



PRESCRIPTION PATTERN OF ANTIFUNGAL IN ICU SETUP

Market: Ahmedabad



Bharat Serums & Vaccines Ltd.

Introduction

Invasive fungal infection

Invasive fungal infections (IFI's) are those infections where fungi have invaded in to the deep tissues and have established themselves resulting in prolonged illness.

ANTI FUNGALS

An antifungal medication is a pharmaceutical fungicide used to treat and prevent mycoses such as athlete's foot, ringworm, candidiasis (thrush), serious systemic infections such as crypto-coccal meningitis, and others. Such drugs are usually obtained by a doctor's prescription, but a few are available OTC.

Need For Study:

- The study helps to determine current market scenario of the antifungal drugs in IFIs.
- It gives idea of current position of all competitors.
- It can help a pharmaceutical company (Bharat Serum & Vaccines Ltd.) with useful information prior launching an antifungal molecule.

Objective:

- To understand the prescription trend of antifungals in ICU setup

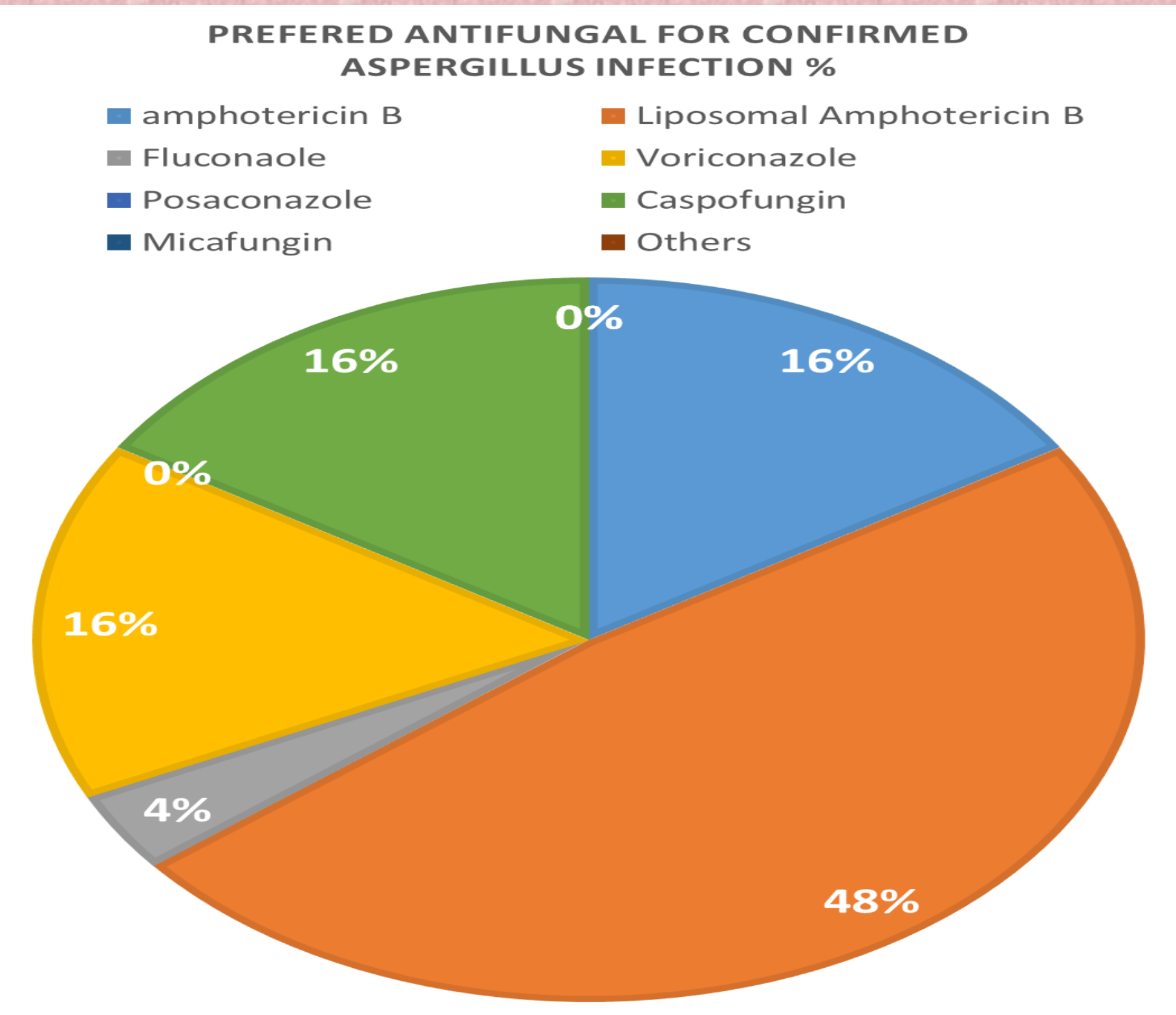
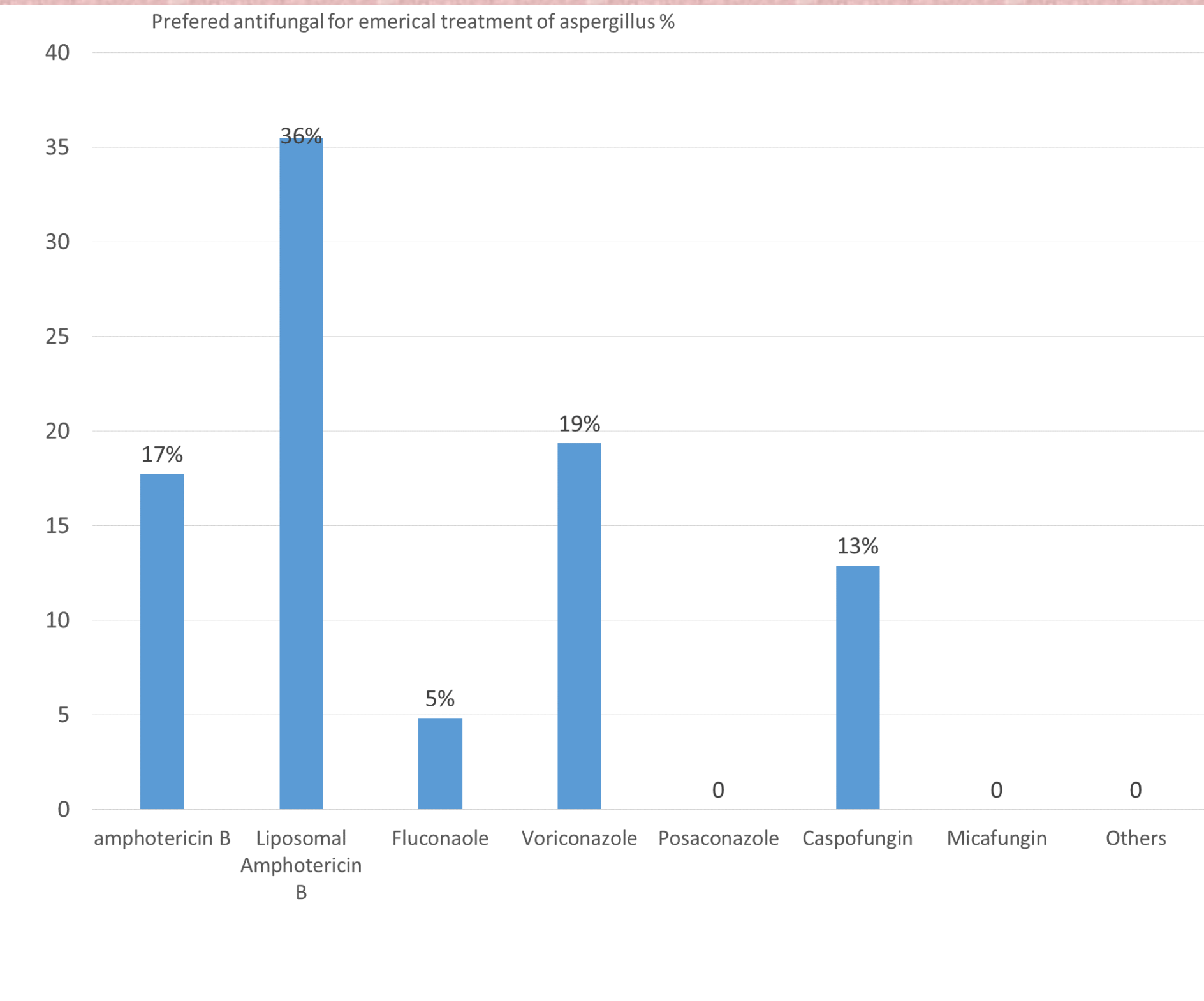
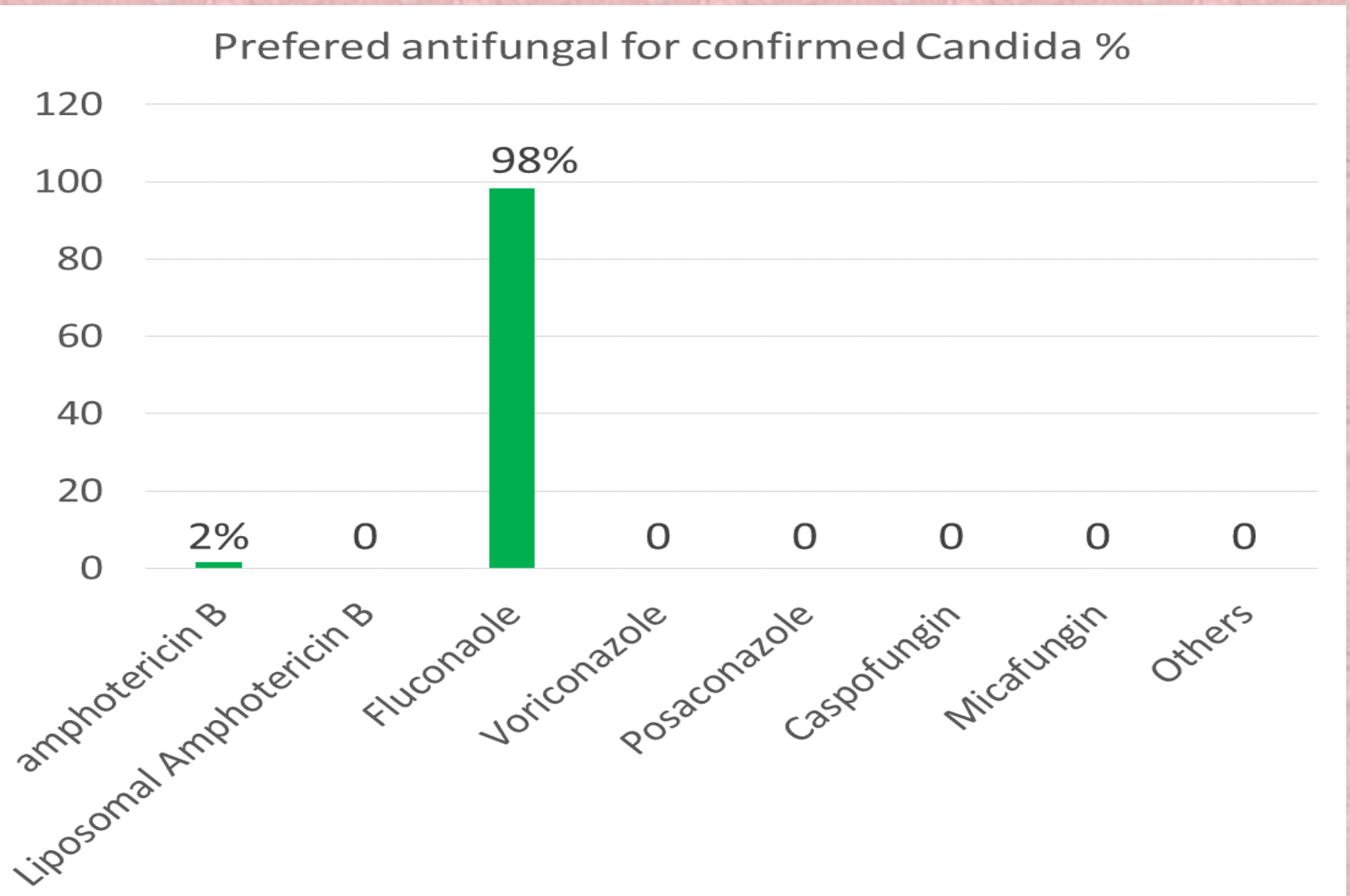
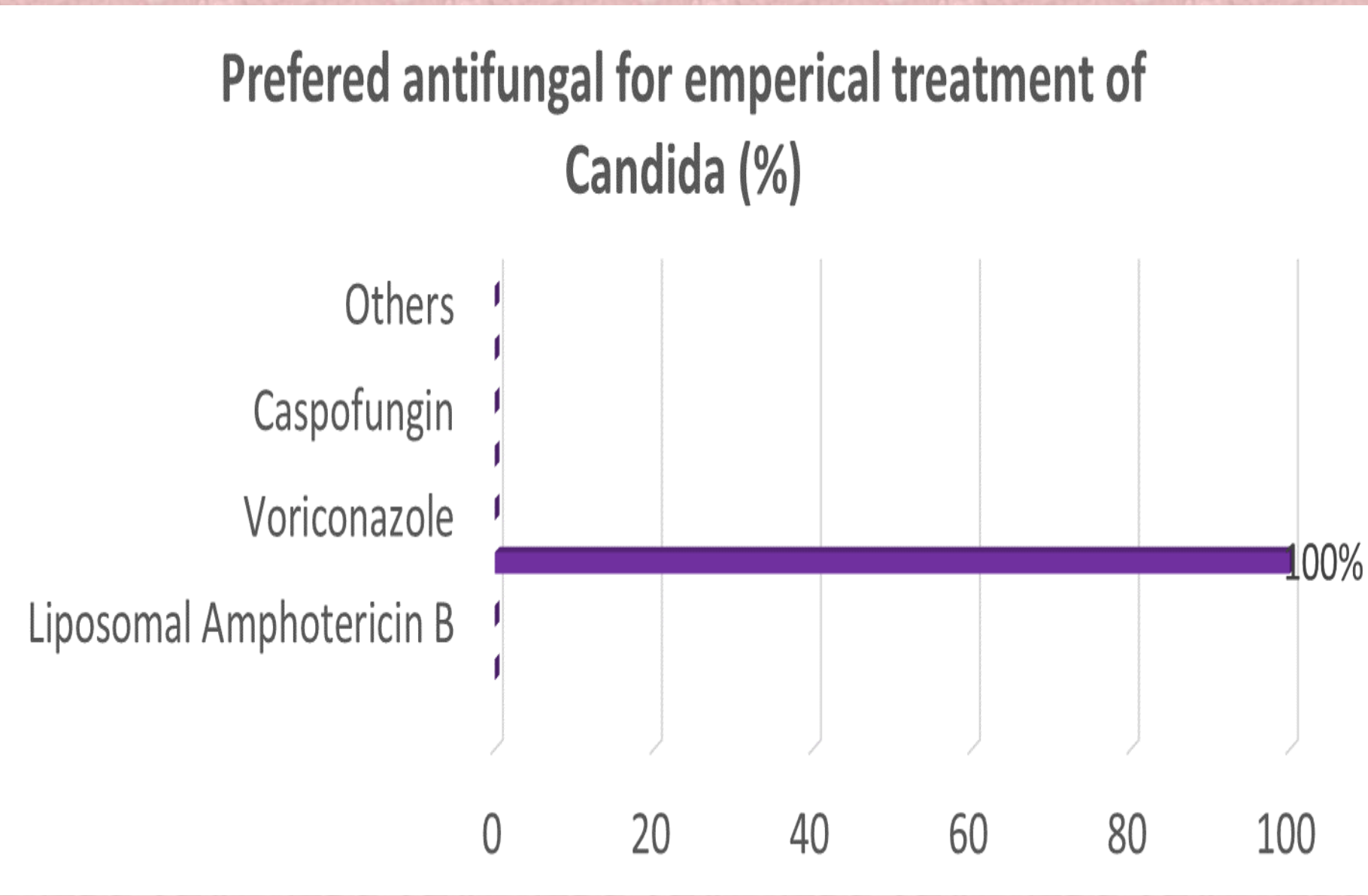
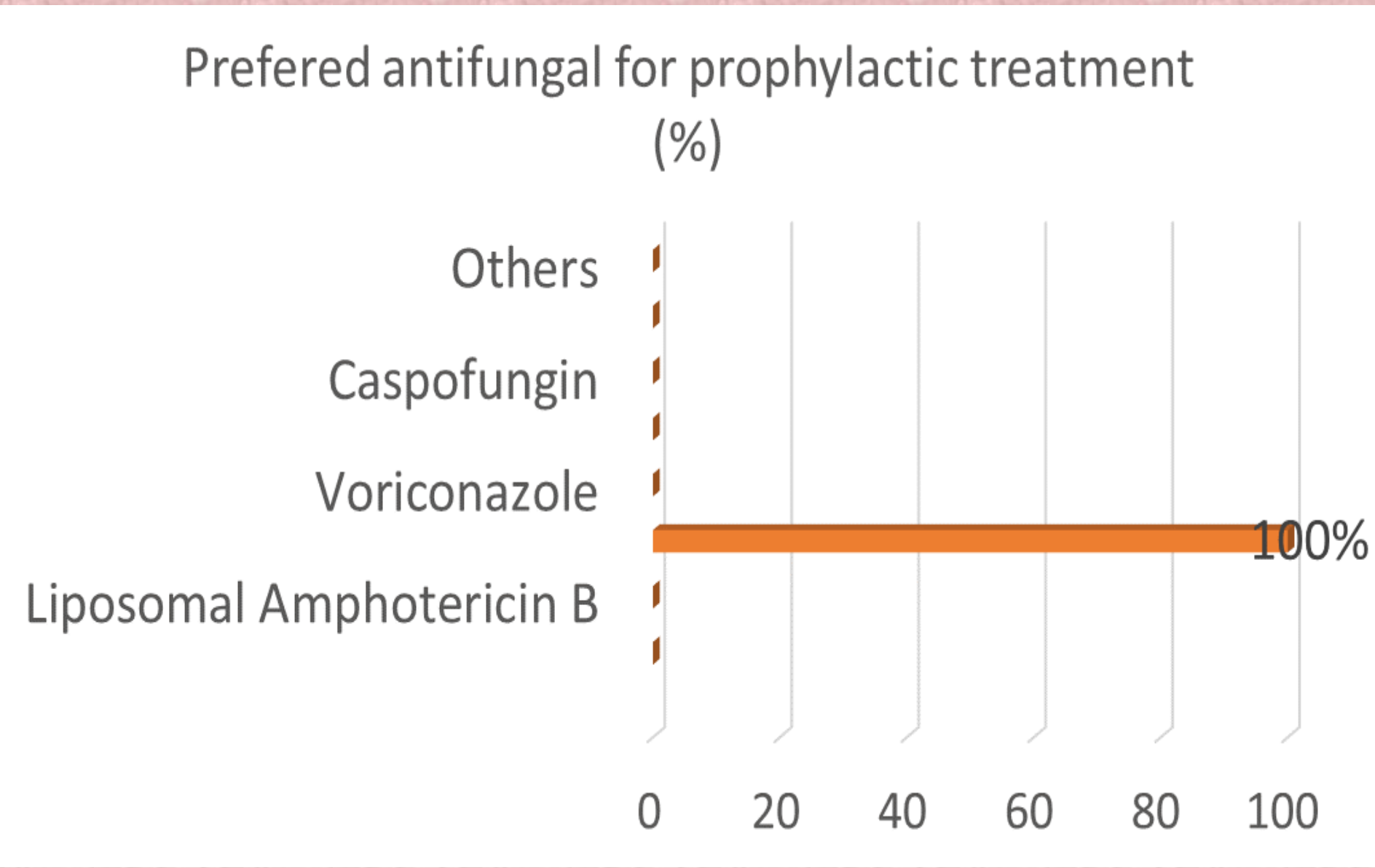
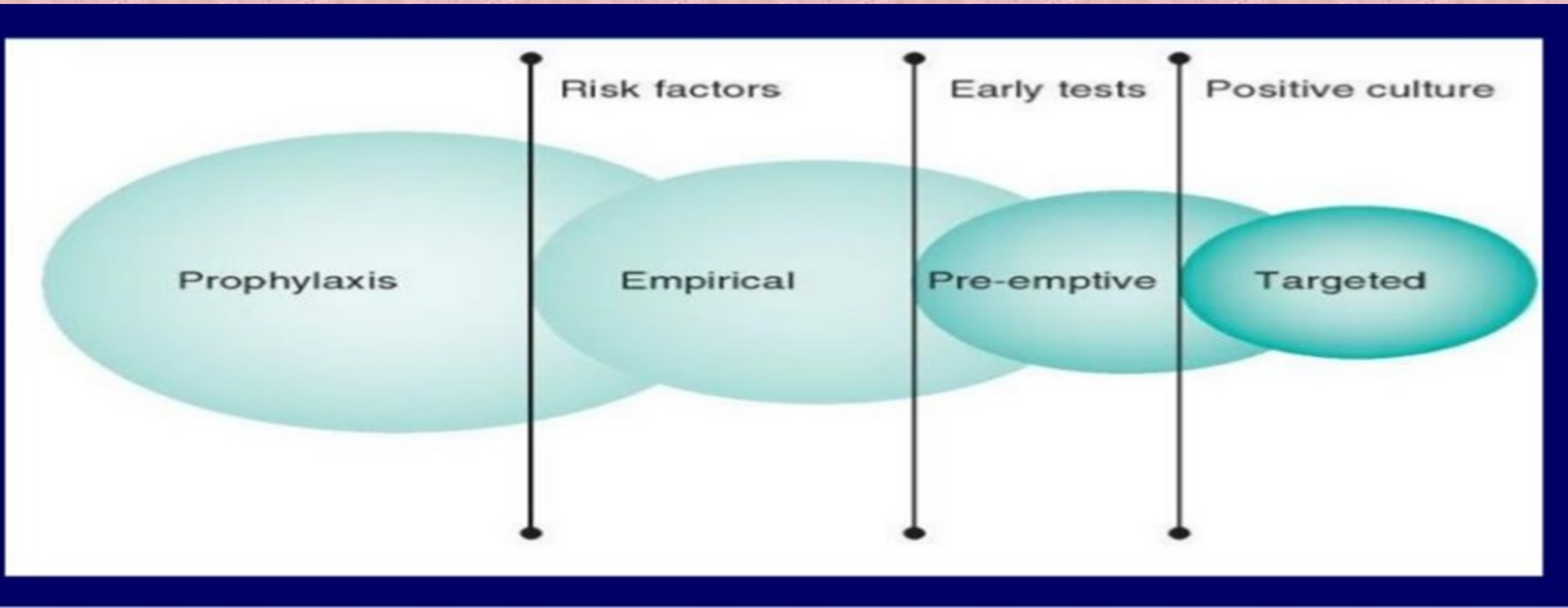
Methodology:

Research type	: Descriptive Type
Sample size	: 62
Sampling method	: Non-Probability (Convenience) sampling
Primary data	: Questionnaire, face to face interview.
Secondary data	: Reference books, Internet browsing.
Study duration	: 2 months (1st April to 31st May)

Findings

Total number of patients in ICU per week	Above 40
Immunocompromised patients per week	11 to 20
Patients with antifungal therapy per week	0 to 10
Patients with candida per week	6 to 10
Patients with Aspergillus per week	0 to 5
Patients with mucorales per week	0 to 5
Indications for patients	Cancer & Transplantation
Most preferred diagnostic test for Invasive fungal Infection	Culture test

Treatment for invasive fungal Infection



Way Ahead

- Company should focus on fluconazole in invasive fungal infection as a choice of drug.
- Company should also focus on awareness of a brand (amphotericine B & its lipid formulations) in the mind of doctors.
- Company should focus on pricing of a product.
- Company should focus on ease of availability of the product.