

Study on Perception, Need & Awareness of higher concentration Diclofenac in Topical Anti-Inflammatory and Analgesic Gels among doctors.

OBJECTIVES OF STUDY:

Primary Objective:

To find out the Need and Awareness about higher concentration Topical Anti-Inflammatory & Analgesic Gels among doctors.

Secondary Objectives:

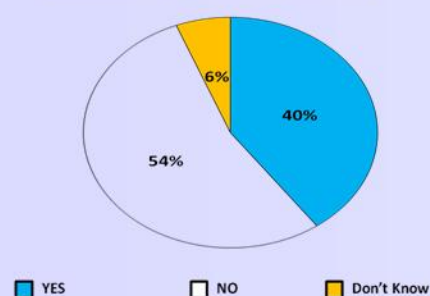
1. To understand the prescription behavior of doctors in Topical Anti-Inflammatory & Analgesic gels.
2. To understand the Perception's of doctors about Topical Anti-Inflammatory & Analgesic gels.

RESEARCH METHODOLOGY:

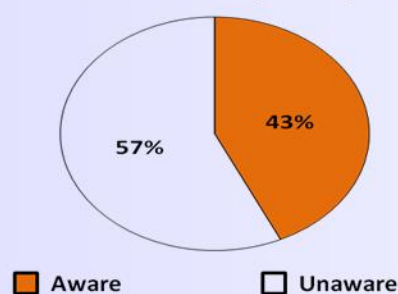
Parameter	Description
Research Type	Exploratory Research
Type of Data	Primary data
Data collection tool	Structured Questionnaire (Open ended & Close ended) & Discussion
Study area	Mumbai, India
Sample size	101 Doctors
Sampling	Simple Random sampling
Respondents	General Physician (G.P) and Consulting Physician (C.P)
Analysis tool	MS Excel 2007
Analysis representation	Charts, Graphs and Tables

RESULTS AND FINDINGS:

NEED of Higher concentration Diclofenac gel among doctors:



AWARENESS of (2%) Higher concentration Diclofenac gel among doctors:



- G.P and C.P treats 6-7 Musculoskeletal disorder patients per day.
- Out of all MSD patients treated G.P and C.P prescribe 62% and 67% of MSD patients with Topical Analgesic Gel respectively.
- Majority of G.P prefer 2-3 times a day application of Topical Analgesic Gel and C.P prefer 3-4 times a day application.
- Most preferred top two brands for Topical Analgesic Gel by G.P's and C.P's are Voveran and Volini.
- Reasons for no need of higher conc. Diclofenac Gel among doctors is due to:
 - 1.Safety (Side effects)
 - 2.Considering Topical Analgesic Gels as Adjoint therapy
 - 3.Need for Clinical trials data
- Top preferred indications of 2% Diclofenac Gel by doctors are:
 - 1.Arthritis
 - 2.Low Back Pain
 - 3.Severe Pain

CONCLUSION:

- Need for higher concentration Diclofenac gel was low among doctors, at the same time awareness for 2% Diclofenac gel was also low. Doctors preferred indications were more of severe and chronic pain and inflammatory conditions for 2% Diclofenac gel. Concern for Safety and Side effects were observed for higher concentration Diclofenac among doctors.

RECOMMENDATIONS:

NEED GAP

1. Low awareness on Higher Strength Diclofenac Gel among G.Ps
2. Higher strength require for specific indications
3. Assurance for Side effects with Higher Strength
4. Need for higher strength in severe painful conditions

RECOMMENDATIONS

1. Capitalizing the opportunity with launch to larger customer base of G.P/C.Ps
2. Promotion in O.A, Arthritis, Low Back Pain, Severe Pain.
3. Communicate the Clinical safety data in promotion
4. Promotion of higher strength Depot/Reservoir action¹, for powerful and long lasting relief from pain

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To: IIHMR University

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