

A Study on naturopathy in gynecology segment

BACKGROUND

Naturopathic medicine doesn't follow a single road to good health. It combines nature with modern science. This approach to health care embraces a wide array of noninvasive techniques and therapies, including traditional healing methods, principles and practices.

Naturopathic medicine focuses on holistic prevention and comprehensive diagnosis and treatment. Naturopathic physicians work with the body's inherent ability to restore and maintain optimal health.

OBJECTIVES

- Study of awareness and uses of naturopathy products by doctors.
- To study what is preferred modality of treatment for these disorders
- To Study naturopathy products doctors utilize in their day to day practice?
- To study what are the reasons for usage of naturopathy products?

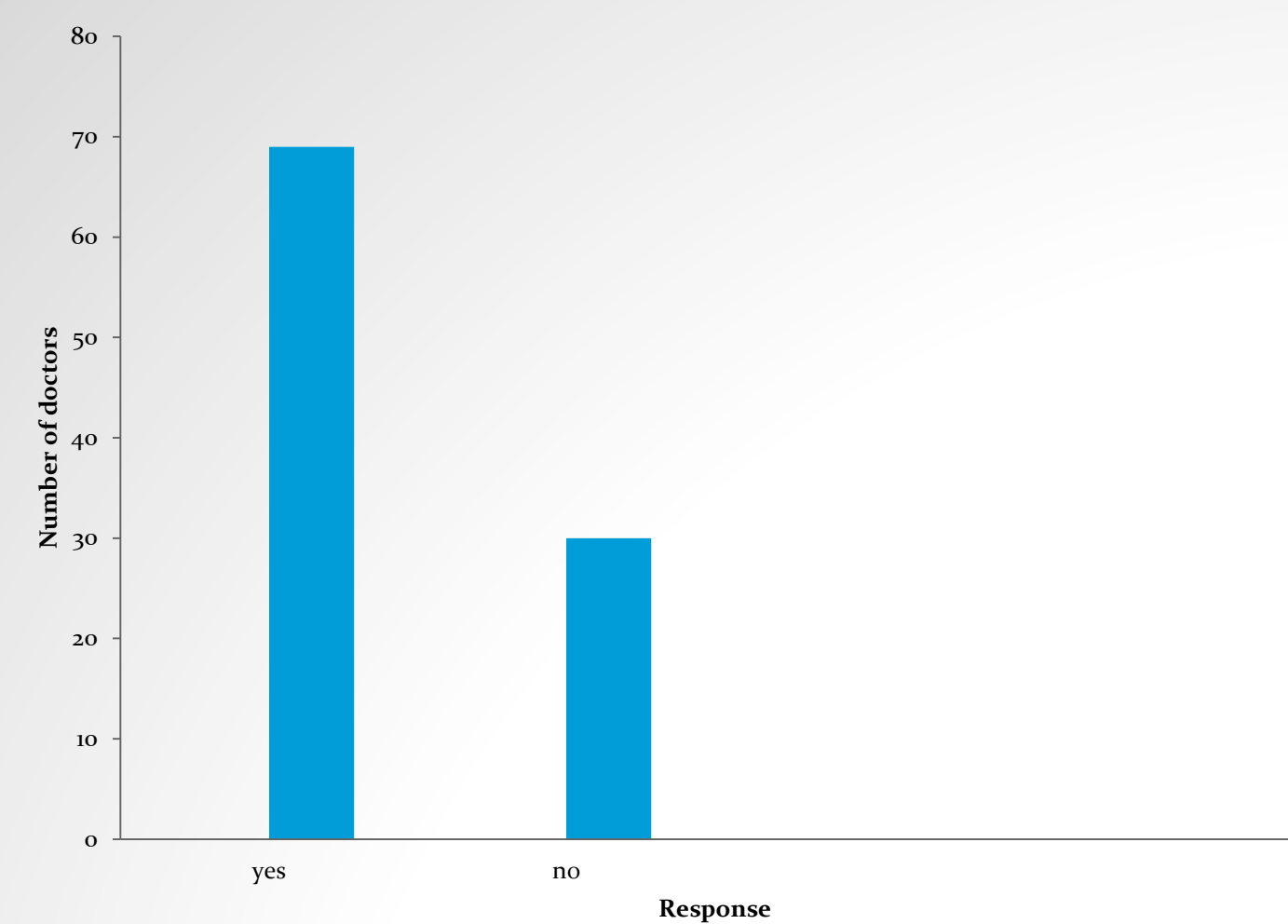
RESEARCH METHODOLOGY

- Sample Design:** Descriptive study
- Sampling:** non probability convenience sampling
- Sample Area:** Jaipur (Rajasthan)
- Sample Size** 100 doctors ,29 hospitals
- Sample population** gynecologist
- Collection of Data:** The research involved data collection from primary sources. The primary data collected through questionnaire and semi structure interview.
- Data Analysis:** The data collected from questionnaire analyzed by MS- EXCEL

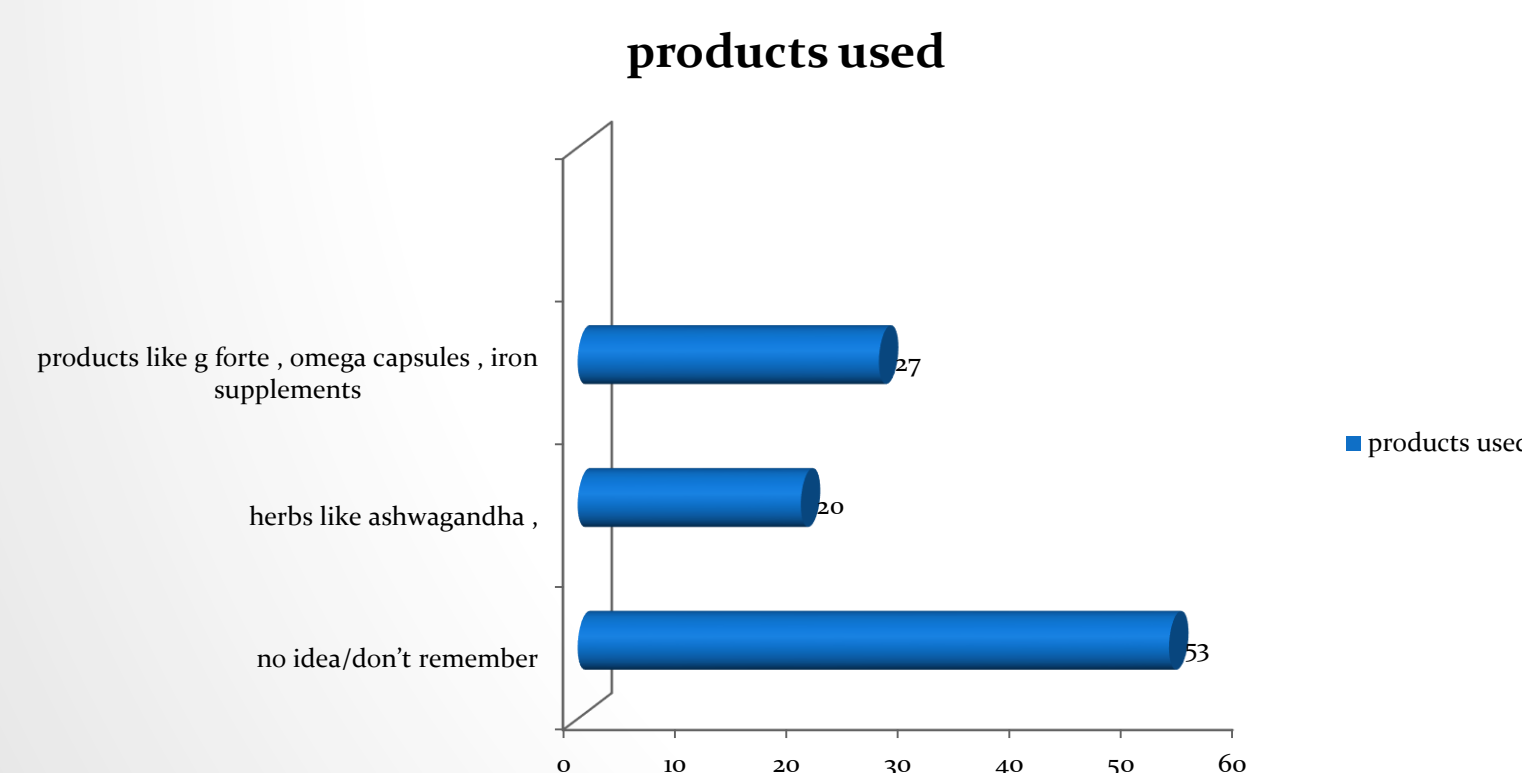
FINDINGS

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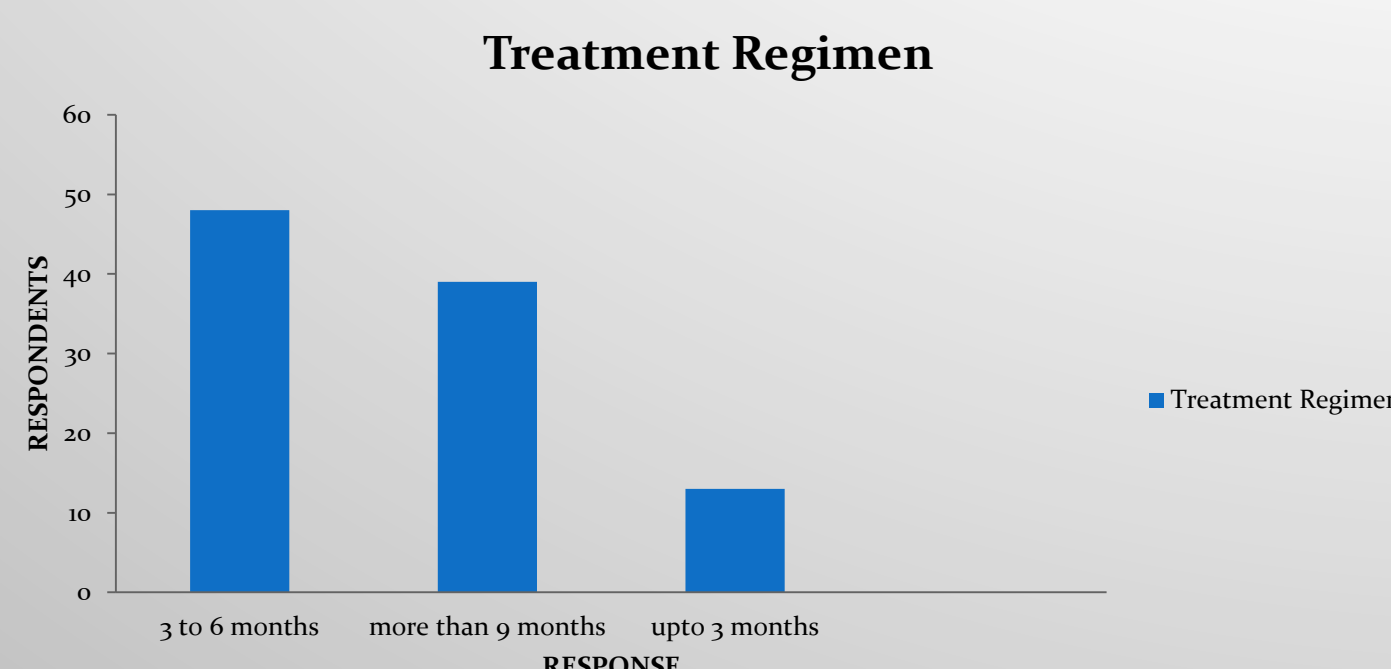
AWARENESS AND USES OF NATUROPATHY PRODUCTS BY DOCTORS



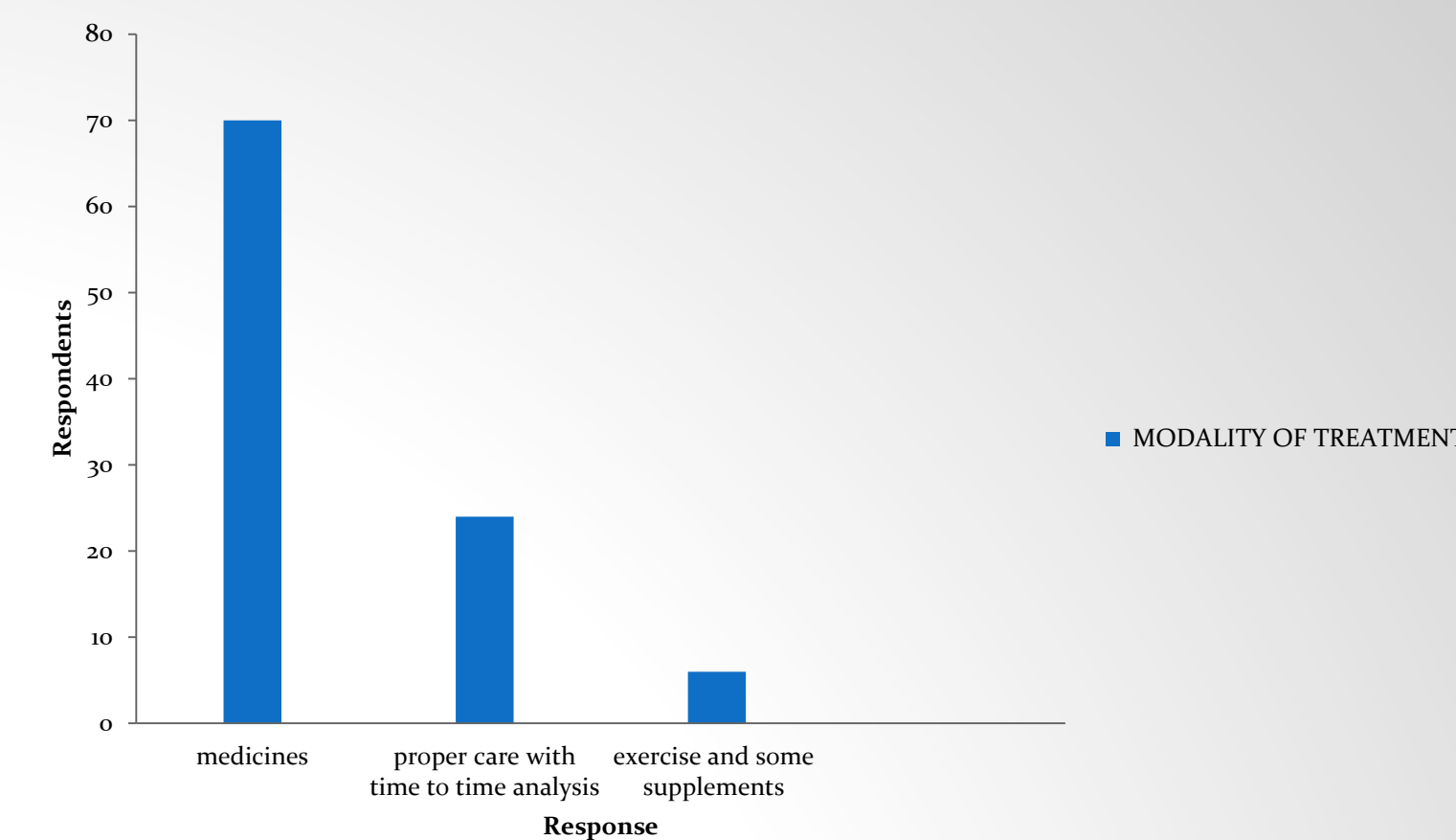
TO STUDY NATUROPATHY PRODUCTS PRESCRIBE BY GYNECOLOGIST



- To Study treatment regimen with these products in gynecology .



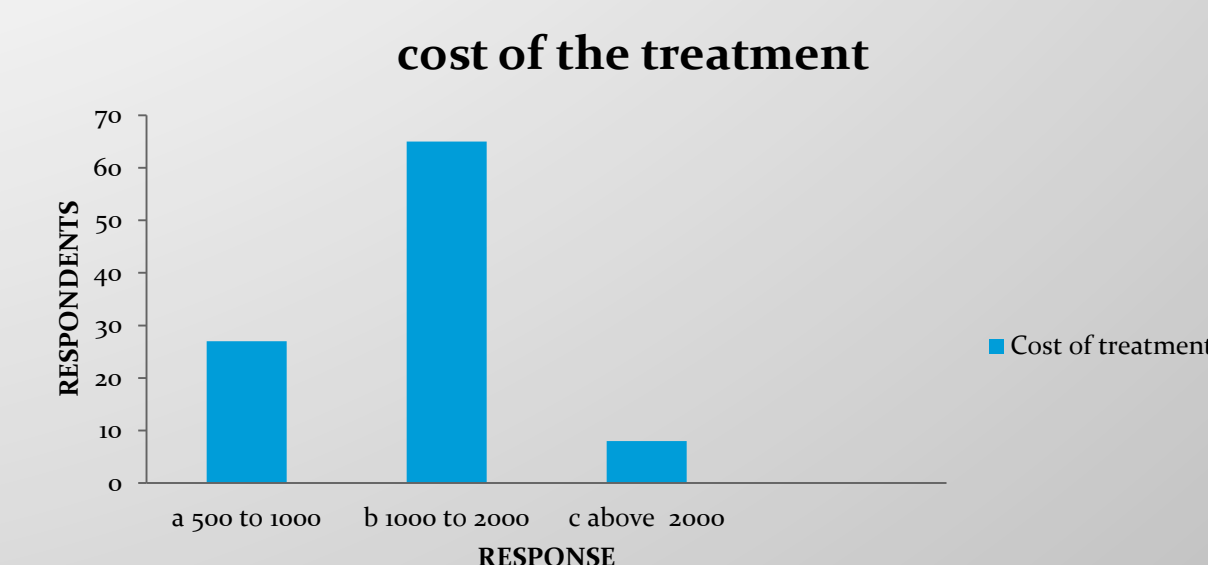
TO STUDY WHAT IS PREFERRED MODALITY OF TREATMENT FOR THESE DISORDERS



EXPERIENCE towards naturopathy



COST OF TREATMENT



recommendations

- Market have very less competition in this naturopathic segment mainly marketing strategy should be developed so that doctors can remember that the product is somewhat different from other product and due to less competition and great demand it can be a market builder.
- Good opportunity for company for launching these products.
- This segment is totally new its need to be understood by doctors and this type of survey should be done even more in different cities.
- Doctors are coming across many adverse effect and complications which may cause serious problems these type of medication can resolve those issues but marketing strategy should be mainly focusing on its difference.
- Doctors were like they give naturopathy product just as an supplement but these product should be introduce in market as an core medicine with equal benefits .

CONCLUSION

Almost gynecologist are mainly unaware of naturopathy products but if some information which we share it shows that they are really interested and waiting for the products which can heal naturally as there are so many complications .

There is a good chance in a market to explore with this wonderful product which can bring change

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