

MARKETING SURVEY: Doctors perception on effect of digital gadgets on human eyes

Pathak Gaurav Trivaninath
Course: MBA in Pharmaceutical Management (2nd Year), The IIHMR University, Jaipur



INTRODUCTION

Digital gadgets cause Dry eyes and other eye related problem which is most common now a days. People are not aware about dry eye disease. To treat dry eyes doctors prescribe lubricating eye drop. Micro labs Lubrex (CarboxymethyCellulose) is best quality and economic product for dry eyes. Micro labs is trying to create an awareness activity with the help of doctors suggestions about dry eyes awareness. By which people/ patients get aware about dry eyes and its early treatment with the help of Lubrex.

OBJECTIVE

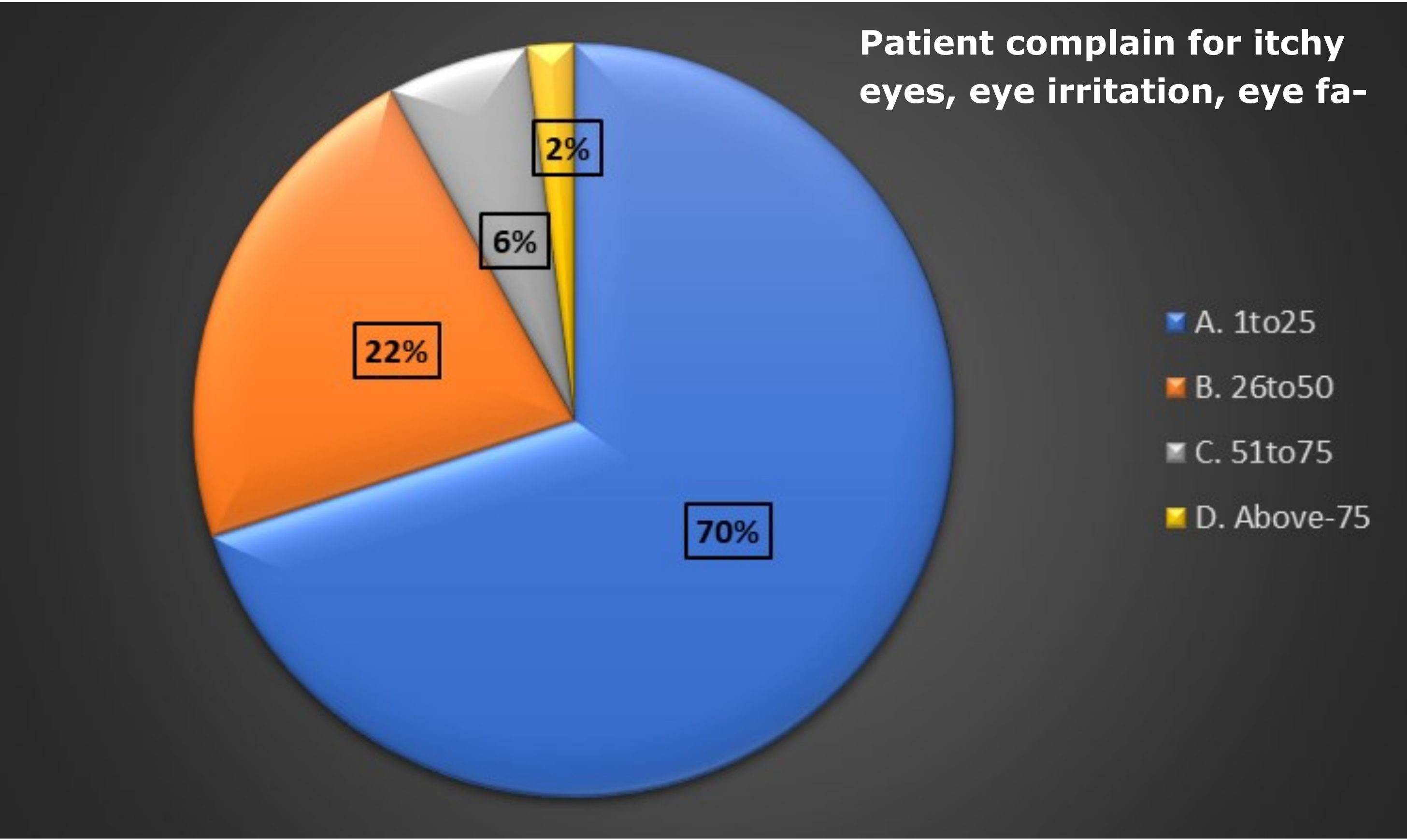
To study the device in-clinic promotion program to increase the awareness, detection and prescription of Lubrex.

RESEARCH METHODOLOGY

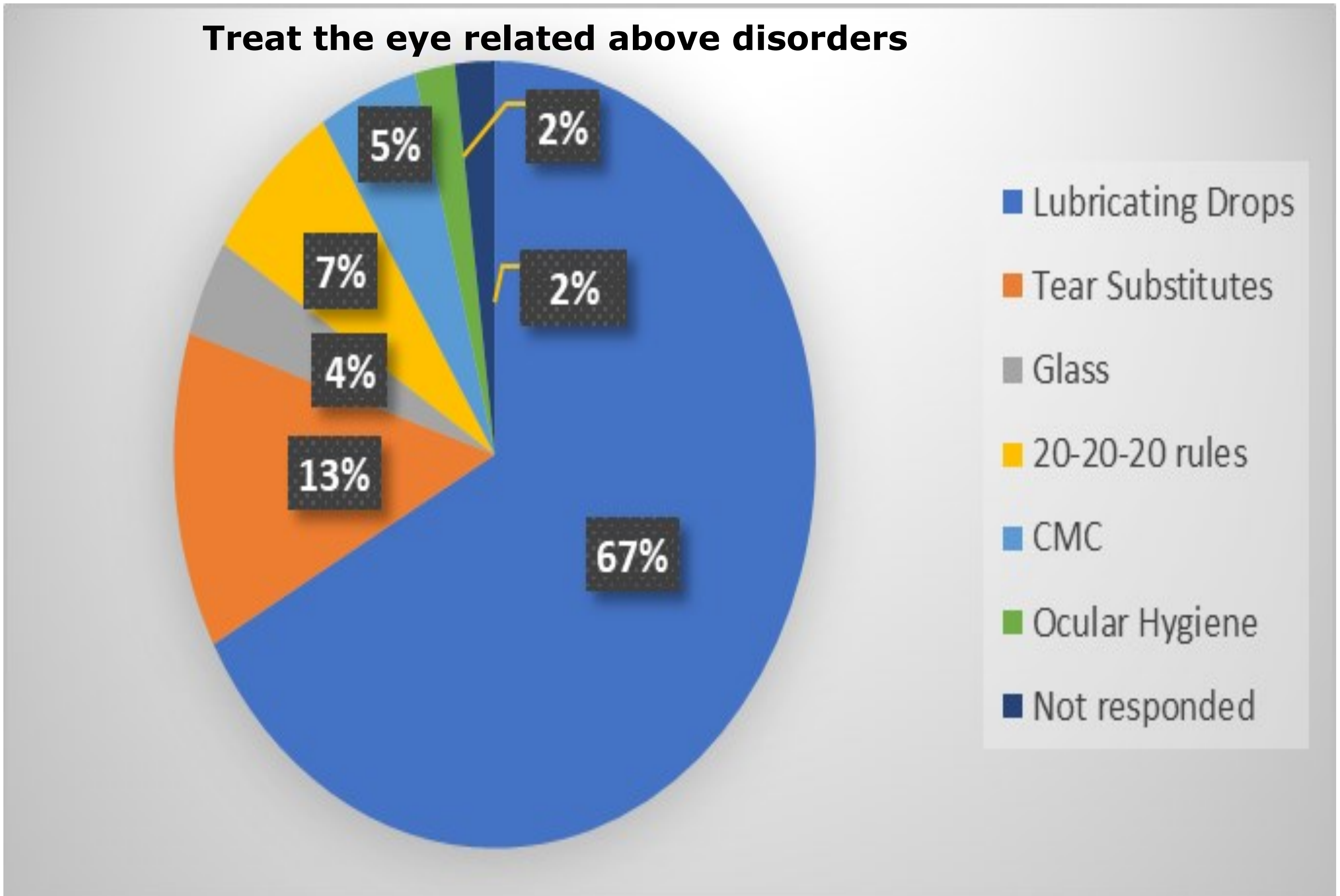
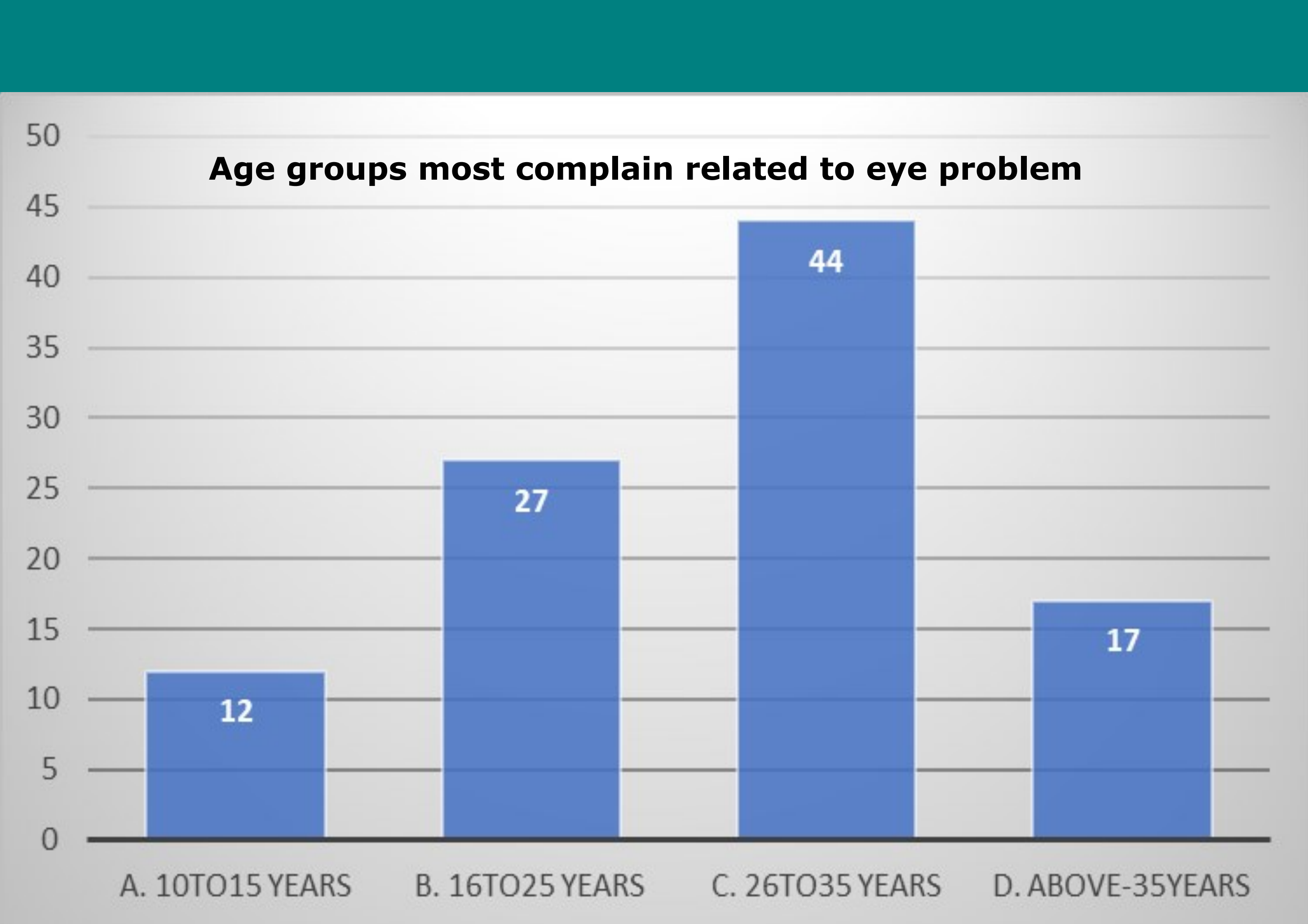
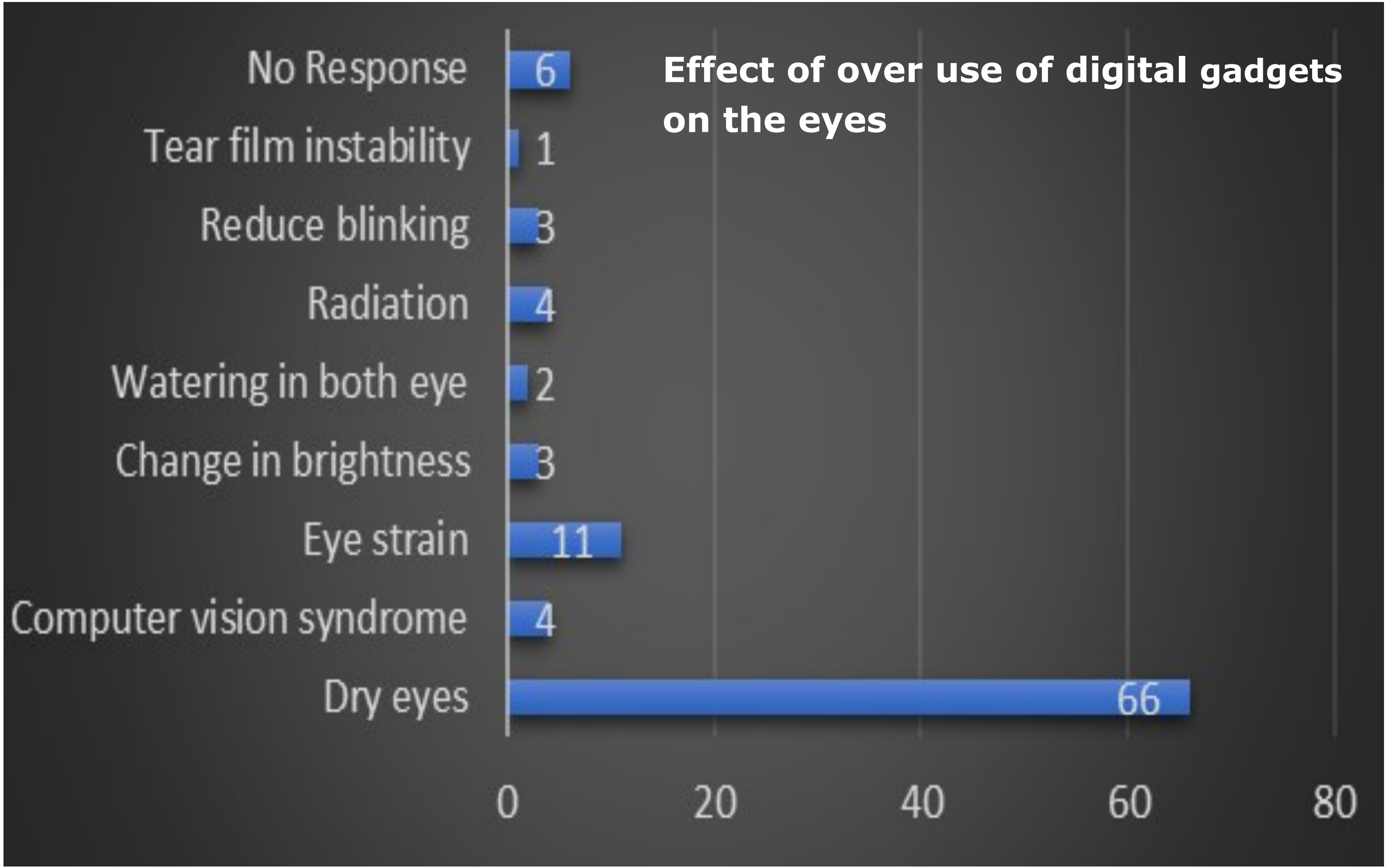
Data collection: The findings are based on a market survey from 100 doctors using questionnaire.
Study design: Descriptive Study
Sampling: Purposive Sampling
Sample Size: 100 doctors

FINDING

Q1. How many patients complain for itchy eyes, eye irritation, eye fatigue or similar every day on average?



Q3. In your opinion how does over use of digital gadget harm the eyes?



Recommendation

Doctors perception to create awareness related to e-gadgets in public through posters, lectures, pamphlets, and campaigns related to effects of e-gadgets on eye health therefore according my recommendation to micro labs, is to create awareness through doctors suggestion with lubricating eye drop of Micro lab (Lubrex).

Conclusion

Doctors prescribe lot of drugs related to eye diseases but according to survey on e-gadgets effect on eyes health from doctors most of the doctors told dry eyes and to treat this cause of gadget on eyes mostly doctors goes to prescribed the lubricating eye drops. To treat dry eyes problems