

Post Marketing Assessment of Lurasidone & Levetiracetam in Varanasi



INTRODUCTION

The study demonstrates post marketing assessment of Lurasidone & Levetiracetam in Varanasi Area. Lurasidone is used for the Management of Schizophrenia and Bipolar Depression, while Levetiracetam is used for Epilepsy. The study was undertaken for gathering information about safety, efficacy and optimal use of Brands among patients. Post Marketing Assessment comes under the part of Pharmacovigilance for monitoring of side effects and observing the drug usage and effect

GENERAL OBJECTIVE

- To identify the market for lurasidone & levetiracetam in Varanasi Area
- To confirm the safety of lurasidone & levetiracetam after it is used in general population by patients of bipolar depression and schizophrenia
- To develop information about drug effects under customary condition of use of lurasidone & levetiracetam.

METHODOLOGY

Study Type- Exploratory
Study Method– Quantitative
Sample Size– 54
Data Collection Tool– Questionnaire
Sampling– Non Probability Purposive Sampling

RATIONALE

- The study demonstrates Patient Response and Compatibility to the Lurasidone & Levetiracetam and to report any rare adverse drug event related to these.
- This Study identifies the value of brand Levetiracetam and Lurasidone.
- This Study identifies the barriers in marketing of brand.
- This study examines the Advantages & Disadvantages associated with using of the brand(Levetiracetam & Lurasidone).

RESULTS AND ANALYSIS

RESULTS

Levetiracetam

1. In the Case of Levetiracetam, Many Doctors said that they don't prescribe it.
2. Few doctors also refused to say anything or share anything about medicine as they objected that patient response to any drug is a private Information and shouldn't be shared.
3. The doctors who said they prescribe Levetiracetam were quite satisfied by the product.
4. Cognition disturbance was noted in some patients of Epilepsy using Levetiracetam.
5. Patient Response to Levetiracetam was Moderate.
6. Price is not a Concern for prescribing the Levetiracetam.

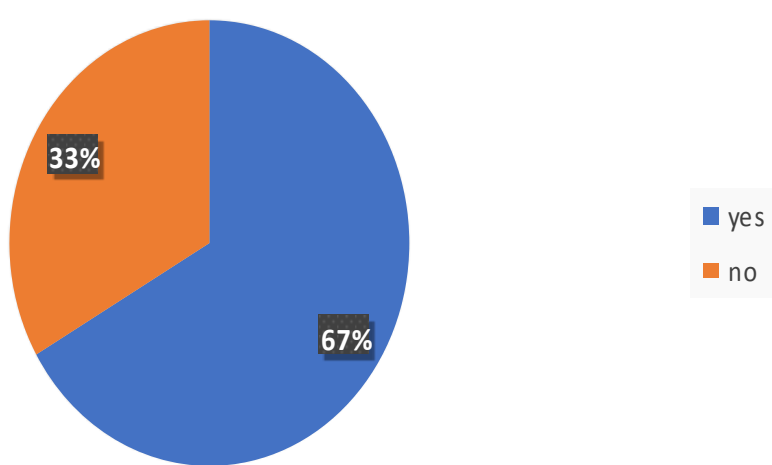
Lurasidone

1. While in the Case of Lurasidone, half of the Psychiatrists said that they prescribe it while rest few denied.
2. Some Psychiatrists said that they have just started to prescribe Lurasidone and they can't give feedback.
3. Patients were most compatible to Above 80 mg dosage in Schizophrenia and 40-80mg dosage in Bipolar Depression.
4. It is mostly prescribed by Psychiatrists as Monotherapy.
5. Efficacy is a issue in prescribing the Lurasidone by Psychiatrists.

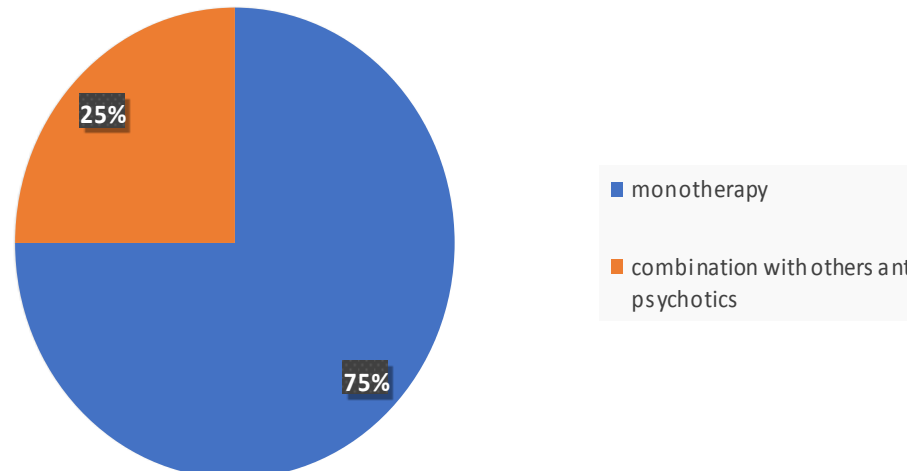
Lurasidone

Levetiracetam

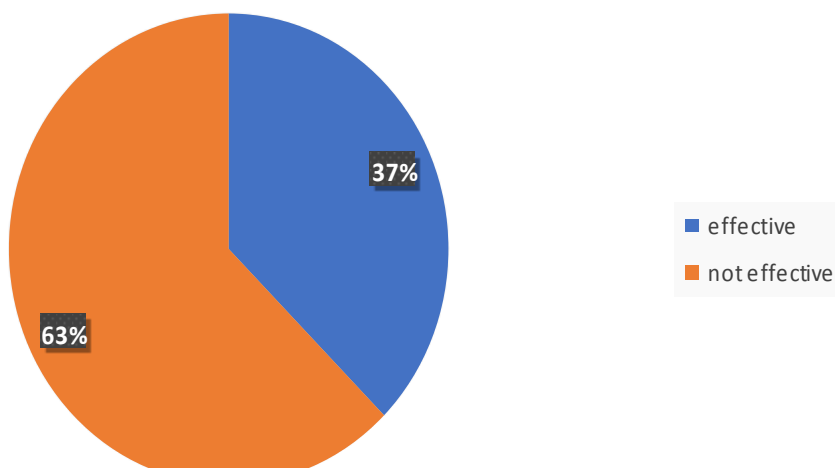
doctors precribing lurasidone



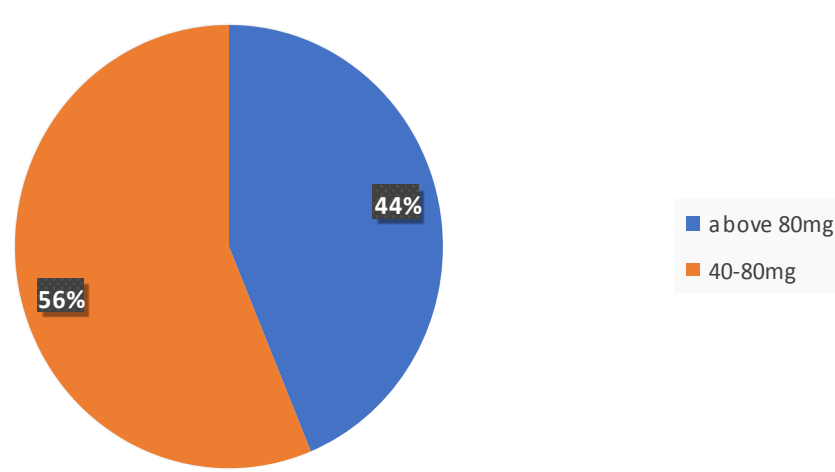
choice of prescribing lurasidone as



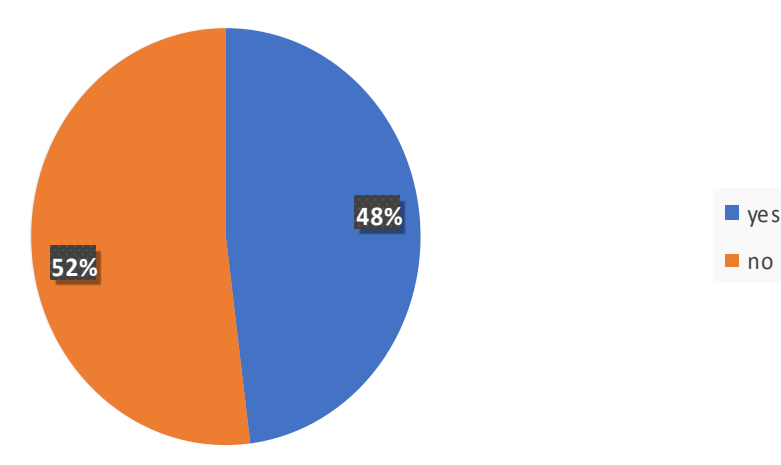
Patient Response to Lurasidone



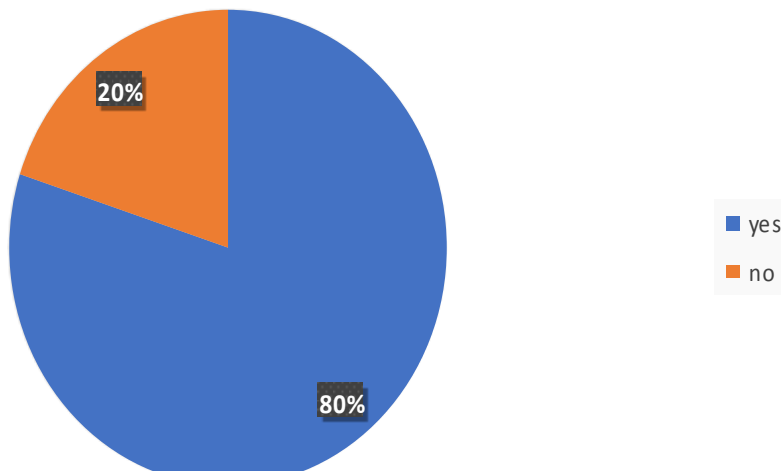
Preferred dosage of Lurasidone for Schizophrenia



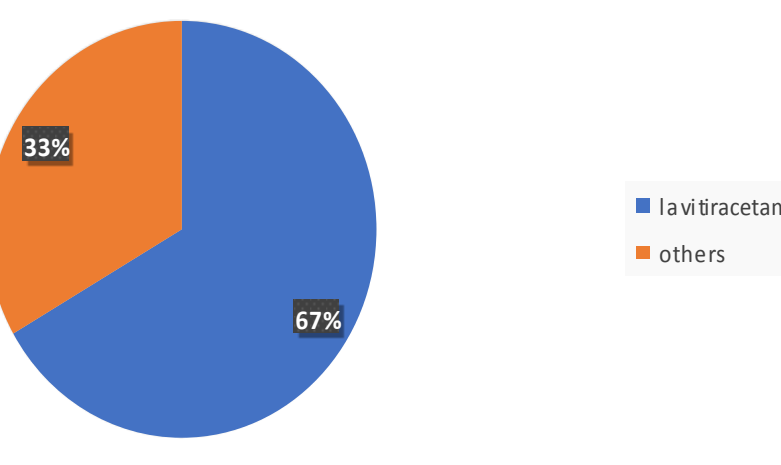
Patient experiencing cognition disturbance after using levetiracetam



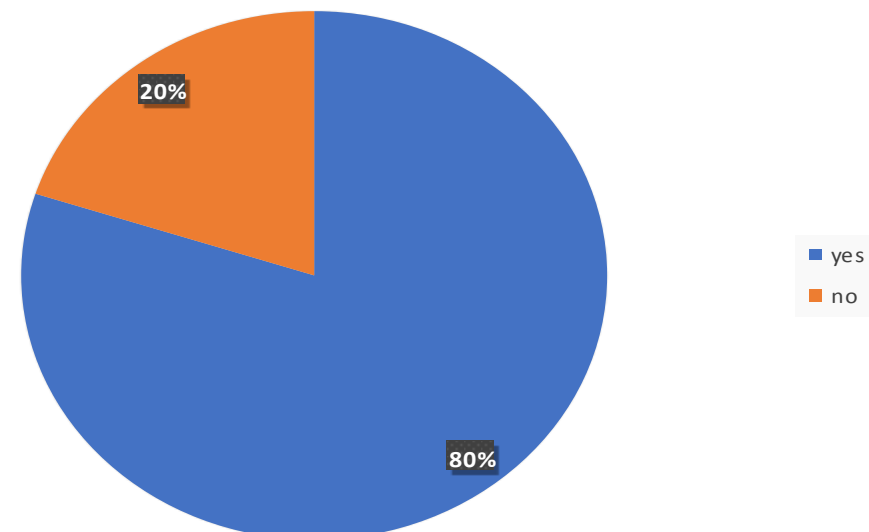
Doctors Prescribing Levetiracetam



doctors considering as most prefered molecule



Doctors prescribing Levetiracetam



RECOMMENDATION

1. Better Marketing Strategies to be Implemented.
2. Increase Brand awareness of Levetiracetam & Lurasidone.
3. Better Advertising needed.
4. Organizing Free Camps.
5. Promote Digital Marketing of Brands

SUBMITTED BY-Amulya Sharma
SUPERVISED BY– Dr. Saurabh Banerjee
Training Period– 9 April to 2 June