

VISUAL COMMUNICATION IN PHARMACEUTICAL MARKETING

‘A CASE STUDY OF NEUROPSYCHIATRIC DIVISION’.

Introduction

Visual communication is communication through a visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon.

Neuropsychiatry products are a niche segment in the healthcare industry; they include only prescription medicine for treatment.

Objectives

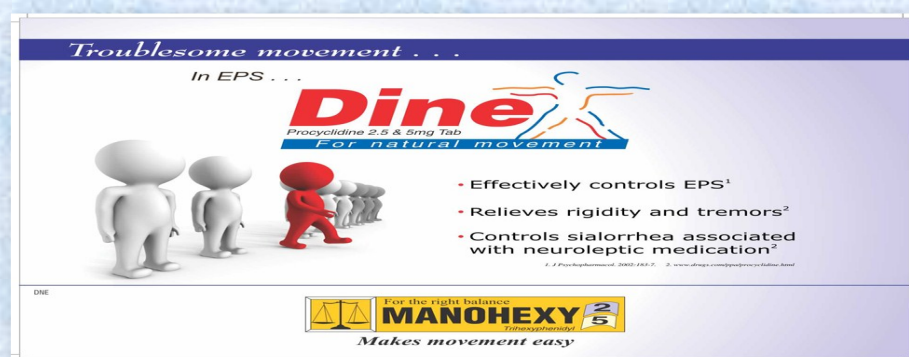
1.To review existing literature for changes in Neuropsychiatric division.

BRAND	DRUG	AUTHORS	KEY FINDINGS	INDICATION
DINE (2.5 & 5mg) Tablets.	Procyclidine.	1.Myhrer T 2.Mariussen E 3.Enger S 4.Aas P	1) Diminished Sialorrhea. 2) Improvement in the Muscular co-ordination.	Parkinsonism.
		1.Olin BR 2.St. Louis.	Combination with Levodopa increased the Efficacy.	Parkinsonism.

Methodology

- ♦ Study design: Exploratory study.
- ♦ Data Collection: Secondary source.
- ♦ Time Period: 8 weeks.
- ♦ Software used: Easelley, Pixlr, Prezi, Visme, Adobe Pagemaker and Coreldraw.

2.To review the existing visual aid designed by organization.



3.To find out the gaps between existing and new visual aid.

Missing Links as per Review:

A) Clinical results in the treatment of parkinsonism indicate that most patients experience subjective improvement characterized by a feeling of well-being and increased alertness, together with diminished salivation and a marked improvement in muscular coordination as demonstrated by objective tests of manual dexterity and by increased ability to carry out ordinary self-care activities.

(Ref.www.drugs.com/ppa/procyclidine.html;05/15/2016)

B) Procyclidine , or trihexyphenidyl may result in increased efficacy of levodopa.

(Ref.<http://www.drugs.com/mmx/procyclidinehydrochloride.html>;05/15/2016)

4.To redesign the visual aid of Neuropsychiatric division.

