

OBJECTIVE

To Find out the perception and awareness about the use of lubrex in dry eyes

INTRODUCTION

People are not aware about dry eye disease. To treat dry eyes doctors prescribe lubricating eye drops.

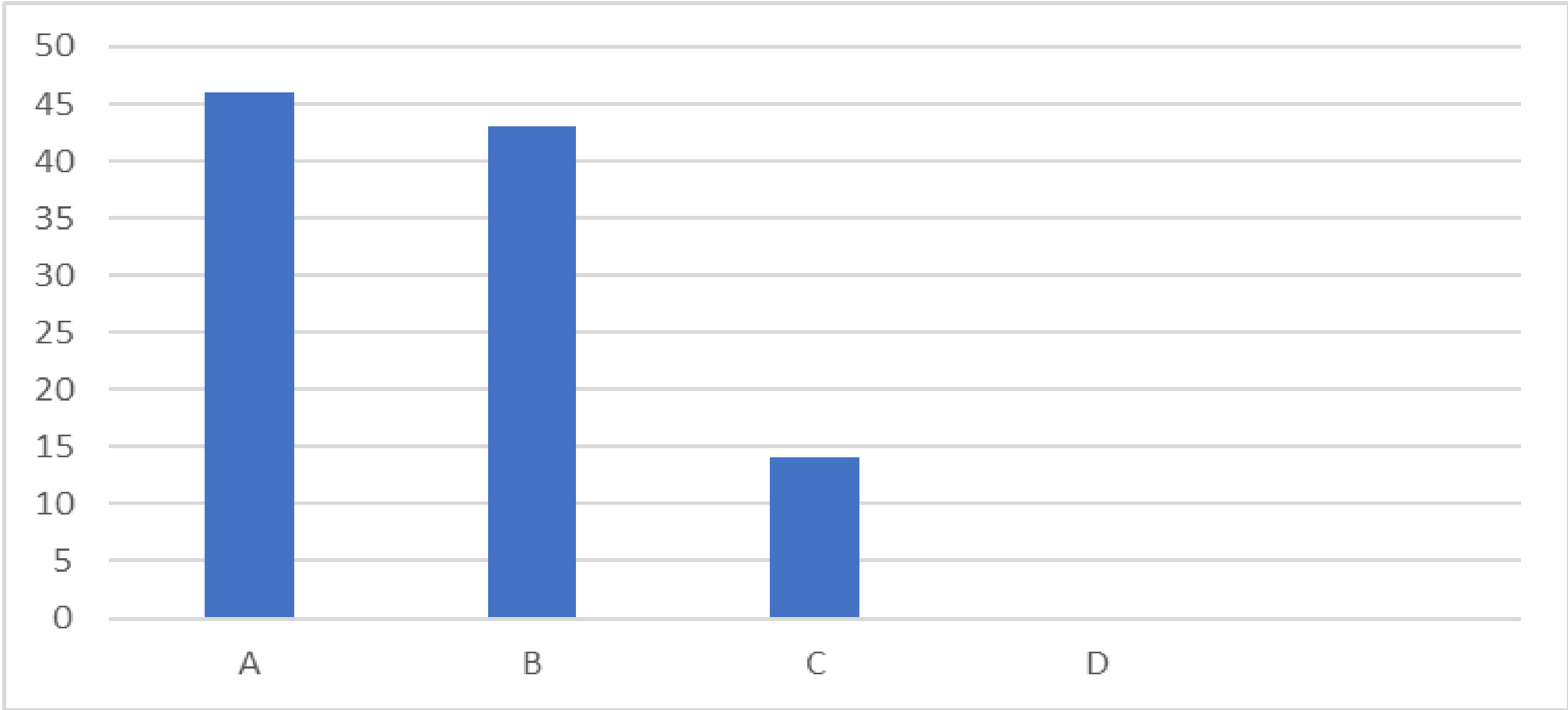
Micro Labs Lubrex (carboxymethylcellulose) is best quality and economic product for dry eyes. Micro lab is trying to create an awareness activity with the help of doctors suggestions about dry eye awareness.

RESEARCH METHODOLOGY

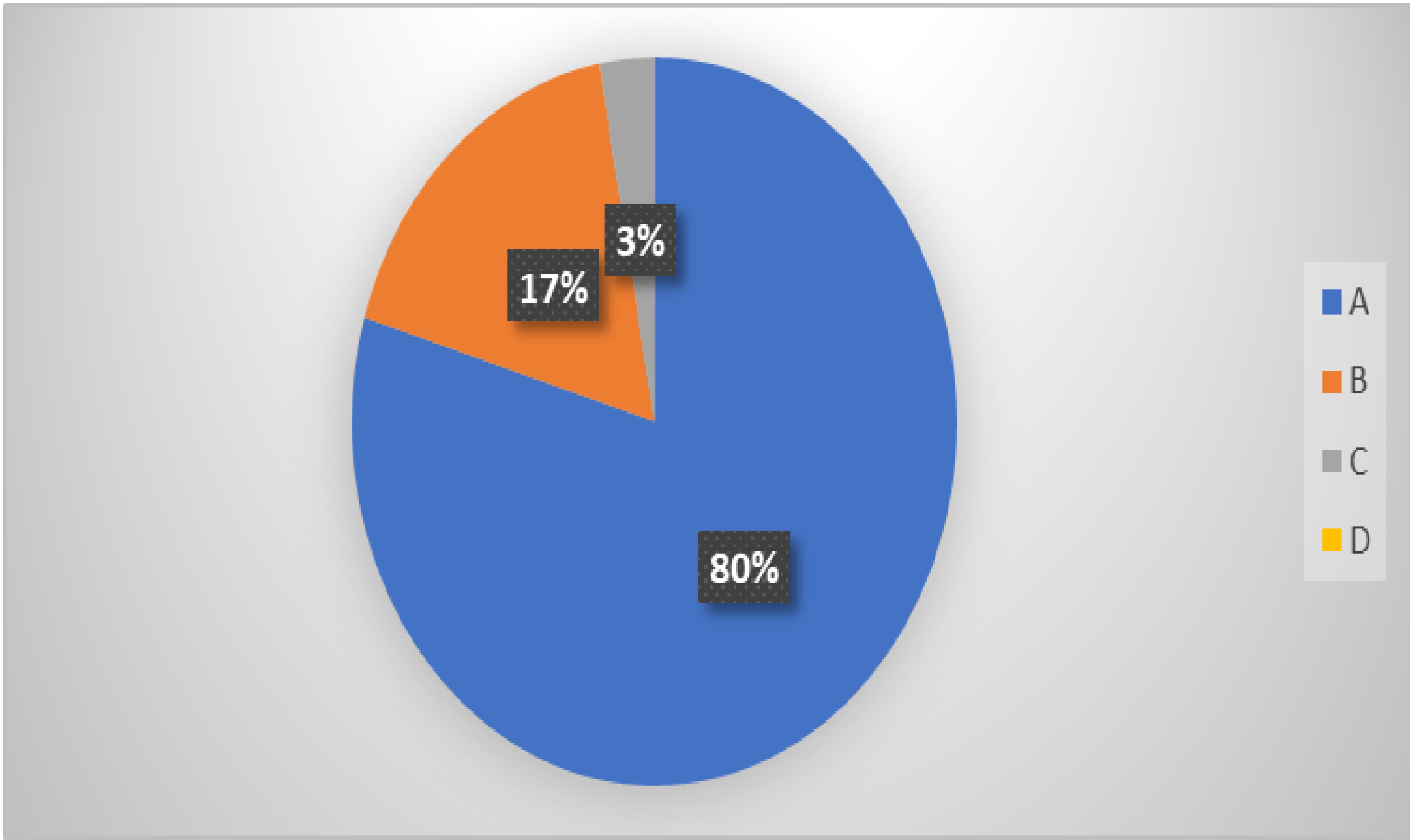
Study type-Descriptive study,
Data collection- Quantitative data
Technique- Field survey of 103 doctors using questionnaire.
Sampling technique– Purposive sampling
Data collection– Primary data
Sample unit– I interviewed 103 doctors from different location of Indore.

FINDING

1)How many patients complain for itchy eyes, eye irritation, eyes fatigue every day on average?
A) 1-25 B) 26-50 C) 51-75 D) Above 75



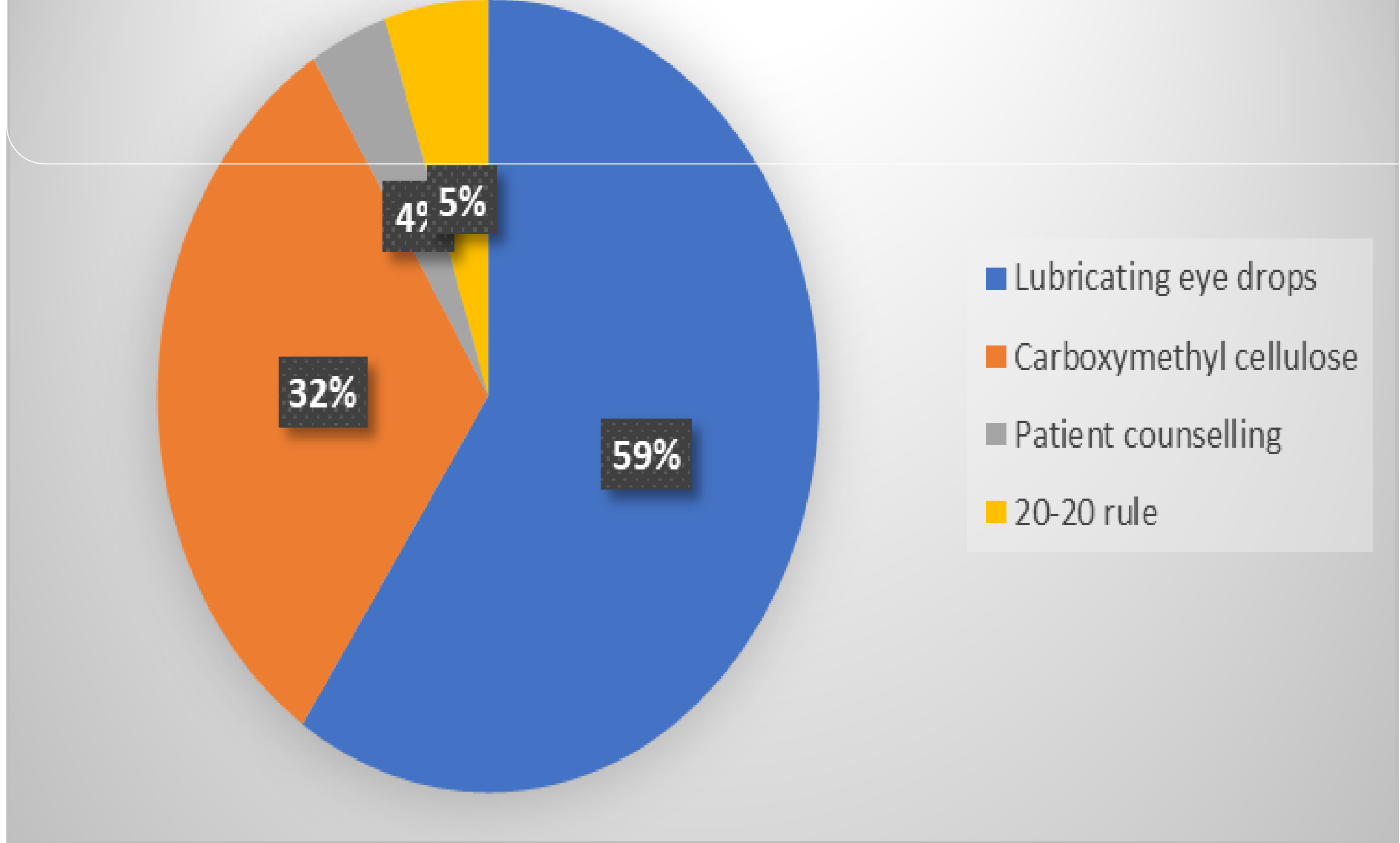
2) Out of these how many of them complain due to the over uses of digital display gadgets?



3) In doctors opinion digital gadgets can cause?

- Dry eyes
- Blinking problem
- Rise in chances of myopia
- Circulation of tear film compromised
- Computer vision syndrome

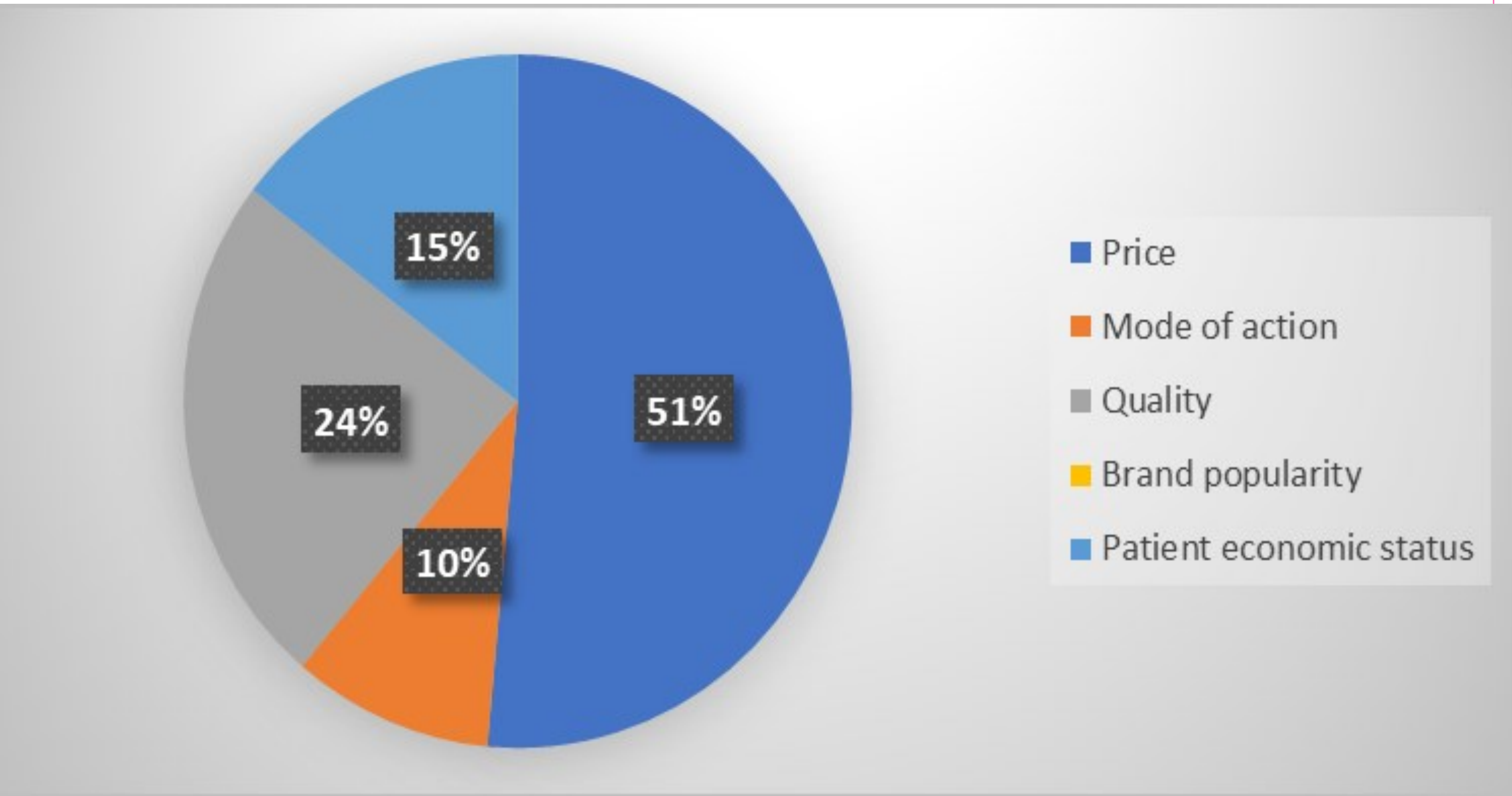
4) How do you treat above disorder?



5) Doctors suggestion to create awareness activity in clinic and hospitals-

- Awareness campaigns
- Posters, Pamphlets
- Stand charts
- Dry eye Awareness camps
- Awareness videos in TV screens present in hospitals and clinics.
- Mobile application which reminds you to take rest in every 30 min.

6) On what basis doctors prescribe eye drops?



Recommendation:

Dry eye detection strip: Micro labs has to provide dry eye detection strips to all the clinics and hospitals with a poster in every hospital or clinic which shows on how much severity what has to be done (also show use lubrex at this much of severity for relief). And poster also shows that how you will reduce the effect of dry eyes.

Conclusion:

There are many types of awareness activities or initiatives which has to be done responsibly in hospitals and clinics to aware the patients about eye problems.