

**Summer Training at  
Koye Pharmaceuticals,  
Mumbai**

**Market Need & Assessment on Nicotine Polacrilex Gums**

**By  
Vibha Sharma**

**Under the guidance of  
Col (Dr.) Ashok Kaushik**

**MBA Pharmaceutical Management  
2015-2017**



**The IIHMR University, Jaipur  
2016**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Vibha Sharma**, student of MBA-Pharmaceutical Management from The IIHMR University, Jaipur has undergone Summer Training Project at Koye Pharmaceuticals, Mumbai from **4<sup>th</sup> April to 31<sup>st</sup> May, 2016**.

The candidate has successfully carried out the study designated to her during summer training and her approach to the study has been sincere, scientific and analytical. This training is in fulfillment of the course requirements.

I wish her success in all the future endeavors.



Col (Dr.) Ashok Kaushik  
Dean, Academics and Student Affairs  
The IIHMR University, Jaipur



Col (Dr.) Ashok Kaushik  
Dean, Academics and Student Affairs  
The IIHMR University, Jaipur

Date : 31<sup>st</sup> May , 2016

## TO WHOM IT MAY CONCERN

This is to certify that **Ms. Vibha Sharma**, a student of MBA (Pharmaceutical Management) from Indian Institute of Health Management Research , Jaipur has successfully completed two months (From 4<sup>th</sup> April, 2016 to 31<sup>st</sup> May , 2016) long summer training program at Koye Pharmaceuticals Pvt Ltd.

During these two months she has completed project on “Market need & Assessment on Nicotene Polacrilex Gums”.

We wish her every success in life.

With regards,

For **Koye Pharmaceuticals Pvt. Ltd.**



**Rajesh Chavan**

**Assistant General Manager – Human Resources**

## **Acknowledgement**

My efforts through this project were supported by many people, directly or indirectly, and I would like to take this opportunity to thank them all for their assistance. I consider myself most lucky to work under the guidance of “**Dr. Ashok Kaushik**”. I take this opportunity to express my heartfelt gratitude to my reverend guide, his discipline, principle, simplicity caring attitude and provision of fearless work environment will be cherished in all walk of my life. I am very much grateful to him for his invaluable guidance and ever-lasting encouragement throughout my course.

I express my deepest and very special thanks to my respected teacher **Mr. Sandeep Narula** for their kind co-operation, help and encouragement through my Summer Training Project.

I express my deepest and thank to all my best friends for their kind co-operation, help and encouragement though my project work.

Last but not the least I thank “GOD” the Almighty, Parents, for their blessing and courage to ladder the success.

Thankful I ever remain.....

**VIBHA SHARMA**

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## **CERTIFICATE**

This is to certify that, M/s Vibha Sharma, student of MBA Pharmaceutical Management (MBA PM) from Institute of Health Management Research, Jaipur, batch- 07 (2015-2017) Has undergone summer internship training at koye pharmaceutical Ltd. The title of the Project is “MARKET NEED AND ASSESSMENT ON NICOTINE POLACRILEX GUMS”

The candidate has successfully carried out the work assigned to her during her summer internship training from 4<sup>th</sup> April 2016 to 31<sup>st</sup> May 2016 and her approach has been sincere, scientific and analytical.

I wish her success in all her future endeavors.

Dr. Ashok Kaushik

Dean, Academics and Student affairs

And Mentor

IIHMR University, Jaipur

## **Acronyms/Abbreviations**

| <b>ITEM</b> | <b>Description</b>                    |
|-------------|---------------------------------------|
| NRT         | Nicotine Replacement Therapy          |
| COPD        | Chronic Obstructive Pulmonary Disease |
| OTC         | Over the Counter                      |
| SEO         | Search Engine optimization            |
| IEC         | Information Education Communication   |
| Avg.        | Average                               |
| Advt.       | Advertisements                        |

## **EXECUTIVE SUMMARY**

- 1) 106 doctors were surveyed. Out of which 37 were Chest physicians, 49 were Consultant or General physicians and 21 were ENT surgeons.
- 2) Out of 106 Doctors surveyed, 34% Doctors said that the prevalence of COPD is more prevalent in smoker patients. It means there is more no. of chances **COPD in smoker patients.**
- 3) Out of total doctors surveyed that is 106 doctors, 10% Doctors said that prevalence of Lung diseases is more prevalent in smoker patients.
- 4) Out of total doctors surveyed that is 106 doctors, 10.3% Doctors said that prevalence of Cancer is more prevalent in smoker patients.
- 5) Out of total doctors surveyed that is 106 doctors, 12.3% Doctors said that prevalence of Asthma is more prevalent in smoker patients.
- 6) Out of total doctors surveyed that is 106 doctors, 8% Doctors said that prevalence of TB is more prevalent in smoker patients.
- 7) Out of total doctors surveyed that is 106 doctors, 9% Doctors said that prevalence of Bronchitis & Pharyngitis is more prevalent in smoker patients.
- 8) As per Study data collected **48%** Doctors responded the main trigger for their smoker patients to quit smoking is their **disease itself**, following that is patients **Counseling** at **26%** in smoker patients.
- 9) Innovative suggestions responded by Doctors surveyed says, Photographic education, awareness through videos
  - ✓ Counseling through other past smoker patients
  - ✓ IEC, Information, Awareness, Counselling,
  - ✓ TV & Media advt, Public awareness, knowledge or Pre-sampling.
  - ✓ Show little X-Rays, tell them their health status, moral lectures, Financial implications
  - ✓ Increasing the frequency of TV advt on all programs and channels

## **INTRODUCTION**

### **Organizational Profile:-**

Koye Pharmaceuticals Private Limited is a Private incorporated on 12 May 2013. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 250,000,000 and its paid up capital is Rs. 1,432,400. It is involved in Legal, accounting, book-keeping and auditing activities; tax consultancy; market research and public opinion polling; business and management consultancy

Koye Pharmaceuticals Private Limited's Annual General Meeting (AGM) was last held on 25 September 2015 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2015.

With collective experience of over 40 years in the pharmaceutical industry, **Mr. Preetish Toraskar** and **Mr. Ravindra Y Shenoy** have come together to fill in a crucial gap in the industry.

Koye was launched with an intent to seek, identify and introduce to the market, essential drugs in Primary Specialty Care areas that are overlooked by the national and the international pharmaceutical companies.

The promoters set up Koye to introduce healthcare with a difference. They endeavor to provide health along with happiness making Koye a humane product, taking care of physical and emotional wellbeing

## **Vision & Mission**

### **Vision**

- Koye's vision is to be the best in providing quality healthcare products and services, towards a world of healthy and happy people.

### **Mission**

- Koye is focussed on making a difference to people's health.
- It aims to support the physician community in their quest to offer better health to patients.
- Koye appreciates that a better quality of health is a seed to happiness, and thus by offering quality health products, intends to bring about happiness in people's lives.
- Koye aims to excel in its domain and be the best in the eyes of its customers, employees and competitors.
- Koye is working towards this by offering quality products and services, so as to provide the best value for customers and consumers.

### **Scope of Services**

-  Primary care products
-  Origyn – Related to gynae services products
-  Diabetology & metabolics

## VALUES

An organization is known by the values that its employees live with. Koye focuses on the humane values more than anything else.

The most important values that each Koye employee lives by are:

- **Integrity:** Integrity is a core value, which we fondly embrace. Each employee of Koye will respect the commitment that we collectively as a company and he/she as an individual has to the society.
- **Respect (for the Individual):** To respect an individual, is another core value, at Koye. To respect each other, is to respect yourself. It is a non-compromising value that each Koye employee will live by.
- **Speed:** We believe that Speed is the essence of today's world, and we will strive to be a responsive, nimble footed organization. We understand the role that technology plays in today's fast paced world and embrace it wholeheartedly.
- **Teamwork:** A team is always bigger, better, wiser, and stronger than an individual. A good team can make molehills out of mountains, and every Koye member appreciates the importance of teamwork.
- **Customer Delight:** A customer's smile is worth a million words. We will strive to work untiringly to get the customers nod for our products.

## **QUALITY POLICY**

### **Promise of Quality & Trust**

#### **Koye cares**

Understanding the responsibility of human life, Koye has a commitment to excellence. Koye is a market focused, process centered organization that uses its expertise to develop and deliver innovative science based solutions to its customers.

What is equally important to Koye, is providing a dynamic and challenging environment for its employees.

#### **Koye's Realm**

Does good health equal happiness? Yes, research has shown it does. Health and happiness are inter-related. Koye has a range of unique and expert solutions to help one succeed in the quest for a higher level of physical and emotional well being. Koye focuses on improving health and adding to the joie de vivre.

To Koye's advantage is a very dedicated team of highly experienced and dynamic professionals, who make sure that the high quality products reach a wide market, offering the best value for its customers and consumers.

The over 300 sales force is spread across the length and breadth of the country and covers a phenomenal number of doctors, specialists, hospitals and pharmacist all over the country.

On its part, Koye provides a motivating and professional work atmosphere that makes every team member an accomplished achiever.

## Koye Products

Products that help promote day-to-day well-being. Innovative, science-based products for maintaining and improving health.

Used in Allergic, Asthma & Rheumatoid Arthritis



Drug Induced Osteoporosis, Pregnancy and lactation



In UTI, LRTI, URTI, Typhoid & MDR TB



In Iron deficiency anemia & Pregnancy



## **PROJECT REPORT**

### **Market need & assessment on Nicotine polacrilex Gums**

#### **In Koye Pharmaceuticals, Mumbai**

##### **Project Guide-**

**Mr. Suhail Motlekar (General manager)**

**- Care Division**

**Koye Pharmaceuticals. Mumbai**

## **Section 1: Literature Review:**

**Nicotine replacement therapy (NRT)** is a medically-approved way to take nicotine by means other than tobacco.<sup>[2]</sup> It is used to help with quitting smoking or stopping chewing tobacco. It increases the chance of quitting smoking by about 50% to 70%. Often it is used along with other behavioral techniques. NRT has also been used to treat ulcerative colitis. Types of NRT include the adhesive patch, chewing gum, lozenges, nose spray, and inhaler. The use of more than one type of NRT at a time may increase effectiveness.

### **Common Side Effects With The Nicotine Gum Include:**

- Nausea,
- Hiccups,
- And Irritation Of The Mouth.

### **Serious Risks Include:**

- Nicotine poisoning and continued addiction.
- They do not appear to increase the risk of heart attacks.
- There are possible harms to the baby if used during pregnancy.
- Nicotine replacement therapy works by reducing cravings due to nicotine addiction.

### **NICOTINE GUMS:**

**Nicotine gum** is a type of chewing gum that delivers nicotine to the body. It is used as an aid in nicotine replacement therapy (NRT), a process for smoking cessation and quitting smokeless tobacco. The nicotine is delivered to the bloodstream via absorption by the tissues of the mouth.

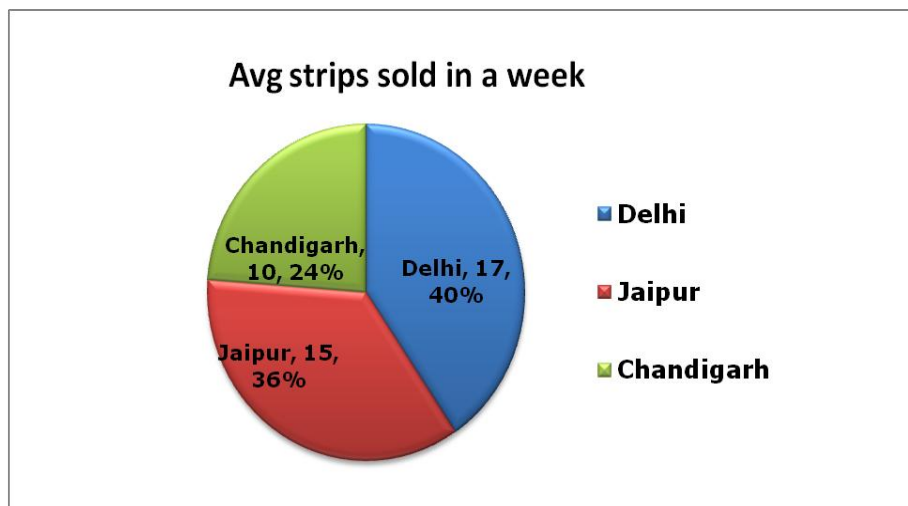
- It is currently available OTC in Europe, the US and elsewhere. The pieces are usually available in individual foil packages and come in various flavors. Nicotine content is usually either 2 or 4 mg of nicotine. Popular brands include Nicotex, Nicoderm, Nicorette, Nicogum and Nicotinell, Kwik nic

## Section 2: **Research Methodology**

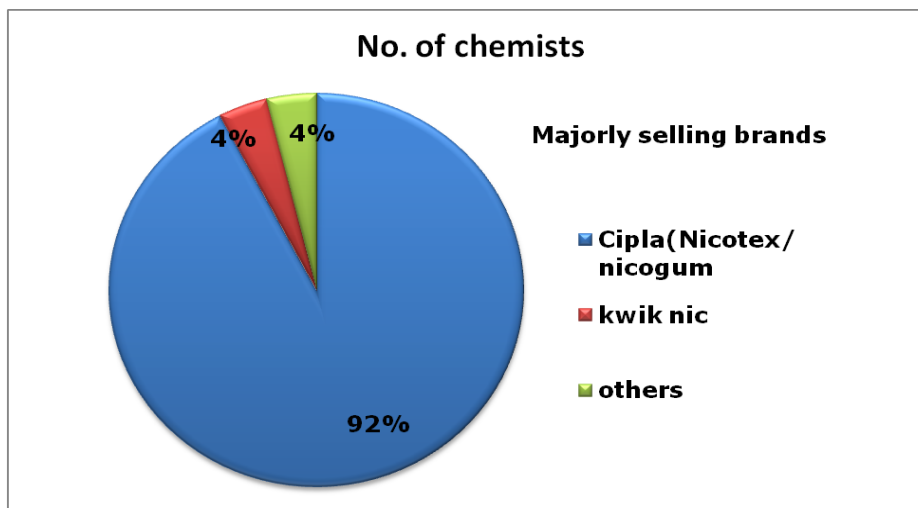
- **Mode of Data Collection-** Primary data collected with the help of Doctor's and Chemists Questionnaire.
- **Type of Study-** Descriptive Study type
- **Area of study-** In Chandigarh, Delhi and Jaipur Regions
- **Doctor's specification-** Chest physicians( pulmonologists), ENT Surgeons, Consultant/ Medicine physicians
- **Sample Size-** 125 Doctors  
And 125 Chemists

### Section 3: **DATA COMPILATION:-** (As per Chemist's Survey)

Section 3.1: No. of strips sold in a week at a Pharmacy store in particular cities as per Chemists survey in Chandigarh, Delhi & Jaipur regions.

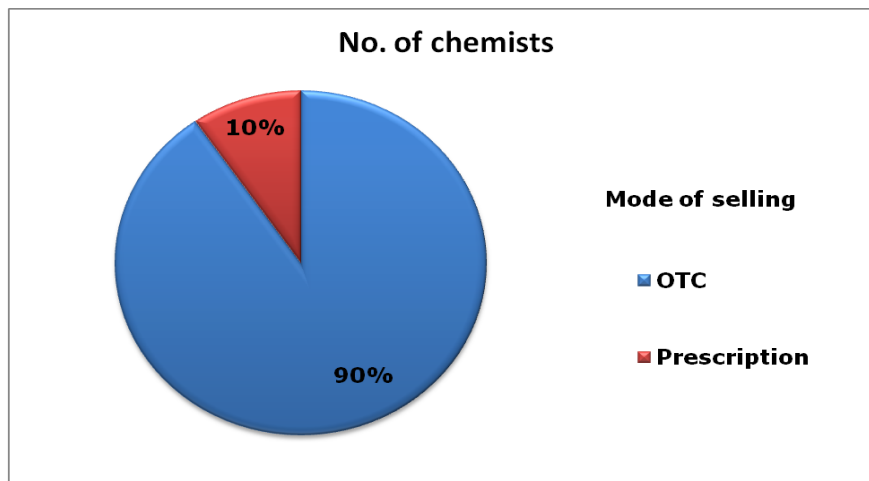


#### 1. Majorly Selling Brand of Nicotine gums



- Majorly sale is of CIPLA product (Nicotex, or Nicogum)
- Following that at 4% is ITC product Kwik nic.

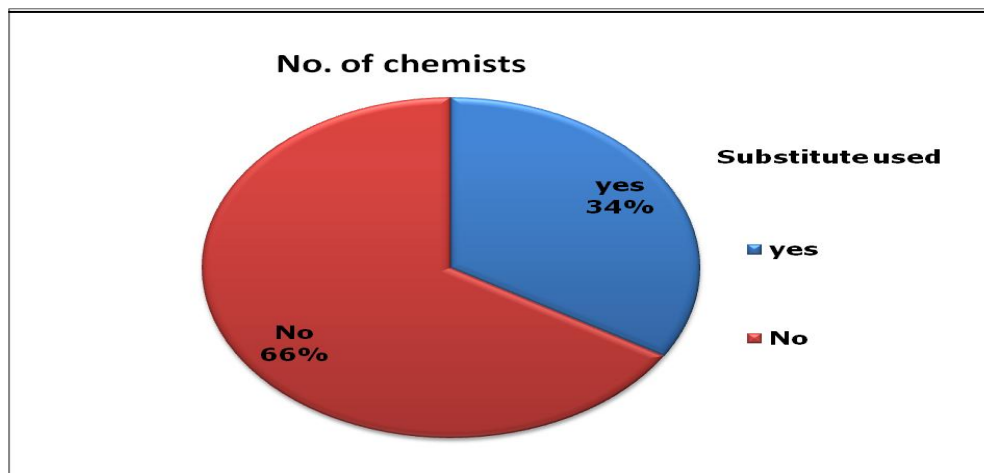
Section 3.2: What percentage of your sale is prescription v/s OTC in different cities?



**Findings:**

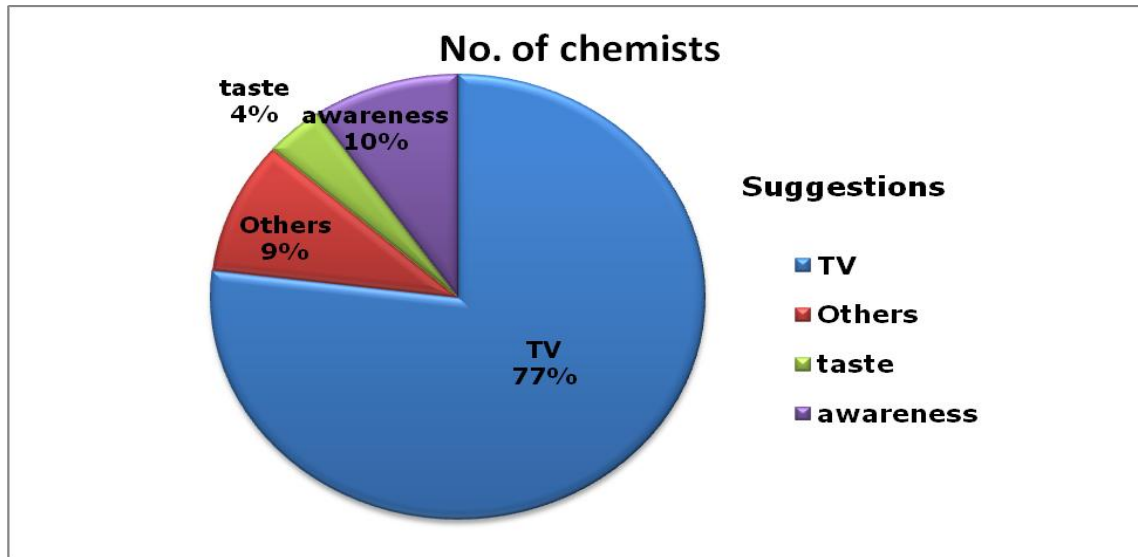
- Major percentage of sale is of OTC products generally promoted through TV advt. only
- Or by word of mouth

**Section 3.3: Acceptance of patients towards Substitute Brands of Nicotine Gums?**



- Most of the patients (66%) are not willing to accept substitute brands as they have loyalty towards the brand and are hesitant to try another
- Whereas (34%) are still willing to choose alternate brand if we want to establish our own brand in market we need to publicize our brand through TV & media advt.

Section 3.4: **Innovative Suggestions by Chemists to improve the sale of Nicotine gums among people to Quit smoking**



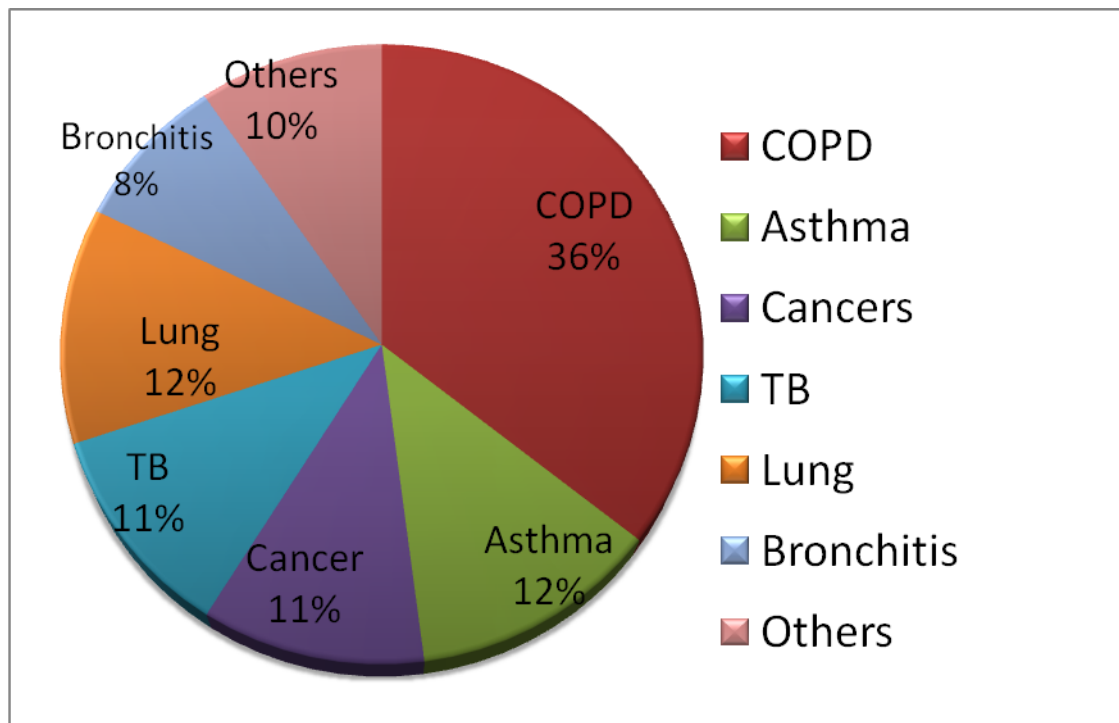
**Findings:**

- **77%** said by **TV and Mass Media advertisements & promotions**
- **10%** said by **Awareness** campaigns, knowledge about the disease and products available in market
- **4%** By **improving the taste** of the gums
- **9%** By **Other** ways. Say, free sampling, etc

## Section 4 **DATA COMPILATION-** Doctor's Survey

### Section 4.1: **Main disease condition in critical smoker patients:-**

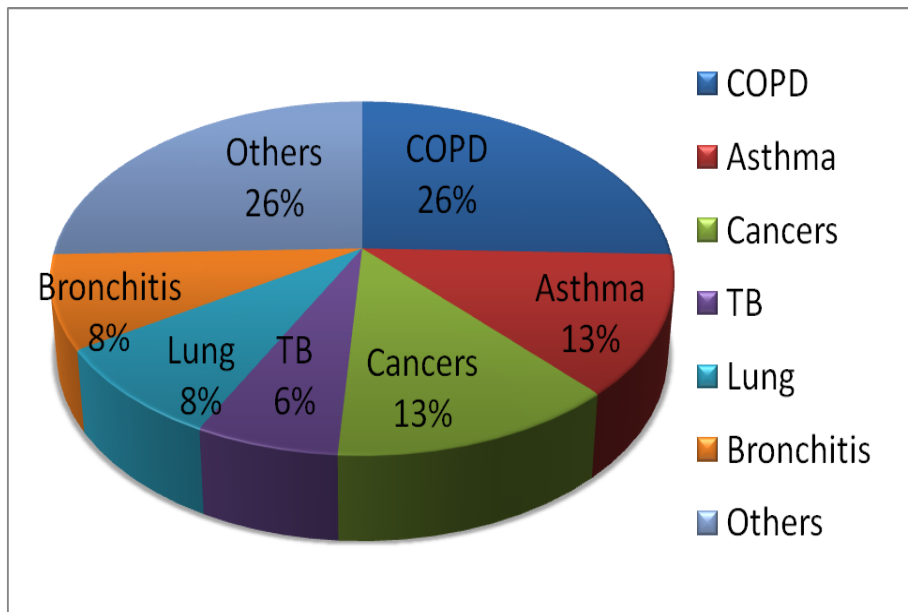
#### **4.1.1: Doctor's Survey( CHANDIGARH)**



#### **Findings:**

- In case of co-morbidity **36%** are suffering from **COPD**
- **12%** from both **Lung disease** and **Asthma** among the smoker patients.
- **11%** from **TB** among smoker patients
- **8%** from Chronic **bronchitis & Pharyngitis**.
- **10%** from **other diseases** like Breathlessness, cough, sub mucus fibrosis, Oral lecomte, gastritis and related disorders.

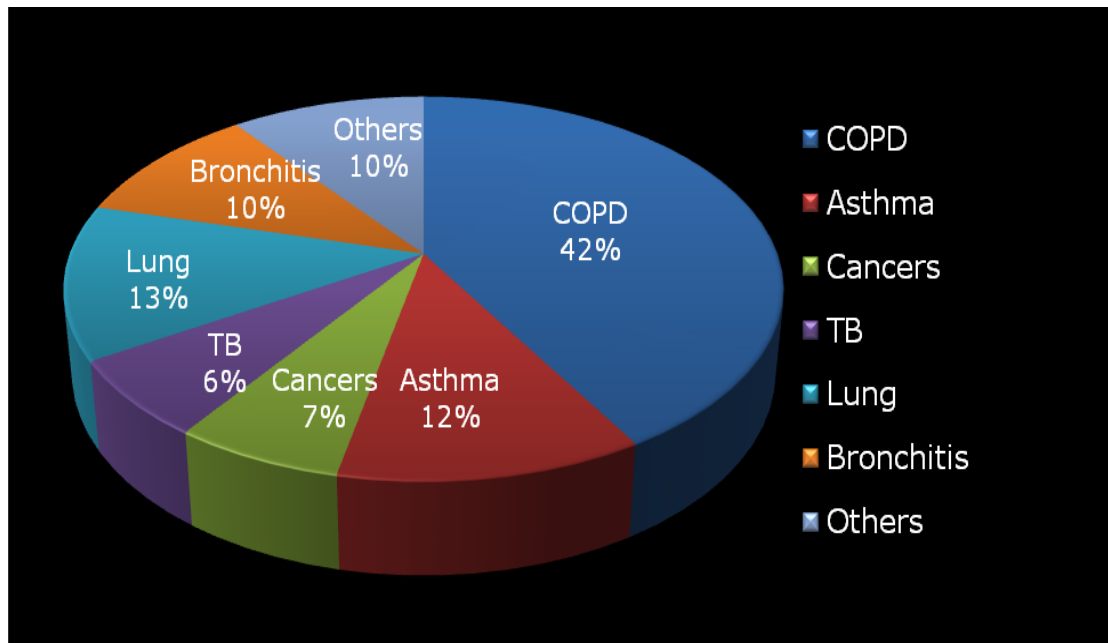
#### Section 4.1.2: Doctors Survey- DELHI



#### Findings:

- In case of co-morbidity **26%** patients are suffering from **COPD**
- **13%** from **Asthma** and **Cancers**.
- **8%** from **Lung Diseases & Bronchitis** and **Pharyngitis**
- 26% from other diseases like; Breathlessness, cough, sub mucus fibrosis, Oral lecomte, Ulcers gastritis and related disorders.

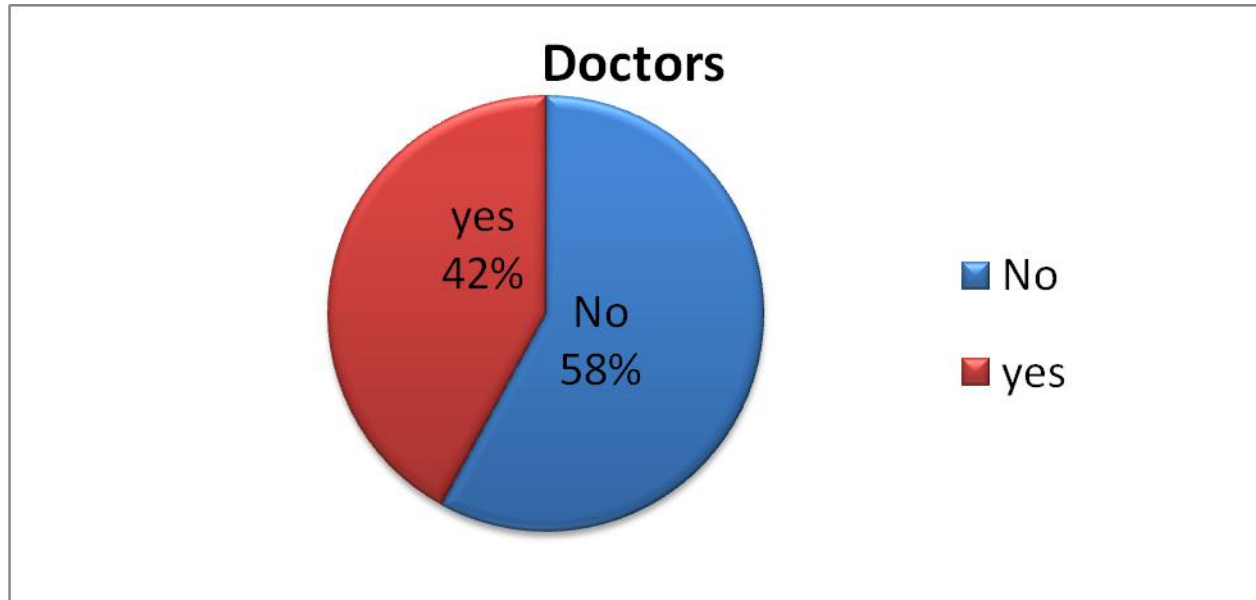
#### Section 4.1.3: Doctors Survey - JAIPUR



#### Findings:

- In case of co-morbidity **42%** patients are suffering from **COPD**.
- **13%** from **Lung problems**
- **12%** from **Asthma**
- **10%** from **chronic Bronchitis & Pharyngitis**
- **7%** from **Oral carcinomas and other form of Cancers**
- **6%** from **TB**.
  - **10%** from **other diseases** like Breathlessness, cough, sub mucus fibrosis, Oral lecomte, gastritis and related disorders.

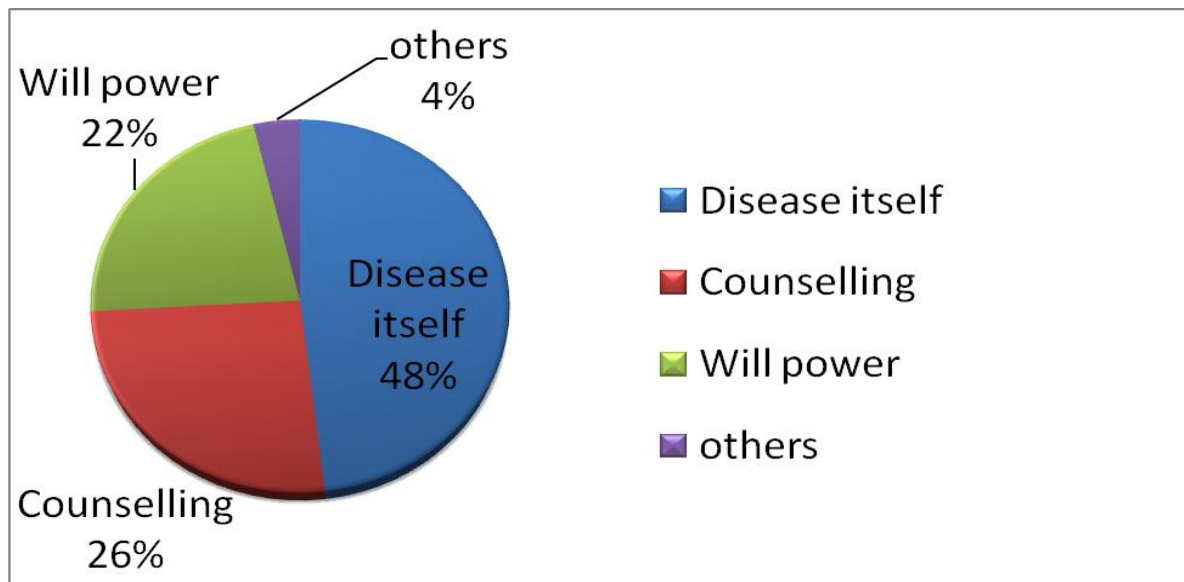
**Section 4.2: Compiled Statistics of Chandigarh, Delhi & Jaipur Areas Doctors response on whether they are using anti smoking medication or Not.**



**Findings: As per survey data of Chandigarh, Jaipur & Delhi**

- **42% Doctors** said **Yes** they used Anti smoking Medication on their patients.
- While, **58%** said **No** they don't use any Anti smoking medications.
- Because, their patients are generally of poor community and couldn't afford such expensive therapies or medication.
- They refer them to Psychiatrist or De addiction centre

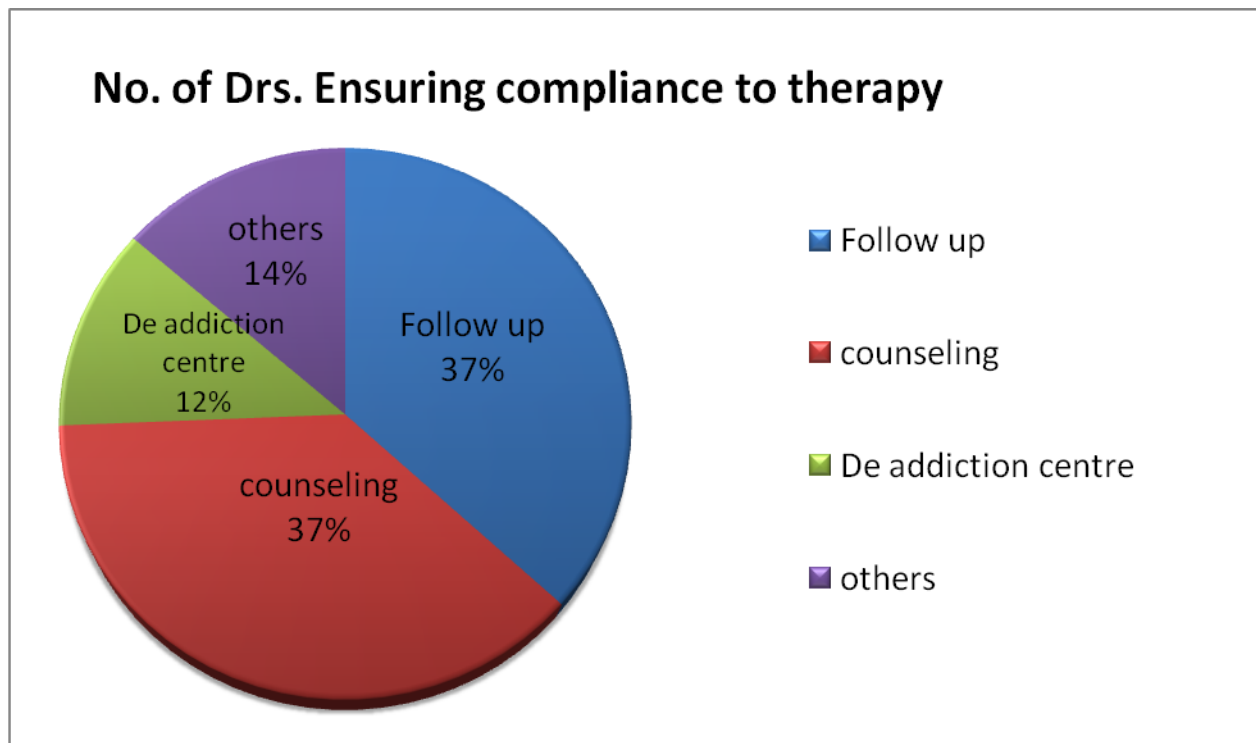
#### Section 4.3: Main trigger for their patients to Quit Smoking.



#### Findings:

- As per data collected **48%** Doctors responded the main trigger for their smoker patients to quit smoking is their **Disease itself**,
- Following that is **Counseling** at **26%** in smoker patients.
- **22%** responded that **Will power & Motivation** triggers to quit smoking.
- **4%** responded with **other** ways.

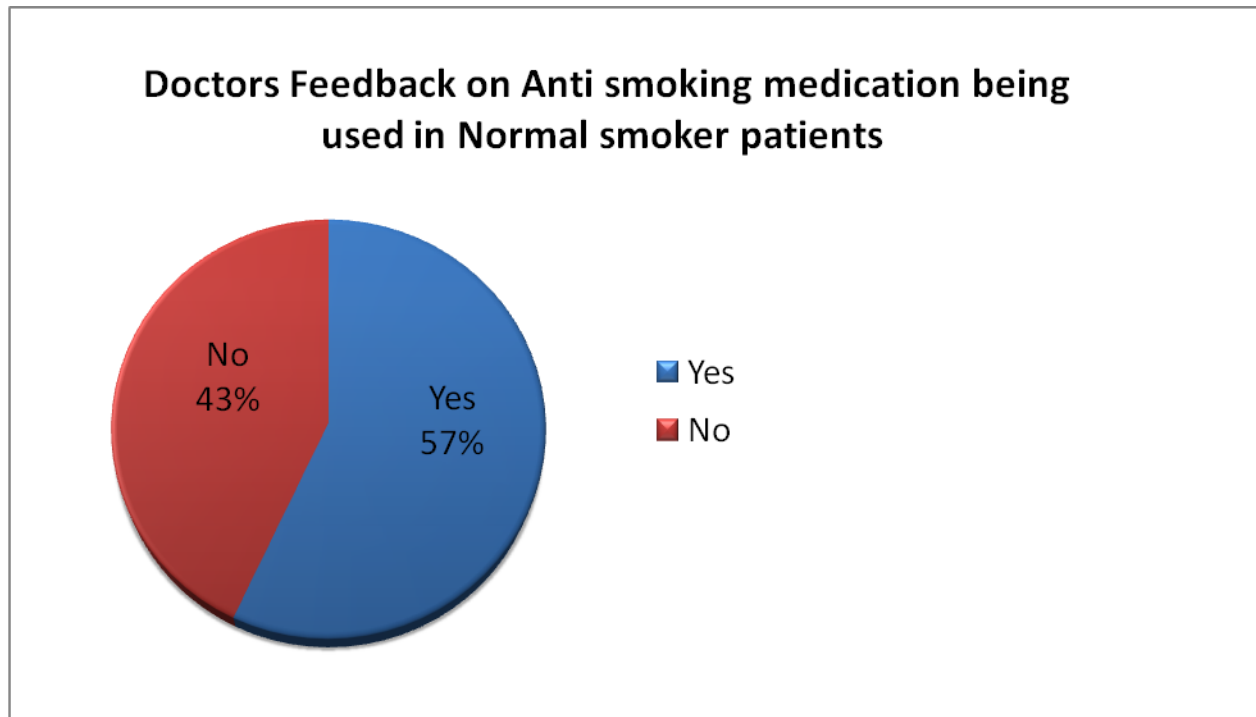
Section 4.4: In any de-addiction compliance to therapy is most critical? What would you recommend is the best way to ensure compliance?



Findings:

- As per data collected 37% doctors responded that best way to ensure the compliance to therapy is through Follow up
- Again 37% for Counseling.
- 12% for De- Addiction Centre
- Remaining 14% gave Other responses

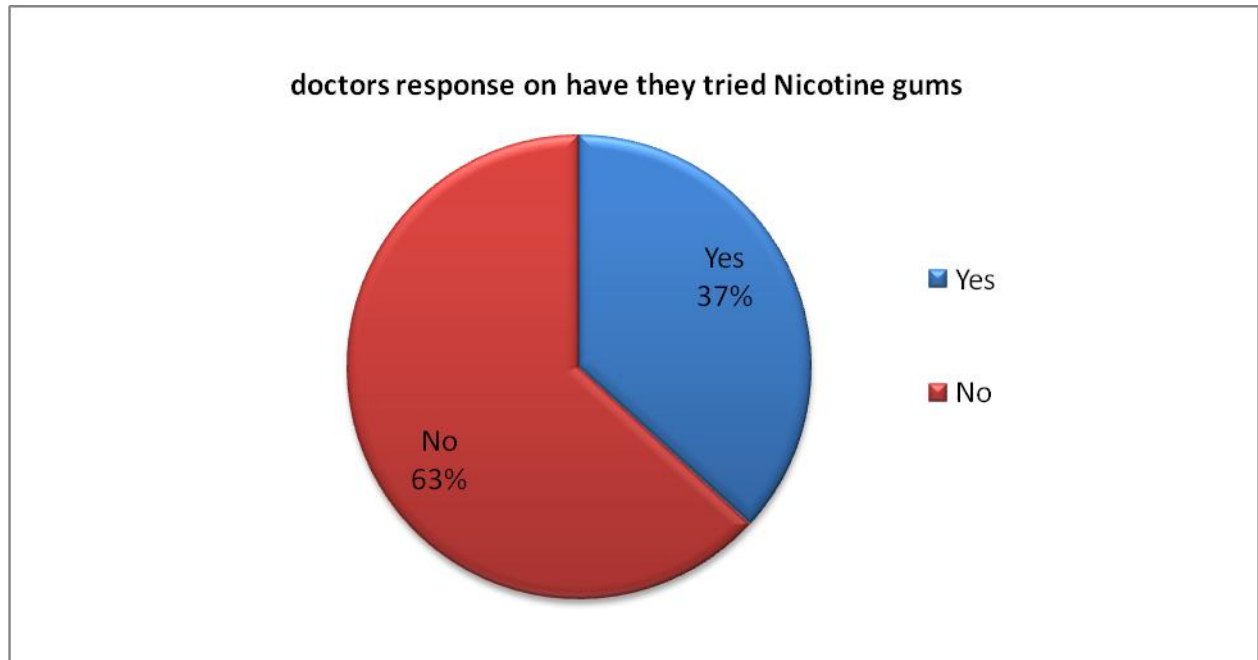
Section 4.5: **Doctors Prescribing anti smoking medication to smoker patient even though he does not have any serious disease condition.**



**Findings:**

- On average **57%** doctors responded that they **YES** will prescribe anti- smoking medication even if they don't have any serious disease. Because they themselves ask for the NRT therapy to quit smoking, willingness to quit tobacco.
- While **43%** said **NO** they won't use if patient is not so serious.
  - ✓ **Reason** being most of them are below 18 years of age.
  - ✓ They don't afford such expensive therapy
  - ✓ Some even get addicted to these Nicotine Gums. May even cause Nicotine poisoning.

#### Section 4.6: Have you tried nicotine gums for your patient to stop smoking?



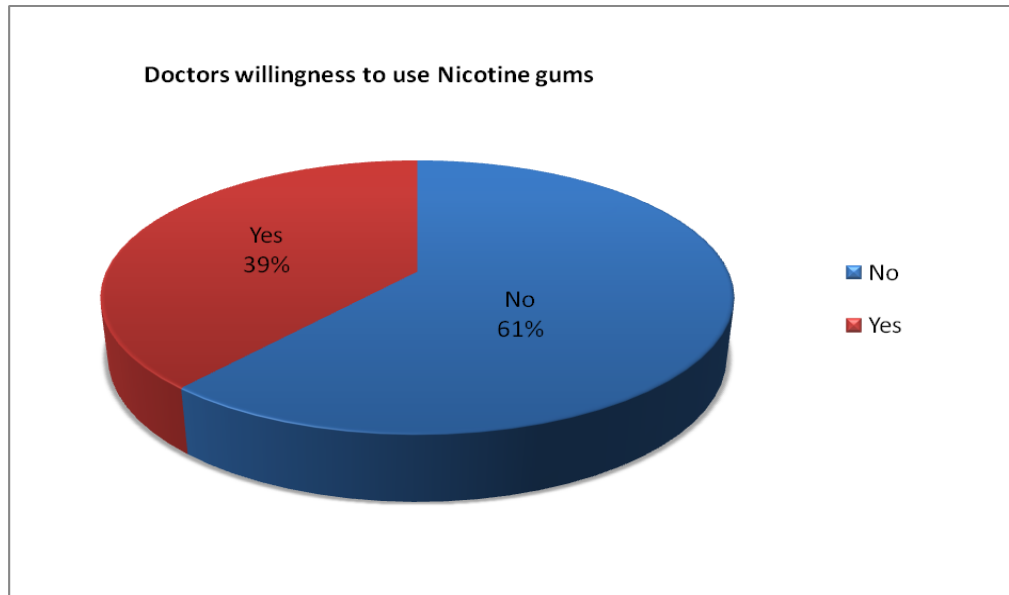
##### Findings:

- On average **37%** doctors said **YES** they have tried Nicotine gums on their patients
- And **63%** said **NO** they haven't tried gums on their patients ever.

##### Reasons:

- ✓ Mostly patients are poor and couldn't afford to purchase Nicotine Gums
- ✓ Nicotine gums has other side effects that can be harmful in particular patients
- ✓ Patients doesn't complete their therapy and in between because of its strong and peppery taste.

#### Section 4.7: Doctors willing to put their patients on (NGT) nicotine gum therapy?



#### Findings:

- On average **39%** doctors said **YES** they are willing to put their patients on Nicotine gum therapy
- **61%** said **NO** they aren't interested in putting their patient on NGT therapy.

Section 4.8: **Compiled data of Doctors response on innovative suggestion to make patients Quit smoking.**

| Suggestions | Advertisements | Will power | Awareness | Counseling | Others |
|-------------|----------------|------------|-----------|------------|--------|
| Chandigarh  | 10             | 0          | 20        | 8          | 3      |
| Delhi       | 0              | 4          | 5         | 5          | 3      |
| Jaipur      | 0              | 7          | 13        | 15         | 7      |
| Total %age  | 10%            | 20%        | 38%       | 28%        | 13%    |

Findings:

- On average **38%** doctors suggested **Awareness** is best way to make patients quit smoking.
- Whereas **28%** suggested **Counseling** is effective in making patients quit smoking
- **20%** suggested **Will power & Motivation** plays an important role in making patients quit smoking
- **10%** suggested **Advt. and Mass Media** plays an important role in making patients quit smoking.

## Section 5: **Recommendations:**

### 5.1: **Photographic education, awareness through videos**

- ✚ Even get visuals/ videos related to smoking menace which will hit them hard to quit smoking and use our product.
- ✚ We can even make our own Quit smoking website of our product by using SEO tools we can reach out to the general public Just by single click.
- ✚ They'll get entire information about ***Smokefree*** product, benefits of using the Products and other related information.

### 5.2: **Counseling through other past smoker patients:**

- ✚ By this they will build confidence in themselves if that person can quit. We also can quit smoking and lead a healthy disease free life.
- ✚ They could relate to the problems of the patients and can help them cope the withdrawal symptoms of quitting smoking.
- ✚ Suggest them helpful tips to cope up with smoke cravings even.
- ✚ They can understand them well as they have gone through same pain and problems as the current smokers may be going through and can influence them well.

### 5.3: **IEC, Information, Awareness, Counseling.**

- ✚ IEC materials refers to a public health approach aiming at changing or reinforcing health-related behaviors in target audience, concerning a specific problem and within a pre-defined period of time, through communication methods and principles
- ✚ Countries often develop posters, flyers, leaflets, brochures, booklets, messages for health education sessions, radio broadcast or TV spots, etc.

**5.4: Show little X-Rays, tell them their health status, moral lectures, Financial implications:**

- ✚ By this we can threaten them by showing what's all wrong their smoking habit is doing to their body & health.
- ✚ And if they don't quit smoking soon their condition will worsen. Then living a normal healthy and happy life will only be seen as dream to them.
- ✚ Smoking and Tobacco chewing will give them so many serious life threatening ailments that they will end up with some Cancerous Heart and Lung disorders like: COPD, Cardiac arrest, TB, Chest infections, Oral leukoplakeas, Sub mucus fibrosis, Bronchitis, Lung & Mouth Cancers, Gastritis, Pharyngitis. Etc
- ✚ Whose treatment will be very costly and not only health will be suffer they will also suffer financial loss.

**5.5: Increasing the frequency of TV advt on all programs and channels.**

- ✚ This will trigger the mind of person again and again will provoke him to know about the product more and to try it once.
- ✚ It's the easiest mode to connect to the customers or in this case smokers and to make them understand through advertisements that its not only them who are harmed by smoking but even their loved ones i.e their kids and whole family who are at equal risk of lung diseases, Asthma other heart problems as he is, being the passive smokers.

**5.6: By help of (SEO) make website through which people can get entire information about the product and get to know about PROS & CONS of Quitting smoking and hazardous effect of smoking through videos, interviews of patients suffering from smoking.**

- ✚ We can even make our own Quit smoking website of our product by using SEO tools we can reach out to the general public Just by single click.
- ✚ They'll get entire information about *Smokefree* product, benefits of using the Products and other related information.
- ✚ they'll get to know whole about smoking hazardous effects, diseases related to it .
- ✚ Future consequences of smoking on their heart & body and their family members

**5.7: Visible big size hoarding & Banners of the Products on streets / Roads the more people see more the more.**

- ✚ Big Banners and hoarding on streets may even provoke them to quit smoking. Make them hit their inner sight that this important for them to quit smoking.
- ✚ They have alternatives to get rid of this cancerous habit. Which can help them live a happy & healthy beautiful life with their closed ones in a smokefree surroundings.
- ✚ Without any fear of lung diseases, cardiac problems, hypertension, cancers & related life threatening diseases.

## **Conclusion:**

- Through the study I found that most of the NRT( Nicotine Replacement Therapy) is still not prescribed in India As it is very expensive for the general population.
- And those who are taking these Nicotine gums are self aware & willing to quit their smoking habit & are buying this through OTC means. **As per study done in different cities chemists responded 90% sale comes out by OTC sale. & remaining 10% through Drs. Prescription.**
- Prescription of these NRT gums is still not popular in India as doctors are not prescribing them much and they are just concerned about the main disease conditions. **On average 37% doctors said YES they have tried Nicotine gums on their patients and 63% said NO they haven't tried gums on their patients ever.**
- Generally, the compliance to therapy is ensured by Counseling & Follow up of the patients and the family members even at times. **As per the study done 49 % doctors responded that best way to ensure the compliance to therapy is through Follow up following that 31% responded patients counseling as best way.**
- Through the Physicians it is known that the majorly caused disease in smoker patients is COPD (chronic obstructive pulmonary disorder).**In case of co-morbidity 36% patients are suffering from COPD and 12% from both Lung disease and Asthma among the smoker patients and remaining from other related diseases.**
- TV advertisements and Media campaigns are playing the major role in increasing the sale of Nicotine gums in India. **Through the chemist's survey 77% responded that TV and Mass Media advertisements & promotions are the maximum promoters of Nicotine Gums sales.**

## **References**

- <http://koye.co/about-koye.html>
- <http://koye.co/koye-primary-care-team.html>
- [https://en.wikipedia.org/wiki/Nicotine\\_gum](https://en.wikipedia.org/wiki/Nicotine_gum)
- <http://www.webmd.com/smoking-cessation/features/quit-smoking-alternatives>
- <https://www.quitprofessional.com/nrt-products/>
- <http://www.uptodate.com/contents/behavioral-approaches-to-smoking-cessation>

## **Annexure:**

### **Questionnaire**

#### **Hospital/ Clinic**

1. In your daily patients do you come across the need of seriously stopping smoking of your patient?
2. How many such patients you see in a week?
3. What would be the main disease conditions in such patients who you want to critically stop smoking?
4. Have you tried any anti-smoking medication for these patients?
5. According to you what will be the main trigger for these patients to stop smoking?
6. In any de-addiction compliance to therapy is most critical? What would you recommend is the best way to ensure compliance?
7. Would you want to prescribe anti smoking medication to your smoker patient even though he does not have any serious disease condition? How many such patients you come across in a week?
8. Have you tried nicotine gums for your patient to stop smoking?
9. Would you like to put your patients on nicotine gum therapy?
10. One innovative suggestion to make patients quit smoking?

## **Questionnaire**

### **Chemist's questionnaire**

1. How many nicotine gums do you sell in a week?
2. Majorly which brands?
3. What percentage of your sale is prescription v/s OTC?
4. How many new prescriptions do you get every week?
5. Which is the main Dr speciality that prescribes it?
6. Do patients accept a substitute brand of nicotine gum?
7. One innovative suggestion to help company sell nicotine gum.