tools

Managerial Usefulness of the Study

This study helps to understand marketing research basic terminologies & different strategies for different market situation.

Methodology

Sample Design:

Descriptive study

Sampling:

Non-probability convenience sampling

Sample Size:

Respondents: 200

Sample Frame:

Doctors: 100

Chemists: 100

Sample population:

Gynecologist

Pediatricians

Surgeon

Gastroenterologist

General Physicians.

Sample area:

Different areas of Varanasi (Uttar Pradesh)

Tools Used for Data Collection: Direct Questionnaire method

Type of Questionnaire: Semi-Structured

Type of Questions: closed and open ended

Tools Used for data analysis: MS-Excel

Data Collection:

Primary- primary data has been collected by the means of questionnaire.

Secondary- The secondary data involved in this project has been gathered from the medical journals, literatures and internet.

Study duration:

60 Days.

Findings and Interpretation

Responses recorded by Doctors

1) Indications in which Lactitol + Psyllium Husk is prescribed

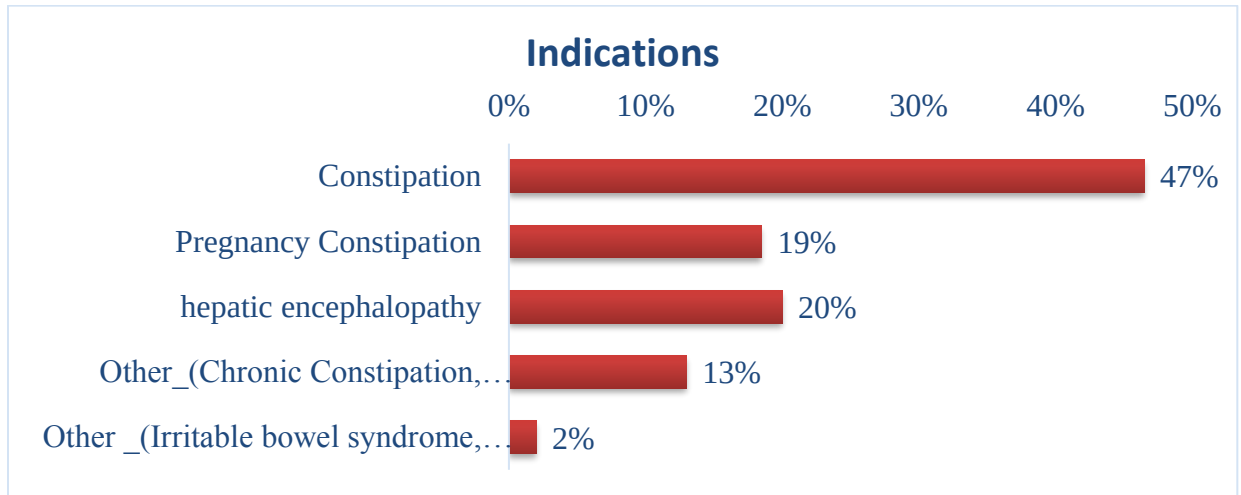


Figure 1: Total No of Indications vs. Percentage Response

INTERPRETATION

- 47% prescribed for constipation.

2) Patients Profile.

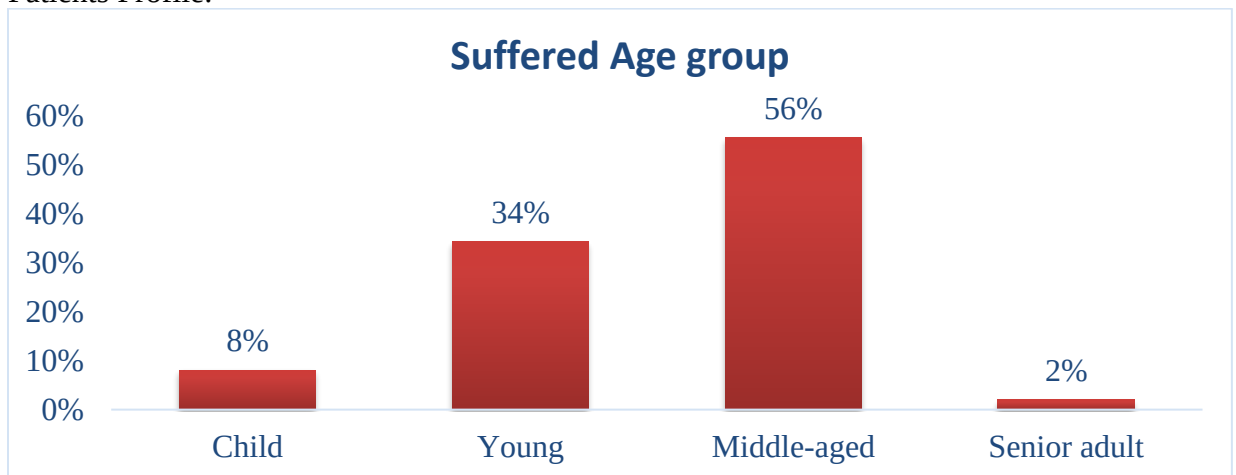
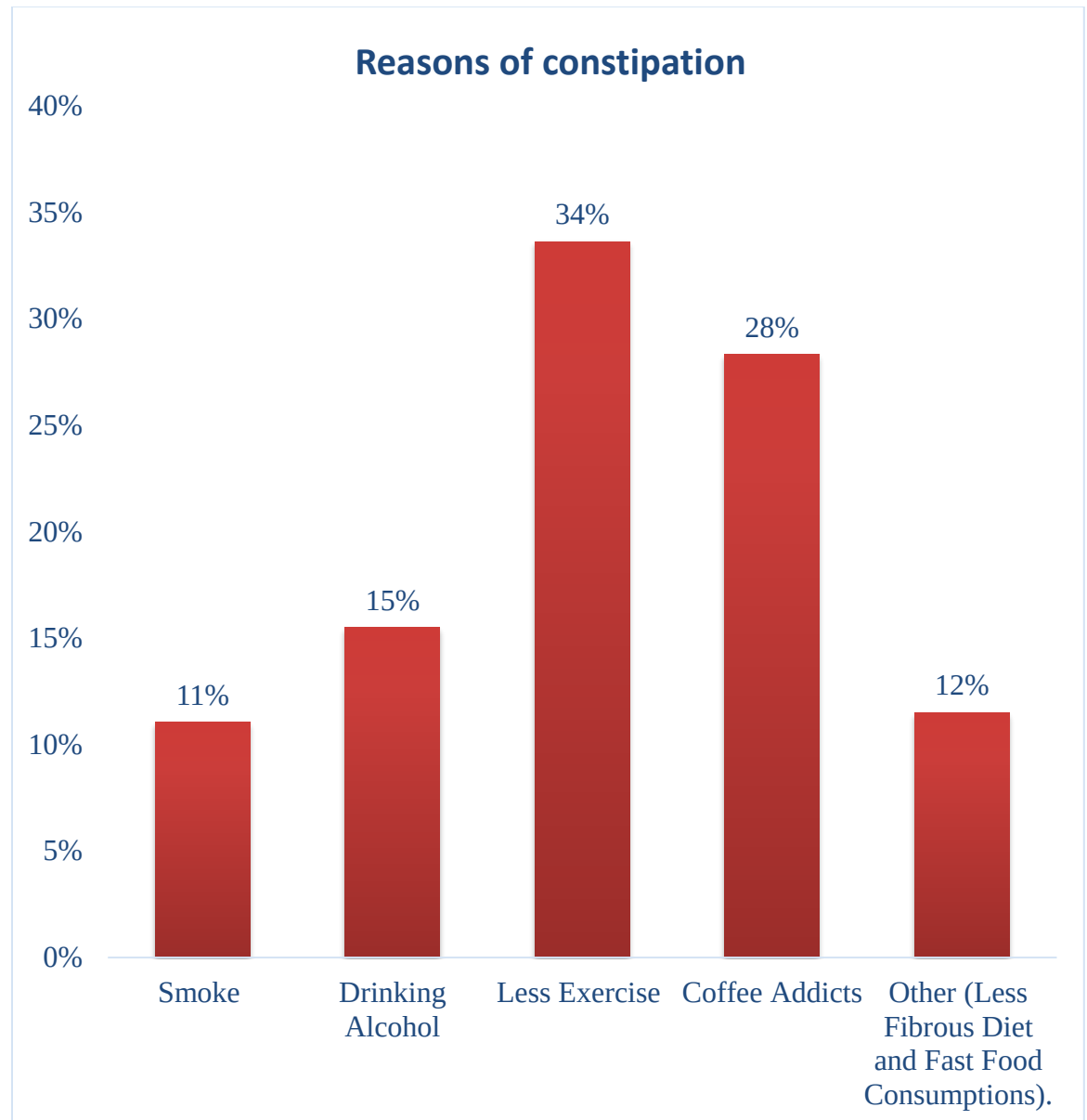


Figure 2: Suffered age group vs. Percentage Response

INTERPRETATION

- 56% patients are of middle age group



. **Figure 3: Reasons of constipation vs. Percentage Response**

INTERPRETATION

36% constipation due to lack of exercise.

3) Preferred form of dose.

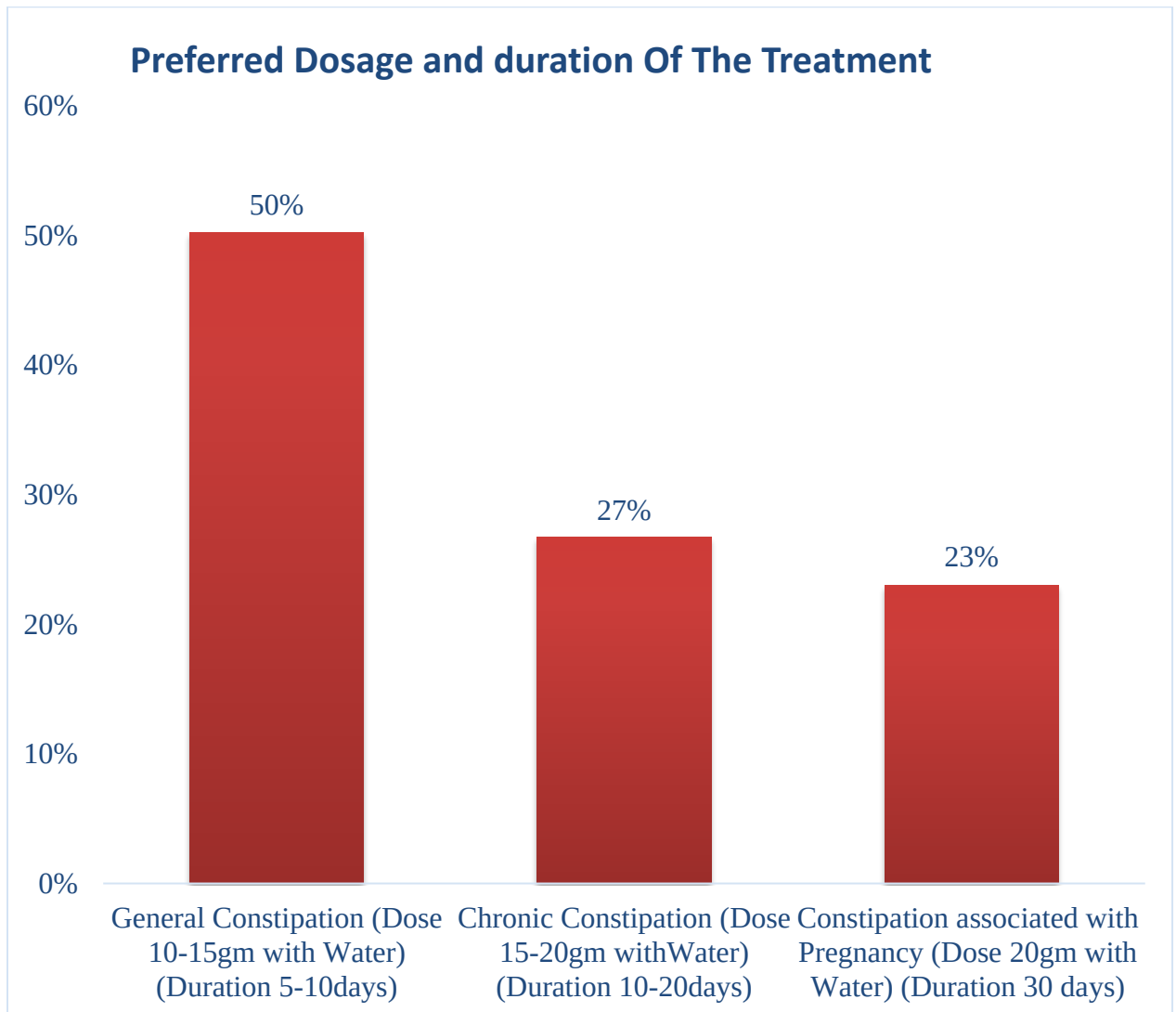


Figure 4: Preferred Dose & duration vs. Percentage Response.

INTERPRETATION

- 50% doctors preferred it for general constipation with dose of 10-15 gm of water with duration of 5-10 days.

4) Attributes while prescribing.

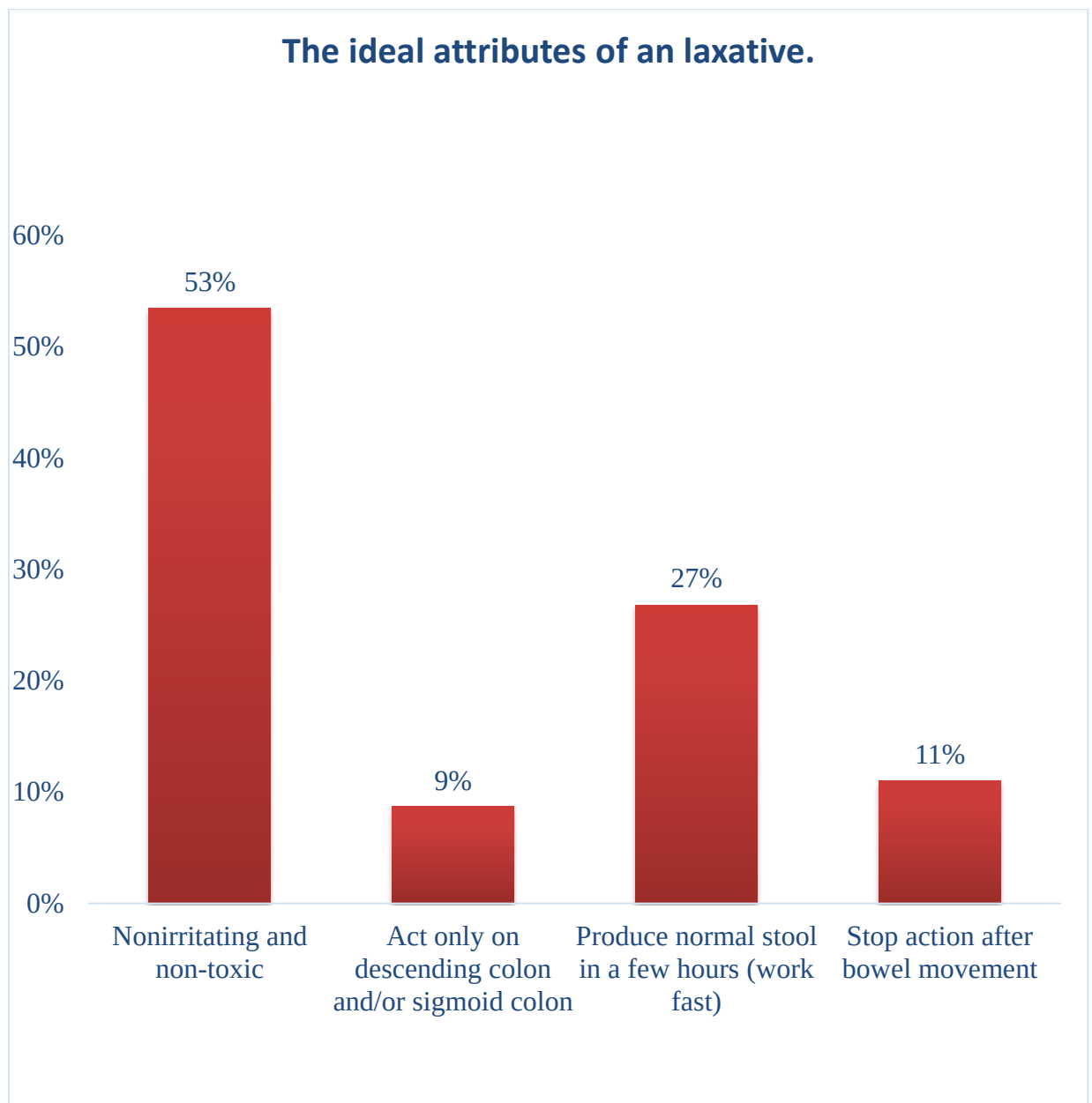


Figure 5: Ideal attributes vs. Percentage Response.

INTERPRETATION

- 53% of doctors look for non-irritating and nontoxic.

- 5 a) Which brands do you use the most in treatment of constipation/ chronic constipation or constipation associated with other indications?

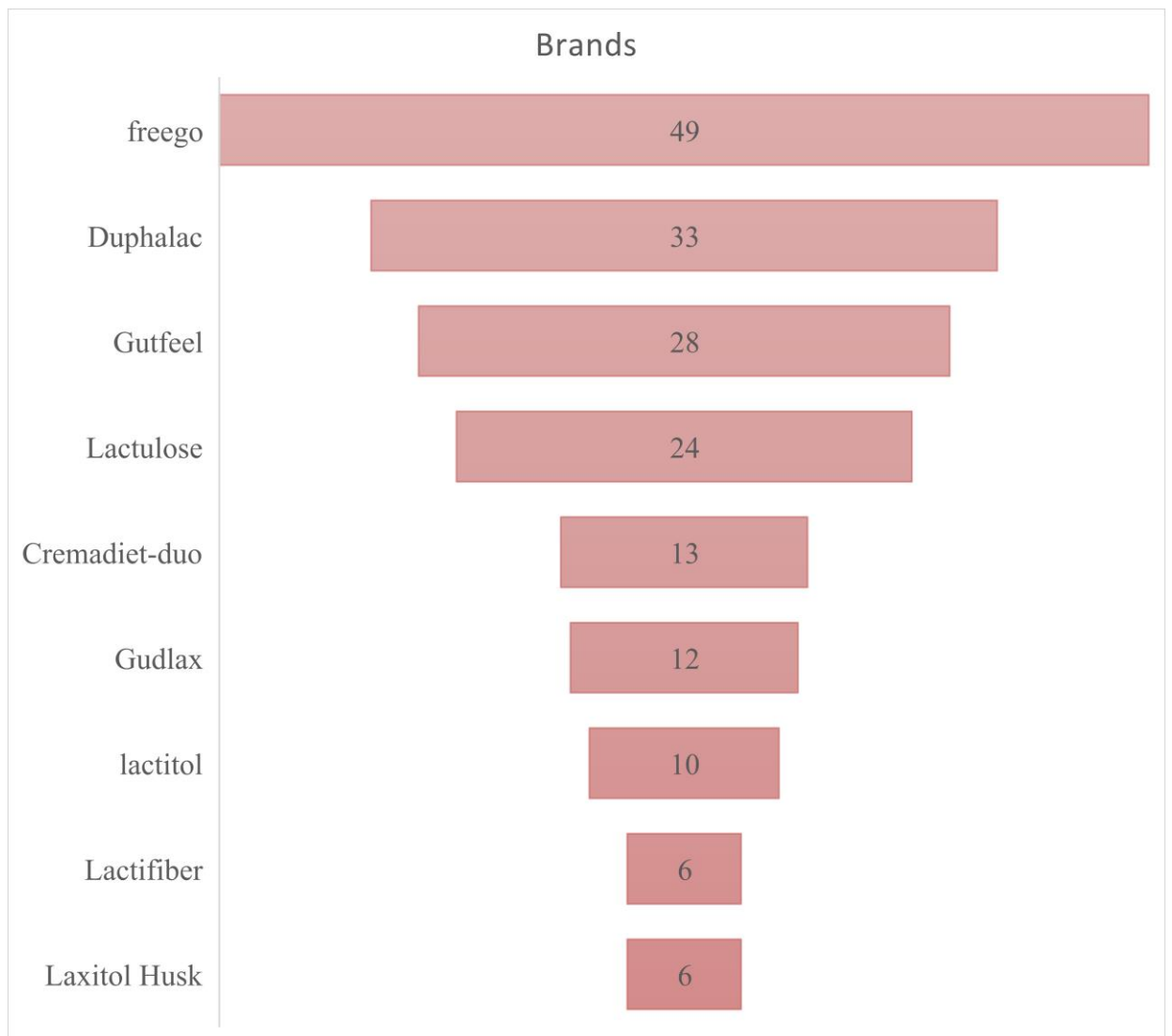


Figure 6: Availability of brands

INTERPRETATION

- 49 of them go with Freego.

b) Doctor which is the most accepted form of administration by patients?

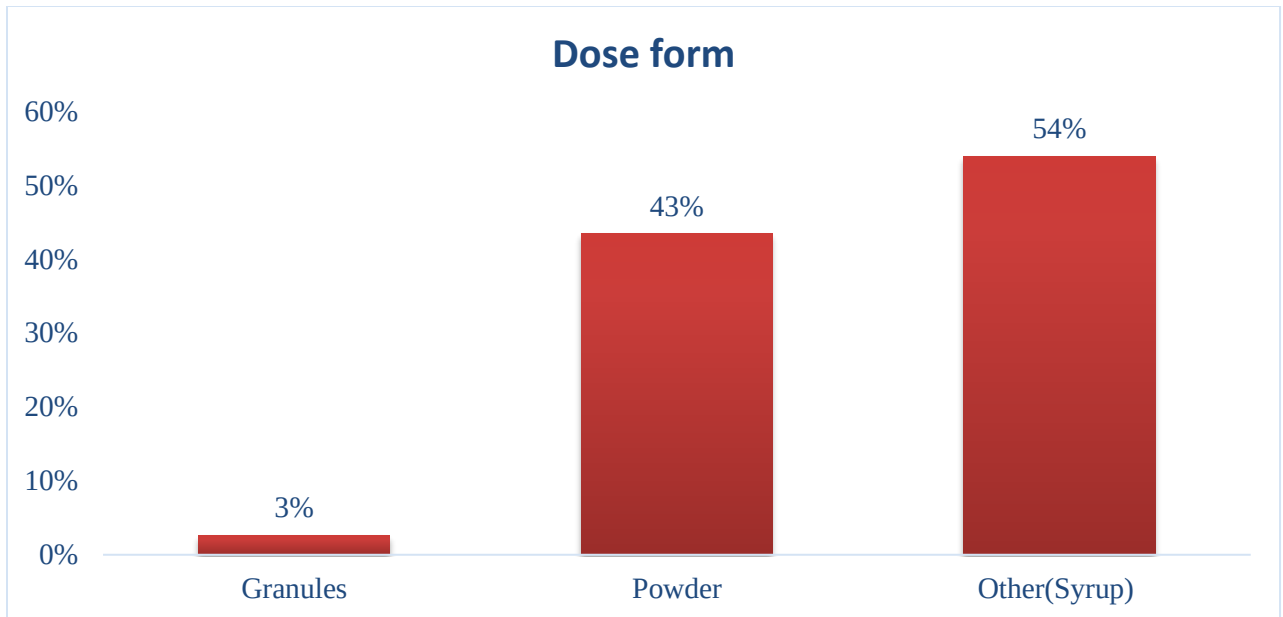


Figure 7: Dose form

INTERPRETATION

54% go for syrup.

6) a) Challenges while prescribing.

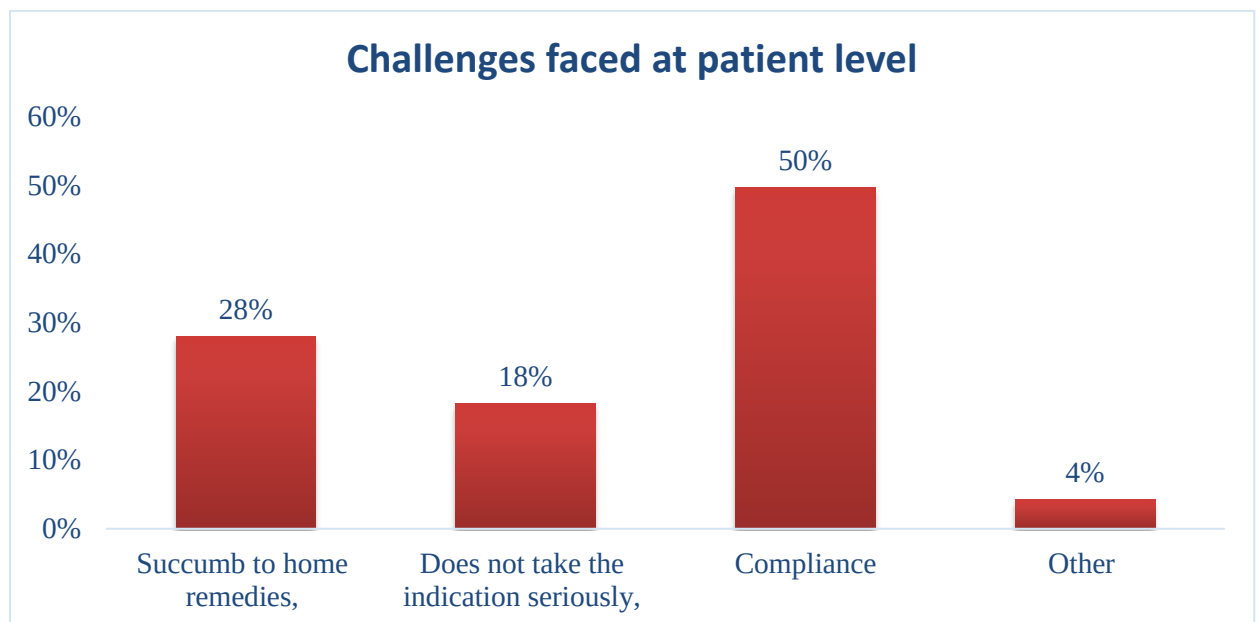


Figure 8: Reasons vs. Percentage Response.

INTERPRETATION

➤ 50% of doctors face compliance as challenge.

b) How to overcome above challenges.



7) Attributes which influence prescribing behavior of doctors.

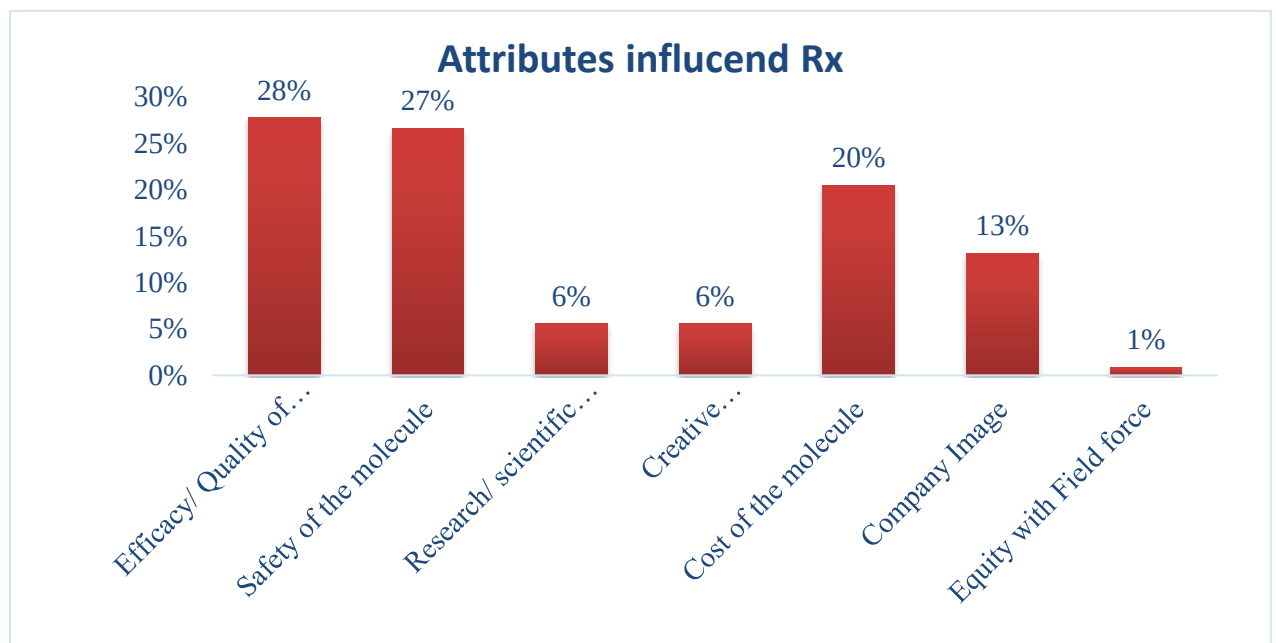


Figure 9.: Attributes vs. Percentage Response.

INTERPRETATION

- 28% of doctors got influenced by cost of molecule, safety of molecule, efficacy/quality of molecule.

8) Activities which help to prescribe more.

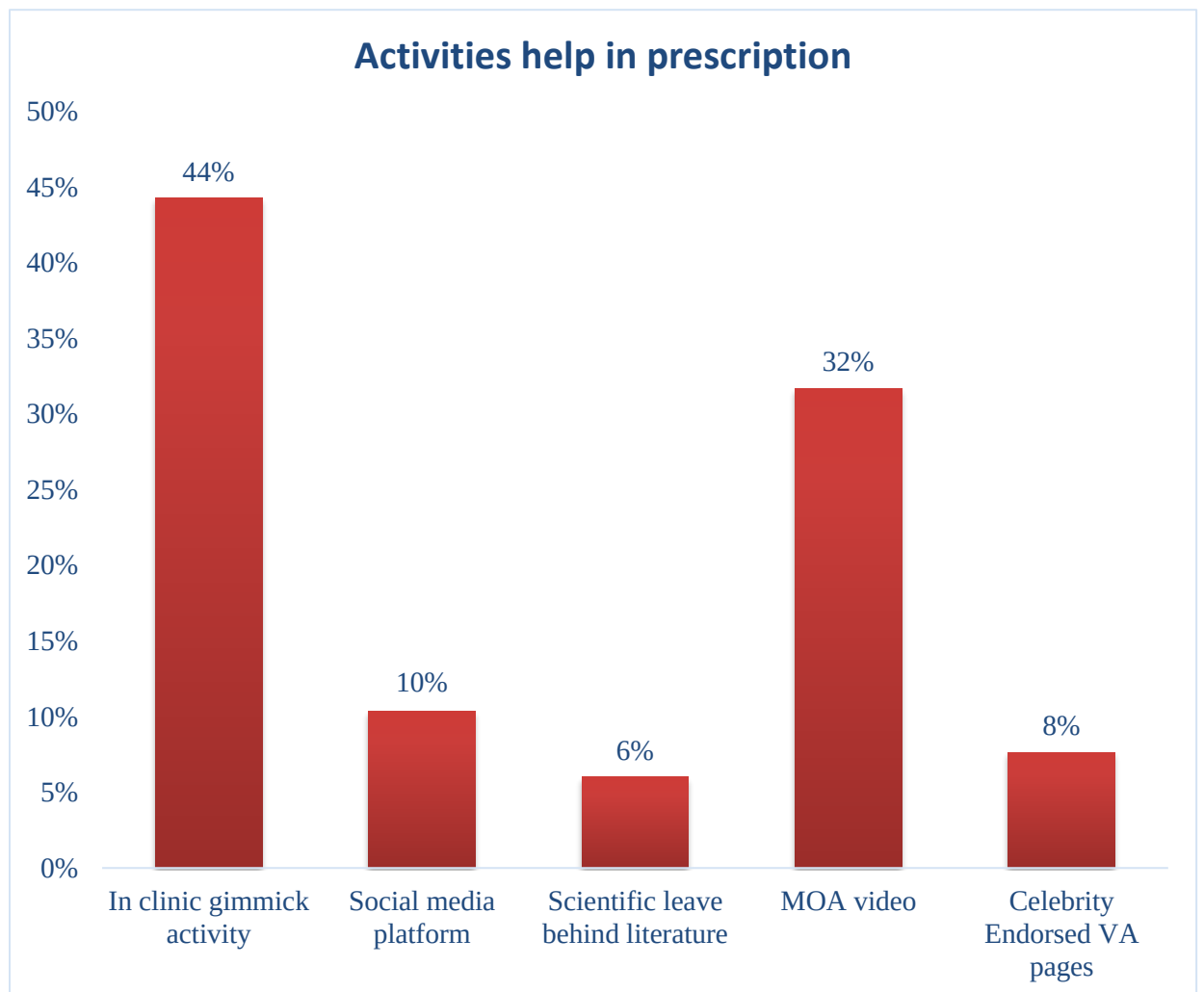


Figure 10: Activities vs. Percentage Response.

INTERPRETATION

- 44% doctors told that clinical gimmick activities help them to prescribe more.

Responses recorded by Chemists

1) Major brands of Lactitol + Psyllium Husk selling most on chemist counter

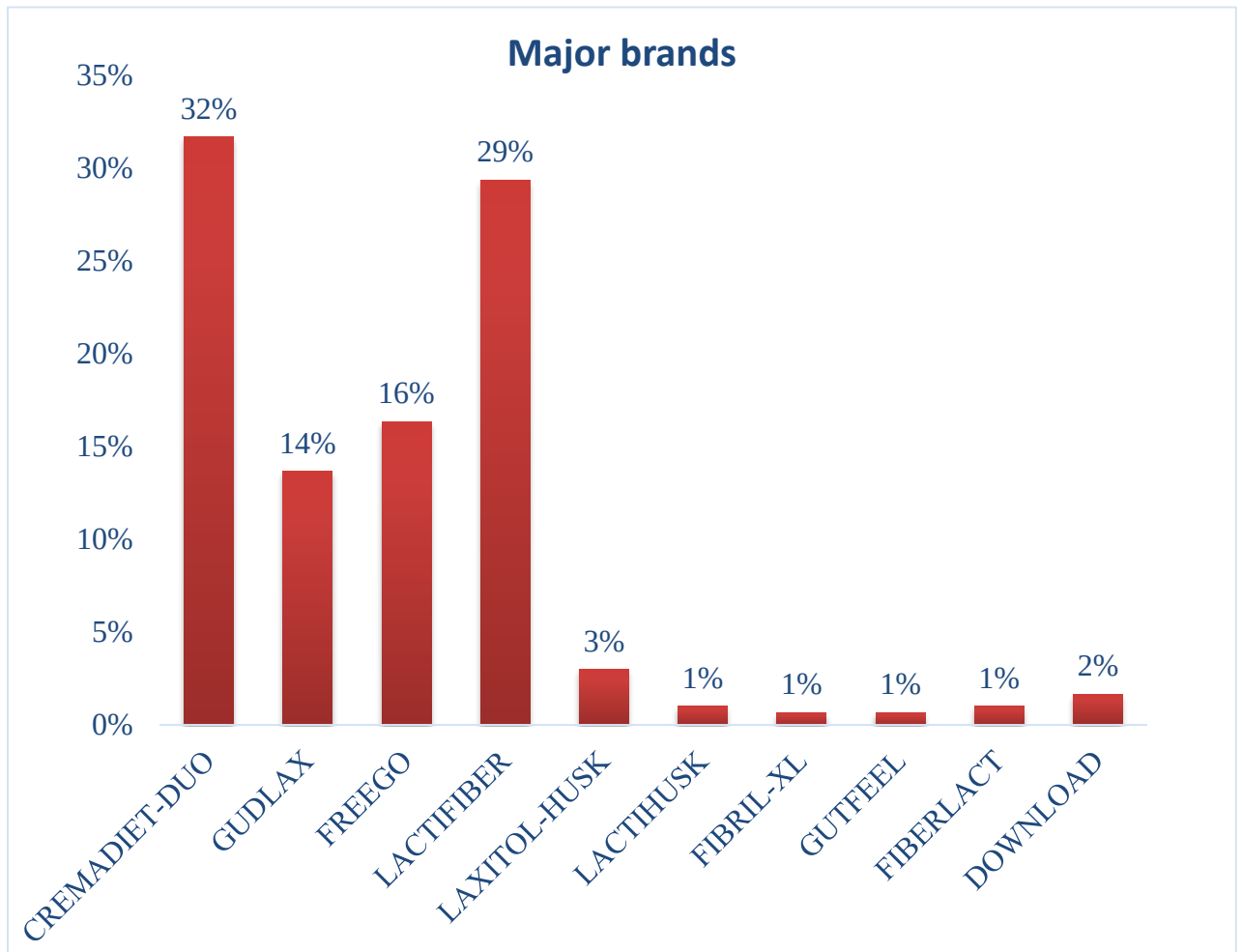


Figure 1.: Brand names vs. Percentage Response.

INTERPRETATION

- 32% chemists sell Cremadiet-Duo most on their counter.

2) How much do you sell?

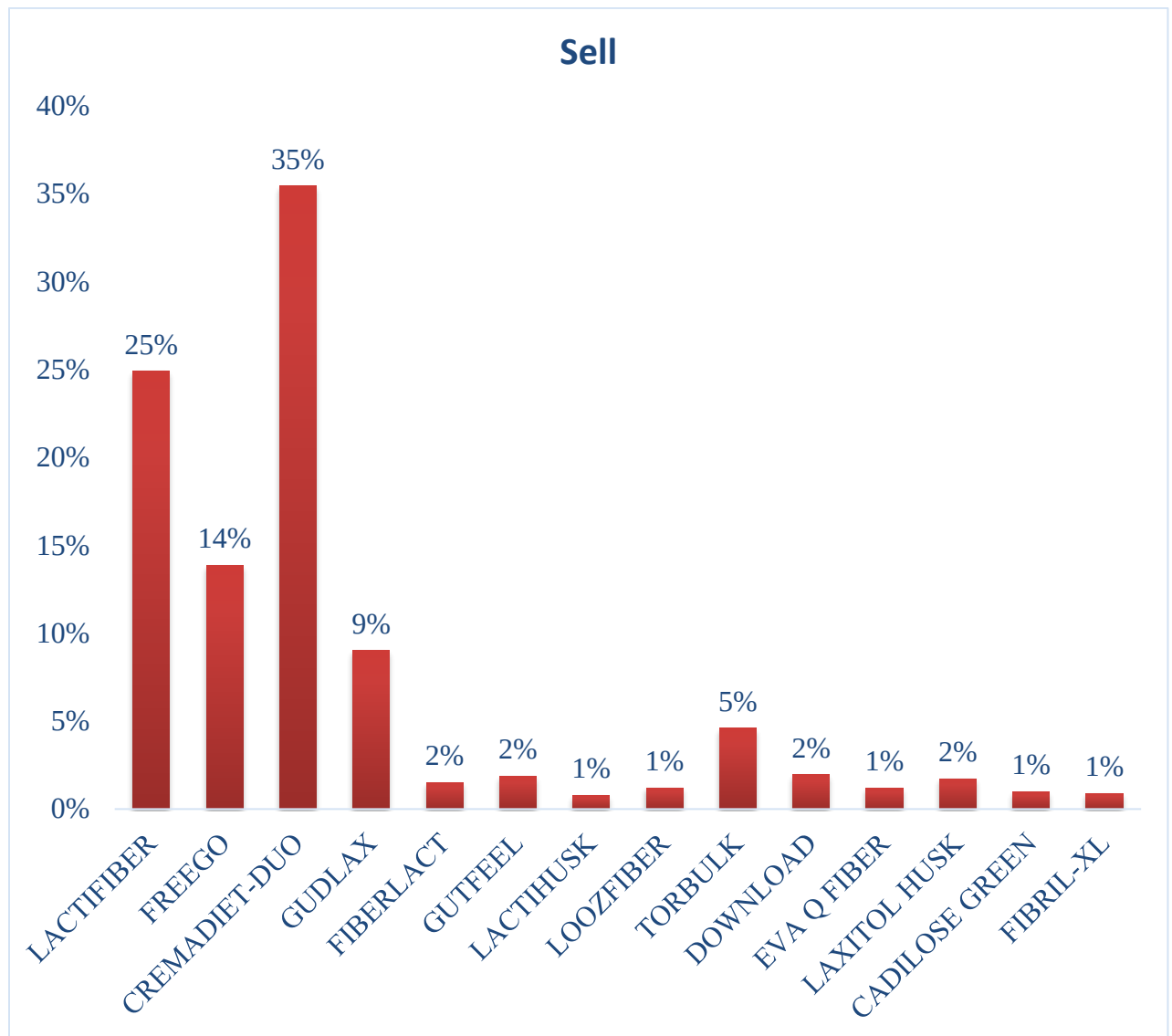


Figure 2: Sell vs. Percentage Response.

INTERPRETATION

35% Cremadiet-Duo is sold.

3) How much stocks do you have now (one box or more)

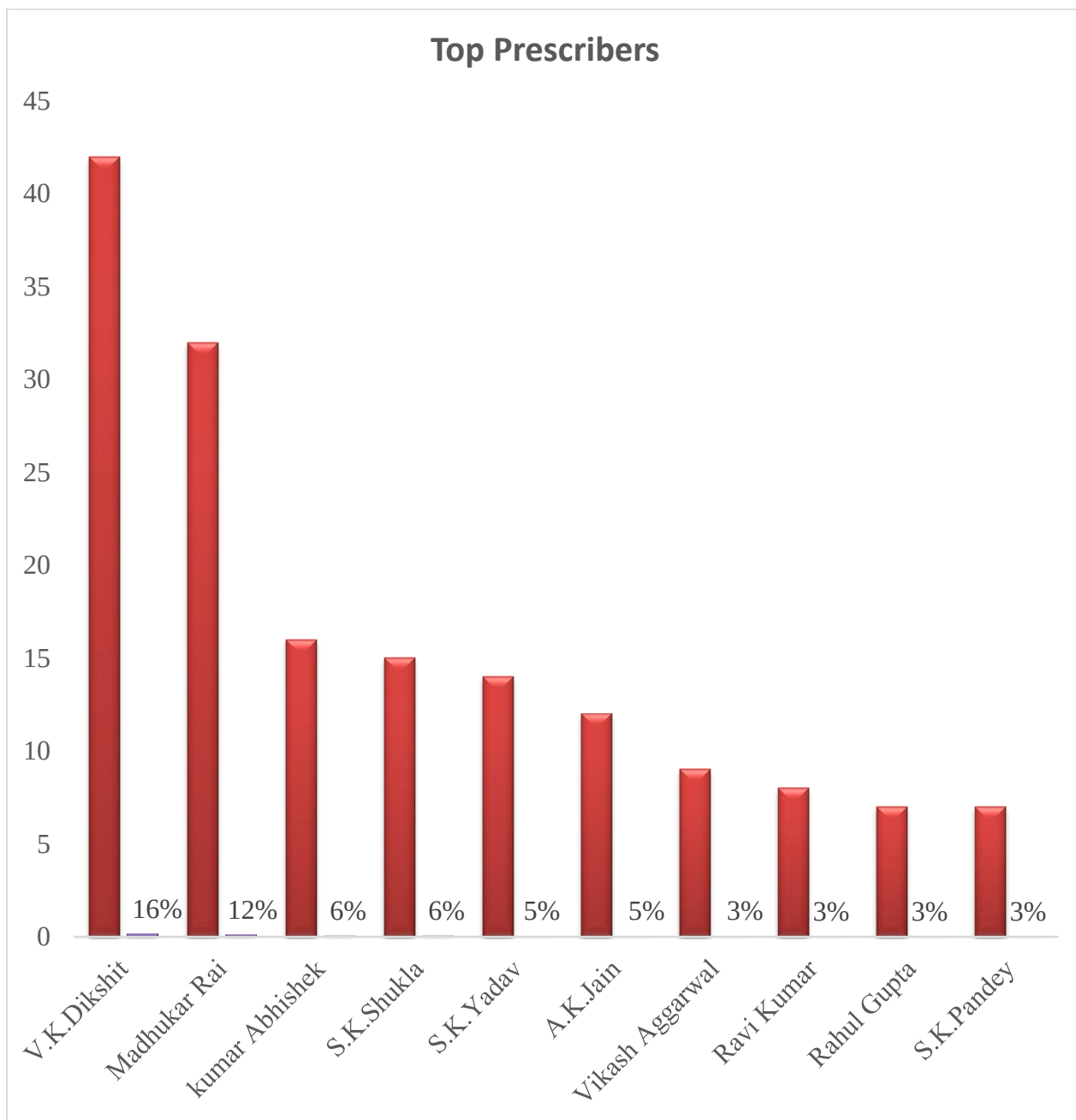


Figure 3: Stock vs. Percentage Response.

INTERPRETATION

29% unit of Cremadiet-Duo is in stock.

4) Top 3 prescribers of lactitol and psyllium husk



. **Figure 4: Top Prescribers.**

INTERPRETATION

V.K.Dikshit was the top prescriber of these molecules i.e. 16%.

FINDINGS FROM THE RESEARCH

There is much critical information were found out from the study:

- It was found that most of the doctors are prescribing this for general constipation.
- Some doctors only prescribe lactitol or psyllium husk individually not in combination.
- Middle aged group have more constipation problem as compared to other groups.

Conclusion

- The overall finding of the study helped us to understand the prescription behavior and the reason behind the compliance they are facing while prescribing.
- The cost and dose are the two main factors that influence the prescription.
- A pull strategy has supplemented the traditional push strategy. Direct-to-consumer advertising is increasingly used to encourage consumers to request advertised drugs from their physicians.
- The Target consumer: Marketing efforts are more likely to be successful if they are aimed at consumers, rather than at the public at large.
- Create broad customer advocacy via a superior customer experience.

Suggestions (Marketing Strategy)

- Introduce the Competitive Pricing Policy, as there is significance difference in the price of competitive Brands. This will lead to more prescription generation by doctors.
- Attractive Discounting Policy that will attract more customers, as cost is high.
- Institutional supply source to be maintained well with including the separate field professional for institution.
- Identify the Key Opinion Leader and served with more frequently with excellent customer service.
- Introduce the Cross Promotional strategy (either with own Product or competitors Product)
- Segment the Market based on Number of prescription generated by Doctors.
- Introduce the Subjective Positioning Strategy.
- By preparing the promotional strategies helps in Improving the sales of the product.
- Regular visit along with time to time activity influence the doctor to prescribe the brand.
- Marketing Managers identifies target consumers and discovers their desires in order to design an effective marketing mix.
- Determining Consumer Desires: Effective marketing strategy requires a knowledge of consumer desires; the benefits that consumers seek.
- Medical Representatives should be trained well by the organisations regarding the use of iPads/Tablets and pharmaceutical organisations should have a dedicated tech support team to resolve issues in call reporting or any other software or hardware issues faced by the sales force in day to day activities.

Limitation of the Study

- The sample area and sample size has been limited due to time constraint.
- Doctors (respondents) are reluctant for their feedbacks & opinions, and authenticity of their statements can't be verified too.
- All the observations and recommendations will be made on the feedback obtained from the survey.

Annexure

Questionnaire for doctors

Doctor.....

Date:

Place:.....

Specialty: _____

1. Doctor in what indications do you use Lactitol + psyllium husk? (in this question though it is understood constipation, try to gauge constipation associated with other indications like pregnancy, and other indication like hepatic encephalopathy etc. from doctor)

- a) Constipation
- b) Pregnancy Constipation
- c) hepatic encephalopathy
- d) Other_(Chronic Constipation, Hemorrhoids, Piles)
- e) Other_(Intestinal bowel syndrome, Diabetes)

2. Doctor defines the patient profile that suffers from above mentioned indications (constipation/ chronic constipation etc.);

- a) Age: _____
- b) Gender a. Male b. Female c. Other
- c) Lifestyle habits
 - a. smoke,
 - b. drinking alcohol,
 - c. less exercise,
 - d. coffee addicts
 - e. Other_(Less Fiber Diet, Improper Diet, In Pregnancy) _

3. Doctor what is the preferred dosage and duration of the treatment:

- a) General Constipation: Dose _____ Duration _____
- b) Chronic Constipation: Dose _____ Duration _____
- c) Constipation associated with indications (pregnancy/ pre or post-surgery etc.):

Dose _____ Duration _____

Competitive Assessment

4. Doctor according to you, what are the attributes of an ideal laxative?
- a. Nonirritating and non-toxic
 - b. Act only on descending colon and/or sigmoid colon
 - c. Produce normal stool in a few hours (work fast)
 - d. Stop action after bowel movement

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Sl.no.	Brand	Rank (1 being highest and 5 being lowest)	Reason for Ranking 1.Stimulates peristalsis 2.Improvement in the symptoms 3.Convenient dosage
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

- d) Doctor what is the recall message of the following brands?

S.no.	Brands	Recall message/element
1.	Lactifibre	
2.	Freego	
3.	Torbulk	

e) Doctor do you think lactitol + psyllium husk is an effective combination in treating constipation?

Yes

☐

No

☐

Communication Strategy

6. Doctor what comes to your mind (adjective association) when you hear the combination lactitol + Psyllium husk?

7. A) Doctor what are the challenges that you face in treatment of constipation at patient level?

- a. Succumb to home remedies,
- b. Does not take the indication seriously,
- c. Compliance
- d. Other _____

B) Doctor how can we partner with you and help you overcomes above challenges by means of inputs?

8. Doctor which of the following attributes influences your Rx?

- a. Efficacy/ Quality of Molecule
- b. Safety of the molecule
- c. Research/ scientific points of the Molecule
- d. Creative communication/ in clinic activity by the molecule
- e. Cost of the molecule
- f. Company Image
- g. Equity with Field force

9. Doctor which of the following activities will help you Rx the Lactitol +psyllium husk more?
- a. In clinic gimmick activity
 - b. Social media platform
 - c. Scientific leave behind literature
 - d. MOA video
 - e. Celebrity Endorsed VA pages
 - f. Any other please specify

10. Doctor would you like to add any comments?

Questionnaire for Chemists

1. Which are the 3 major brands of (Lactitol & psyllium) selling most on your counter?

1.

2.

3.

2. How much do you sell?

Lactifiber (sun pharma)sales/month

Freego (alembic).....sales/month

Torbulk (Torrent).....sales/month

-----.....sales/month

-----.....sales/month

(Info on above three cited brands is compulsory)

3. How much stocks do you have now (one box or more)

Lactifibre.....

Freego

Torbulk.....

-----.....

-----.....

(Info on above three cited brands is compulsory)

4. Who are the top 3 prescribers of lactitol and psyllium husk (Do not put *doctor's name in the mouth of chemist*) these brands and how much these (Above) doctors prescribe? (Dr. X Prescribe 1 or 2 boxes per month)

(Offer positive alternatives only if the information is not forthcoming)

Brand	Prescribers		
A	1.Dr.	2.Dr.	3.Dr.
B	1.Dr.	2.Dr.	3.Dr.
C	1.Dr.	2.Dr.	3.Dr.

Reference

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