

TOPIC:- DOCTOR ENGAGEMENT AND BRAND PROMOTION IN GSK.



SUBMITTED BY

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WHEN YOU NEED IT AUGMENTIN WORKS

In 2019, about 69% of reported infectious diseases were due to respiratory infections (RTIs).

(URTIs)

AOM , TON , ABRS

(LRTIs)

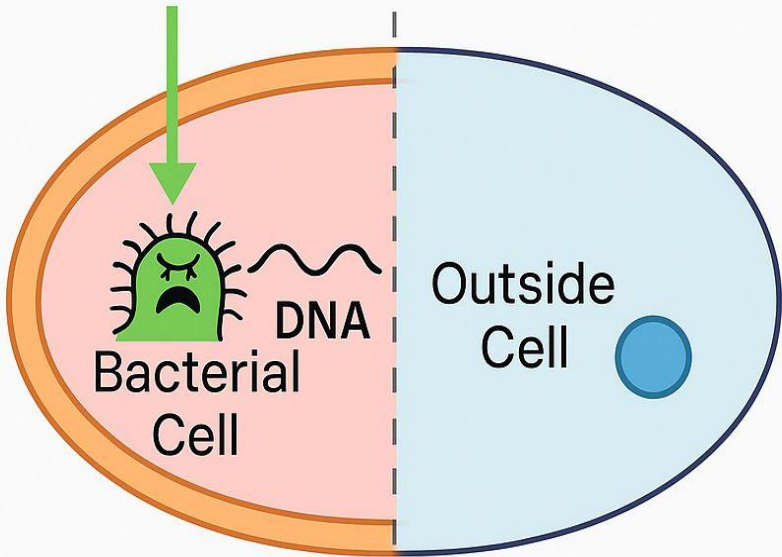
CAP , AECOPD



ACUTE OTITIS MEDIA

Amoxicillin-Clavulanate

Works inside the cell



Works inside the cell

Azithromycin

Works outside the cell

Outside Cell

Works outside the cell

Almost 80% of children get it at least once.

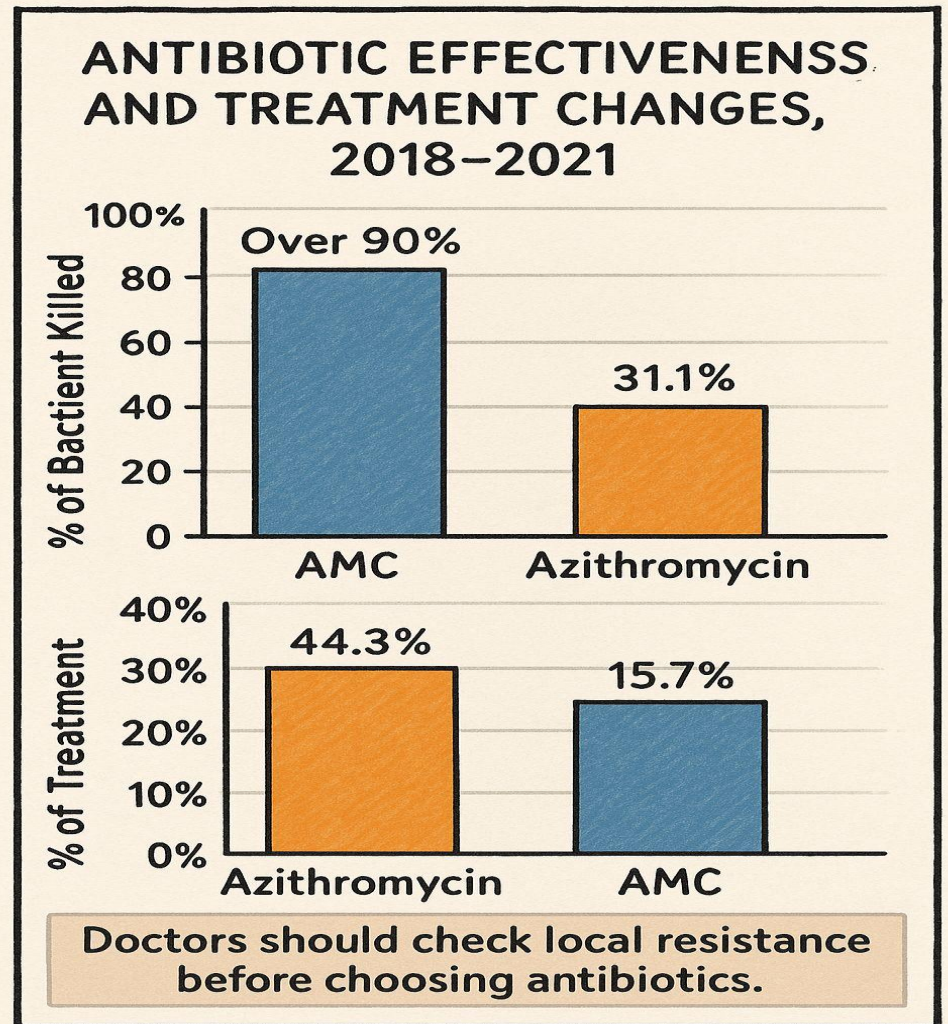
Amoxicillin-Clavulanic Acid works outside the cells.

Macrolides work more inside the cells.

AOM TREATMENT RESULTS IN INDIA

FROM 2018–2021 (*S. Pneumoniae* susceptibility rate) .

- Over 90% of bacteria were killed by Amoxicillin-Clavulanic Acid (AMC) .
- Only 31.1% were killed by azithromycin.
- Treatment had to be changed in:
 - 44.3% of azithromycin users.
 - 15.7% of AMC users.
- Doctors should check local resistance before choosing antibiotics.



AOM MEDICINE DOSAGES



• Liquid (for children 2+ months)

• 200/28.5 mg per 5ml

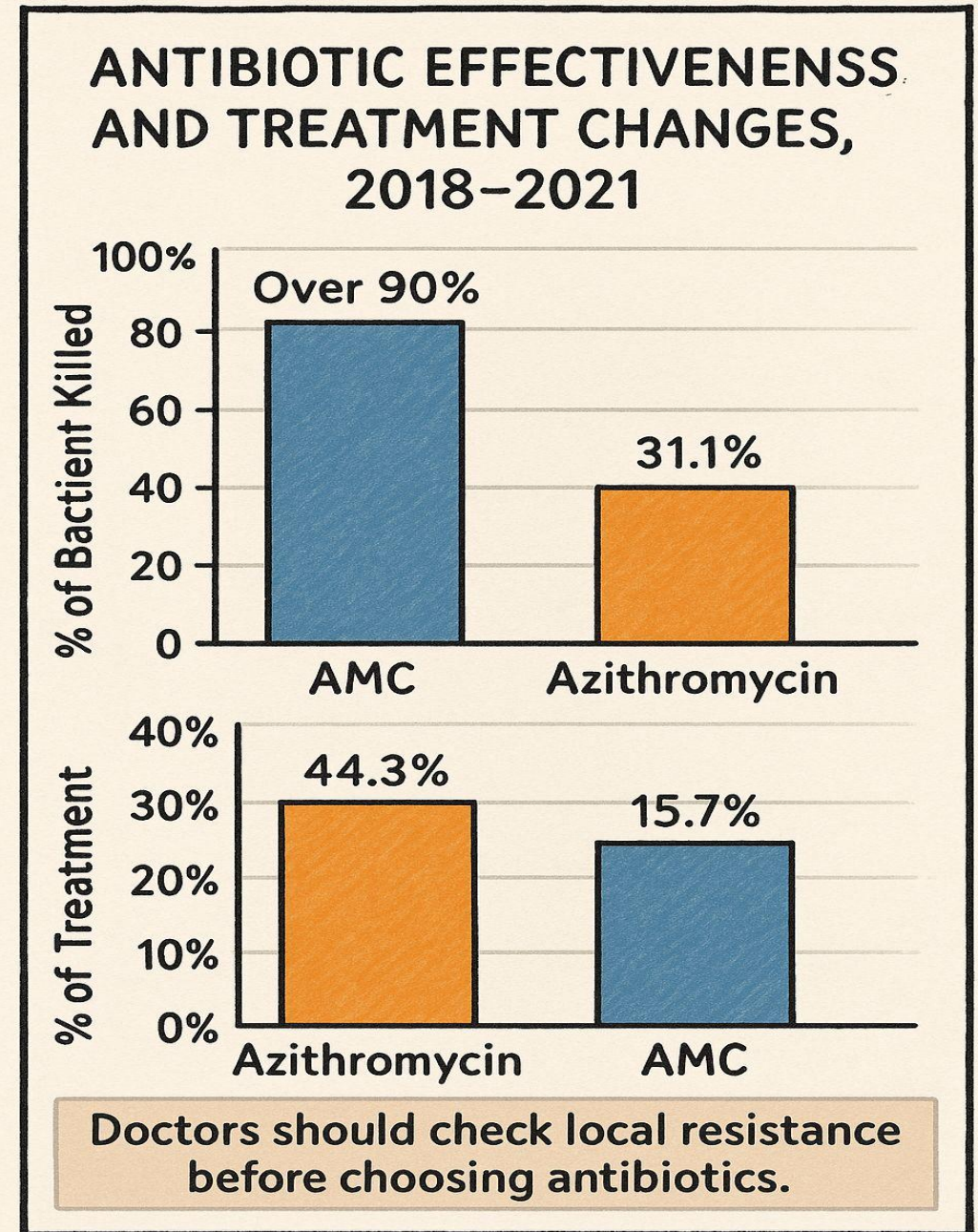
• 400/57 mg per 5ml

• Tablet (for 12+ years):

• 500/125 mg

TONSILLOPHARYNGITIS (TON)

- Causes around 12 million clinic visits per year in India.
- Main bacteria: Group S Streptococcus Pyogenes (GABHS).
- AMC showed 96% success in killing GABHS.



TON MEDICINE DOSAGES



• Liquid (for children 2+ months)

• 200/28.5 mg per 5ml

• 400/57 mg per 5ml

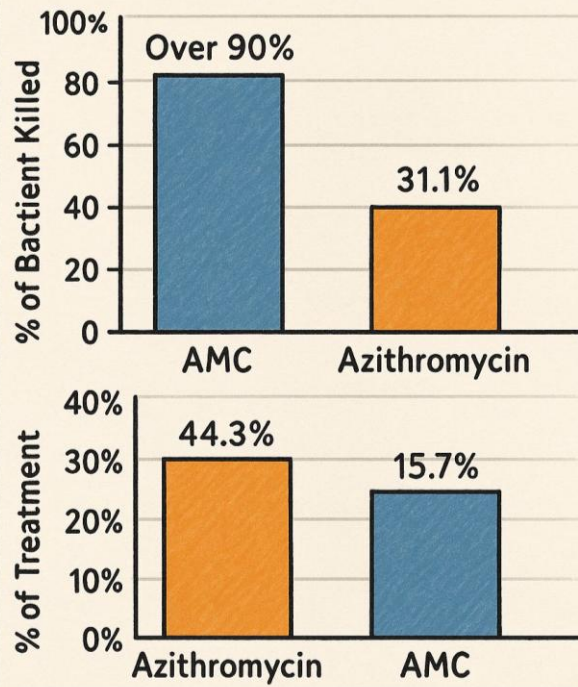
• Tablet (for 12+ years):

• 500/125 mg

ABOUT ACUTE BACTERIAL RHINOSINUSITIS (ABRS)



ANTIBIOTIC EFFECTIVENESS
AND TREATMENT CHANGES,
2018–2021



Doctors should check local resistance

Table 1: Susceptibility (%)

Antibi-	Susceptibility	Number of
AMC	94%	410 isolates
Ce-	89%	229 isolates

Table 2: Antibiotics chosen as first-line for
treatment of URTI by Indian Doctors (%)

Antibiotic	Doctors' Preference (%)
AMC	39.3%
Cefixime	23.7%
Cefpodoxime	9.7%

- Second most common infection treated in clinics.
- 15–40 patients per 1000 face it yearly.

DOCTOR PREFERENCES:

- 39.3% prefer AMC
- 23.7% prefer cefixime
- 9.1% choose cefpodoxime



TON MEDICINE DOSAGES



• Liquid (for children 2+ months)

• 200/28.5 mg per 5ml

• 400/57 mg per 5ml

• Tablet (for 12+ years):

• 500/125 mg



ABOUT LOWER (RTIs)

LRTIs

(CAP)

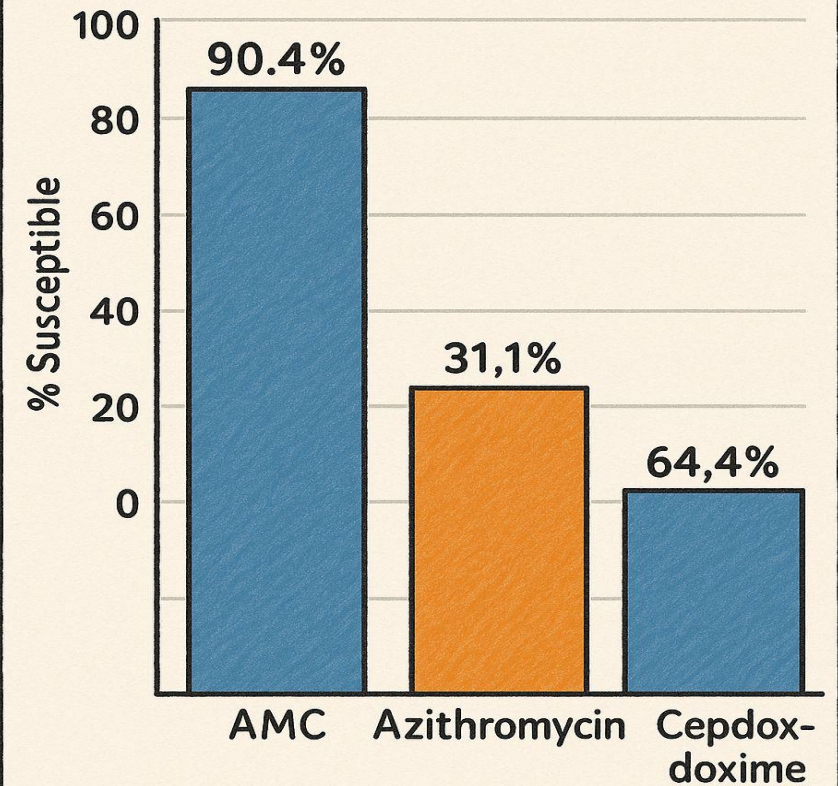
(AECOPD)

TREATING PNEUMONIA (CAP)

AMC works well: 90.4% bacteria killed.



ANTIBIOTIC SUSCEPTIBILITY
DATA FOR *S. pneumoniae*,
INDIA, 2018–2021



DOSAGE FORMS OF AUGMENTIN

Pediatric suspensions



Augmentin Duo
Amoxicillin, 200 mg
+ Clavulanic acid 25 mg
per 5 ml



Augmentin DDS
Amoxicillin, 400 mg
+ Clavulanic acid 57 mg
per 5 ml



Augmentin E1
Amoxicillin 800 mg
+ Clavulanic acid 42 mg
per 5 ml

Tablets for adults



Augmentin 625
Amoxicillin 10 g
+ Clavulanic acid
125 mg



Augmentin 1g
Amoxicillin 875 mg
+ Clavulanic acid
125 mg

Intravenous



I.V. Augmentin 1.2 g
Amoxicillin 1 g



I.V. Augmentin 300 mg
Amoxicillin 230 mg

ACUTE EXACERBATION OF CHRONIC OBSTRUCTIVE PULMONARY DISEASE (AECOPD)

Common bacteria:

S. pneumoniae & *H. influenzae*

AMC RESULTS:

- 74.1% cure rate
- Placebo only 59.9%
- AMC gave 233 days relief before next attack (vs 160 days with placebo)

DOSAGE FORMS OF AUGMENTIN

Pediatric suspensions



Augmentin Duo

Amoxicillin, 200 mg
+ Clavulanic acid 25 mg
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Tablets for adults



Augmentin 625

Amoxicillin 10 g
+ Clavulanic acid
125 mg



Augmentin 1g

Amoxicillin 875 mg
+ Clavulanic acid
125 mg

Intravenous



I.V. Augmentin 1.2 g

Amoxicillin 1 g



I.V. Augmentin 300 mg

Amoxicillin 230 mg

CALPOL

- Fever can significantly disrupt a patient's daily life.
- It's a common symptom associated with both viral and bacterial infections.
- Fever often comes with body aches, adding to discomfort.

Calpol for Fever and Pain Relief,

Calpol containing Paracetamol, is designed to relieve fever and pain.

- It's a fast-acting form of Paracetamol.
- This medication can start working quickly, becoming available in the body within 10 minutes.



CALPOL DOSAGE FORM



COBADEX CZS FOR MICRONUTRIENT DEFICIENCIES



- I take my diabetes medicine every day and eat healthy food, but I still feel tired all the time.
- Tiredness in diabetes is not just a normal symptom.
- It might be a sign that your body is lacking important vitamins and minerals.

- CoBaDeX CZS is a multivitamin tablet designed to address mineral and vitamin deficiencies in adults.
- It contains key micronutrients such as
 - Chromium,
 - Zinc, and
 - Selenium,
 - B Vitamins. (B3, B6, B9, B12)



INTRODUCTION TO WOUND HEALING

- Wound healing is a complex process that requires effective and safe treatment.
- Superficial bacterial skin infections, cuts, and wounds need proper management.



NEOSPORIN – FAST HEALING FOR WOUNDS

- **Neosporin Ointment has:**
- Neomycin
- Bacitracin Zinc
- Polymyxin B
- Works in just 2 applications to clear infection.
- Reduces chances of scarring and speeds up healing (by up to 4 days).
- Comes in 30g and 10g tubes.



Neosporin-H Ointment & Ear Drops – with Hydrocortisone (for swelling and itching).

- Neosporin Powder – easy to apply on surface wounds.
- Available in different forms for different uses:
- Skin infections
- Ear infections
- Cuts and wounds

