

Introduction

Today we live in a digital era, it all started from late 1950s to the late 1970s where there was a shift from mechanical work to digitalization. This era is still continuing to present day and recently life have been too dependent on digital gadgets that it will be continuing in the future as well. From introduction of PC to Smart Phones, the research and development in IT industry have changed rapidly. It had change the way people used to live their lives, from ordering food online to booking a cab or watching movies on smart phones there is always a digital screen in-front of us. Due to this the problems like dryness, eye strain, CVS, eye itchiness are on a rise, for these problems ophthalmologist mostly prescribe eye drop containing CMC as its main constituent. CMC stays on the ocular surface for a longer period of time keeping the eye moist. It helps in reducing eye irritation and burning sensation. It was mostly found that doctor recommend one to two drops daily for people who have exposure to digital screens for longer duration.

Study Objectives

- To devise an in-clinic promotion program to increase the awareness, detection and prescription of Lubrex.
- To understand prescription habit of doctors for itchy eyes, eye irritation, red eyes, eye fatigue,.

Research Methodology

Study Design: Descriptive Study.
Sampling Method: Purposive Sampling
Sampling Units: Ophthalmologist from Pune city.
Sample size: 100 Ophthalmologist.
Sample area: Deccan, Satara road, PCMC, Chandannagar, Camp, Swargate, Bibewadi, Koregaon Park, Karve road, Kothrud, Kondhwa.
Time period: 10th April to 10th June (60 days)
Data collection: Questionnaire was used to collect data from Ophthalmologist.
Data Analysis: Data Analysis was done by MS excel.

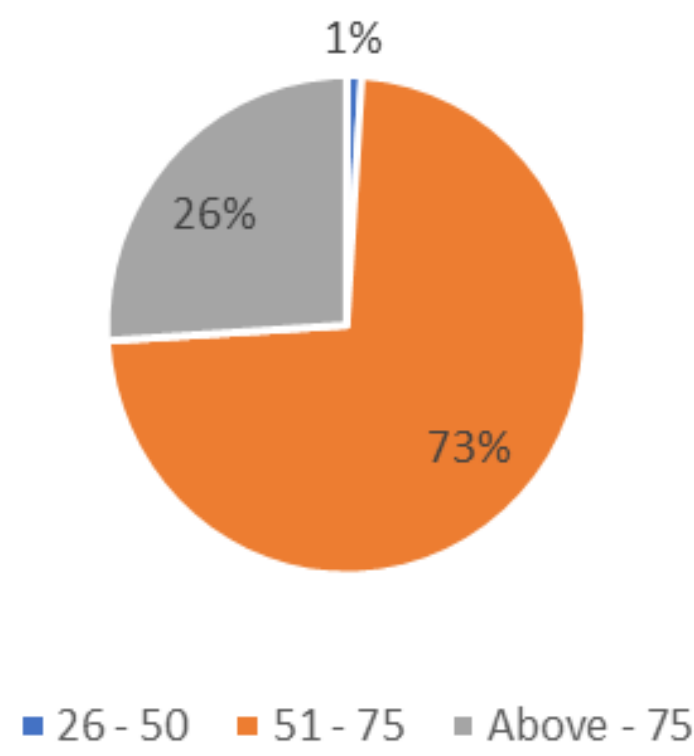
Product Information

Product Name: Lubrex.
Company: Micro Labs Ltd.
Class: Eye Lubricants.
Active Constituent: CMC 0.5% (Carboxymethylcellulose).
Indication: Dry Eyes.
Price: Rs 102.74.
Packing Size: 10ml
Competitors: Refresh Tears, Tear Eye drop, Just Tears, Addtears, Eco Tears, Systane Ultra,, Eye – Mist.
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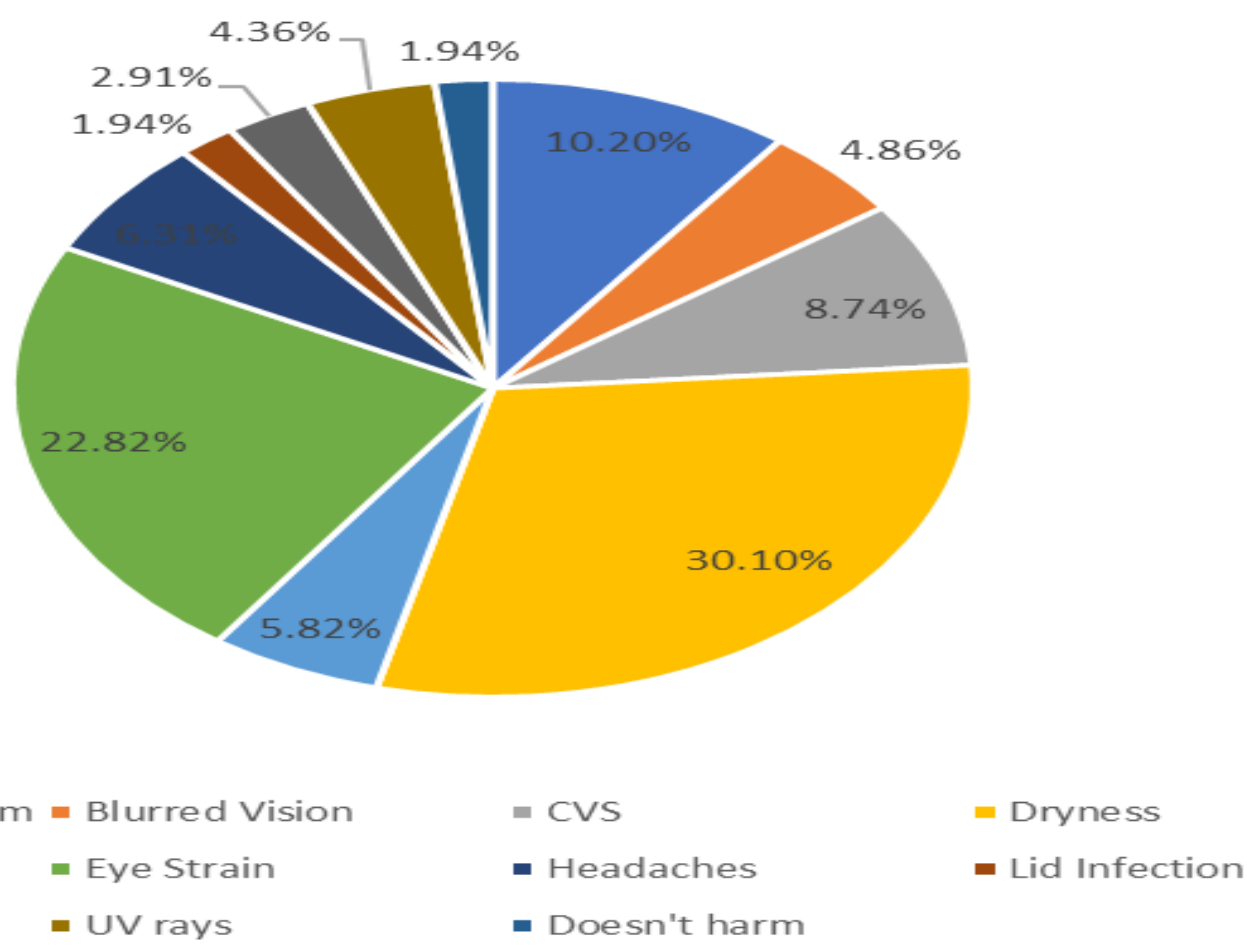
Research Findings

Patients complaining about itchy eyes, eye irritation, eye fatigue or similar problems.



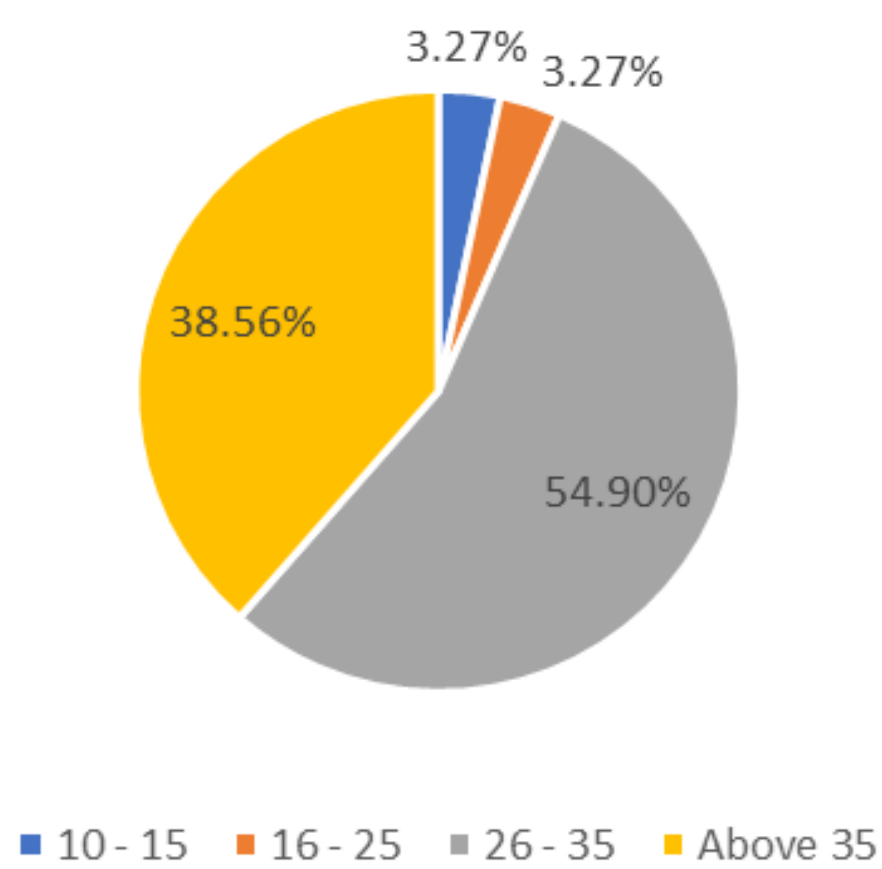
73% of ophthalmologists responded that 51-75 percent of patients visit them for problems like itchy eyes, eye irritation, eye fatigue or similar problems.

Ophthalmologist Opinions on how overuse of digital gadgets affects eye



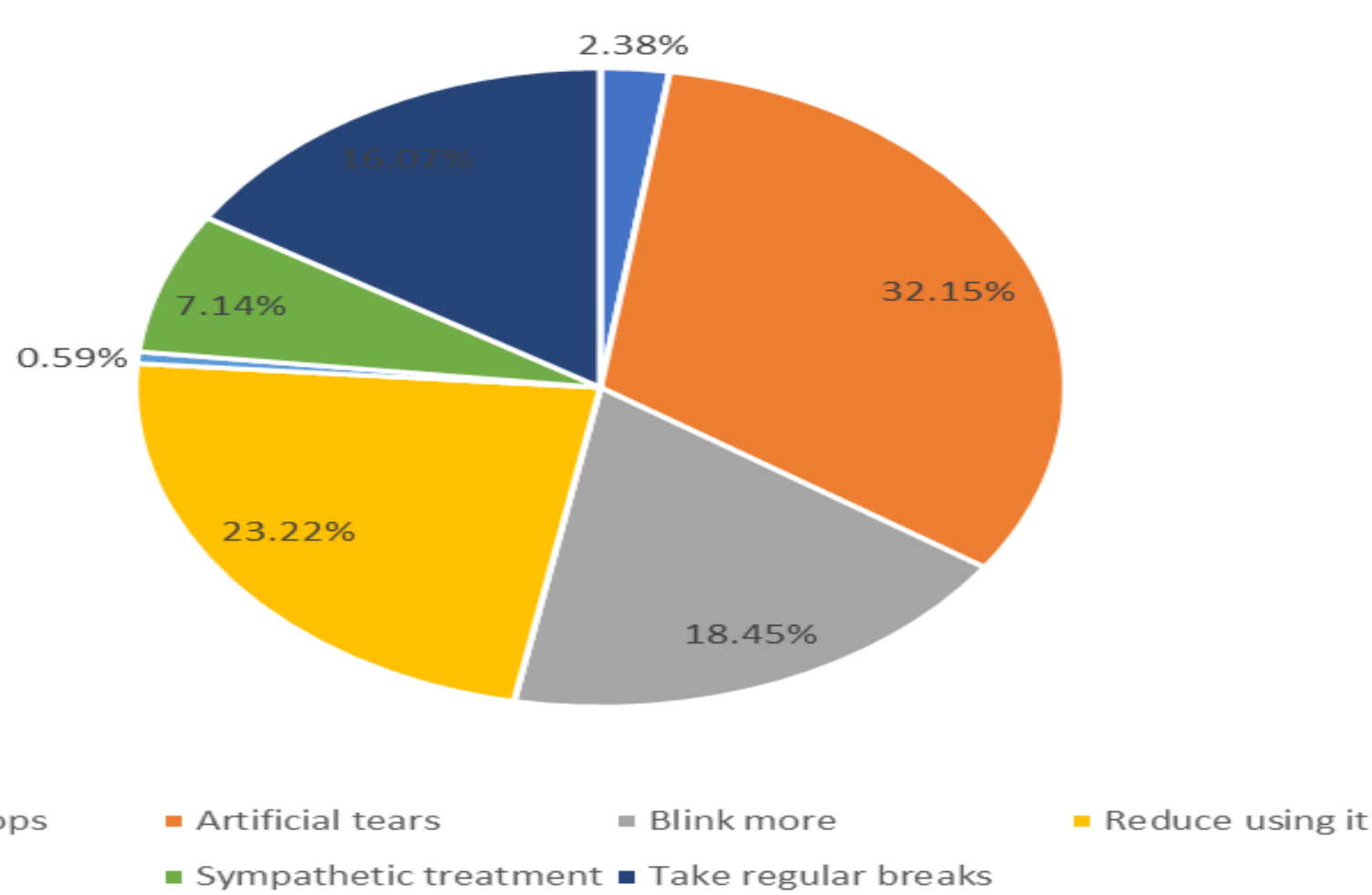
Almost half of the respondents responded that dryness and eye strain is caused by Overuse of digital gadgets.

Age Group



Most of the complains were found with patients above 26years (Working Population) almost 93% and most prevalent were male compared to female.

How disorders from overuse of digital gadgets are treated



Almost 60% of respondents responded that by taking regular breaks, reduce using digital gadgets and by blinking more eye orders can be treated, almost 40% respondents prefer prescribing eye drops.

In—Clinic Promotion Program (Recommendations)

Posters: Posters in OPD is one of the best ways for creating awareness on dry eyes. Many companies are already using this method but most of them are promoting Glaucoma and Myopia. Some things which a poster should consist are causes of dryness and preventive measures for dryness.

Literature: Giving literature on an A4 size paper in their local language can be used to spread awareness about dry eyes and lubricants.

Visuals: 3D visuals of an eye can be used for screening it on a TV in OPD department for creating awareness on how dryness is caused? and how lubricants help in making our eyes moist?

Campaigns: Lubrex cool care campaign is a good idea for promoting it. Dehydrated body and dry eyes were very well linked by giving fruit juices in summer season to doctors.

Sample Starter Pack: Giving sample starter pack in the morning or evening OPD sessions to doctors is a good way for promoting Lubrex.

IT Companies: As Pune city is known as an IT hub some ophthalmologists suggested to be an intermediary between doctors and IT companies, if managed properly it gives a very good opportunity to promote the product to the people who needs it the most.