

Study on prescription pattern of Parenteral Nutrition and Antifungals in NICU setup

Objective :

- To understand the market scenario of Parenteral Nutrition (PN) in Neonatal Intensive Care Units (NICUs).
- To identify the key brands of Parenteral Nutrition prescribed in NICUs.
- To identify the gaps in existing Parenteral Nutrition products.
- To understand the prescription pattern of Antifungals in NICU setup.
- To identify the highly prescribed molecules of Antifungals in NICUs

Methodology :

Study Design: Descriptive study.

Sampling method: Non probability convenience sampling.

Sample population: Neonatal Intensivists.

Sample area: Jaipur, Rajasthan.

Sample size: 28 Intensivists.

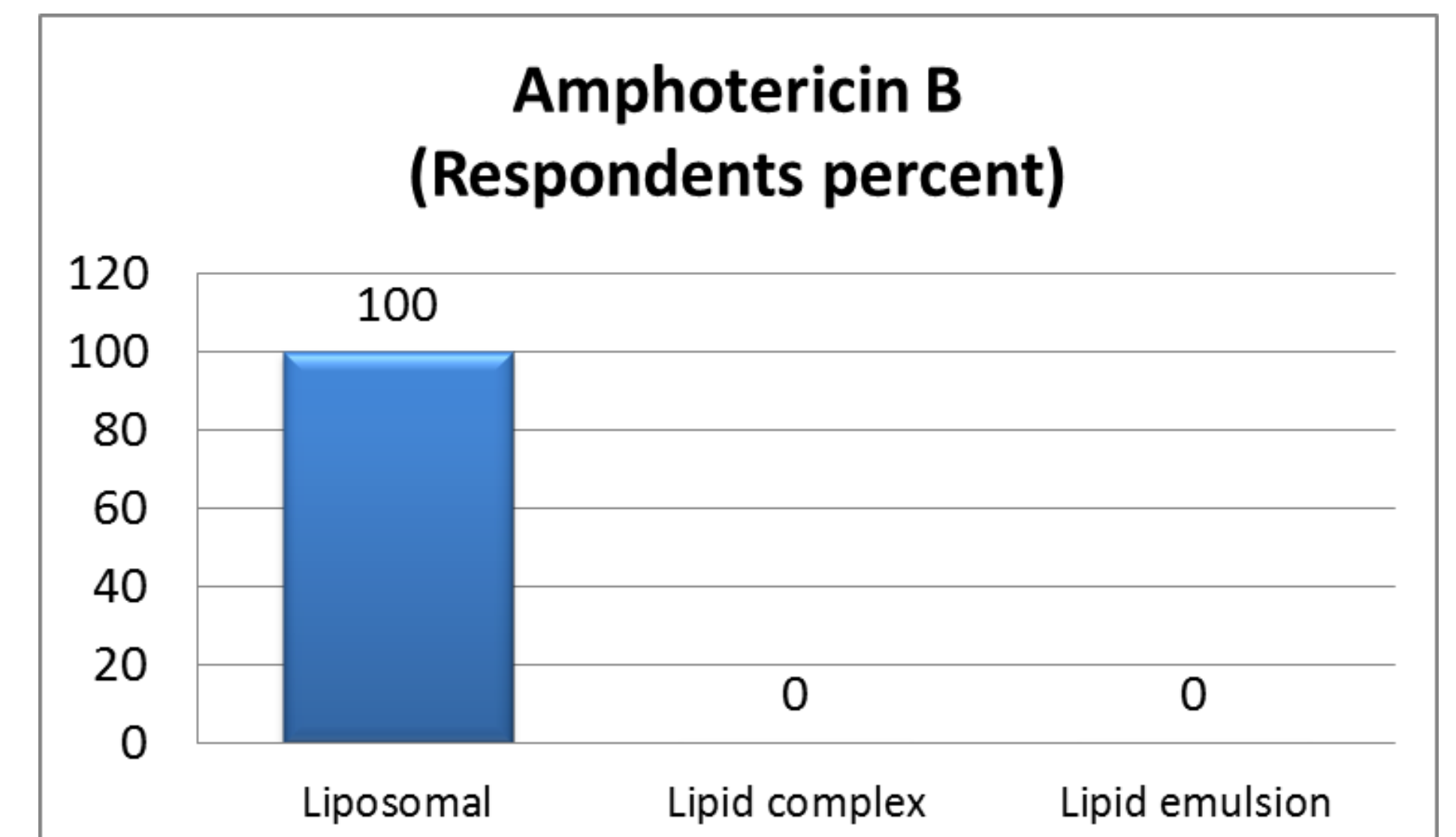
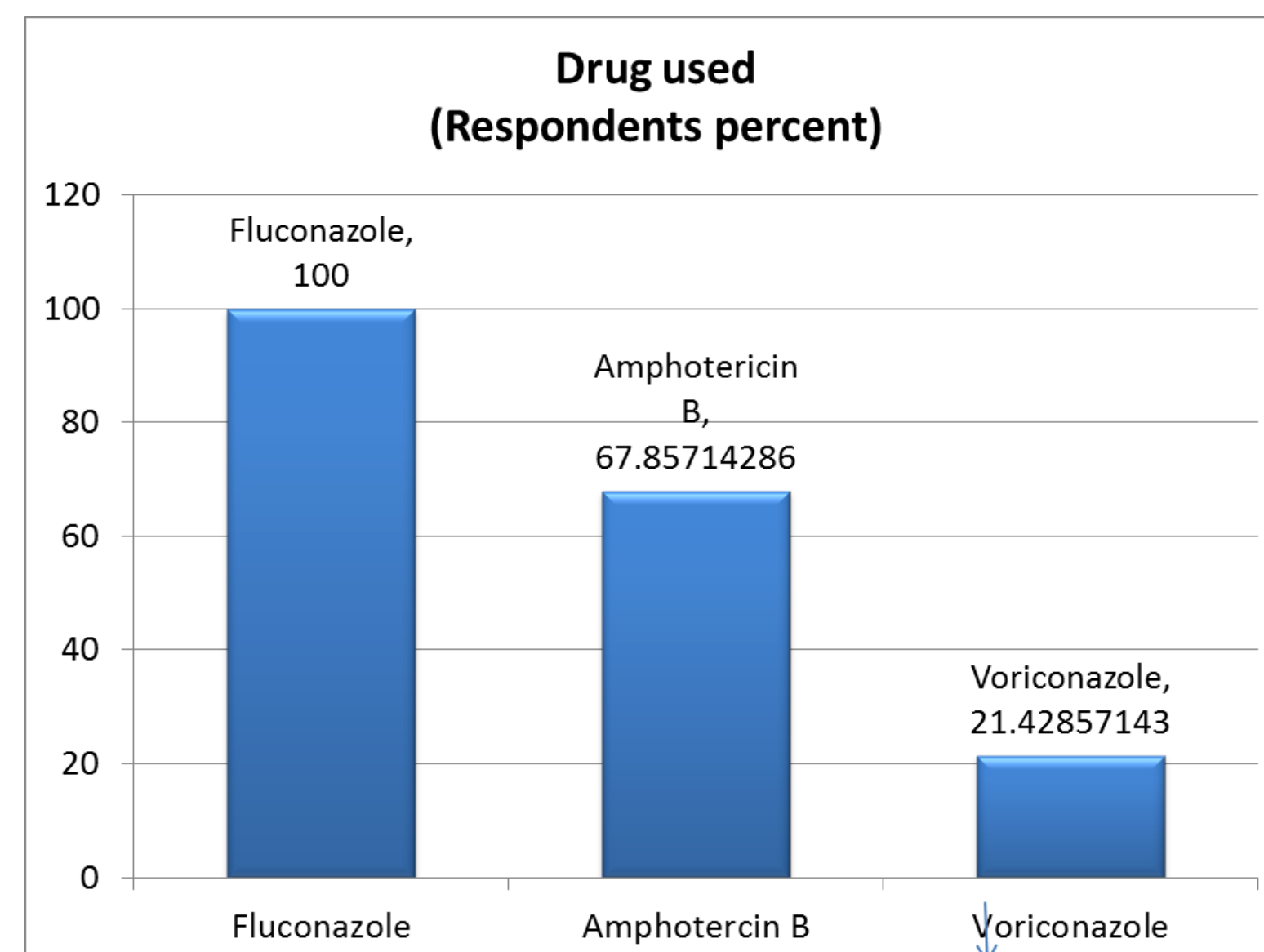
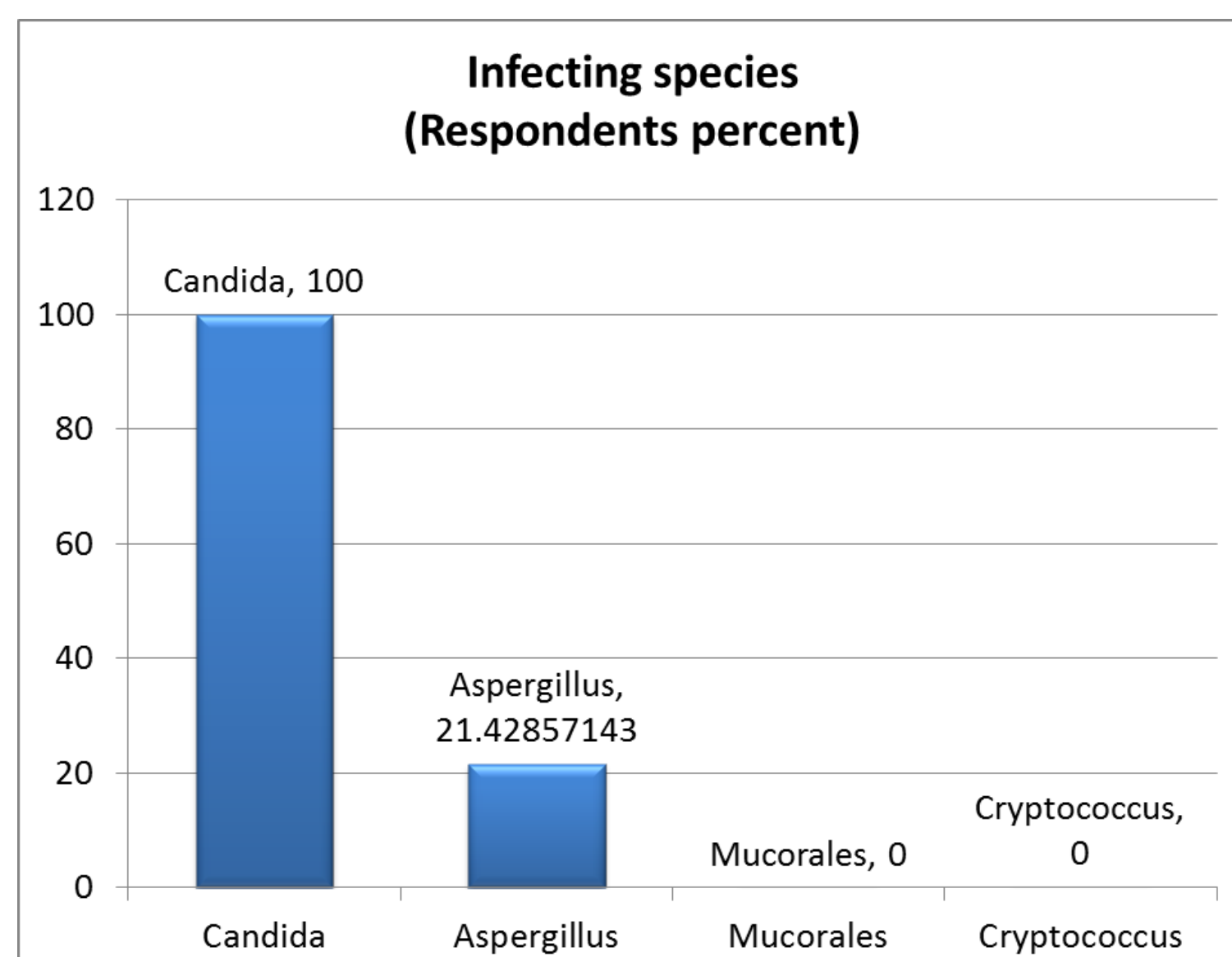
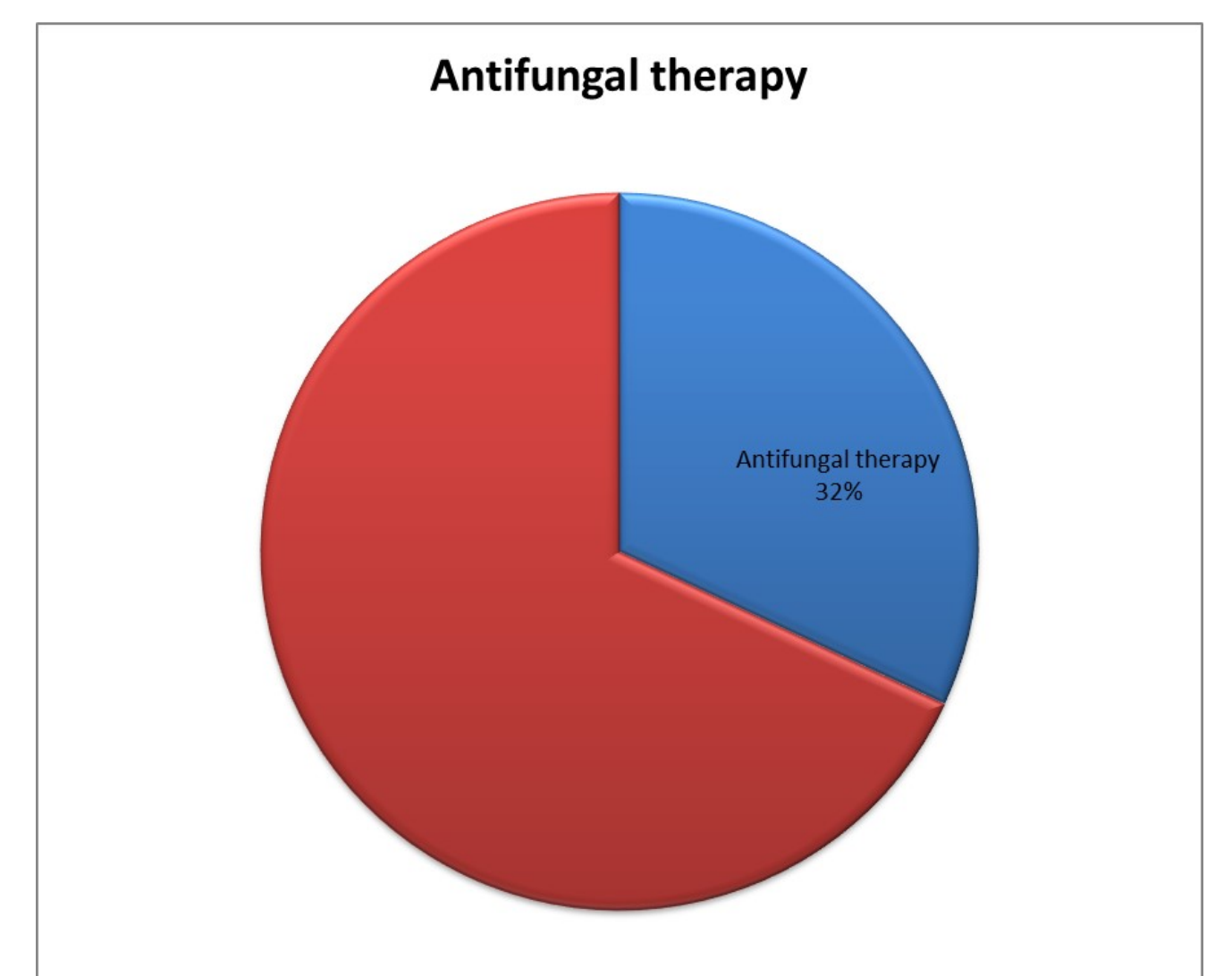
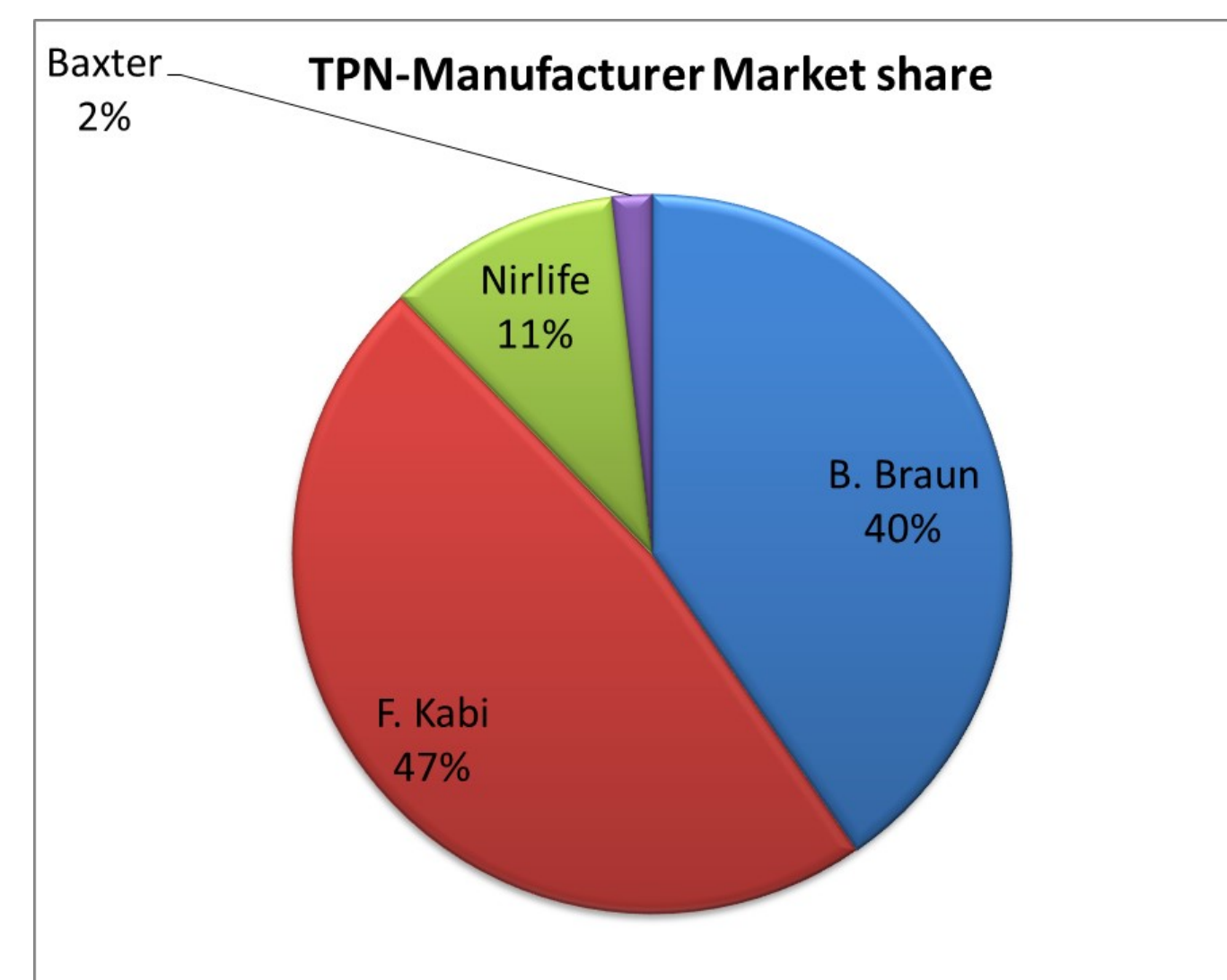
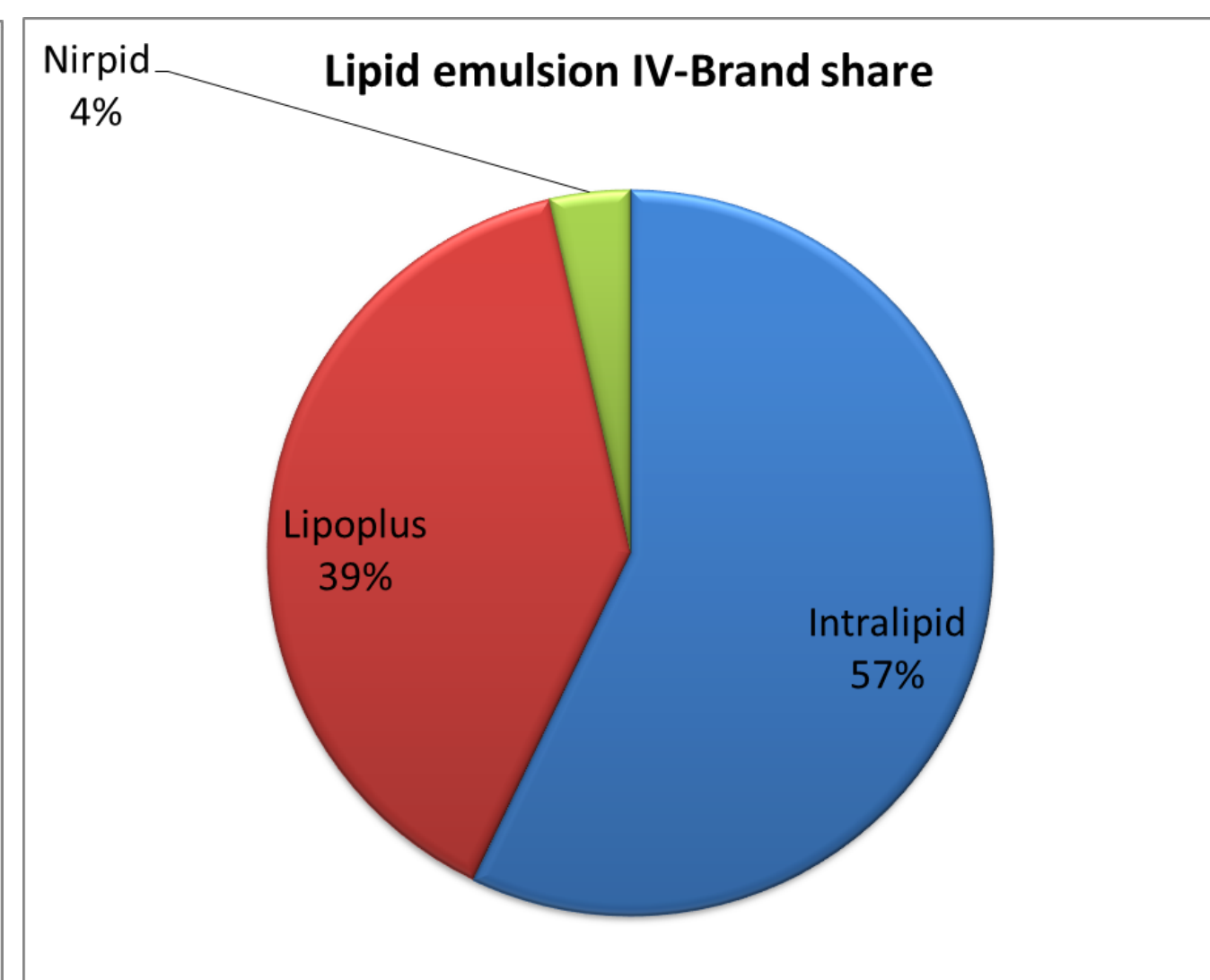
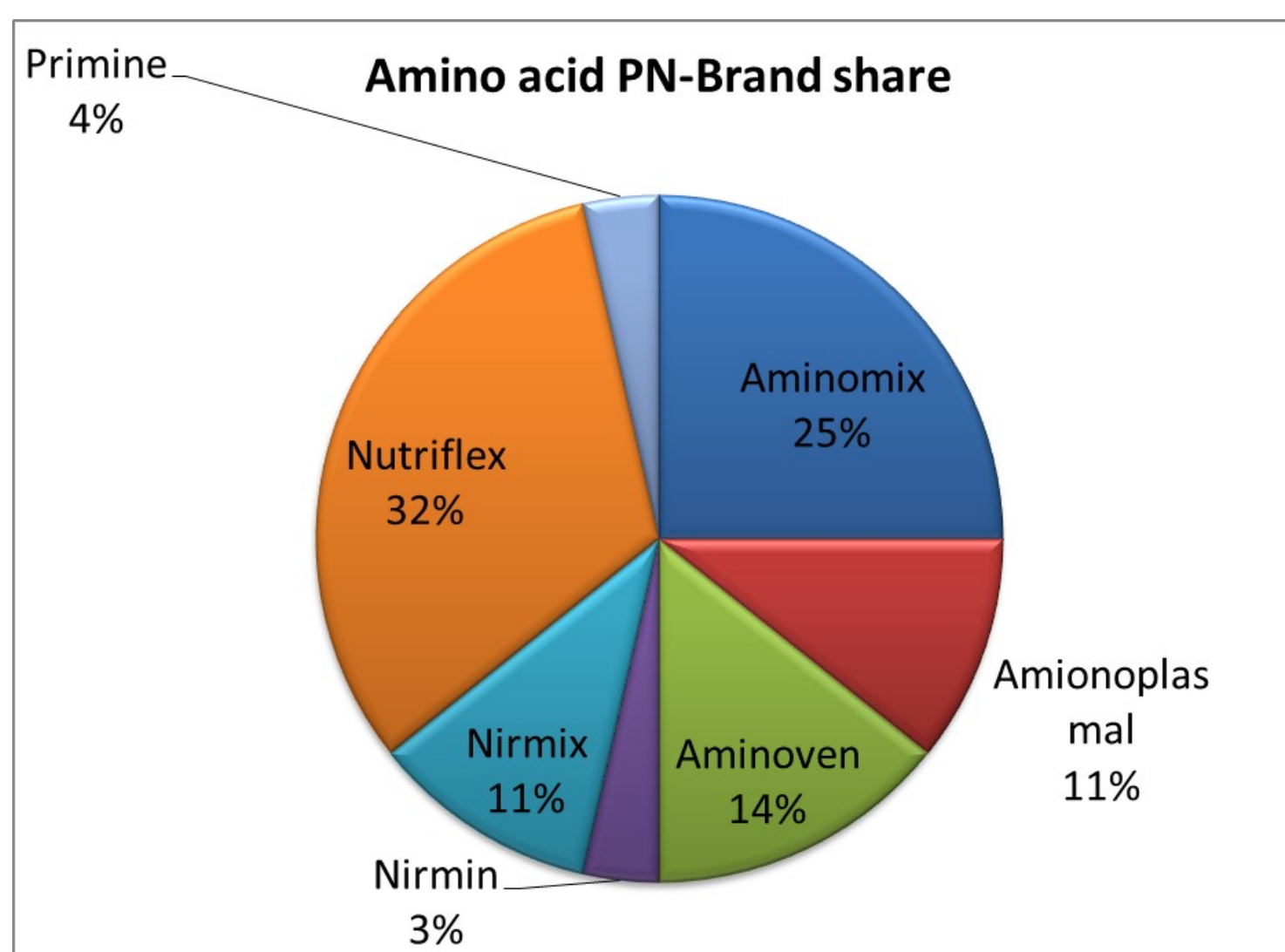
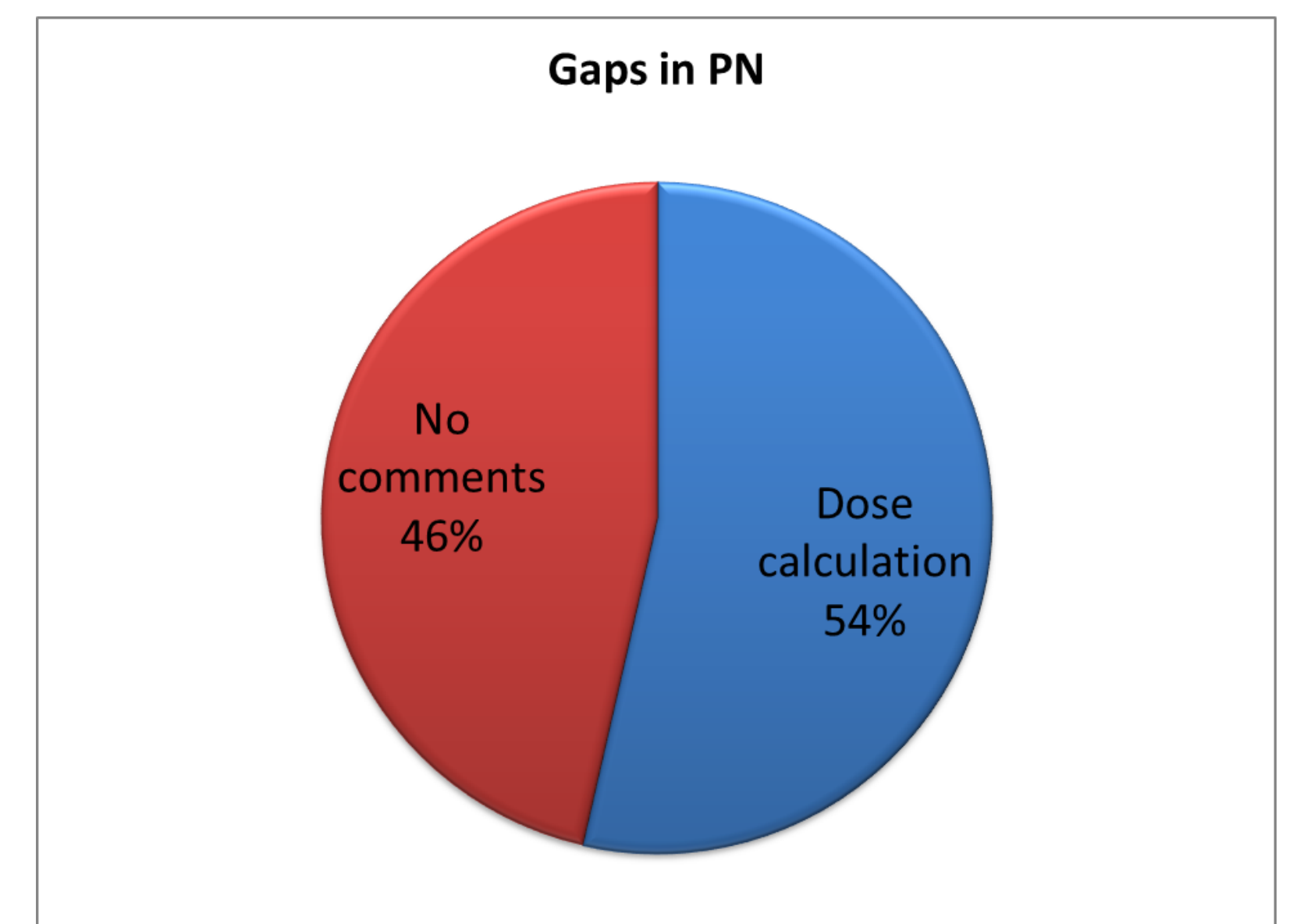
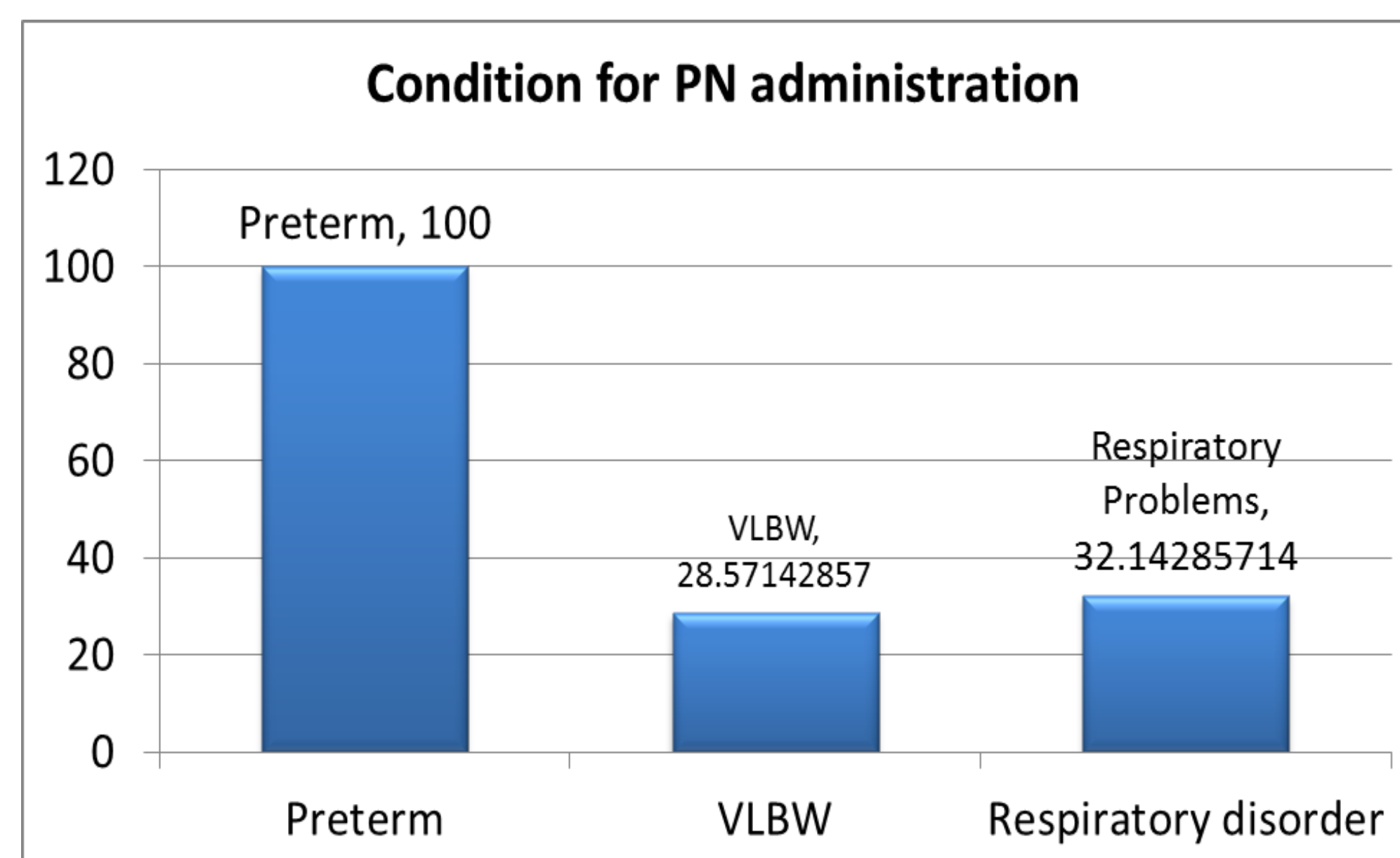
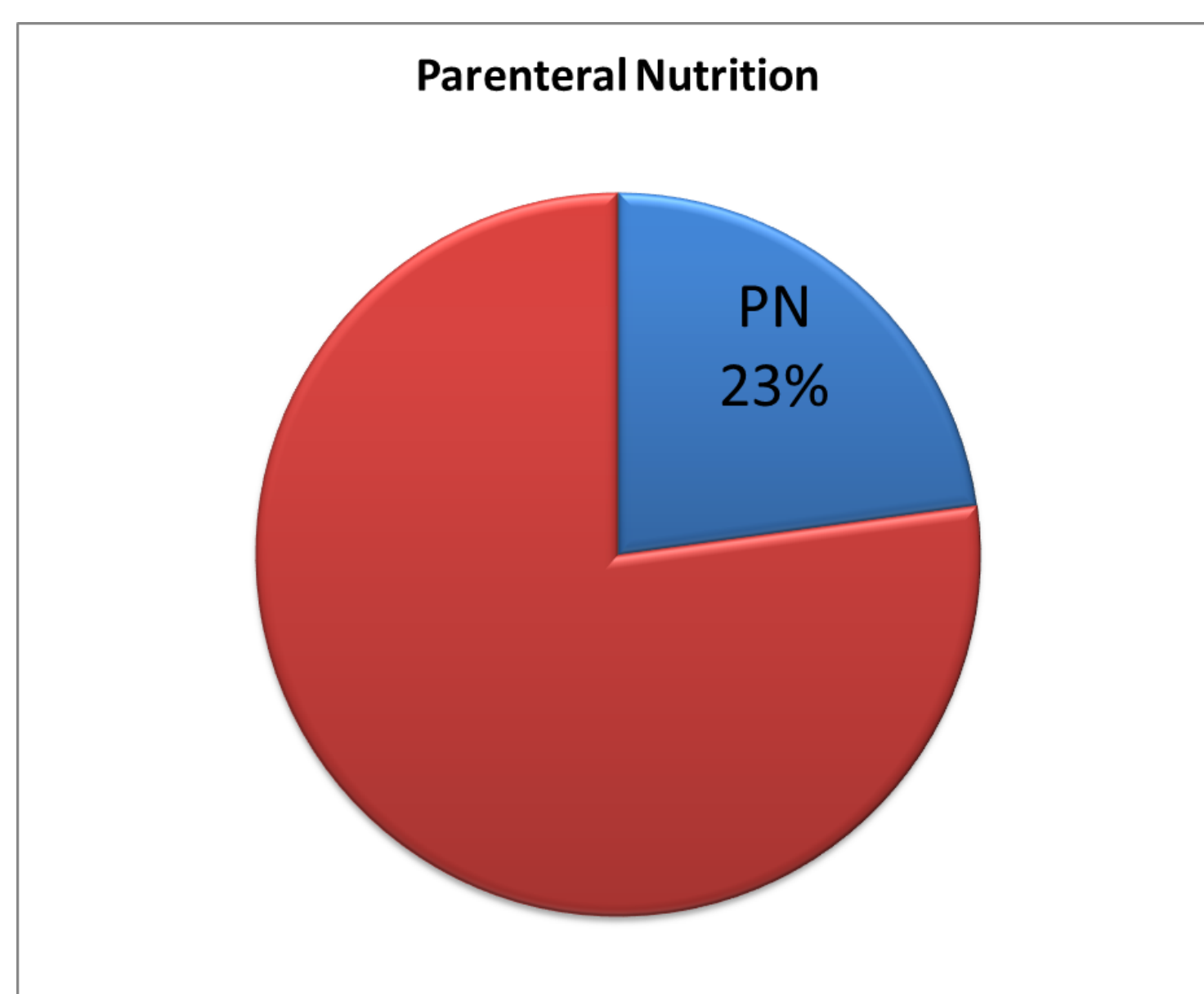
Data collection:

Primary Data : Semi-structured questionnaire, face-to-face interview.

Secondary Data: Review articles and Internet

Study duration: 2 months

Findings :



Recommendations:

- Total Parenteral Nutrition (TPN) products are higher in demand in NICUs.
- Amino acid and Glucose combination (2-chamber PN) product and a Lipid emulsion IV product could be a good addition to the product line of the company.
- Dose calculation is one of the challenges in administration of TPN. Therefore, development of standardized TPN formulation could be of greater advantage over competitors.
- Candida infection is highly encountered fungal infection in NICUs, therefore Amphotericin B should be targeted towards this section
- Fluconazole is highly prescribed Antifungal drug in NICUs over Amphotericin B, therefore addition of Fluconazole formulation to the product line could be beneficial to company.

Name : Prajakt Dahake

Course : MBA Pharmaceutical Management

Batch : 06 (2014-2016)

Roll No. :215