



Study on market assessment of doctor's prescription's cost in Jaipur city and to find out total no. pharmaceutical retailers (area wise) in Jaipur city.



INTRODUCTION

The definite or predictable market assessment for particular pharmaceuticals is a key motivator for future innovation. It determines whether, and how vigorously, a profit-based enterprise will further investigate an area for new, improved drugs. An understanding of market dynamics is also critical to determining how drugs can be distributed efficiently. By determining the market assessment of a drug companies can identify the upcoming opportunities for the companies.

Market assessment can be tracked by the collection of specific database in case of pharmaceutical industries in India Doctors and pharmacists are the primary target of industries.



OBJECTIVES

- ♦ To perform hospital wise monthly market assessment of doctor's prescription.
- ♦ To perform specialty wise monthly market assessment of doctor's prescription.
- ♦ To determine total no. of pharmaceutical's retailers (area wise) in Jaipur city.

RESEARCH METHODOLOGY

Study Design: Descriptive study.

Sampling method: Non probability convenience sampling.

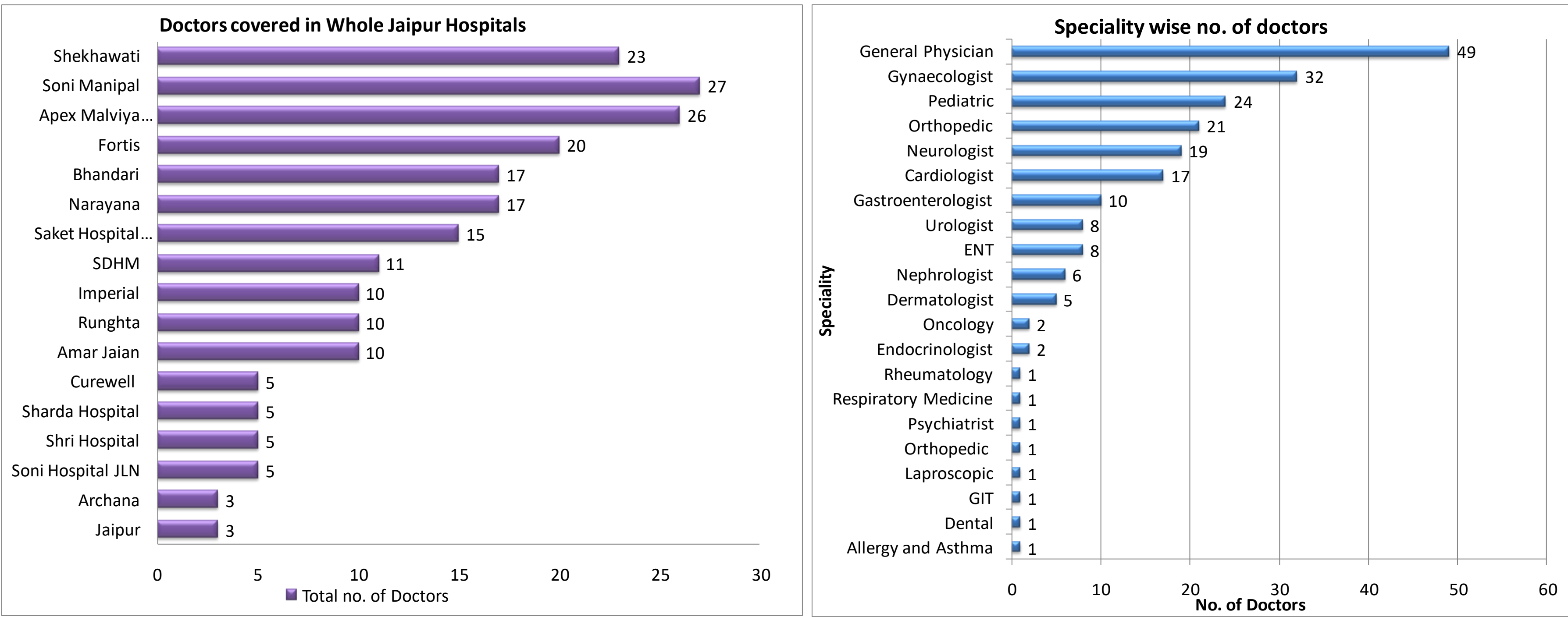
Sample population: .Qualified Doctors and Chemist Retailers in Jaipur

Sample area: Jaipur, Rajasthan.

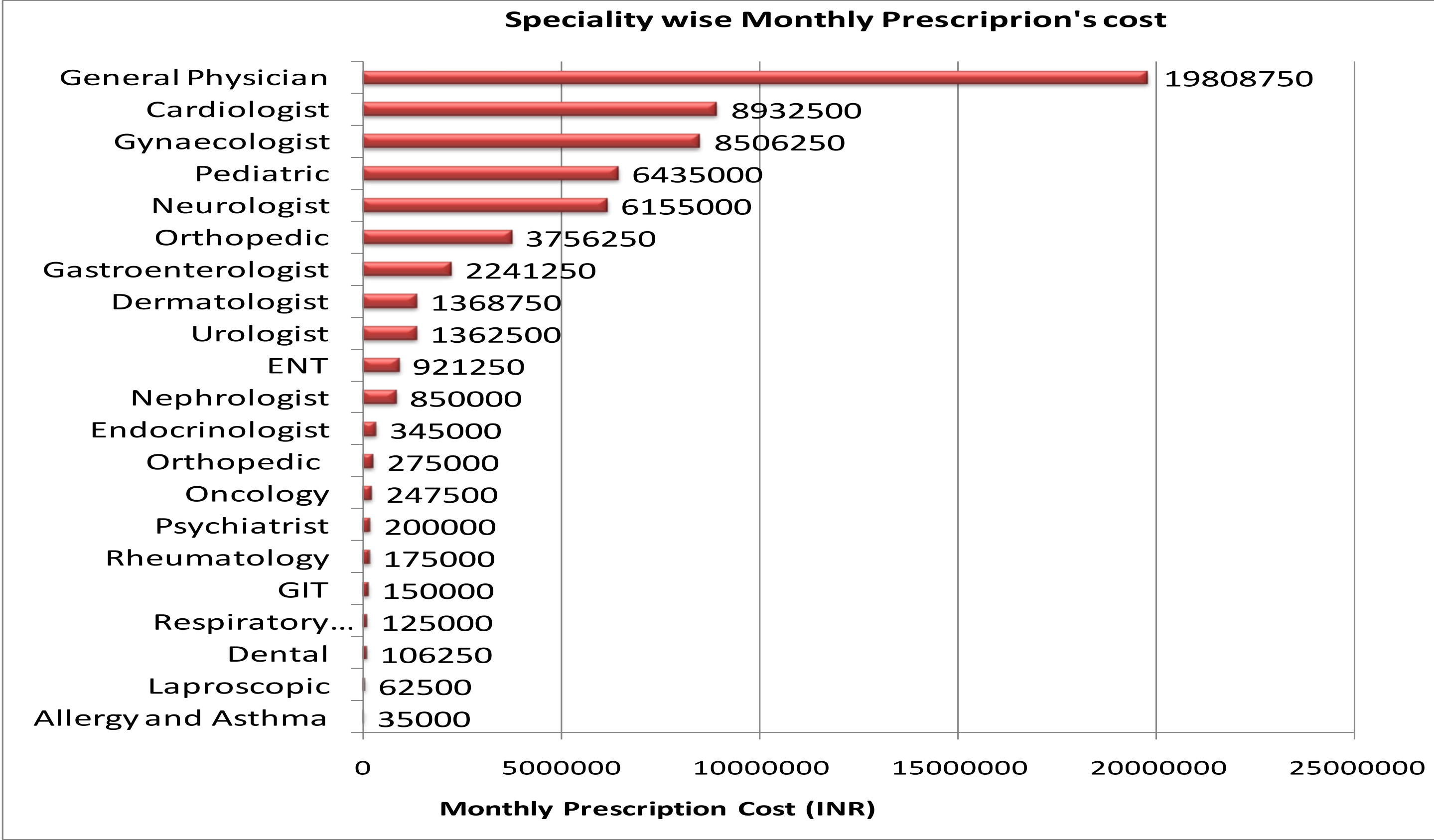
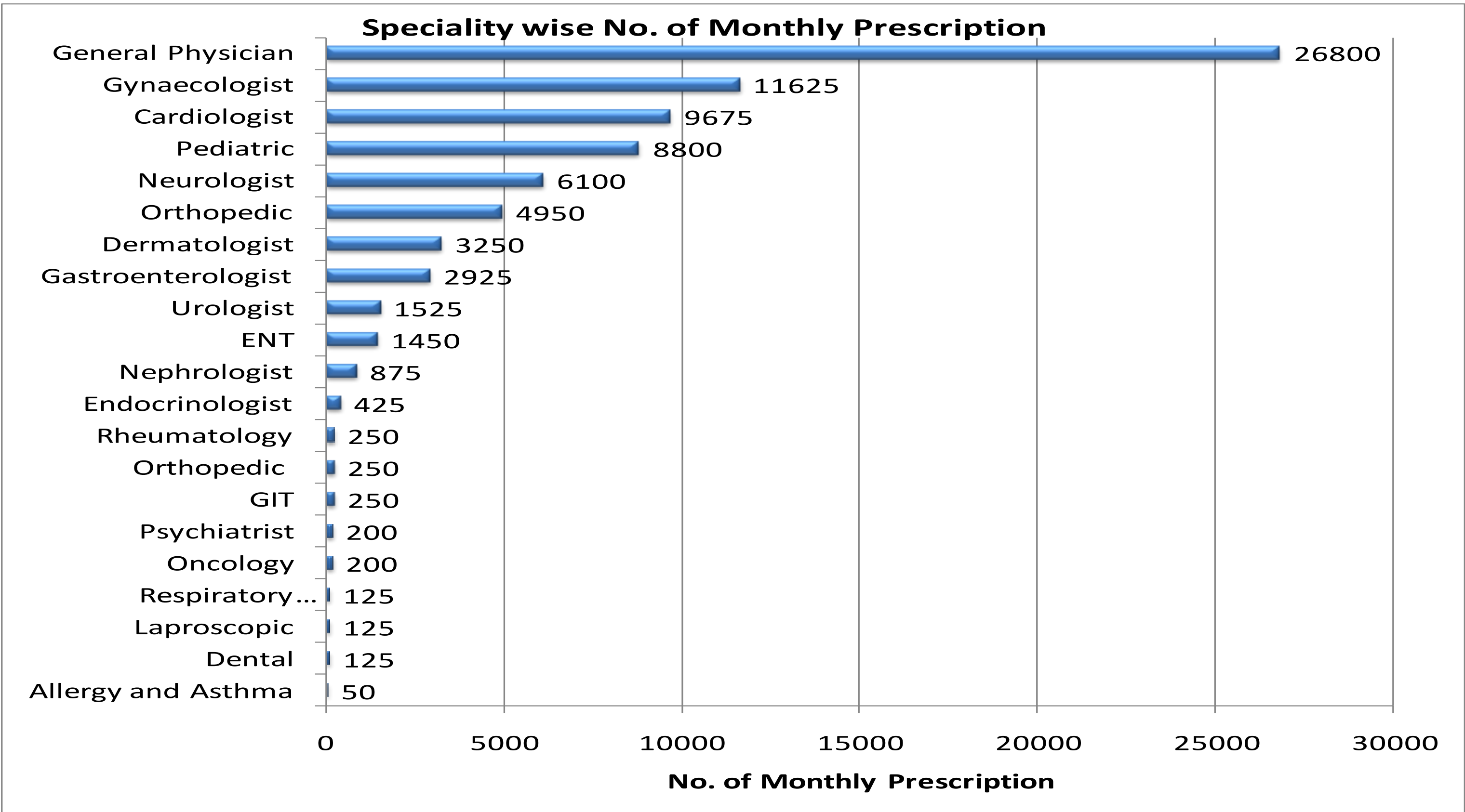
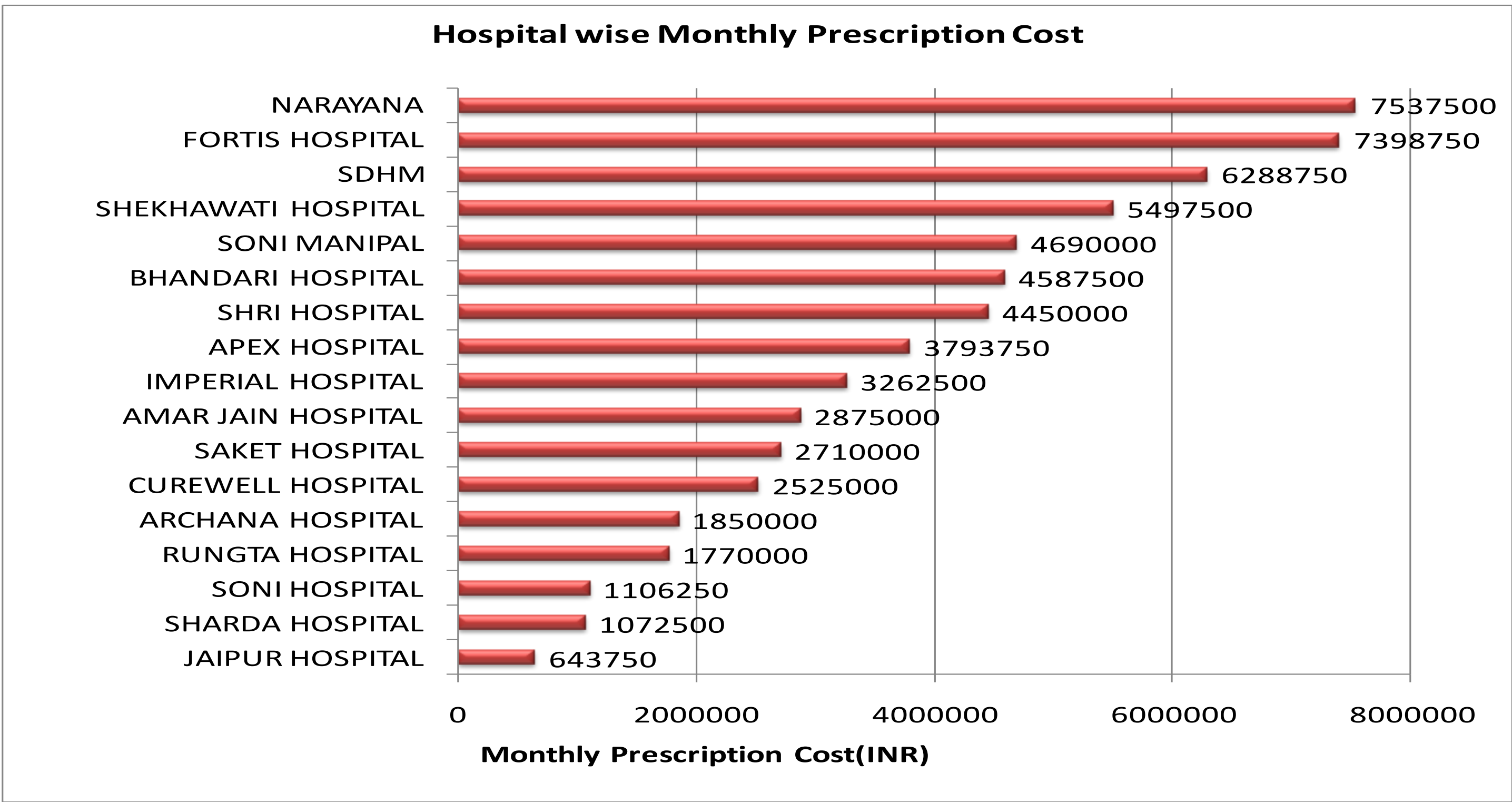
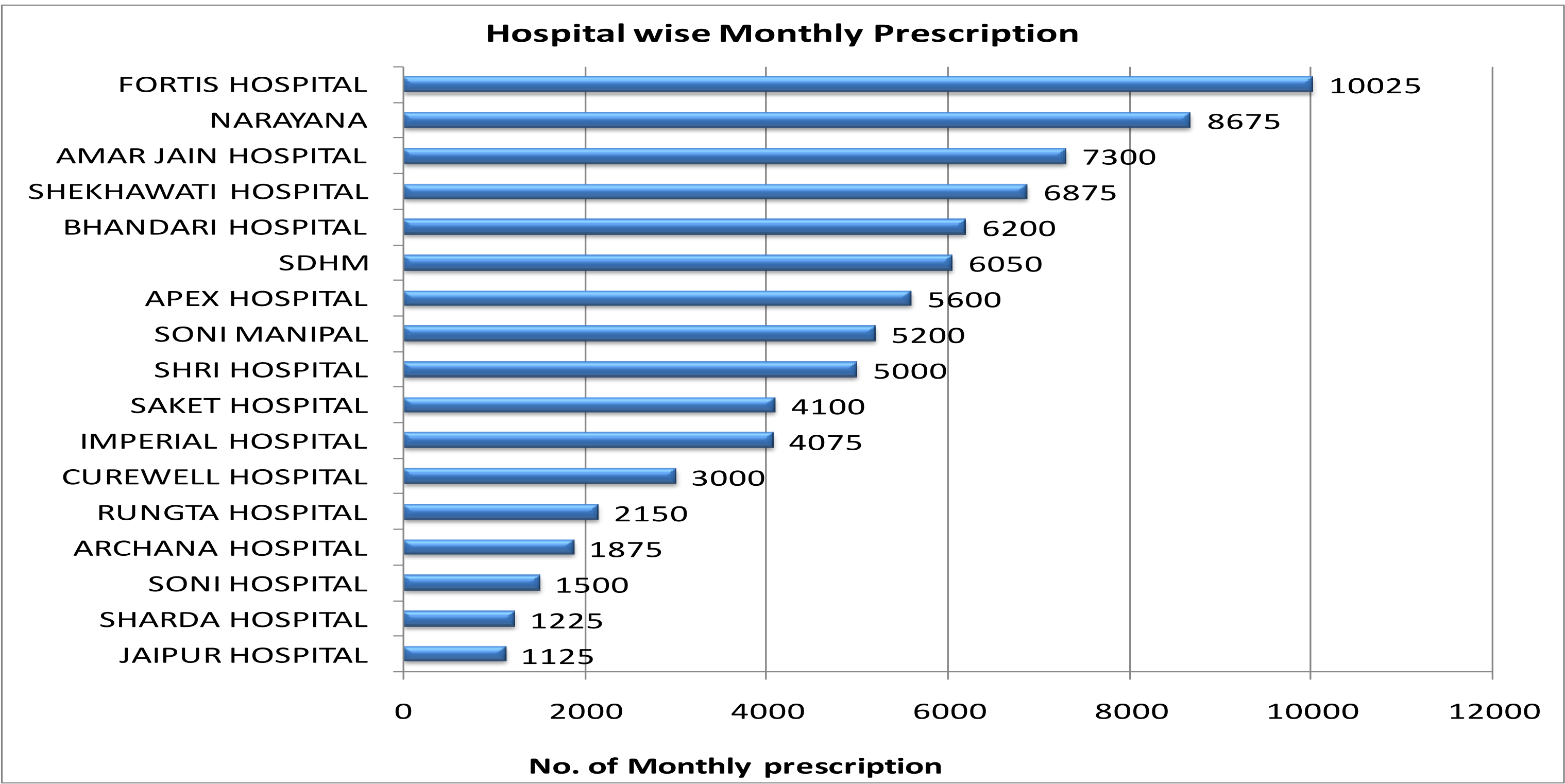
Sample size: The target hospital was 17 and doctors that were sampled to achieve reliable result are 211 respondent and no. of chemist 1595.

Data collection:

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



FINDINGSs



RESULTS

- It was observed that on covering 17 Hospitals and 211 Doctors following are the findings:
- ♦ Total Monthly prescriptions of all Jaipur hospitals which were covered, 79975 and
 - ♦ Total Monthly cost of all prescriptions in Jaipur hospitals were 62058750 INR.

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Selected WHO/INRUD* drug use indicators for primary health care facilities (WHO, 1993)

Prescribing Indicators:

- Average number of medicines prescribed per patient encounter
- % Medicines prescribed by generic name
- % Encounters with an antibiotic prescribed
- % Encounters with an injection prescribed
- % Medicines prescribed from essential medicines list or formulary

Patient Care Indicators:

- Average consultation time
- Average dispensing time
- % Medicines actually dispensed
- % Medicines adequately labelled
- % Patients with knowledge of correct doses