

Summer Training at



**KeePharma
New Delhi**

**Pre Marketing Assessment for Launching of Natural New Product in the
Treatment of Ra/Oa/Arthritis**

**By
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**Under the guidance of
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**Post Graduate Diploma in Pharmaceutical Management
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**Institute of Health Management Research,
Jaipur
2012**



“Pre marketing assessment for launching of natural new product in the treatment of RA/OA/Arthritis”

Survey based Research

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8/26/2012



The main motive of this research is to find out the preference of natural product by rheumatologist and orthopedician in patients of OA, RA and arthritis and, To find out any competitor brands available and prescribed by doctors.

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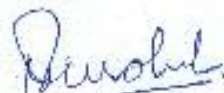
This is to certify that Mr. Mukesh Kewar from Institute of Health Management Research, Jaipur has undergone Summer Training at KEE Pharma Pvt. Ltd, Delhi from 16th April, 2012 to 1st June, 2012.

The candidate himself carried out the project. His approach to the study has been sincere, scientific and analytical. This summer training is partial fulfillment of the course requirement is recommended for the award of post graduate diploma in pharmaceutical management.

I wish him success in all his future endeavors.



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CERTIFICATE

This is to certify that **Mr Mukesh Kewat** from **Institute of Health Management Research, Jaipur**, has completed the summer training with **KEE PHARMA LTD.** New Delhi On the project **Pre Marketing assessment for Launching of Natural New Product in the Treatment of RA/OA/Arthritis** for two months from 26th April to 26th June, 2012.

He has successfully completed the assigned project. We wish him all the best in his future career.

His conduct and dedication was excellent.

**DATE 5th JULY,2012
DELHI**


**(S.B. AGGARWAL)
VICE PRESIDENT**

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Acknowledgement

“It is important that students bring a certain ragamuffin, barefoot irreverence to their studies; they are not here to worship what is known, but to question it.”

(~Jacob Bronowski)

The process of learning and questioning has never been as fruitful for me as it was for the sixty days that I have spent at KEE Pharmaceutical Ltd. This opportunity gave me an unmatched insight of the In Marketing.

Firstly, I would like to thank **Mr.Praveen Kumar (CEO)**, for allowing me to undertake a valuable internship project in **KEE Pharmaceutical limited**.

My heartfelt thanks to my Project guide **Mr. S.B. Aggrawal (Vice President, Marketing)** who showed me the right direction while starting this project and was the main motivating factor till the completion of the report. His guidance and mentoring is surely out of the scope of words.

This acknowledgement would have been incomplete if I did not mention the name of **Dr. Neetu Purohit, Project mentor**, who had been constantly correcting me and giving valuable ideas and inputs. My special thanks to her.

The experience was made more enjoyable by the employees of **KEE Pharmaceutical limited** who supported me throughout and the treatment given by them was indeed appreciable.

I tried my level best in making this project useful and hope that it will be up to the expectations of everyone mentioned.

Last but surely not the least from the bottom of my heart, Special thanks to my Parents and my Friends.

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Executive summery

Arthritis will be biggest epidemic in India by 2013, says expert.

Published: Thursday, jul 15, 2010, 18:35 IST, Dehradun.(DNA)

Arthritis has emerged as the most common ailment in the country and around 65 corer populations will suffer from the disease by 2013, said doctors of Dehradun.

According to survey of national arthritis foundation, nearly 70% of people above 65 years of age are suffering from arthritis in India and it would become the biggest epidemic of the country by 2013.

While osteoarthritis stick to people aged 65 year and above, the younger population is found suffering from rheumatoid arthritis.

With the advancement in science and technology, we have seen a lot of progress in the field of medicine as well. Researchers and scientist have now come up with drugs and medication far superior to earlier available.

Every new age medicine when come into the market. It requires the potential and its need in the market. Here is an account of new age drug which have come to help many suffering from arthritis.

This project is an attempt to find out the market preference of the new age drug-“**AlgeaX**” of **KEE Pharma Ltd.** and already available competitor in the arthritis drug market.

This project is also would be helpful to know about **the arthritis disease treatment expectation** from doctors side which are not in today’s medicines.

Organization profile

Company overview

KEE Pharma Limited (KPL) is a well established; Delhi based pharmaceutical company manufacturing & marketing pharmaceutical products for five decades and has thus entered into its Golden Jubilee Year. Today, KPL has a 350 strong work force that is made up of professional and dynamic individuals working together as a team, making KPL an efficient and professionally run organization.

KEE Pharma is a well-established 50-year-old company that understands the importance of serving mankind through High Quality, Affordable and efficient drug brands ...”**Because Life matters**”.

History

KEE Pharma was established by Late Mr. C.R.Motihar in 1957. It was registered as a partnership firm in 1957 and converted into a Private Limited company in May 1991. Thereafter in April 1995 the company was converted into the Limited Company. Historically Kee Pharma Limited was engaged mainly in the institution business but in the year 1988-89, it was felt that new market segments needed to be explored to increase the growth. Hence a very crucial decision was taken to shift the focus towards the branded segments. This meant radical change in the thinking and philosophy of the entire company. The management brought in a lot of changes, which resulted in a smooth transition and quantum improvement in the sales.

Division

For the last few years, KEE Pharma has established itself as a company whose name is synonymous with quality. In fact, in year 05- 06 it registered a healthy growth of 49% & was declared as “The Rising Stars” by ORG-IMS. With its consistent efforts, KPL has been able to successfully establish its brands like Revici, Diser, Bicial Plus, Nt Natal & Dolocide .

KEE Pharma has always been very conscious about its societal responsibilities and has made itself available for the betterment of the society with various activities like free BMD Camps and association with HelpAge India, which has benefited lives of many people.

Today, very enterprising and dynamic professionals lead KEE Pharma under the guidance of its Managing Director-Mr. Anil Motihar. Being a visionary, Mr. Motihar says:

“We intend to be a company that is conscious of its role in the society at large and therefore, we have made our ongoing commitment to involve ourselves to the betterment of the society.”

Product detail

Algaea-X is a topical cream for joint pains and arthritis available for the first time in India. This product is especially beneficial to those who experience discomfort in their muscles, joints or other areas that impact movement, mobility, strength, and flexibility as a result of aging, work or other activities. Approved by the US FDA, it is the result of more than 15 years and over \$35 million of developmental research. It contains Mitol, an extract from brown seaweed. Algaea X also treats joint stiffness, muscle soreness, neck and back pain, strains and sprains, arthritis, tendonitis, frozen shoulder and other inflammation-associated diseases or conditions.

Key features

- Delivers soothing topical relief from aches interfering with everyday living and activities.
- Penetrates deep below the skin into muscles and tissue to soothe and heal stiff, sore muscles and joints.
- Non-greasy formulation does not irritate skin and has a mild, pleasant short-lived scent.
- Utilizes potent anti-inflammatory and circulatory promoting properties of a patented algae extract (Mitol) that is the result of more than 15 years and over \$35 million of developmental research.
- Long-lasting anti-inflammatory, anti-oxidant, and other healing properties supported by extensive research.
- Studies have shown Algaea-X to be as effective as some widely prescribed products in providing relief to joint discomfort and stiffness.

Healing properties

- Strong anti-inflammatory effects that both heal and protect.
- Significant blood circulation improvements and overall promotion of vascular health heals joints, muscles and surrounding tissue.
- Strong anti-oxidant scavenging of free radicals promotes healthy cellular function.
- Improves joint and muscle function, flexibility, strength and. Specially beneficial to those who as a result of aging, work or other activities experience discomfort in their muscles, joints or other areas impacting movement, mobility, strength, and flexibility

1. Introduction

1.1 Objective and background

Objective

The Key Research Objectives are:

- ✚ To know the preference of natural product by rheumatologist and orthopedician in patients of OA, RA and arthritis.
- ✚ To find out any competitor brands available and prescribed by doctors.

Background

Arthritis is a general term that describes inflammation in joints. **Rheumatoid arthritis** is a type of chronic (ongoing) arthritis (resulting in pain and swelling) that occurs generally in joints on both sides of the body (such as hands, wrists, and knees). This symmetric multiple joint involvement helps distinguish rheumatoid arthritis from other types of arthritis.

In addition to affecting the joints, rheumatoid arthritis may occasionally affect the skin, eyes, lungs, heart, blood, nerves, or kidneys.

This project is attempted to find out the potential of newly launched product named AlgeaX form KEE Pharma and to know the preference into arthritis drug market.

Osteoarthritis (OA) also known as degenerative arthritis or degenerative joint disease or osteoarthrosis, is a group of mechanical abnormalities involving degradation of joints, including articular cartilage and subchondral bone. Symptoms may include joint pain, tenderness, stiffness, locking, and sometimes an effusion. A variety of causes—hereditary, developmental, metabolic, and mechanical—may initiate processes leading to loss of cartilage. When bone surfaces become less well protected by cartilage, bone may be exposed and damaged. As a result of decreased movement secondary to pain, regional muscles may atrophy, and ligaments may become more lax.

Treatment generally involves a combination of exercise, lifestyle modification, and analgesics. If pain becomes debilitating, joint replacement surgery may be used to improve the quality of life. OA is the most common form of arthritis.

2. Methodology

2.1 Research: The research is Qualitative and Quantitative in nature.

2.2 Data Sources: Primary – Survey method was used.

Secondary- An extensive literature reviews was undertaken for it.

2.3 Sampling Design:

- ✓ **Population**– rheumatologist and orthopedician
- ✓ **Sampling technique**- Simple Random Procedure.
- ✓ **Sample Size** – The overall sample size used for this purpose was 65

Table 1: Showing the Sample Distribution Based on no. of doctors at district of Madhya Pradesh:

Jabalpur	Bhopal	Indore
20	20	20

- ✓ **Contact method**- Personal.

2.4 Tools used for Data Collection:

- ✓ **Research Instrument**- Companies designed questionnaire based on extensive literature review.
- ✓ **Type of Questionnaire**- Structured non-disguised.
- ✓ **Type of Question**- Close ended as well as Open ended.

2.5 Tools used for Data Analysis:

- ✓ SPSS – Package 16.
- ✓ MS- Excel.

3. Analysis, Interpretation and Result

3.1 Demographically result:-

To know the preference of the new product of arthritis at Madhya Pradesh, we took the sample of 3 major cities- Bhopal, Jabalpur and Indore, as the population suffering from arthritis move towards these major cities for the better treatment.

As per the secondary source the total no. of doctors in each district are approximately 60 – 70 from which we took the sample of 20-20 doctors from each district.

In those three districts, I have covered 5 different health centre as given below:

1. Government medical college and hospital,
2. District hospital
3. Private hospital
4. Fracture and trauma centre
5. Orthopaedic hospital and clinics

3.2 Arthritis drugs preference by doctors: -

With the help of collecting information by survey it was found that following type of drug are used in arthritis by doctors:-

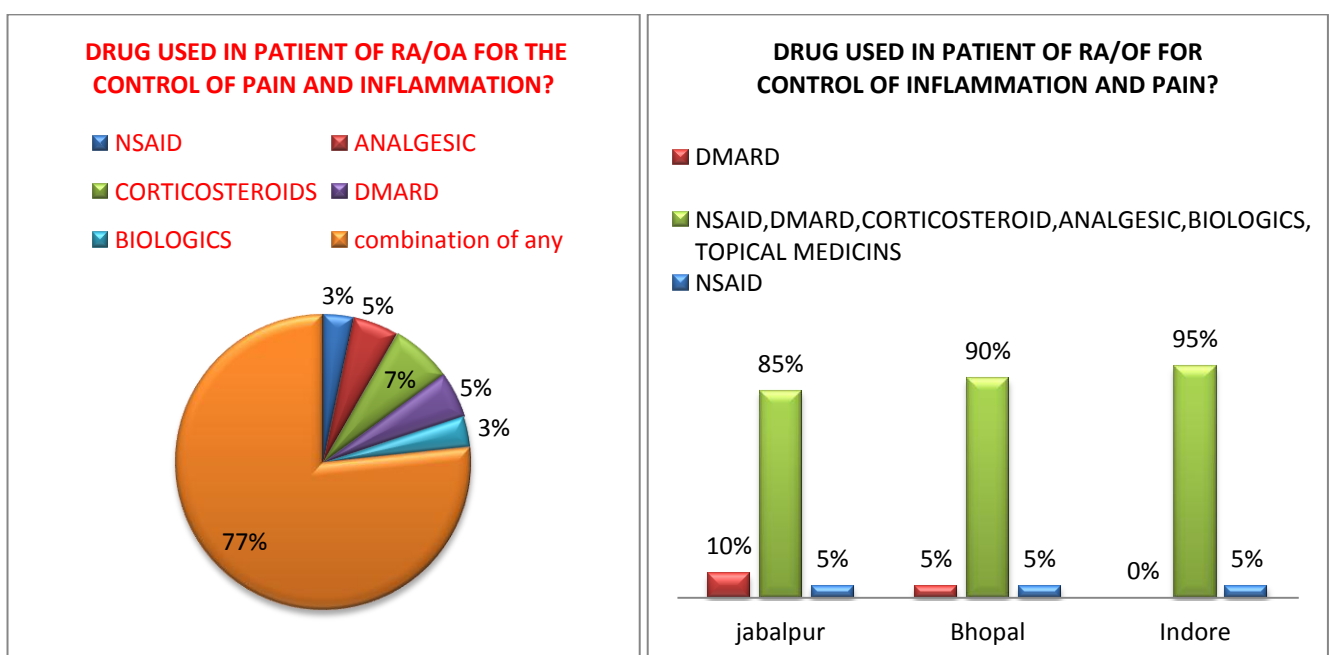


Figure 1 & 2

Most of the doctors prefer combination therapy for the treatment of arthritis and related pain and inflammation. Here from data of 3 major cities of MP, it was found that 77% of the drugs given in combination like- “NSAID+DMARD+ANALGESIC”.

*** For more detail, refer annexure – 1, Table 1 & 2.

From the data, it was found that, not any single drug is available to treat arthritis disease because the symptoms may be different and may be correlated that’s why doctors used to prefer combination of category of drugs like NSAID’s, DMARD, CORTICOSTEROIDS, ANALGESICS, AND TOPICAL MEDICATION with those oral medicines. In those combinations we found that the combination of NSAID’s and DMARD is very popular as most of the doctor prescribes it.

3.3 Prescribing factor:-

From the collecting information of survey, here it was found that earlier every doctor saw the safety and bioavailability profile of drug however the price is also the concerning point. The data says that the drug should be having higher bioavailability and lesser side effects. After this other factor like quality tolerability, and patient convenience is also the influencing factor while prescribing the drug not only for arthritis but for every drug used in diseases. Majority of doctor see “**less side effect and higher bioavailability**” and the overall percentage is 50%.

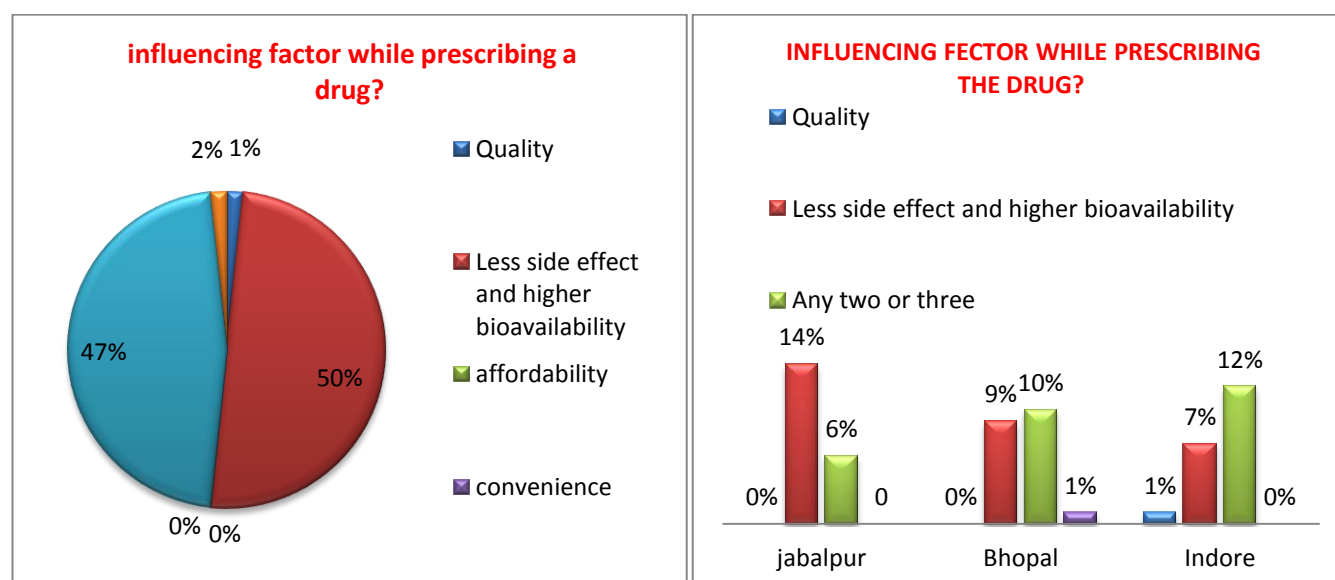


Figure 3 & 4

From the result, found from this data, can say that the preference of newer drug is depend on higher bioavailability and lesser side effect as far possible or may be should no side effect.

*** For more detail, refer annexure -1, Table 3 & 4.

3.4 Bioavailability: - in above case, it was found that the drug should be having higher bioavailability but the main concern point is how much time it should take to response or recover the disease. The statically result from the collected data can give this answer.

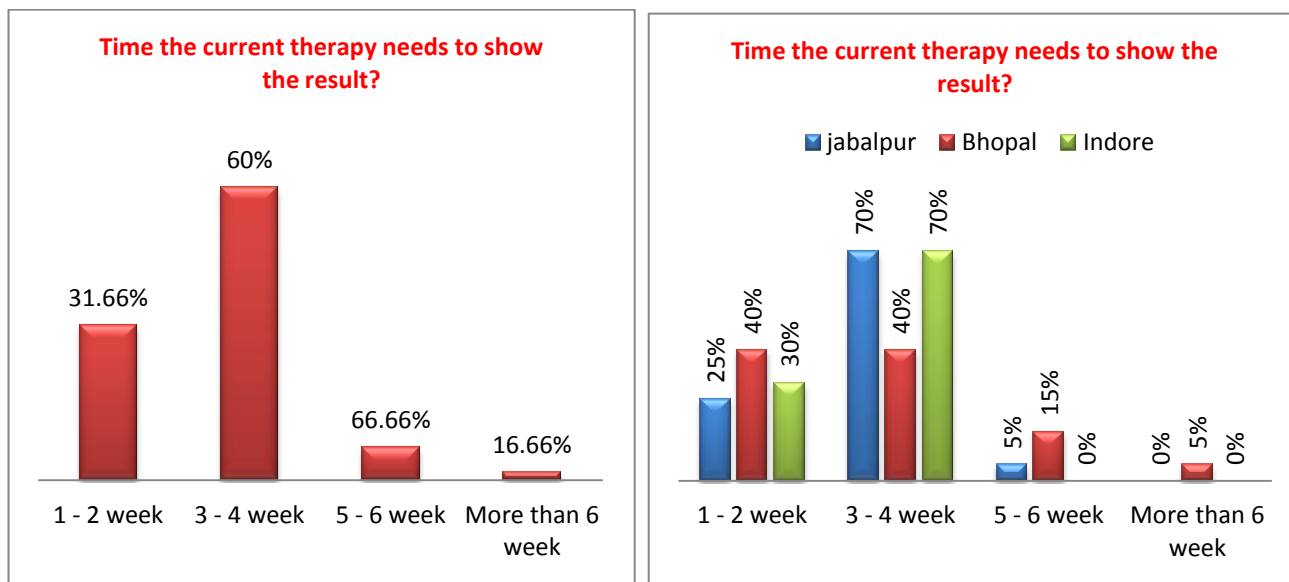


Figure 5 & 6

Majority of doctor said that the current available therapy needs to show the result within 3-4 week. In this mean time the drug has its higher potential or effective concentration. 70% of the doctor says the current therapy takes 3-4 week to show the result. Some doctor says that the time taken by medicine to recover the disease is 1-2 week but it may be their expectation.

From the analysis result we found that for the new drug it is necessary to having the highest bioavailability and should take the lesser time to give response than earlier available.

For more detail, refer annexure – 1, Table 5 & 6.

3.5 Type of therapy doctor prefers: - as we saw in the 3rd and 4th graph that majority of doctors prefer to give the combination of categorical drug. The same result we found in this question to recheck the perception of doctor and we get the same result that majority of doctor used to prefer combination therapy however some says mono therapy but its depend on the severity of disease.

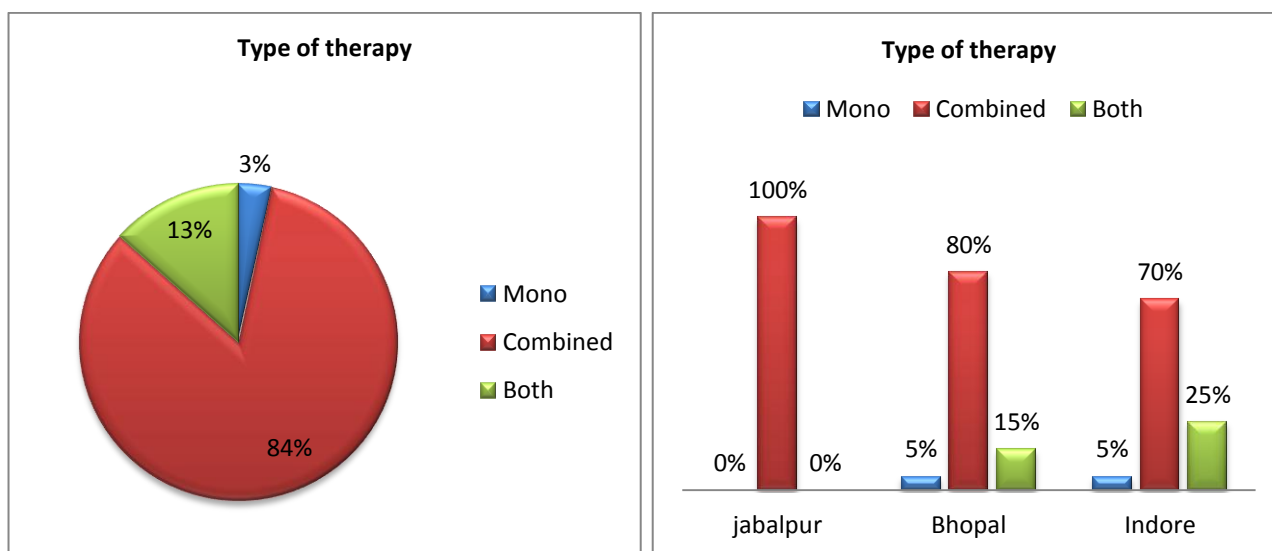


Figure 7 & 8

Overall 84% doctors prefer to give combination therapy. The disease generates so many symptom in body depend on the health condition individual, that's why it is need to prescribe the combination therapy as per need of condition. **From this point of view it was think that for success of the new drug into the market, it should have the multiple qualities as it can work as a combination therapy.**

For more detail, refer annexure – 1, Table 7 & 8.

3.6 Experience with natural Products: - By the questionnaire survey, it was asked to doctor if they have ever experience any natural product or not. This question is equally important because it has covered the allopathic doctor which has not prescribe any Ayurvedic or homeopathic like product. So the statically result was:-

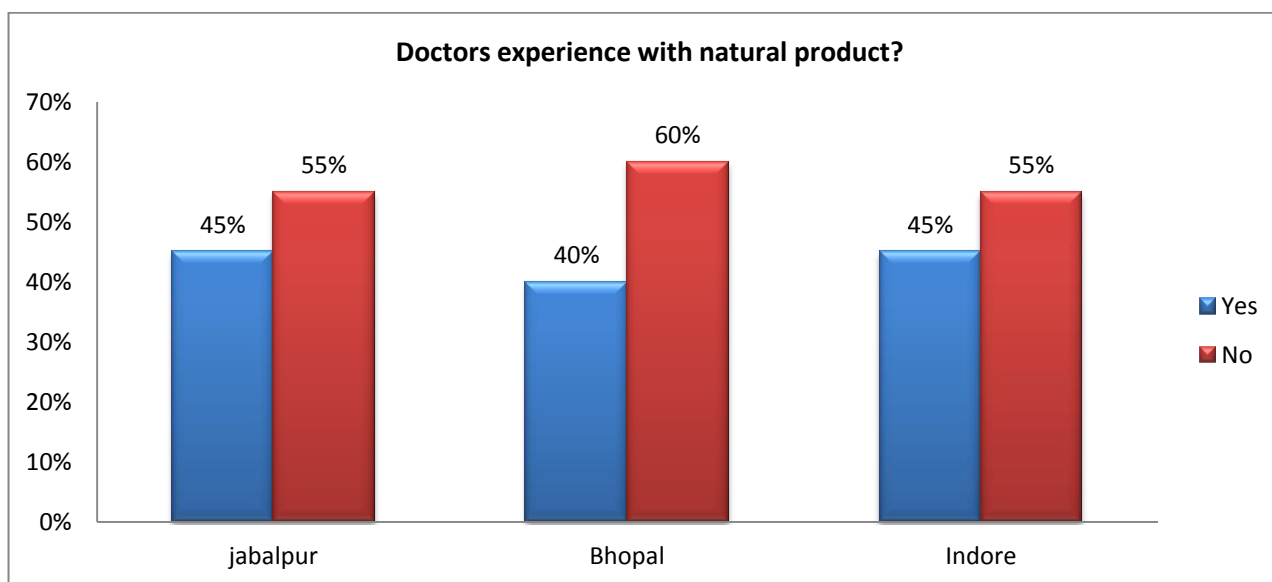


Figure 9

The result show that the ratio of answer is just 50:50 as 50% doctor had used natural product and 50% says they never used any natural product for arthritis treatment.

But whatever was the result, it was found by the answers of doctor that allopathic doctors not preferably prescribe any natural product as they think that it comes under the Ayurvedic category. But those who experience natural or Ayurvedic product, prescribe or know only 2 or 3 product of this type. **For more detail, refer annexure – 1, Table 9 & 10.** The result shows that allopathic doctor are confused between natural and Ayurvedic product that's why they do not prefer to prescribe any natural product, but this new natural product is better than other allopathic or chemical oriented product which have so many side effects and every doctor can prescribe it.

3.7 Existing natural product prescribing by the doctor:- As the data is collected from allopathic doctors and physician who lesser or not use to prescribe any of natural or Ayurvedic drug that's why we get very fewer drug which are prescribe by doctor for the control of inflammation and pain of arthritis.

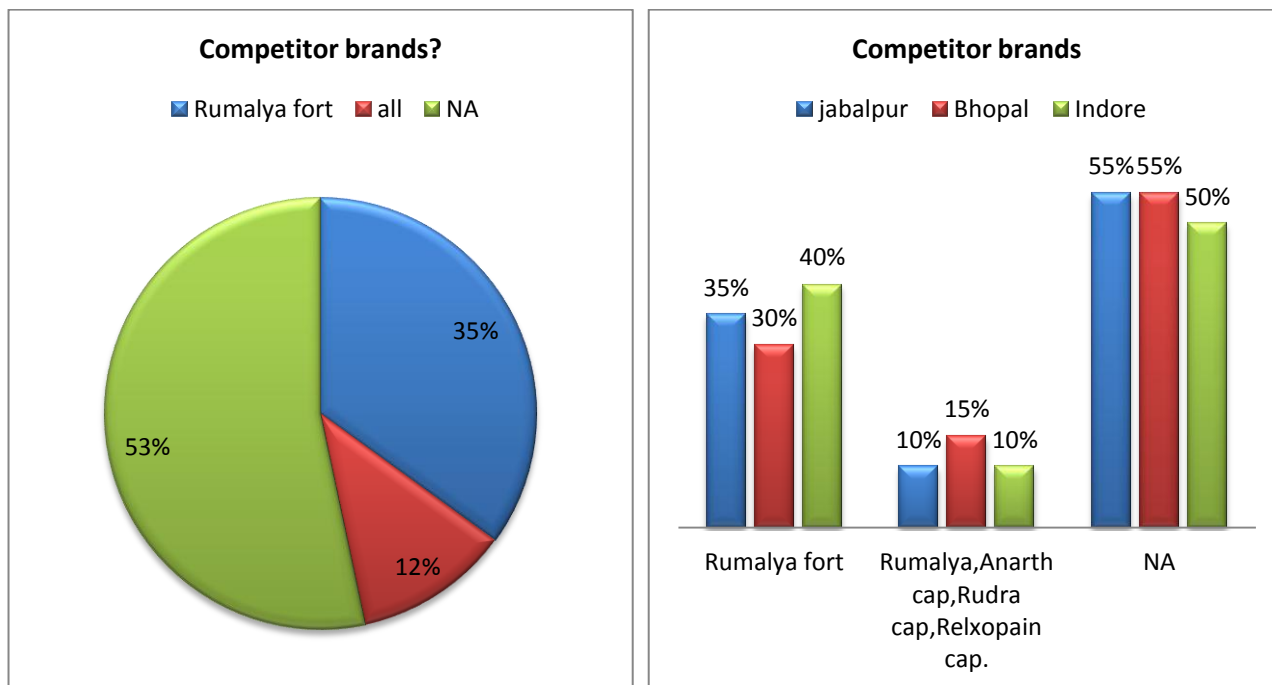


Figure 10 & 11

❖ NA – Not Applicable

Majority of doctor said, they do not prescribe any natural drug for the control of inflammation and pain of arthritis. But the doctors who somewhere experienced of prescribing any natural type of product they gave following brand name:-

1. Rumalya fort capsule
2. Rudra capsule
3. Anarth capsule
4. Relxopain capsule

These entire drugs are come under the Ayurvedic drug category. The most famous drug among the natural category is Himalya's "**Rumalya Fort capsule**" which is mostly preferred by doctors- Ayurvedic as well as allopathic. **For more detail, refer annexure – 1, Table 11 & 12.**

3.8 Satisfaction level of doctors with those competitor drugs: - the statically result is given below:-

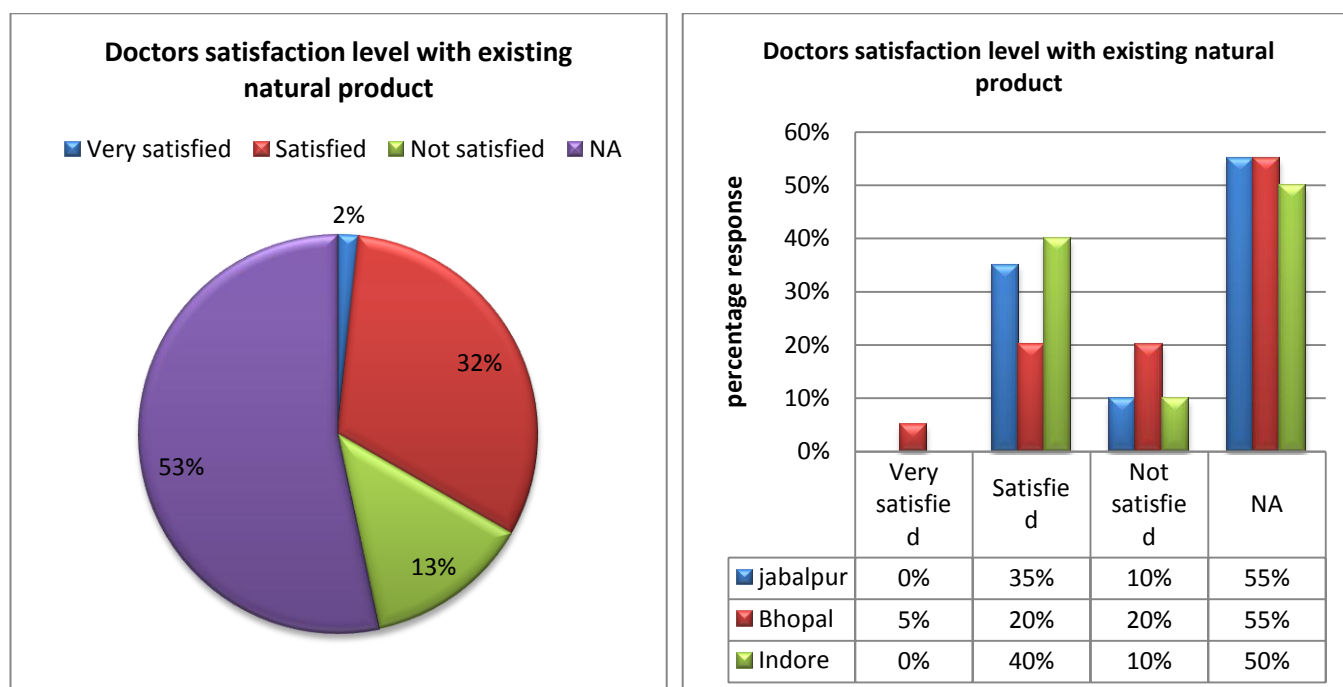


Figure 12 & 13

❖ NA – Not applicable;

Majority of doctor who experience the natural product said that they only satisfied but the result was only average in natural product because it takes time to recover the disease symptom.

By that view, it is very advantageous to company that the potential of new drug would be high from that point of view as the new drug has higher bioavailability and take much less time to treat the disease as per the scientific data of back up. **For more detail, refer annexure – 1, Table 13 & 14.**

3.9 Patient frequency attended by doctors:-

Particulars	Frequency
1 – 3	0
3 – 5	32
5 – 10	24
More than 10	4

It is seen that majority of doctor has attend 5 – 10 patient of arthritis in a day.

3.10 Preference of mode of administration:-

From all the data collected, it was found that every doctor prefers to prescribe the oral drug therapy for the treatment of arthritis. 95% of the doctors prefer to say that.

This can also be the positive point for the new drug that if doctor prescribe only oral drug they will switch to therapy if it would be effective.

*** For more detail, refer annexure – 1, Table 17 & 18.

3.11 Expectation of doctor from new drug therapy: - The expectation from new drug which we found out by survey is given below:

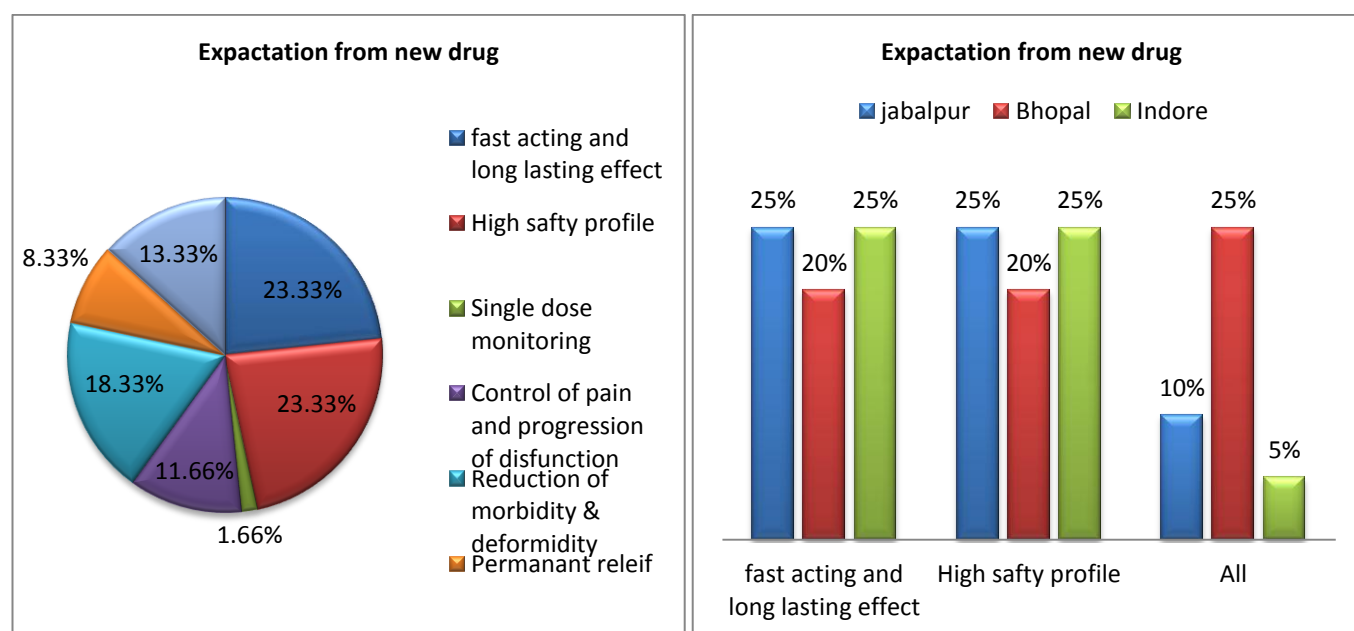


Figure 14 & 15

It can be seen in the graph that different type of suggestion received throughout the survey that what are the current need in the field of arthritic pain and inflammation. Here it cannot say that a particular factor is of greater importance as we get 6 different expectation, however 2 factor which most of the doctor suggest for the new product that it should be having “high safety profile”(23.33%, overall) and work as “fast acting and long lasting”(23.33%, overall). **For more detail, refer annexure – 1, Table 19 & 20.**

According to the data, the new product will grow into the market and would be accepted by the patient because it has all the quality to fulfil the expectations of doctors as well as patients.

3.12 Preference of new product:-finally we come to that point where we had to find out the acceptance of doctor side, if they will prefer this new product or not. So finally the result is:-

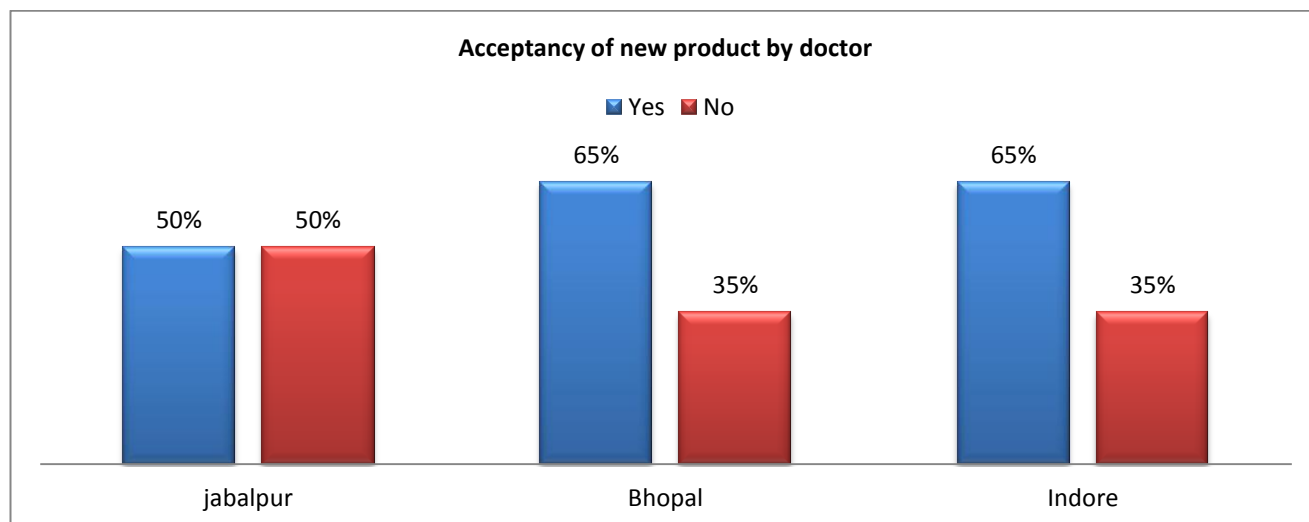


Figure 16

As it can be seen that the answer was quite positive as **60%** of overall doctor say **yes**. Actually it is those doctors who were really involve in survey and give their original time for research. According to the result, it was found that the product will definitely be succeed in the arthritic market as most of the doctor will prefer this product but the condition is until they overview all the scientific detail of this product and use it.

***** For more detail, refer annexure – 1, Table 21 & 22.**

3.13 Monthly recommended price of new product: -

As the selling of the product is not so easy work and company put so much of money and time from its production to it selling, definitely the product cost goes high. but for deciding the price it must be necessary about the perception of the doctor about the price of this kind of product.

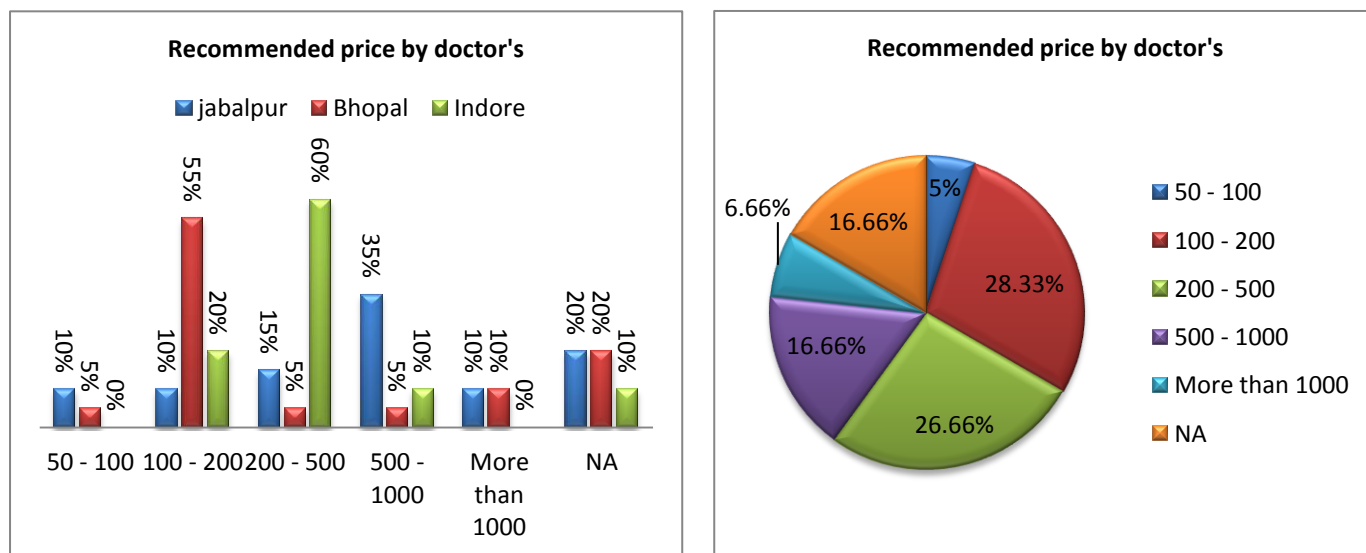


Figure 17 & 18

Still it was found that majority of the doctors prefer to say that the price should be economical and pocket friendly to patient, that's why it is standardize the economical and pocket friendly price as 100 – 200, and majority of doctor prefer this option, but it's not possible to sell new drug in this least price at a starting point when it's come to market.

The price of product which doctor prefers to prescribe was 100 to 500, its means a new product should be in this range. Whenever the product start moving into the market its manufacture quantity will increases, the price will decrease.

For more detail, refer annexure – 1, Table 23 & 24.

4. Conclusion

4.1 key learning's:- In the whole internship period we learn actually so many thing from company to field but the most important learning for us as a fresher was:-

1. Practical experience after come out from the theoretical world of management, which would be great helpful for our future work.
2. Practical experience of survey and face to face discussion about the research to doctors.
3. Know about the working profile of organization and its research work.
4. Also learnt or got the information that how the new product moves into the market and what are the factors which we should have to see before and after launching any new product.

4.2 Suggestion's:- The whole report and analysis result actually reflect the doctor's perception about the new drug product. That's why, it's also important to write the suggestion of doctors and somewhat our opinion that I realize in this work and what should be the work is still left in this concern.

4.2.1:- Doctor's suggestion and expectation:-At the time of doing face to face discussion with doctor's I got some suggestion and expectations to new product for the treatment of arthritis. They are covered under the question no.9 in the questionnaire form.

4.2.2:- My opinions and some suggestion:-As in every case I found the positive result by analysis except the case of price. So firstly we will start with the price.

- As every doctor responded that price should be depend on economical condition of patient financial condition or should be pocket friendly, we come to this point that every new product face this issue at starting point but I think that whenever the product is start selling and people will realize it's effect, the sell would be increase and also when the manufacturing amount will increase the price would be decrease. That time the product would automatically move into the market with ease.
- 2nd less important issue but not least that company should have to develop the best branding policy by which the people can aware to that product effect and its efficacy.
- 3rd, the company would have to make better promotional policy for this new product because it's not an Ayurvedic product not a allopathic one and every doctor can prescribe it.

- If feasible Instead of importing the drug, Company can also look for contract manufacturing in India.
- If possible product should be packed in smaller tubes also or half size tube, as smaller package has less price (700-800) and effect psychologically.

4.3 Conclusions: - For the better understanding we actually divide the conclusion part in two parts.
1st one is statically conclusion and second one is by whole experience at the time of doing this work and making the report.

- Statically conclusion: - After doing the analysis, the result is simplified in Table 1.

Table -1

Factors	Answers	Feedback
kind of drug used in patient of RA/OA for control of pain and inflammation	anti rheumatoid drugs with combination	positive
Influencing factor while prescribing the drug	less side effect and higher bioavailability	positive
Time needed to show the result with existing product	3-4 week max	positive
Type of therapy	combined	positive
Experience with any natural product	Less experience with allopathic doctor	positive
Patient attended in a day	3 to 5	positive
Mode of administration	oral	positive
Expectations with new natural product	so many	positive
Will doctor prefer this new natural product with scientific data of back up	yes	positive
Monthly recommended price	100-200	negative

The result shows that 10 out of 11 factors were positive except 11th that is of price issue.

So according to the result, we found that the doctor prescribe all anti-rheumatoid drugs with combination and see toward the less side effect and higher bioavailability side while prescribing the drug.

They recommend the combine therapy with oral administration and the maximum time to recover the disease by that therapy is 3-4 week.

As all the result says that there is lots of gaps and that's why the requirement of those expected characteristics is much more, which cover in question no. 9. It shows that the product has high potential in the market of arthritic pain and inflammation and definitely will grow better.

- **Realized conclusion:** - By the analysis fact and discussion with doctor, we found that the product is very much effective and actual need of the arthritic pain and inflammation therapy. As all the results are positive in this research we definitely can say that there is very good potential into the market and definitely will grow better.

Annexure – 1

“Frequency of responses”

Q. 1. What kind of drug you used for the patient of RA/OA for the control of pain and inflammation?

Particulars	Frequency
NSAIDS	3
ANALGESICS	0
CORTICOSTEROIDS	0
DMARD	3
BIOLOGICS	0
TOPICAL ADMINISTRATION	0
COMBINATION OF ANY OF ABOVE	54

Table 1: Total data

PARTICULARS	JABALPUR	BHOPAL	INDORE
NSAIDS	1	1	1
ANALGESICS	2	1	0
CORTICOSTEROIDS	0	0	0
DMARD	0	0	0
BIOLOGICS	0	0	0
TOPICAL ADMINISTRATION	0	0	0
COMBINATION OF ANY OF ABOVE	17	18	19

Table 2: Individual city data

Q. 2. What is the main influencing factor while prescribing the drug?

Particulars	Frequency
QUALITY	1
LESS SIDE EFFECT AND HIGH BIOAVAILABILITY	30
AFFORDABILITY	0
PATIENT CONVENIENCE	0
SAFETY	0
GI TOLERABILITY	0
ANY OF TWO OR THREE	28
ALL	1

Table 3: Total data

PARTICULARS	JABALPUR	BHOPAL	INDORE
QUALITY	0	0	1
LESS SIDE EFFECT AND HIGHER BIOAVAILABILITY	14	9	7
AFFORDABILITY	0	0	0
PATIENT CONVENIENCE	0	0	0
SAFETY	0	0	0
GI TOLERABILITY	0	0	0
ANY OF TWO OR THREE	6	10	12
ALL	0	1	0

Table 4: Individual city data

Q. 3. HOW MUCH TIME THE CURRENT THERAPY NEEDS TO SHOW THE RESULT?

PERTICUARS	FREQUENCY
1 – 2 WEEK	19
3 – 4 WEEK	36
5 – 6 WEEK	4
MORE THAN 6 WEEK	1

Table 5: Total data

PERTICUARS	JABALPUR	BHOPAL	INDORE
1-2 WEEK	5	8	6
3 - 4 WEEK	14	8	14
5 – 6 WEEK	1	3	0
MORE THAN 6 WEEK	0	1	0

Table 6: Individual data

Q. 4. Which therapy you recommended for such patient?

Particulars	Frequency
Mono	2
Combined	50
both	8

Table 7: Total data

Particulars	Jabalpur	Bhopal	Indore
Mono	0	1	1
Combined	20	16	14
Both	0	3	5

Table 8: individual city data

Q. 5. Have you experience any natural product?

Particulars	Frequency
Yes	26
No	34

Table 9: Total data

Particulars	Jabalpur	Bhopal	Indore
Yes	9	8	9
No	11	12	11

Table 10: Individual data

Q. 6. If yes name the brand of product?

Particulars	Frequency
Rumalya fort	21
Anarth capsule	0
Rudra capsule	0
Relexopain capsule	0
All	7
NA	32

Table 11: Total data

Particulars	Jabalpur	Bhopal	Indore
Rumalya fort capsule	7	6	8
Anarth capsule	0	0	0
Rudra capsule	0	0	0
Relexopain capsule	0	0	0
All	2	3	2

Table 12: Individual city data

Q. 7. What was your satisfaction level?

Particulars	Frequency
Very satisfy	1
Satisfy	19
Not satisfy	8

Table 13: Total data

Particulars	Jabalpur	Bhopal	Indore
Very satisfy	0	1	0
Satisfy	7	4	8
Not satisfy	2	4	2

Table 14: Individual city data

Q. 8. No. of RA/OA patient you attend in day?

Particulars	Frequency
1 – 3	0
3 – 5	32
5 – 10	24
More than 10	4

Table 15: Total data

Particulars	Jabalpur	Bhopal	Indore
1 – 3	0	0	0
3 – 5	8	9	15
5 – 10	9	10	5
More than 10	3	1	0

Table 16: Individual city data

Q. 9. What mode of administration you prefer for such patient?

Particulars	Frequency
Oral	57
Local	0
Parental	0
Any of these combination	3

Table 17: Total data

Particulars	Jabalpur	Bhopal	Indore
Oral	20	20	17
Local	0	0	0
Parental	0	0	0
Any of these combination	0	0	3

Table 18: Individual data

Q. 10. What is your expectation from new drug in RA/OA cases?

Particulars	Frequency
Fast acting and long lasting	14
High safety profile	14
Single dose monitoring	1
Control of pain and progression of disease	7
Reduction of morbidity and deformity	11
Permanent relief	5
all	8

Table 19: Total data

Particulars	Jabalpur	Bhopal	Indore
Fast acting and long lasting	5	4	5
High safety profile	5	4	5
Single dose monitoring	0	0	1
Control of pain and progression of disease	3	2	2
Reduction of morbidity and deformity	3	4	4
Permanent relief	2	1	2
all	2	5	1

Table 20: Individual city data

Q. 11. Will you prefer a natural product which takes care of pain, inflammation and has a scientific data of back up?

Particulars	Frequency
Yes	36
no	24

Table 21: Total data

Particulars	Jabalpur	Bhopal	Indore
Yes	10	13	13
no	10	7	7

Table 22: Individual city data

Q. 12. What should be the monthly recommended price for such product?

Particulars	Frequency
50 – 100	3
100 – 200	17
300 – 500	16
500 – 1000	10
More than 1000	4
NA	10

Table 23: Total data

Particulars	Jabalpur	Bhopal	Indore
50 – 100	2	1	0
100 – 200	2	11	4
300 – 500	3	1	12
500 – 1000	7	1	12
More than 1000	2	2	0

ANNEXURE – 2

QUESTIONNAIRE

PRE MARKETING ASSESSMENT FOR LAUNCHING OF NATURAL NEW PRODUCT IN THE TREATMENT OF RA/OA/ARTHRITIS

NAME OF DOCTOR_____ (Preferably attach the visiting card of doctor with this form)

Specialization MD/MS

Rheumatology/Orthopedician

Address of doctor with Phone No and Email ID

Email _____ Phone No. /Mobile No. _____

1. What kind of drug is used in patient of RA/OA for control of inflammation and pain?

2. What is the main influencing factor while prescribing a drug?

Quality B) Less side effect higher bioavailability C) Affordability

3. Patient convenience e) Other _____ (Pl tick whichever is applicable)

4. How much time the current therapy needs to show results?

5. Which therapy you recommend for such patients? a) Mono, b) Combined

6. Have you experience any natural product? Yes/No

7. If experienced what is brand and satisfaction with results

a) Very satisfied b) satisfied c) Not satisfied

8. Number of RA/OA patient you attend in day

a) 1-2 b) 3-5 c) 5-10 d) more than 10

9. What mode of administration you prefer for such patient?

a)oral b)local c) Parental d) any of these or combine

10. What is your expectation from new drug in RA/OA cases for control of pain and Inflammation?

11. Will you prefer a natural topical product which takes care of pain, inflammation and has scientific data to back up? Yes/No.

12. What should be the monthly recommended price for such product?

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