

DOCTOR PERCEPTION ON EFFECT OF DIGITAL GADGETS ON HUMAN EYE .



INTRODUCTION

Now a days people are not aware about dry eyes disease. And this disease are cause due to over use of digital gadget .Doctors prescribe lubricating eye drop for treat dry eye problem .Micro labs has Lubrex (corboxy methylcellulose 0.5%w/v) it has best quality and economic product for dry eye . Micro labs trying to create an awareness activity with the help of doctors suggestion about dry eye awareness . By which patient/people get aware about dry eyes and it is early treatment with the help of lubrex.

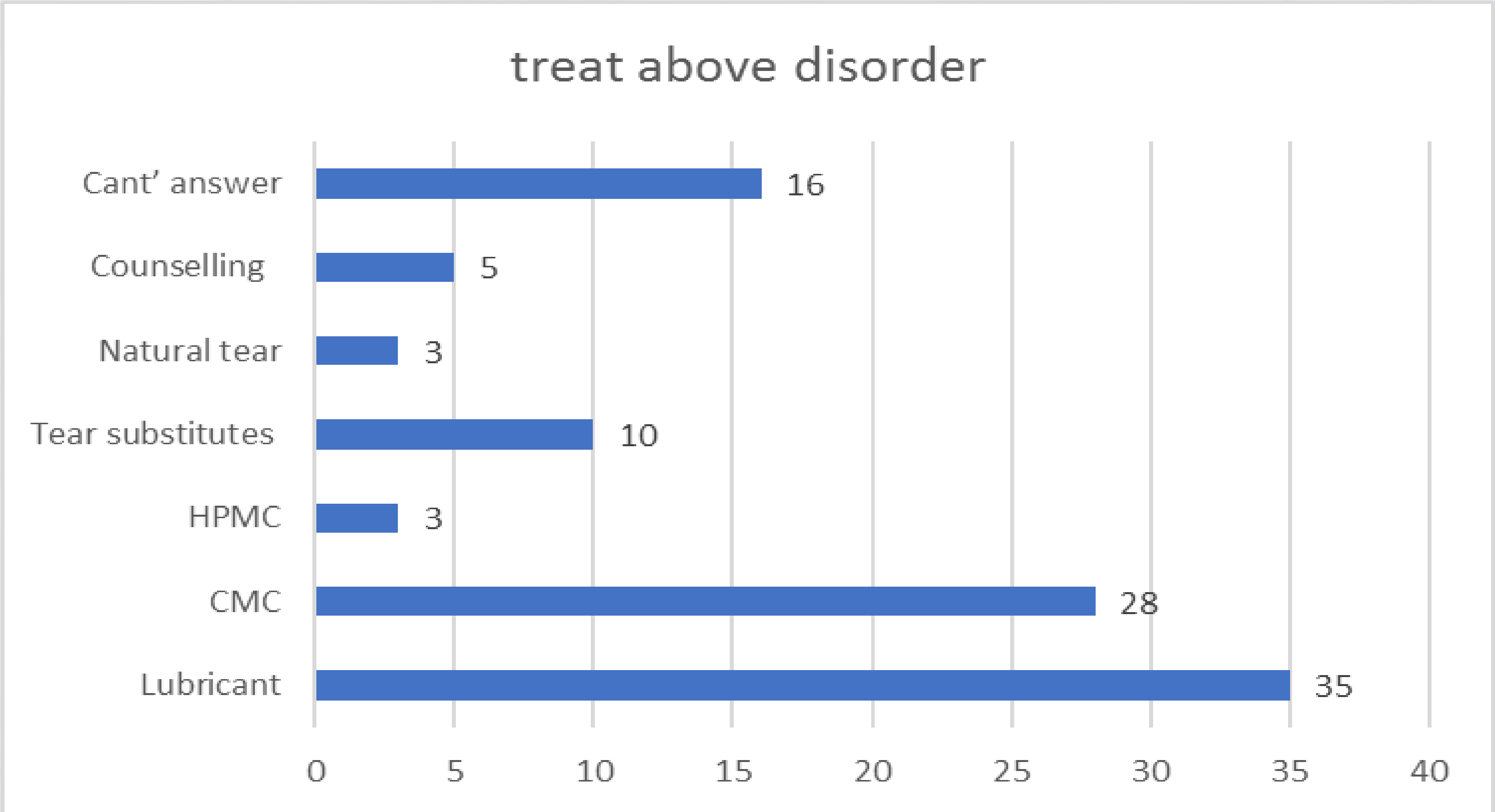
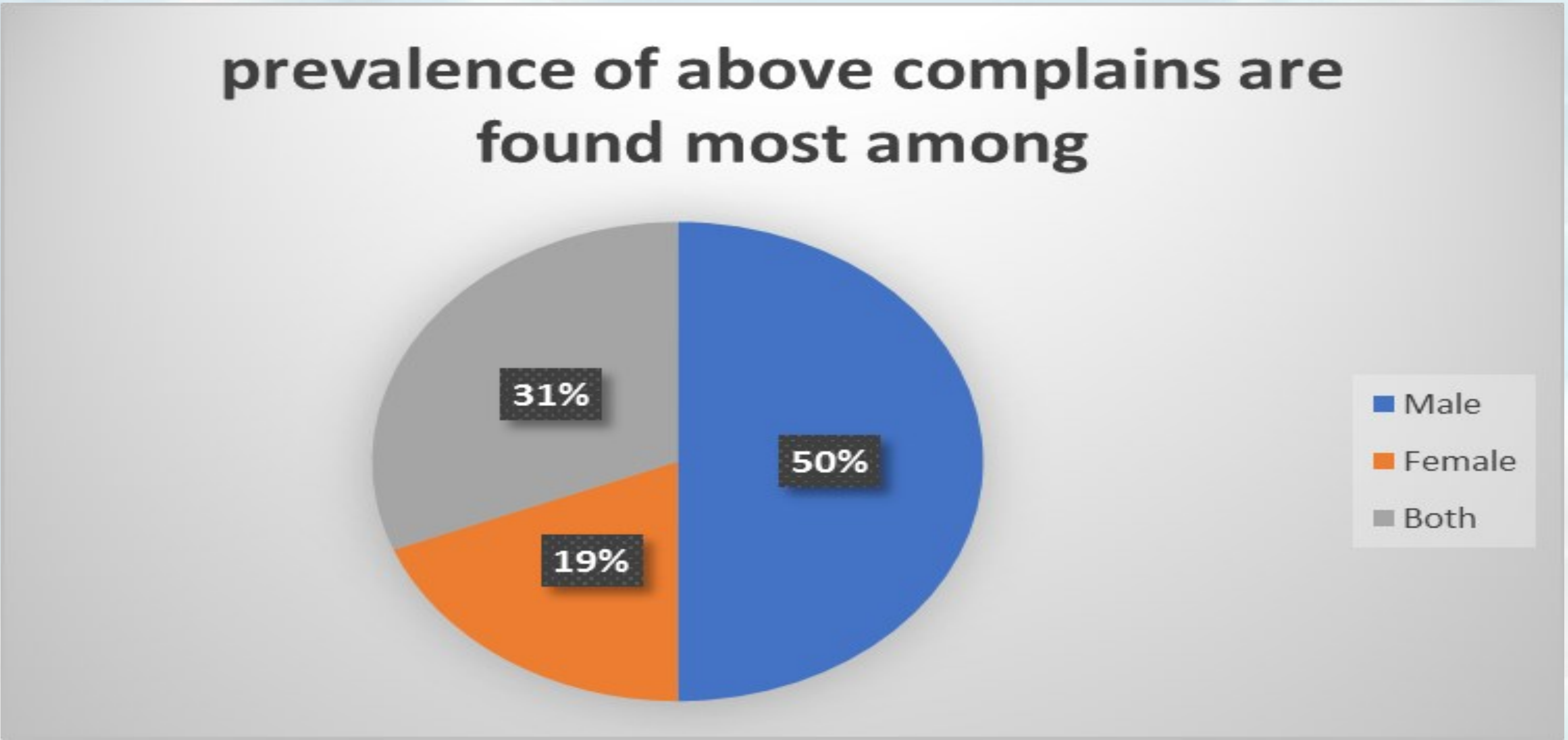
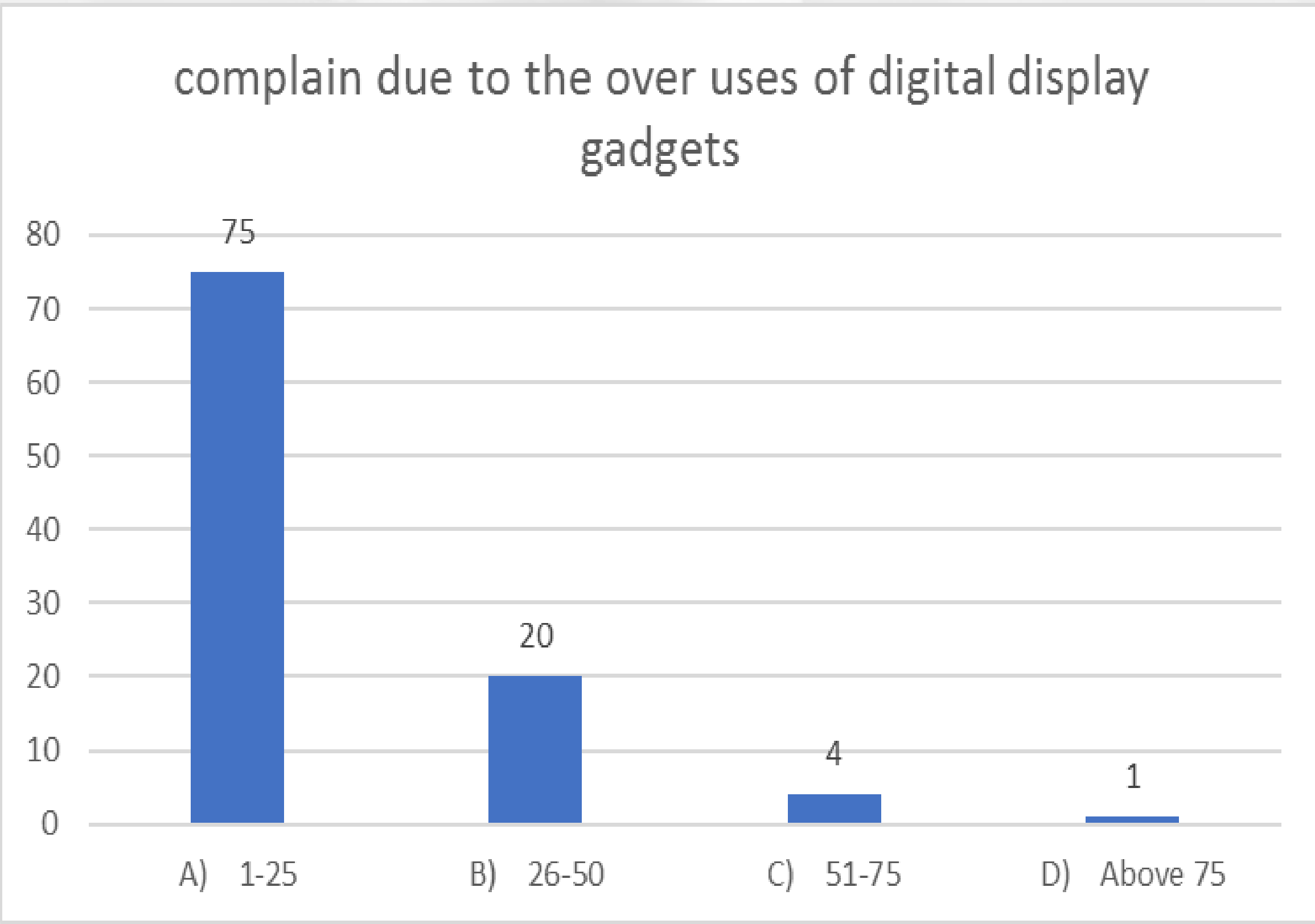
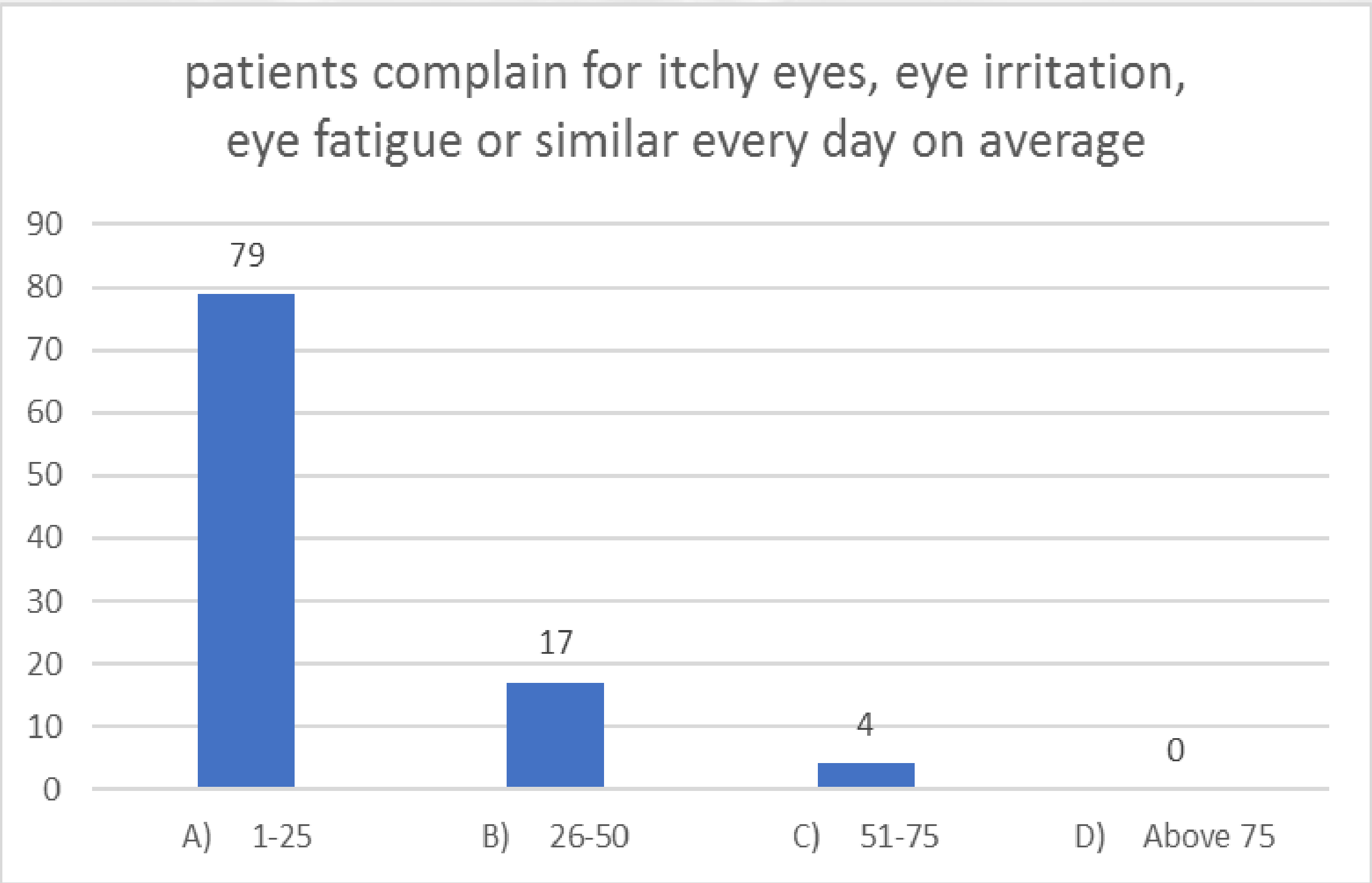
OBJECTIVE

To find out the prescription and awareness about the use of lubrex in dry eye.

METHODOLOGY

Study Design: Descriptive Study
Sampling Method: Purposive Sampling
Sample Population: ophthalmologist of Bhopal
Sample Size: Doctors: 100;
Sample Area: Bhopal City
Time Period: 60 Days
Data Collection: The finding are based on the market survey from 100 doctors using questionnaire.

RESEARCH FINDINGS



5)In your opinion how does over use of digital gadgets harm the eyes? Most of doctor answered that over use of digital gadget harm the eye and cause disease like-

- Dry eyes
- Eye irritation
- Redness of eyes
- Blue Effect
- Blinking problem
- Headache

6)Do you want to suggest an activity or initiative to create awareness?

CONCLUSION

Digital gadgets are helpful and important in day to day life but when there is overuse of this gadgets then they cause severe eye related problems like dry eye ,eye irritation ,computer syndrome ,headache.

RECOMMENDATIONS

Increase Awareness by the camp and poster in hospital clinic and school . Doctor should give advise to patient and people and digital gadget that how these are harm to eye .and do not over use of digital gadget when you are use digital gadget for long time then you should take rest after 20 minutes and follow 20-20-20 rules.

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