

INTRODUCTION

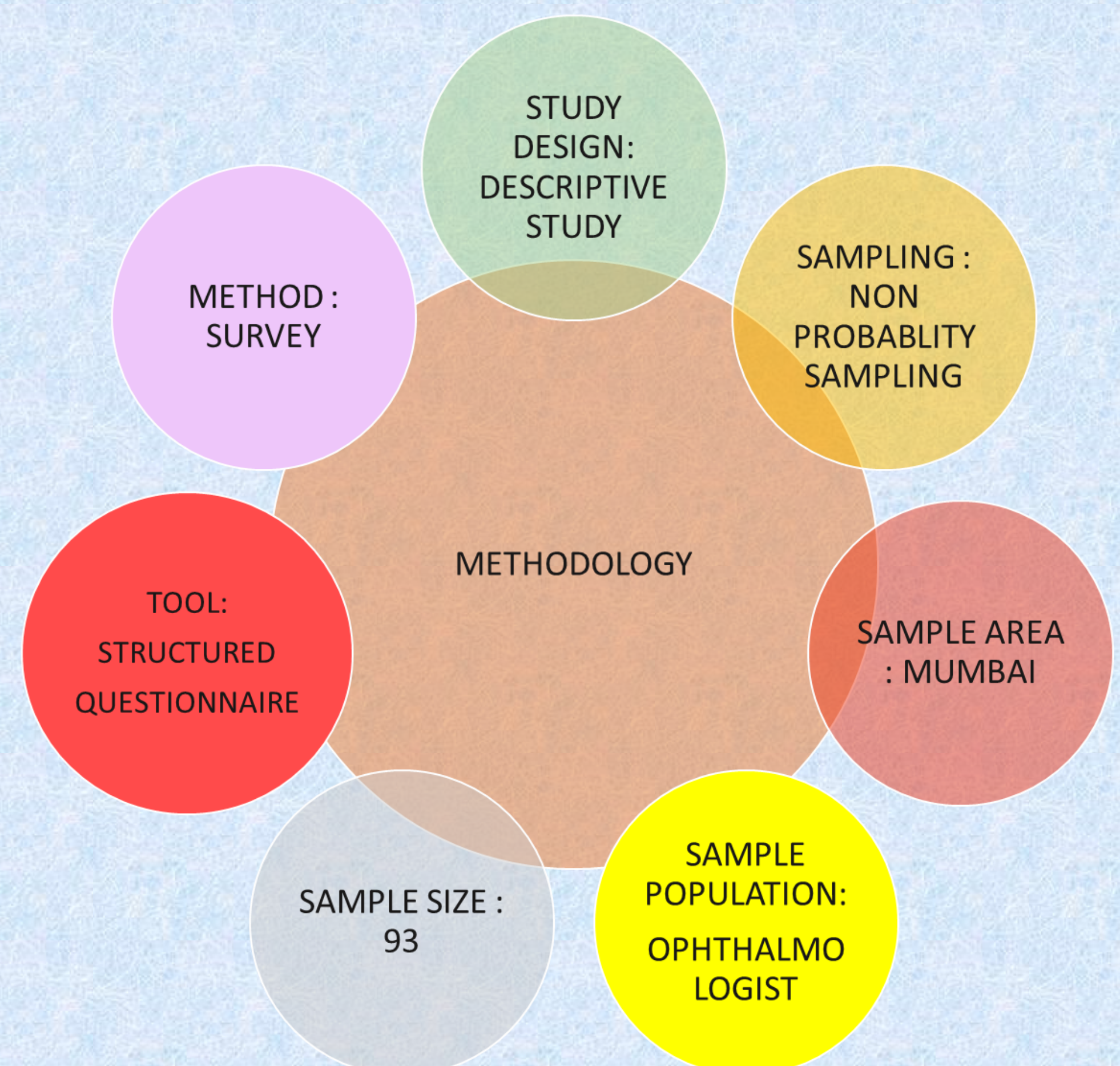
Dry eye syndrome is a multifactorial disorder of tear and ocular surface due to tear deficiency, excessive tear evaporation & instability of tears.

OBJECTIVES

- To identify the potential market for the launch of new molecule for treatment of dry eye syndrome.
- To assess the doctor's perception on the current available treatment.
- To find out doctors perceptions for new therapy.
- To find out possible gap/s in current available therapy for dry eye syndrome.

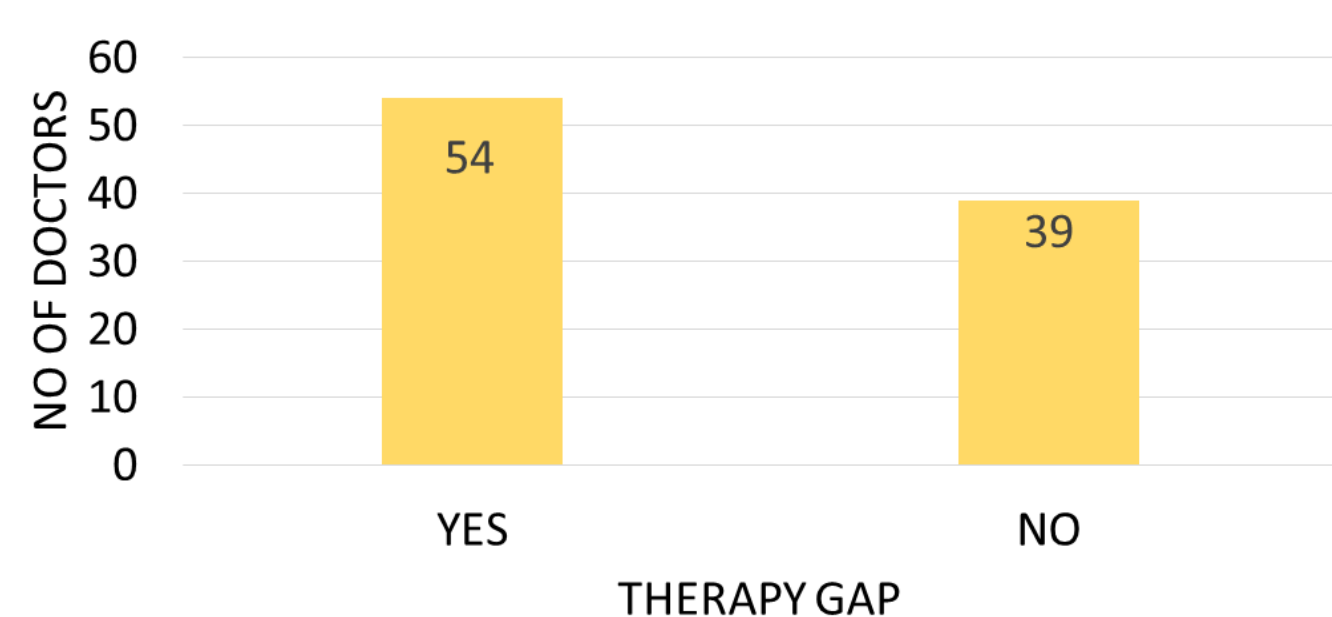
RATIONALE

There is need in the market for new therapy in dry eye syndrome.

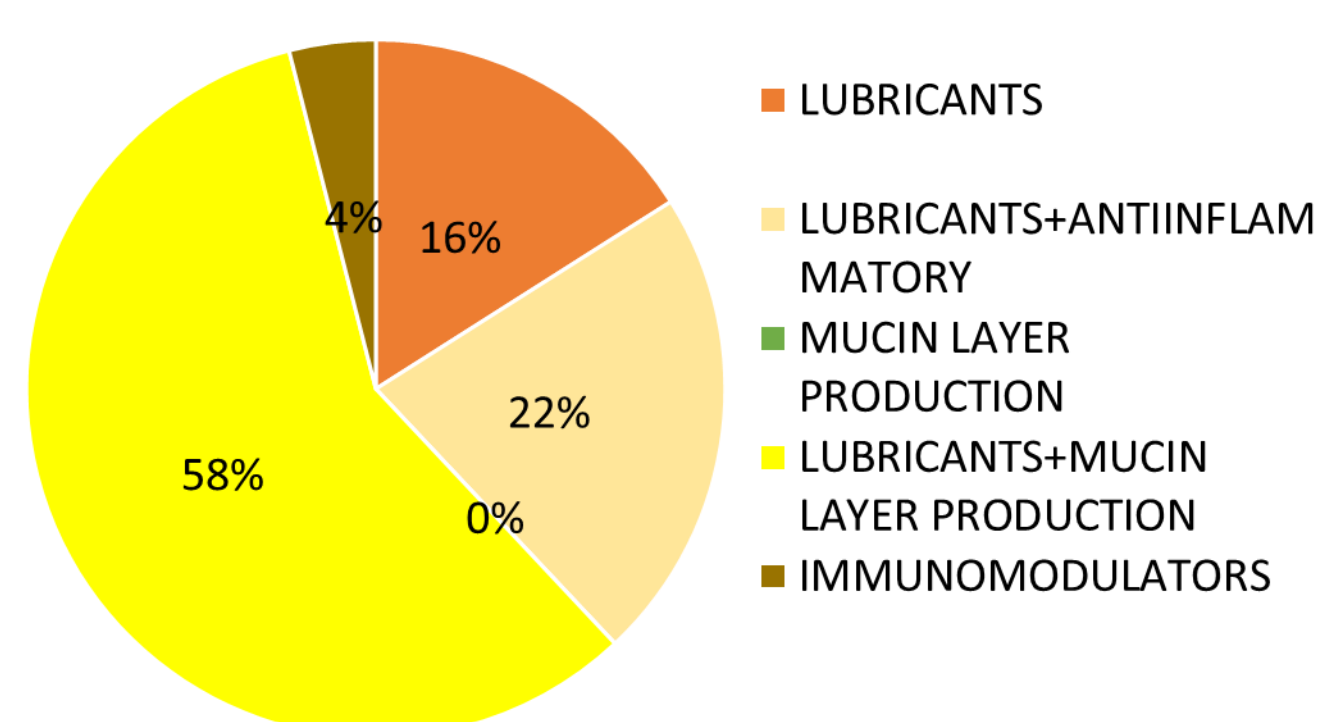


DATA ANALYSIS

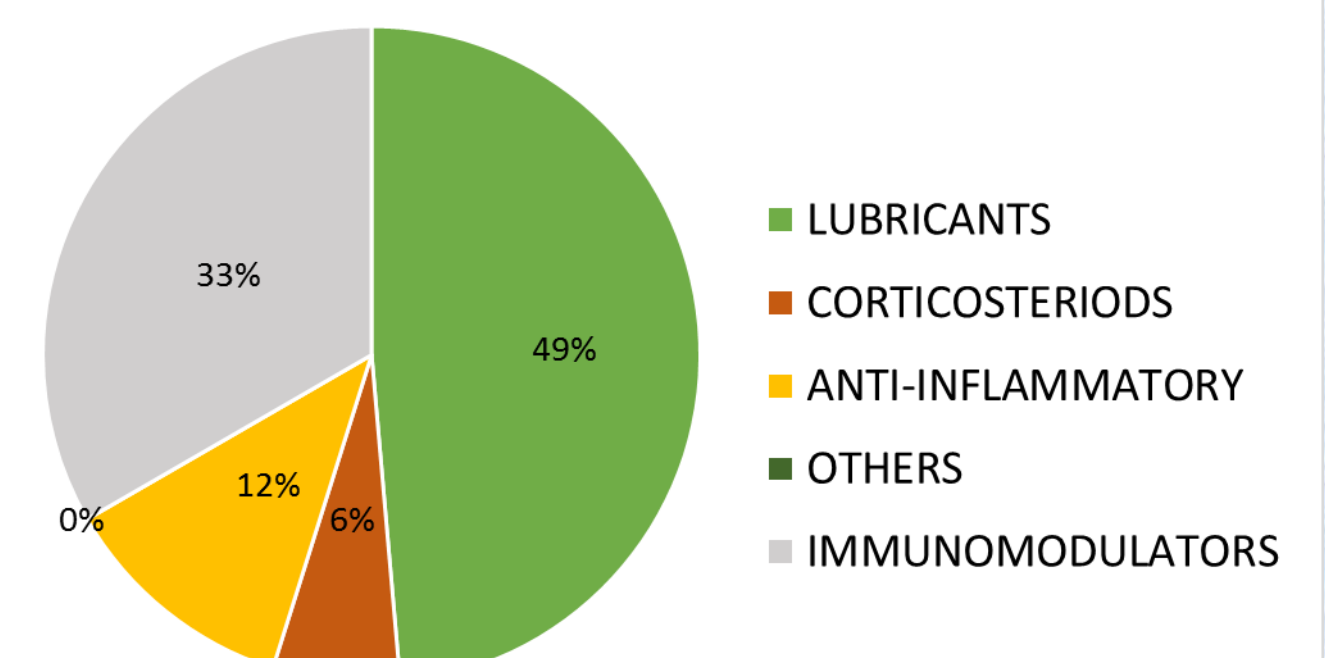
THERAPY GAP IN TREATMENT OF DRY EYE SYNDROME



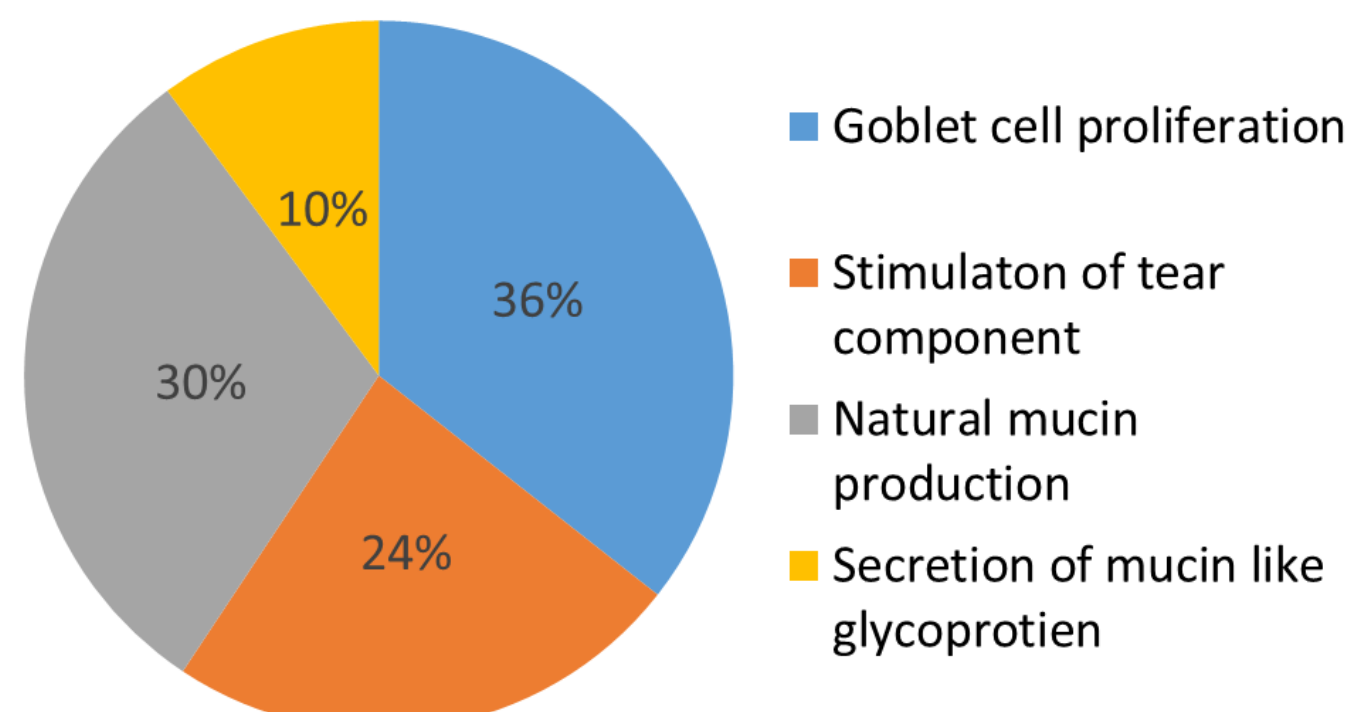
MANAGEMENT THERAPY FOR DRY EYE SYNDROME



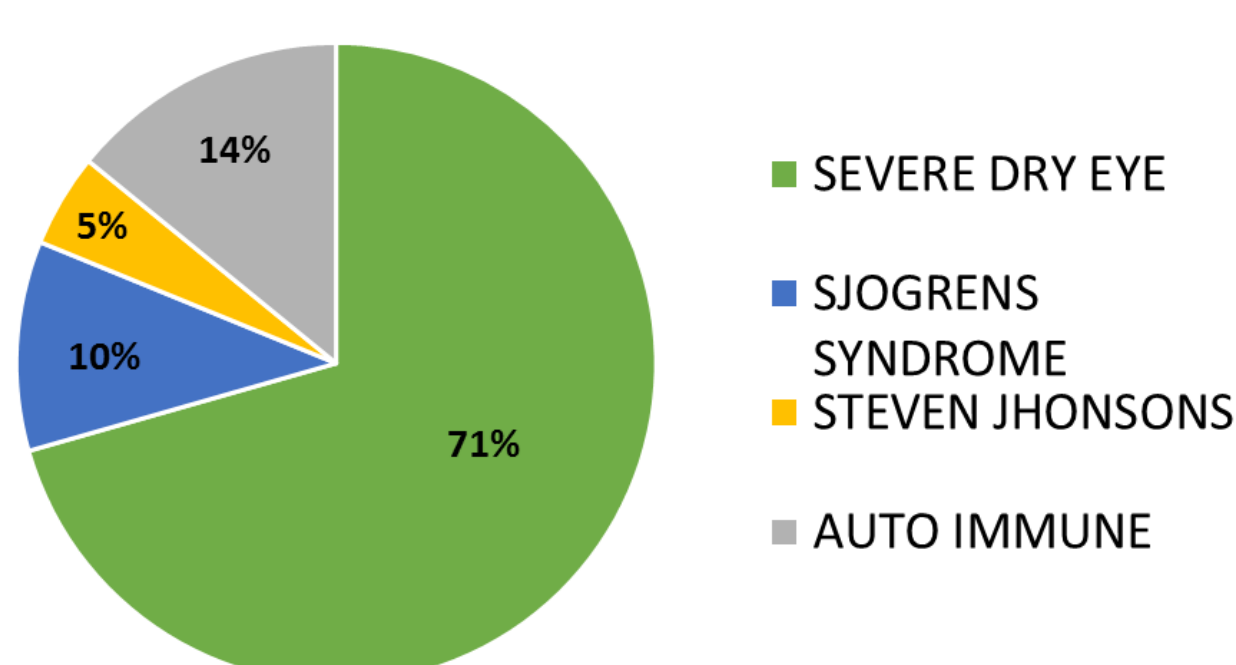
PRESENT AVAILABLE TREATMENT FOR DRY EYE SYNDROME(DES)



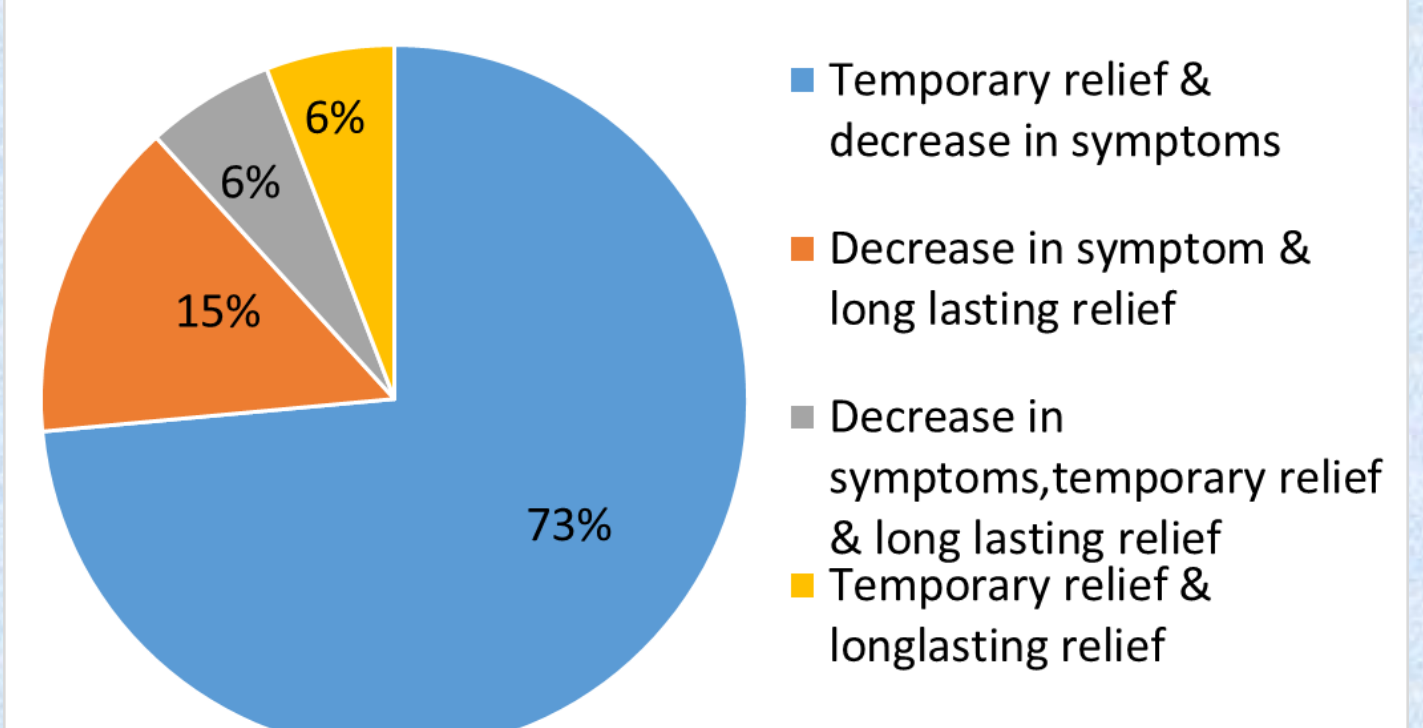
REVOLUTIONARY INNOVATION IN TREATMENT OF DES



TYPE OF CONDITION IN WHICH CYCLOSPORINE IS PRESCRIBED



TREATMENT FOR DRY EYE SYNDROME PROVIDES



FINDINGS:

- According to doctors patient compliance is one of the therapy gap in Dry Eye Syndrome (DES) management.
- Treatment for DES should focus on treating the root cause of the condition rather than giving symptomatic relief.
- 58% of ophthalmologist agreed that best management therapy for DES is mucin layer production & lubricants.
- 66% of doctors feel goblet cell proliferating (natural mucin production) molecule could be the revolutionary innovation in treatment of DES.
- 80% of ophthalmologist says that therapy should focus on treatment to mucin layer instead of meibomian gland.
- 46% of doctors say that new medication in DES should focus on mucin production & goblet cell proliferation.

RECOMMENDATIONS:

- The new molecule should be targeting the patients of severe dry eye, vernal keratoconjunctivitis, lagophthalmus & LASIK.
- The new molecule can easily capture the market share of lubricants, immuno-modulators & cyclosporine as it focuses on treatment to root cause rather than giving symptomatic relief.