

Company Overview: Oaknet Lifesciences was launched in April 2015 by R S Raghav and a distinguished team of experts combining 150 years of experience, significant achievements & status amongst the top 10 pharma companies in the Indian Pharmaceutical Market (IPM). In November 2016, Oaknet along with Investors scaled up the business by acquiring the Indian Operations of South African MNC Adcock Ingram Healthcare. The new entity thus created, Oaknet Healthcare Pvt Ltd enjoys market presence of a legacy business of the Cosme Farma spanning close to four decades in such specialities as Dermatology, Gynaecology & Orthopaedics.

Endometriosis: Endometriosis is a common estrogen-dependent disorder that can result in substantial morbidity, including pelvic pain, multiple operations, and infertility. Current treatment of endometriosis is mainly based on surgery and ovarian suppressive agents. Approximately only half of women with endometriosis get pain relief from existing medical or surgical treatments. Currently available medical therapies are designed to suppress estrogen synthesis, inducing atrophy of ectopic endometrial implants or interrupting the cycle of stimulation and bleeding. Oral contraceptive, androgenic agents, progestins and gonadotropin-releasing hormone analogues have all been successfully used in the treatment of endometriosis.

Dienogest: Dienogest is a progestin, or a synthetic progestogen, of the 19-nortestosterone group. It is available in combination with estradiol valerate (as Natazia, Qlaira) or ethinylestradiol (as Valette) for use as an oral contraceptive, and by itself (as Visanne, Dinagest) for the treatment of endometriosis in Europe, Australia, and Japan.

Dienogest is used primarily as a contraceptive in combination with ethinylestradiol. It is given as a tablet containing 2 mg of dienogest and 30 µg of ethinylestradiol.

Dienogest is also approved in Europe, Australia, Malaysia, Singapore and Japan for the treatment of endometriosis. It has been shown to be equally effective as leuprorelin, which is a second line medication against endometriosis.

Objective

- To study Endometriosis prevalence rate in Banaswadi, Bangalore.
- To study the treatment(s) preferred by Gynaecologist for treating Endometriosis.
- To find out indications for which Dienogest will be prescribed.
- To find out general treatment duration for dienogest.
- To study dienogest prescription pattern for recommending new brand launch.

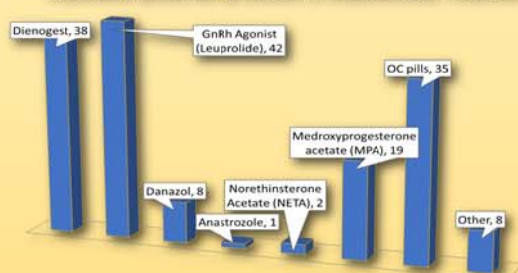
Rationale of the study

The purpose of the study is to analyse whether the organization should go for launch of new brand of drug molecule Dienogest under gynaecology segment or not. Simultaneously, this study also helps to describe usage of dienogest in treatment of endometriosis because it is the latest drug therapy with minimal side effects and significantly increase quality of life.

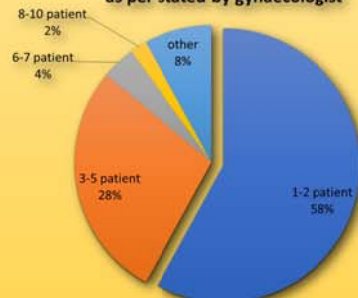
Research Methodology

- **Research Design:** The research was conducted using Descriptive and Exploratory research design.
- **Data Type:** Primary And Secondary Data
- **Sample Technique:** Non probability Purpose Sampling Technique was used.
- **Sample Size:** Total 50 Gynaecologist/Female Infertility Specialist.
- **Collection of data:** Close Ended Survey Questionnaire.
- **Area of Study:** In 7 Km. radius area from Banaswadi, Bangalore, 560043.
- **Period of Study:** 20 days (12-05-17 to 02-06-17)
- **Tools used:** Microsoft Excel is used for analysis

Treatments preferred by Doctors in Endometriosis Treatment



Prevalence & Incidence of Endometriosis Patient in research area as per stated by gynaecologist



Indication(s) in which Dienogest Prescribed



Doctors Prescribing Dienogest 2 mg to no. of Patients in a week



Treatment Duration of Dienogest 2mg in Endometriosis Treatment



Findings

1. It is clearly observed that 58% doctors said that they see 1-2 patients in a week having endometriosis disease. While 28% doctors said 3-5 patients in a week and very few doctor see more than 5 patients in week.
2. Among 50 Doctors almost 40 prefer dienogest, GnRH agonist (leuprolide) & Oral contraceptives to treat endometriosis. Whether 8 doctors prefer surgical methods such as laparoscopy to treat endometriosis.
3. Dienogest is mainly used in treatment of endometriosis disease. Almost

96% doctors said the same. However, it is also used in indications like Ovarian chocolate cyst, Adenomyosis, Extragenital Endometriosis & Secondary dysmenorrhea.

4. Almost all doctors who were prescribing dienogest in treatment of endometriosis were prescribed dienogest 2mg in a week to 1-2 patients. So there is huge potential in market.

5. Dienogest is generally prescribed for 3-6 months that means one patient must buy 90-180 tablets for sure.

Recommendations

Based on above findings, followed points are recommended:

- Based on Prevalence of disease and Market scope, it is recommended that organization should go for launch of new brand of dienogest in gynaecology segment. But also, keep these following facts on board before taking any decision.
- In addition to above statement, it is also observed that some doctors know about dienogest but do not prescribing it. By informal detailed conversation with some of them, they told that they are not prescribing this drug because of these factors:
- Price (Higher than GnRH agonist & OC pills).
- Safety profile not yet established. Also efficacy and efficiency of drug not known

to a great extent.

- Newer drug therapy lacks over GnRH agonist and OC pills.
- It is highly recommended that organization should go for a detailed and large survey including those above-mentioned factors to get more details upon those factors. Also, this study was conducted on very less number of doctors so it can't be generalised to pan across India because India is a diverse country in terms of disease prevalence, prescription behaviour, out of pocket expenditure of patients, demographic representation & mind-set of patients as well as doctors.
- It is suggested that most competitor drug to dienogest is GnRH agonist (Leuprolide) so organization also took a closer look on MAT value of this molecule before going for launch of new brand.