

INTRODUCTION

Pain is an unpleasant sensory and emotional experience that is associated with actual or potential tissue damage or described in such terms. Pain can be "acute" or "chronic." Acute pain lasts a short time, or is expected to be over soon. The time frame may be as brief as seconds or as long as weeks. Chronic pain may be defined as pain that lasts beyond the healing of an injury, continues for a period of several months or longer, or occurs frequently for at least months. The NSAIDS are most common drugs used as pain killer in clinical settings. The NSAIDS vary according to safety and efficacy profile. The most common prescribed and the drug with the highest safety and efficacy profile is Aceclofenac. The present study is designed to assess the attitude of Orthopedic Doctors for choosing a particular brand

OBJECTIVES

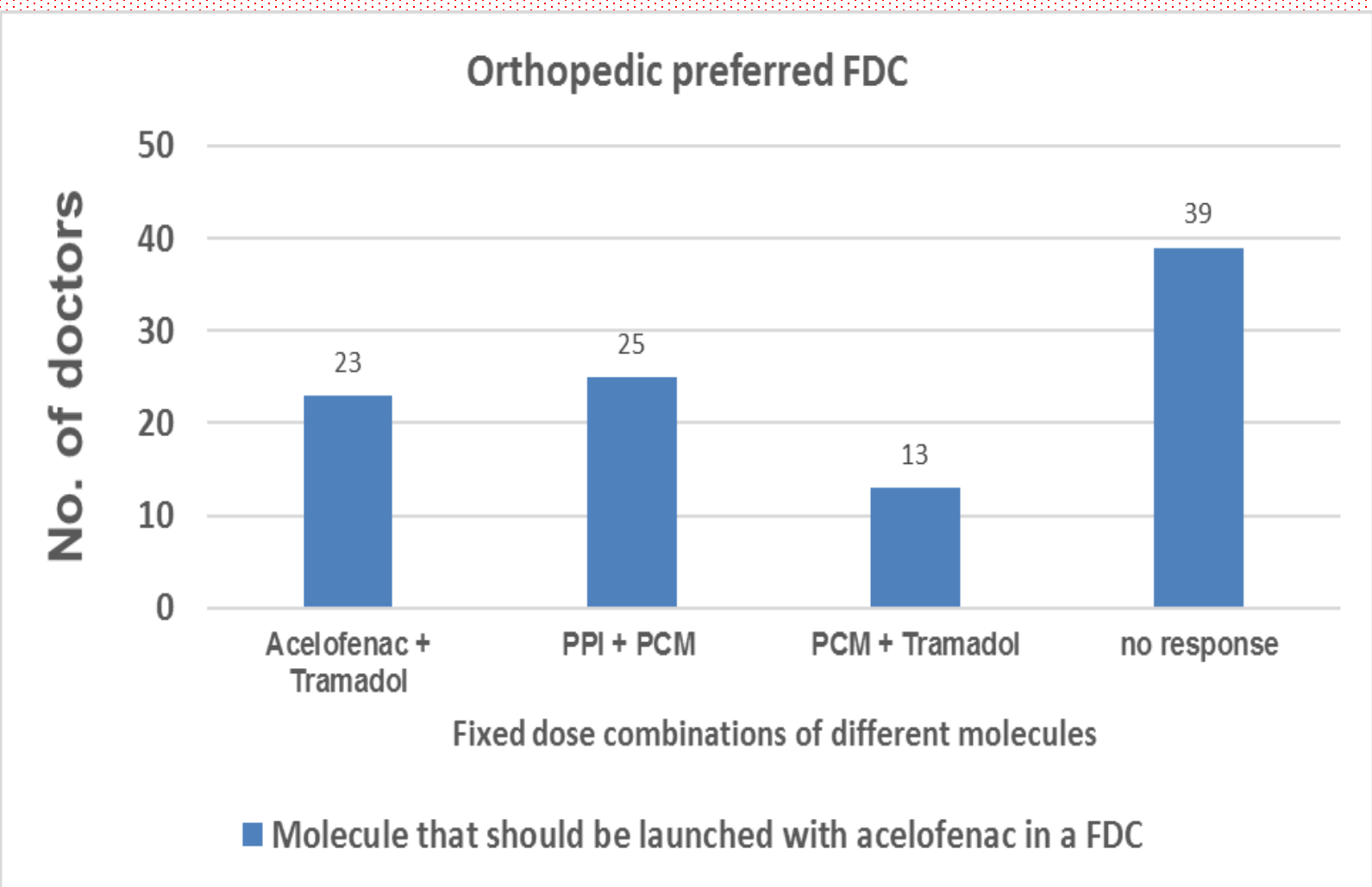
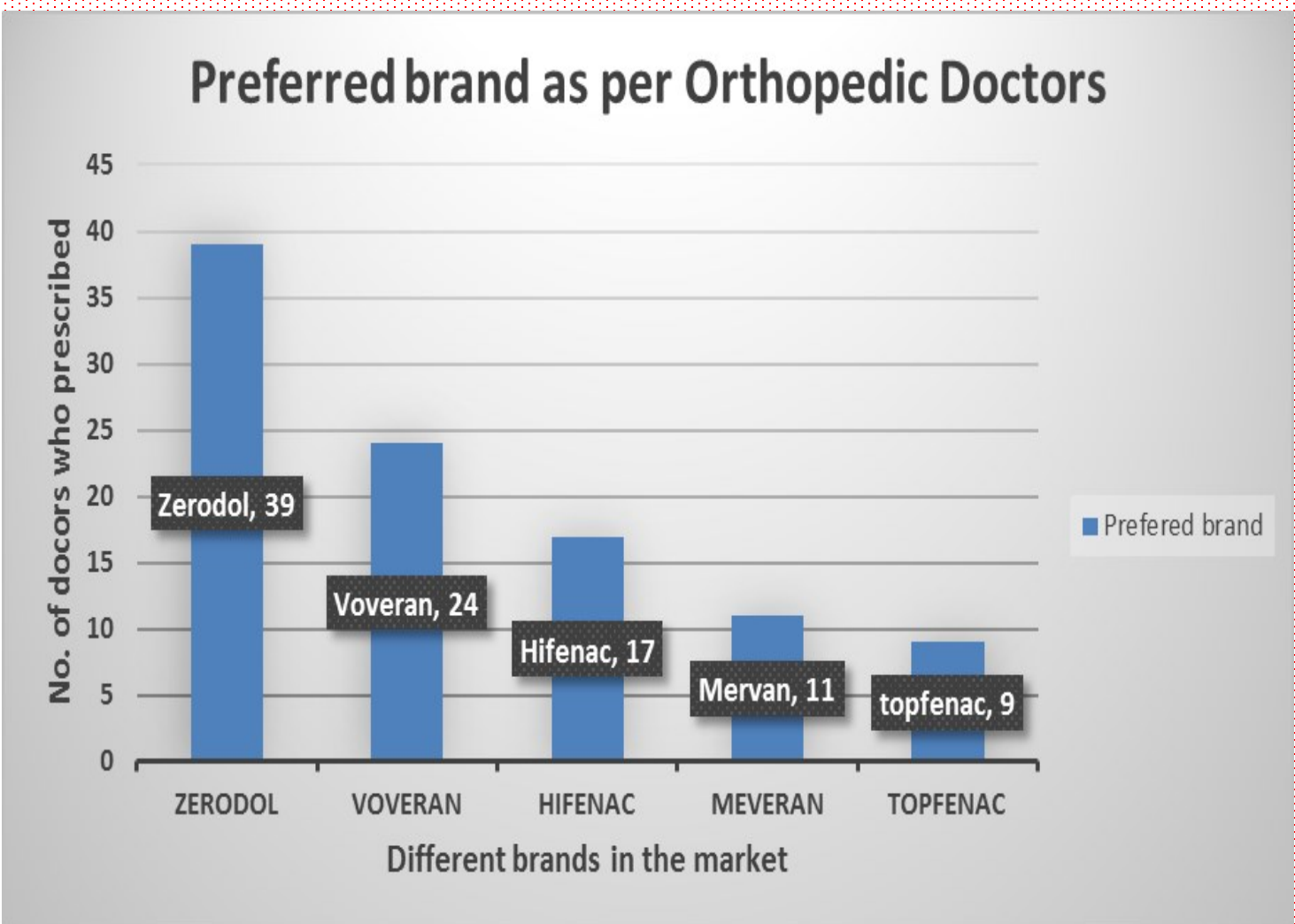
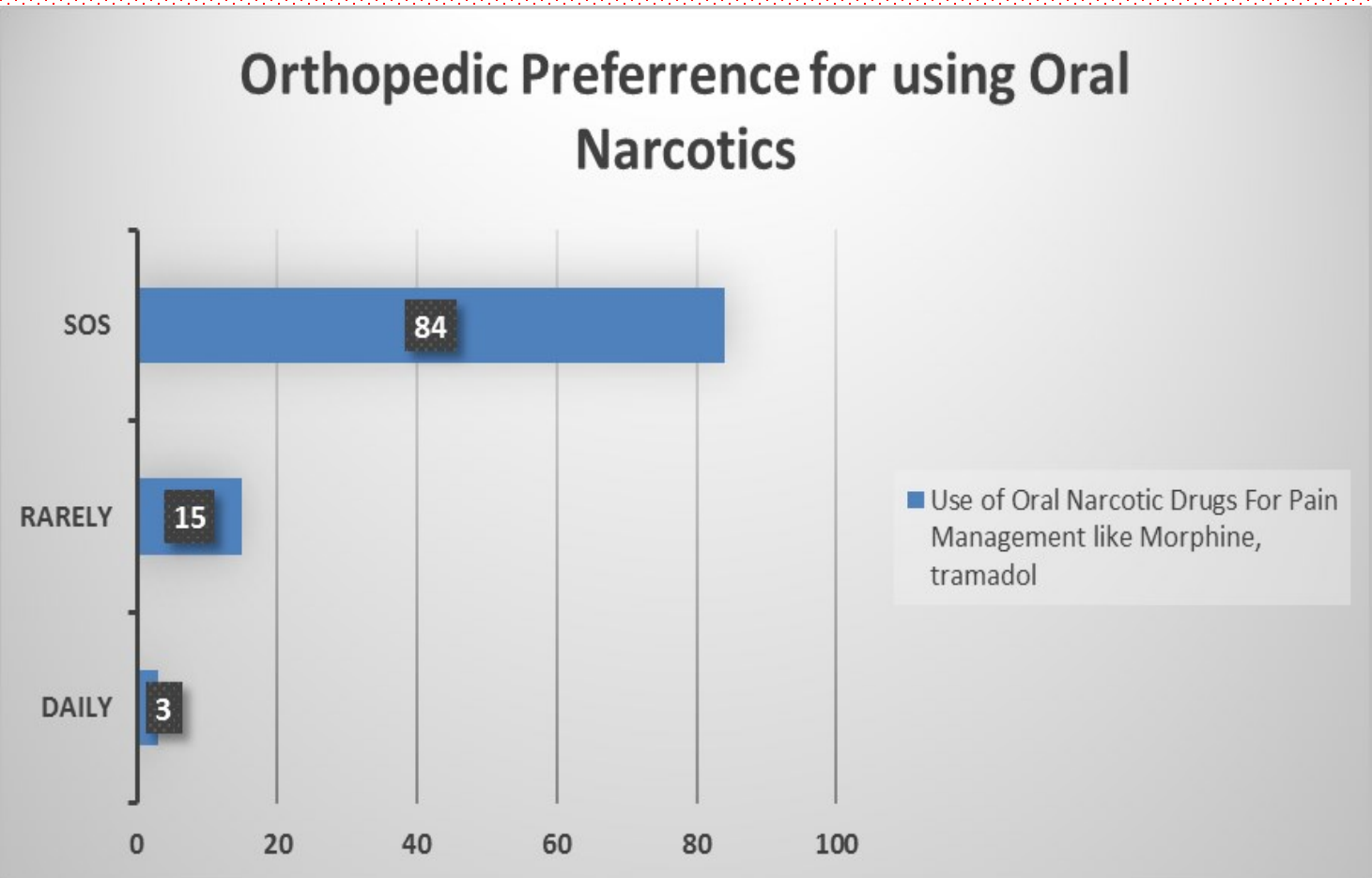
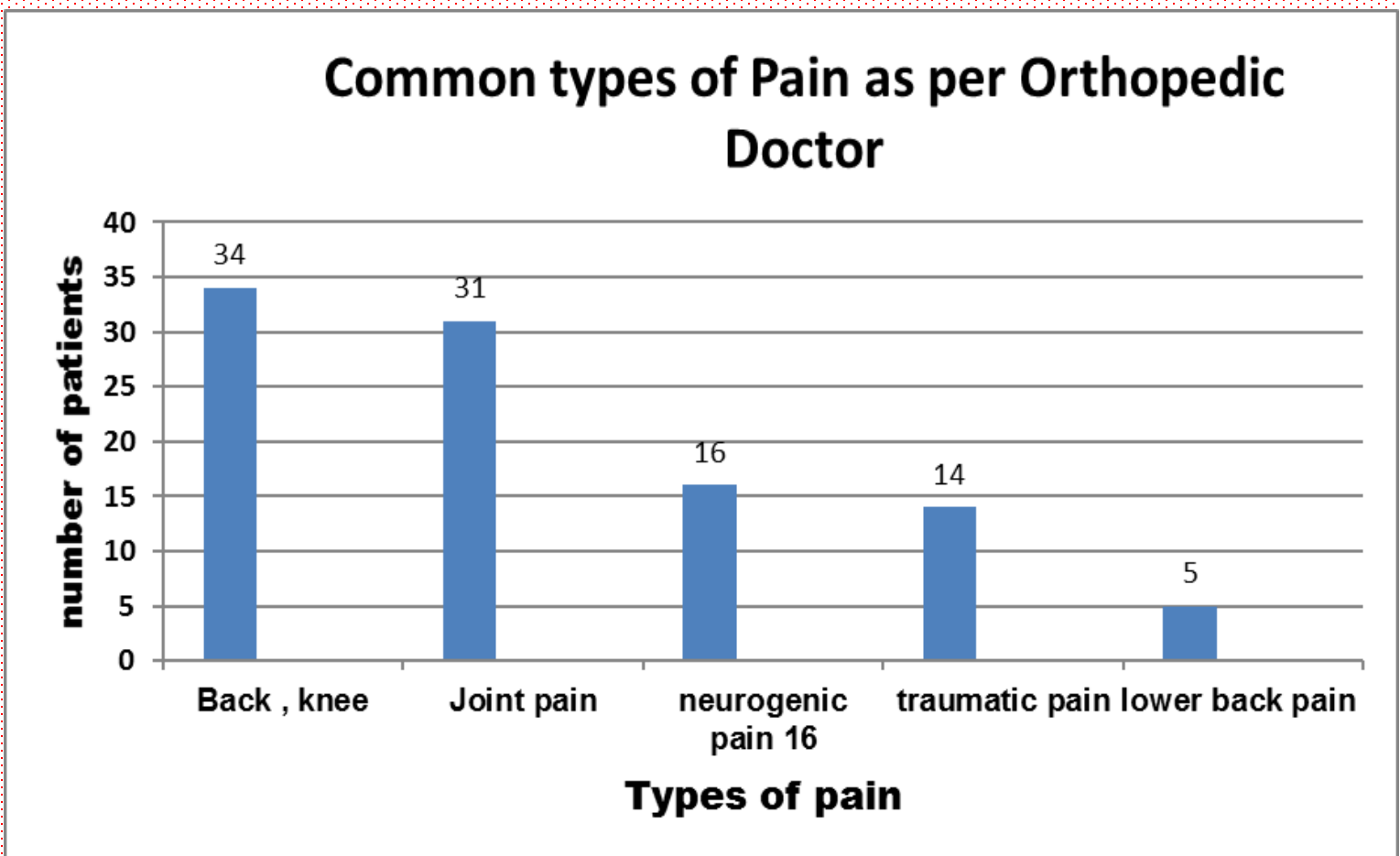
- To assess the attitude of Orthopedic Doctors towards different molecules and their brands of non-steroidal anti-inflammatory drugs.
- To explore the most common types of pain as per Orthopedic doctors.

Methodology

Study design: Descriptive study
Sample population: Orthopedic Doctors
Data type: Primary data
Collection of Data: The study was conducted by the means of questionnaire tools for doctors and the information given by them was directly recorded in questionnaire.

Sampling: Quota sampling
Sample area: Ludhiana, Punjab
Sample size: 100 Doctors

Findings and interpretations



Conclusion

- Zerodol is the most preferred brand used for the treatment of pain.
- Special emphasis should be given to the combination of Proton Pump inhibitor with paracetamol to be launched in India with Aceclofenac in a Fixed dose combination.
- Doctors don't prescribe Narcotics on the daily basis. It is prescribed only with the valid prescription as and when required.
- The survey conducted on different types of pain showed that Back & knee pain are the most commonly found pain arising amongst patients.

Methods for improving marketing strategies for Topfenac

- Promote the Brands in the interior where the demand is high and supply.
- Focus on the interpersonal relationship between the Top Hierarchy and the field employees.
- Cognitive approach towards the Medical Representatives.
- Regular visits at Dr. Clinic or at the Hospitals.
- Focus should also be brought on the Promotional Strategies of different Companies.
- Availability of Aareen Products in the Market.

Recommendations

- Focus on the market requirement, (Prescribers Need).
- Continuous Medical Education (CME) Programme should be conducted for the Doctors for Marketing of the product.