

Introduction

Ophthalmology literally means “the science of eyes”.Ophthalmology is the branch of medicine that deals with the anatomy, physiology and diseases of the eye. Ophthalmologist perform operations on eyes, they are both surgical and medical specialists. There are an increasing number of eye disorders and visual impairments, especially in developing Ophthalmic products are a niche segment in the healthcare industry; they include prescription medicine for treatments, products used during and post eye surgery, diagnostic devices, surgical systems, intraocular lens (IOL) implants and disposables, in-office products for eye care professionals and over-the-counter (OTC) products. countries, due to aging population.

Objectives

- To carry out the competitor analysis of ophthalmology products.
- To carry out the in-depth analysis of the various promotional strategies for ophthalmology products.

Methodology

**Study design:** Exploratory study

**Sample population:** Chemists and Ophthalmic Doctors

**Sample size:** 1) Chemist : 100      2) Ophthalmic Doctors : 50

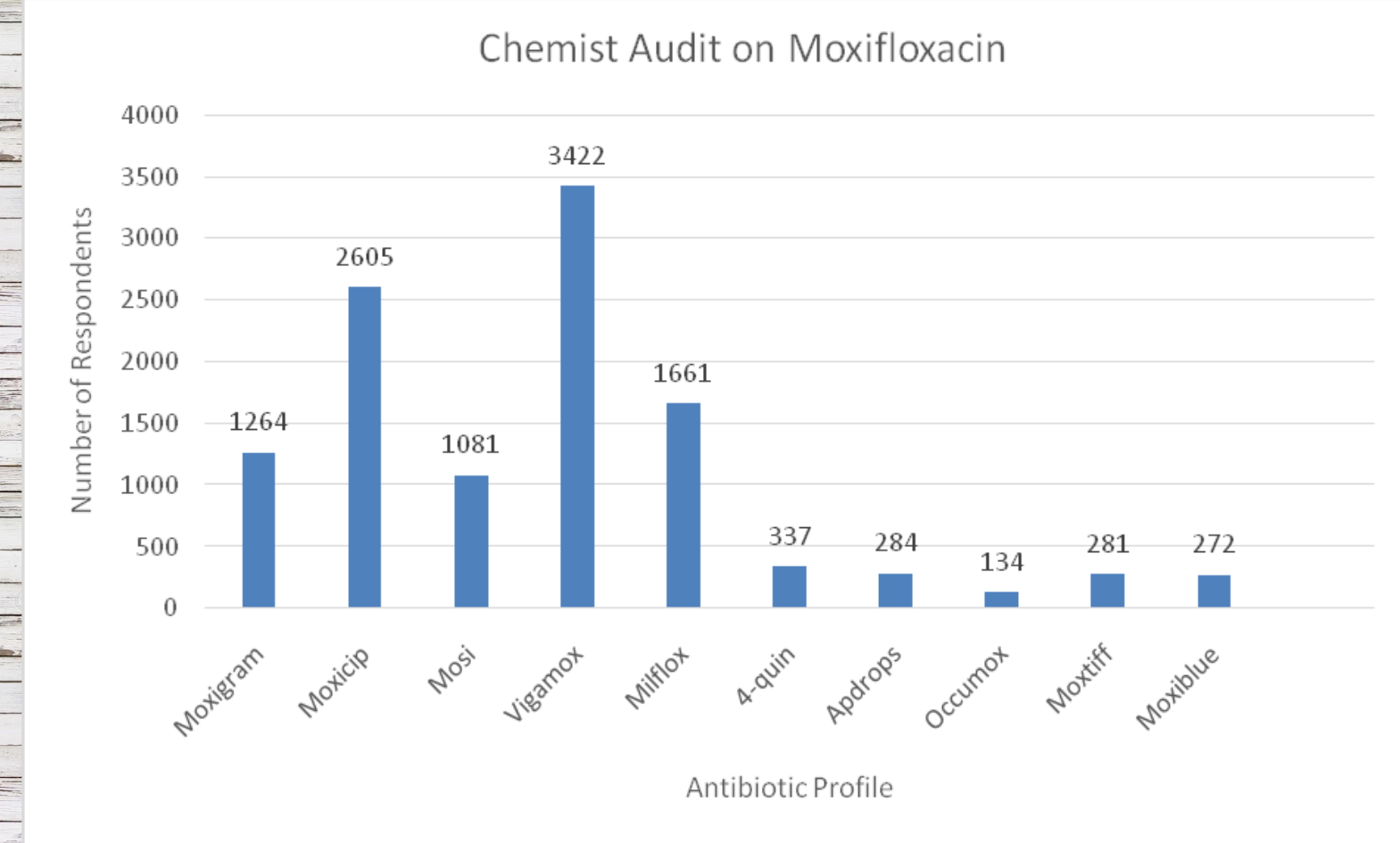
**Collection of Data:** The study was conducted by the means of personal interview with doctors and pharmacists and the information given by them was directly recorded in questionnaire.

**Sampling:** Non probability purposive sampling

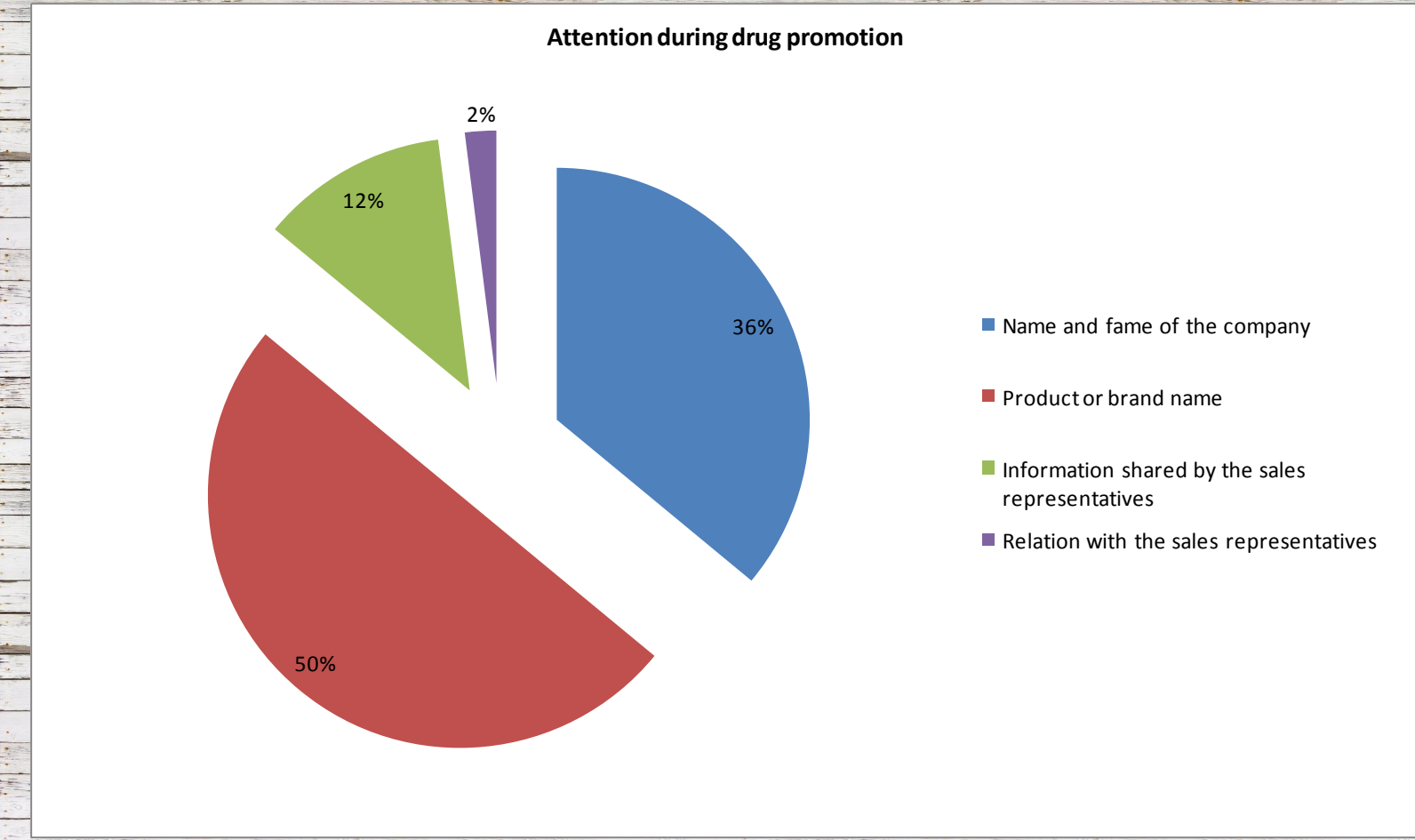
**Sample area:** Delhi

Findings

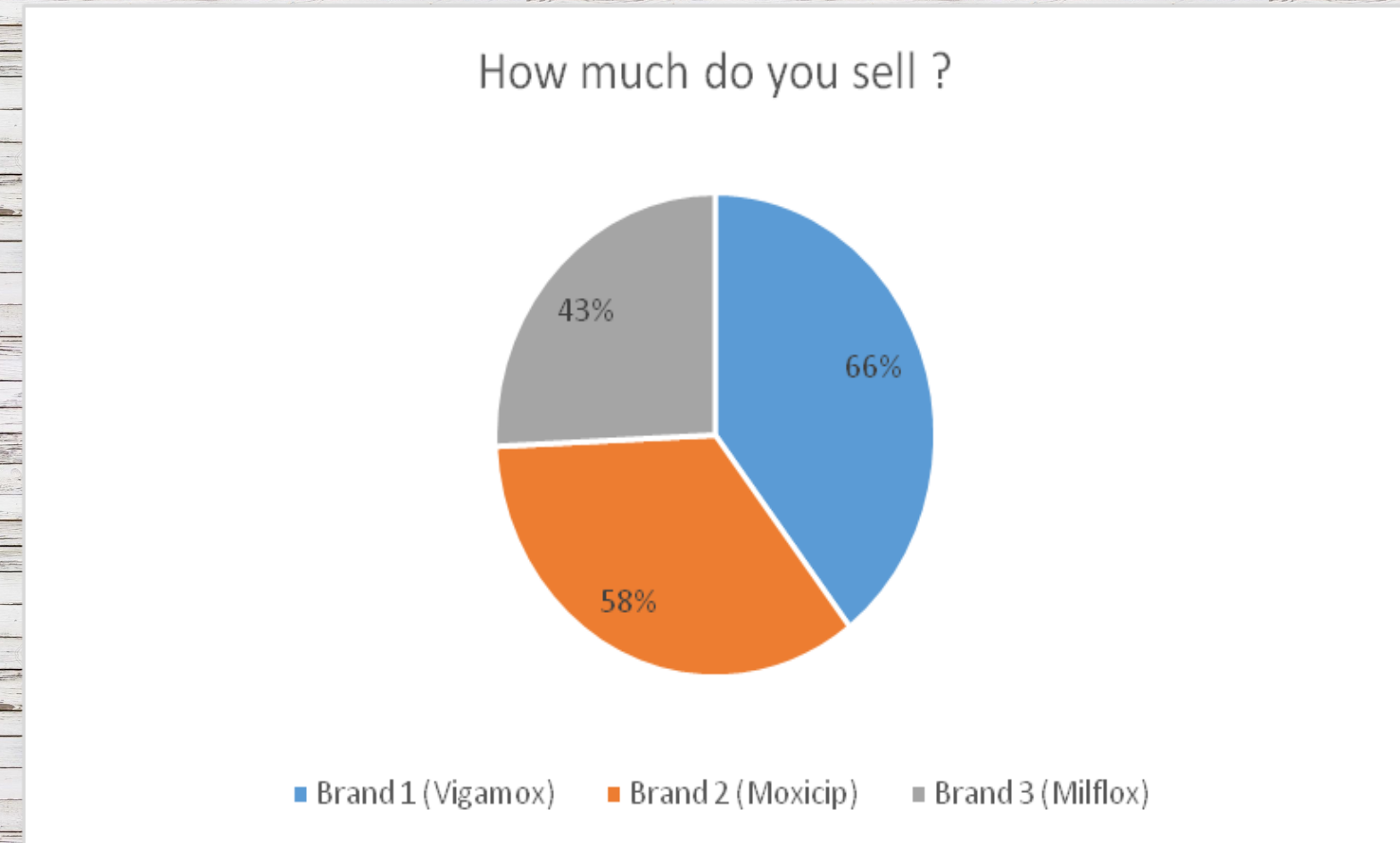
Chemist Audit



Ophthalmic Doctors Survey



Chemist Audit on Moxifloxacin

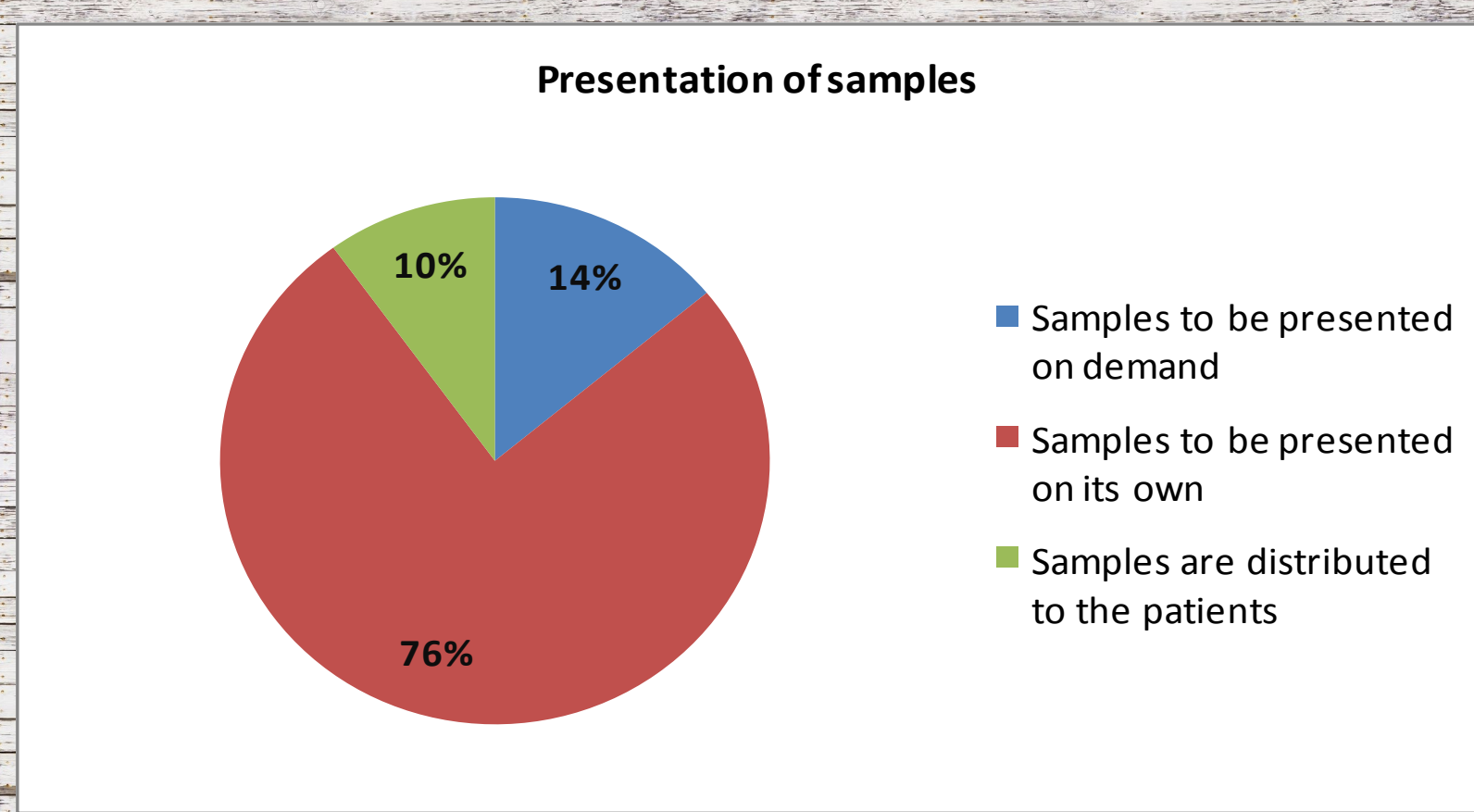
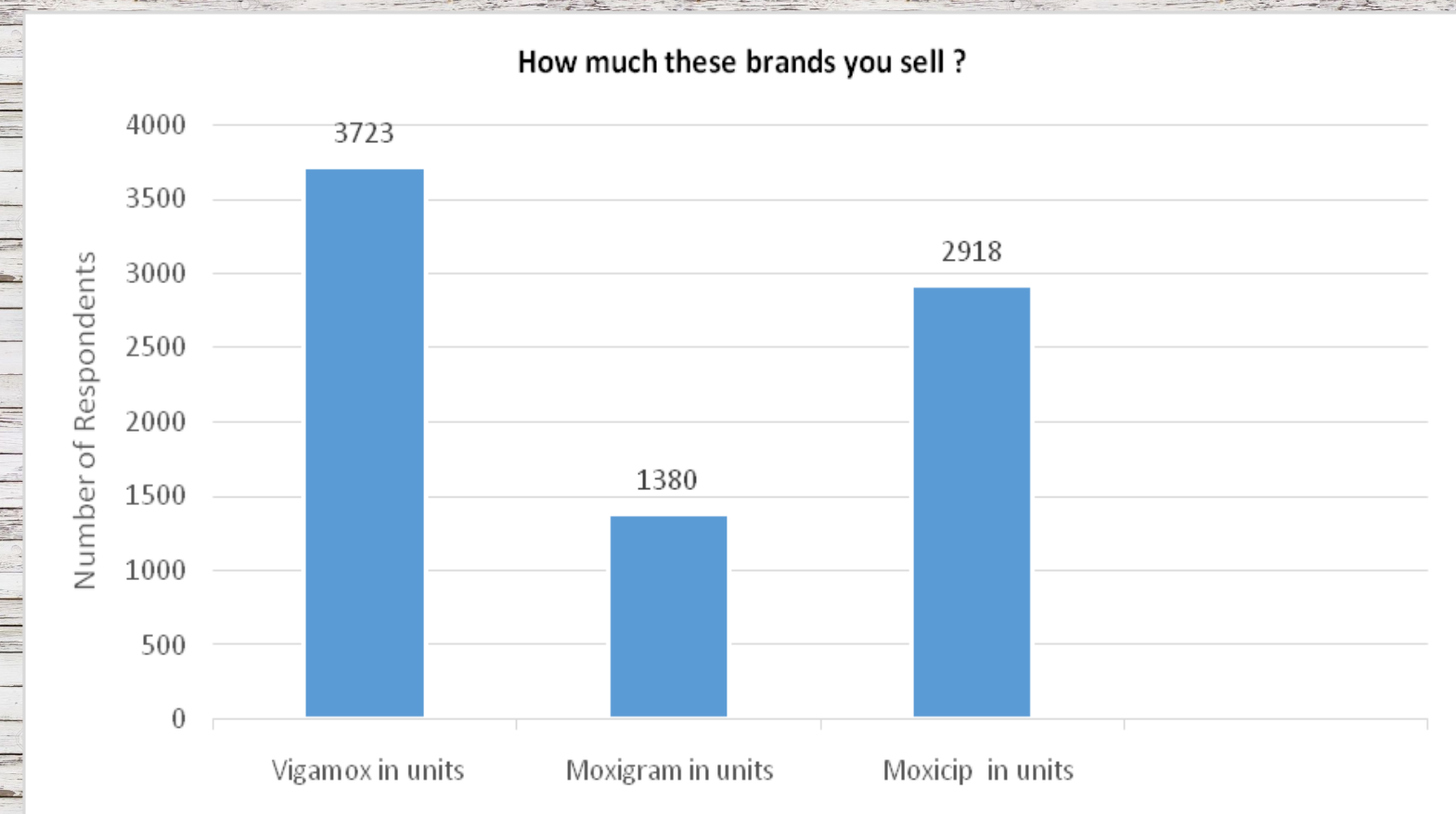


Factors catching the attention during the Product Promotion

What u expect from Medical Representative?

1. Good communication skills, good knowledge about product.
2. Regular visit.
3. Short and crisp reminder.
4. Information about latest medicine.
5. Take less time to explain.

Sale of Top 3 Moxifloxacin Brands



Sales of Top 3 Brands of Moxifloxacin Eye Drops per Month in Delhi

Presentation of samples by sales representatives

Conclusion

Chemist Survey

During the Chemist Audit on Moxifloxacin, it is observed that the Largest Selling eye drops are

- Vigamox — Alcon
- Moxicip — Cipla
- MilfloX — Sun Pharma
- Moxigram — Micro Labs (Micro Vision)
- Mosi — FDC

The top three selling brands for Moxifloxacin are

- Vigamox
- Moxicip
- MilfloX

Vigamox is the most selling drug by Alcon and maximum prescriptions are received for the same to the pharmacies.

Doctor Survey

# After doctors survey I concluded that frequent visit to doctors effect the prescribing decision and ultimately effect on sales.

# Giving brief and proper information help doctors reminding all the aspects of the product.

# Involving doctors into various activity helps to buildup a healthy relationship with doctors and forms a good image of company.

These plays a important role in the Product Promotion and pre- scribing decision which ultimately leads to sales.

Recommendations

- \* I have Observed that Medical Representatives of other Pharmaceutical Companies are using Tablet during Product Promotion and it will help them to attract the doctors towards their Product and the doctors are also giving more time to them.
- \* I have found that most of the Medical Representatives of other Pharmaceutical Companies are giving Gifts to doctors (Gifts like Pens, Note-books, Surgical gloves etc.) to Promote their Products.
- \* I have also observed that the Good Relationship between Doctors and Medical Representatives matters in product promotion.