

***A study on liposomal drug (Iron) delivery Market  
and competitive landscape/activities,  
opportunities, and challenges***

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# OVERVIEW

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Iron deficiency happens when there is diminished degree of haemoglobin in your platelets. It is assessed by the WHO that all the ladies are somewhat iron lacking and that the greater part of the pregnant ladies in creating nations endure sickness. Indeed, even in industrialized nations, the iron stores are most pregnant ladies are insufficient.

Iron salts like ferrous pyrophosphate are covered with liposome, a spherical structure of a phospholipidic nature that is like those human cell membranes. This preparation crosses the gastric acid barrier and reaches small intestine. In the intestine the M cells due to their low lysozyme content integrally absorb liposomal iron without the need for specific transporters.

# Background

After doing a lot of literature review, I came to know that the best treatment for the Iron deficiency Anemia is Liposomal Iron as it has less side effects and better bioavailability. Thus the market size of the Liposomal Iron is also growing at a quite good rate.

Thus, I planned to analyse the market of liposomal Iron, its competitive market and prescription habit of various speciality of doctors on Iron deficiency

# Rationale

Iron deficiency is a profoundly afflicting condition which impacts small kids of developing age and regenerative age ladies in nations of lower economies. Regular oral iron salts have poor assimilation and gastrointestinal side effects. Microencapsulated liposomal iron pyrophosphate is a novel compound with enhanced agreeability, Higher bioavailability, and thusly expanded adherence among individuals with ID.

Physicians are not aware about the Liposomal iron and its efficacy, most of the companies have not readily invested in Liposomal Iron therapy but the liposomal Iron market in future will be a rapidly growing market.

In various complex diseases like anemia and chronic kidney disease microencapsulated liposomal iron gives best efficacy and bio availability.

This is the only therapy which has enhanced palatability. So, for these reasons I choose this topic as a research-oriented topic.

# What was the research objective?

## **Objective**

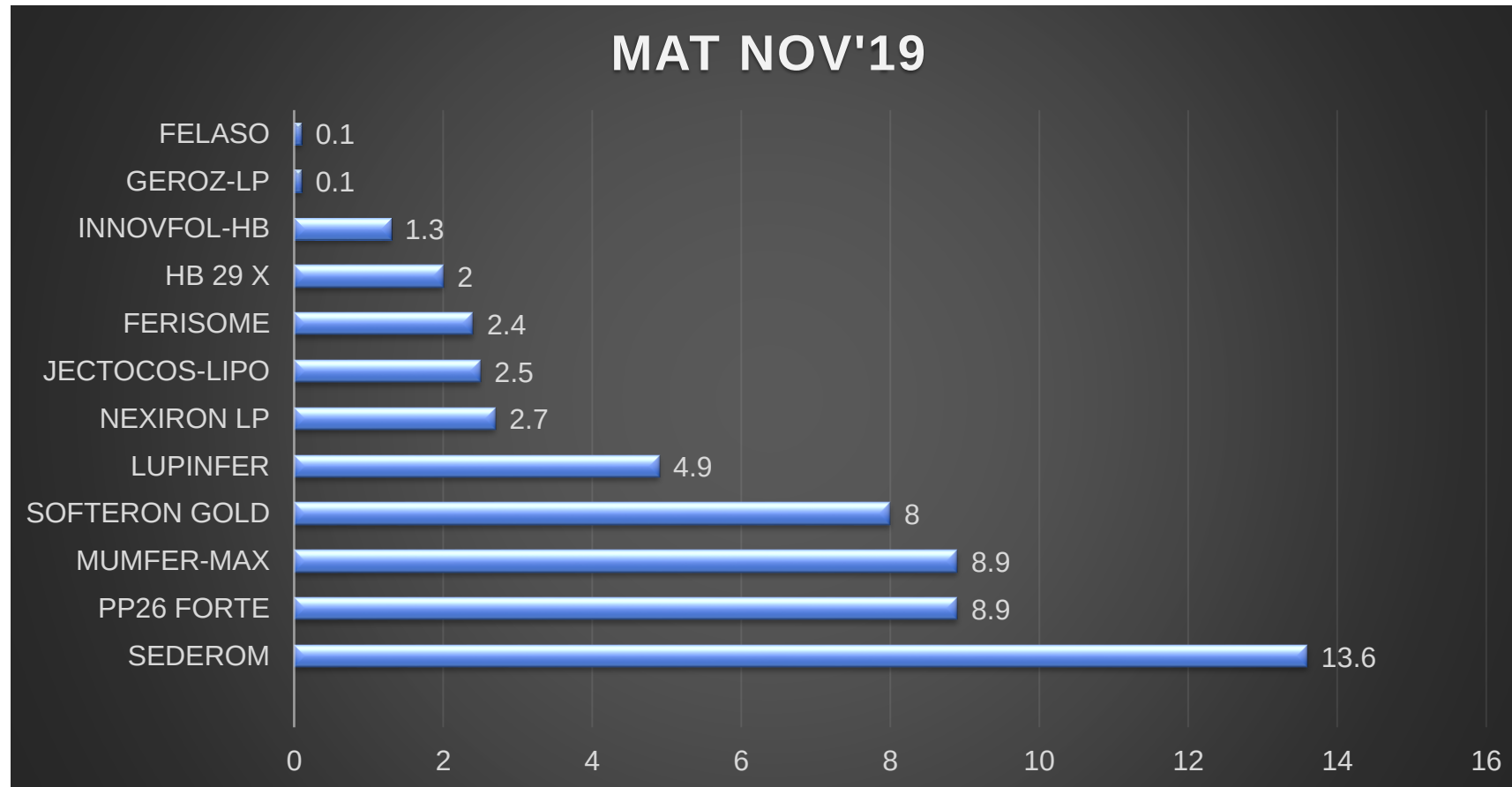
- To Study the market scenario of Liposomal Drug
- To study the Competitive Landscape of the Liposomal Drug
- To determine the Challenges & Opportunities in the Market for discovery of Liposomal Drug

# Methodology

- **Study Design:** Descriptive Study
- **Study Location:** Alvio Pharmaceuticals Pvt. Ltd., Ahmedabad
- **Data Type:** Secondary Data
- **Study Period:** 3 months

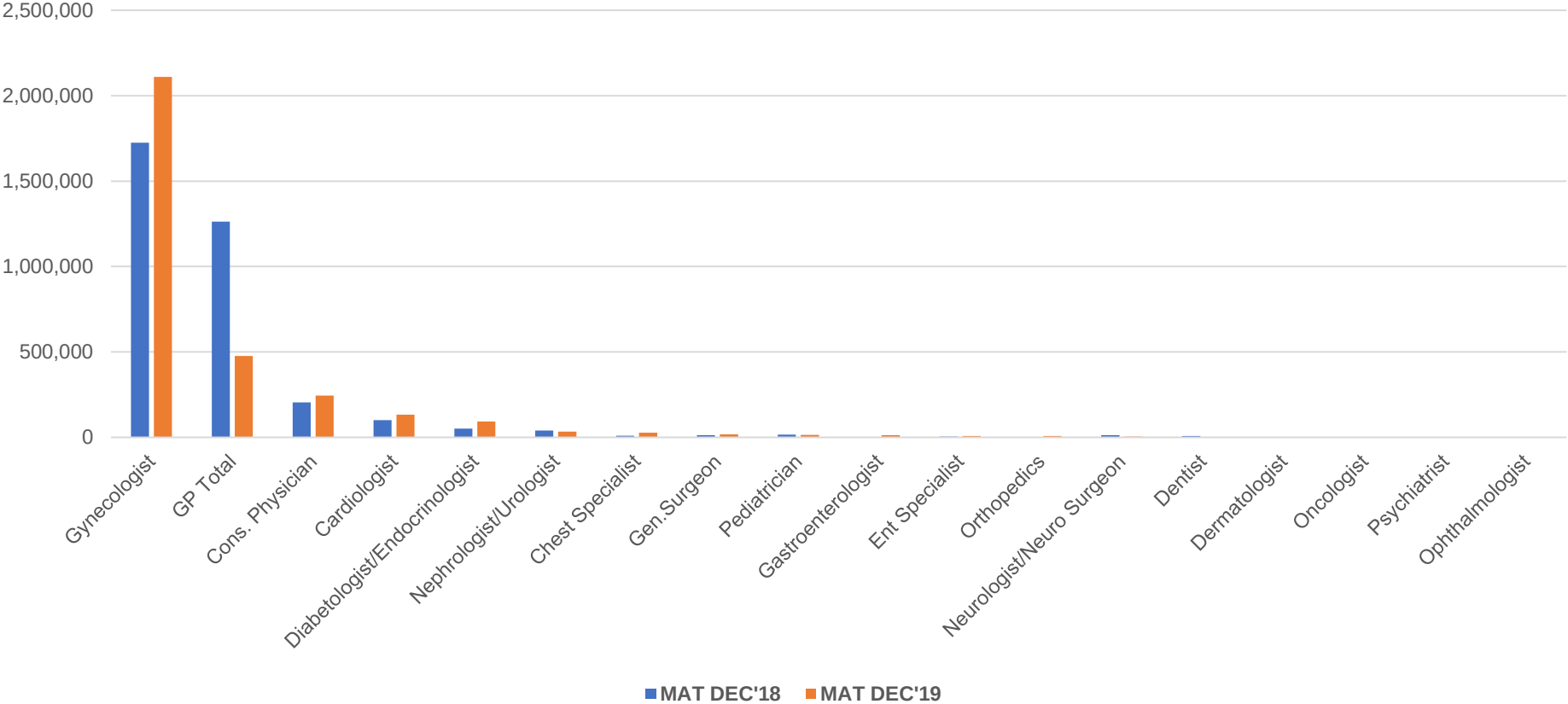
# OBSERVATION AND RESULTS

# Top Brands MAT 19

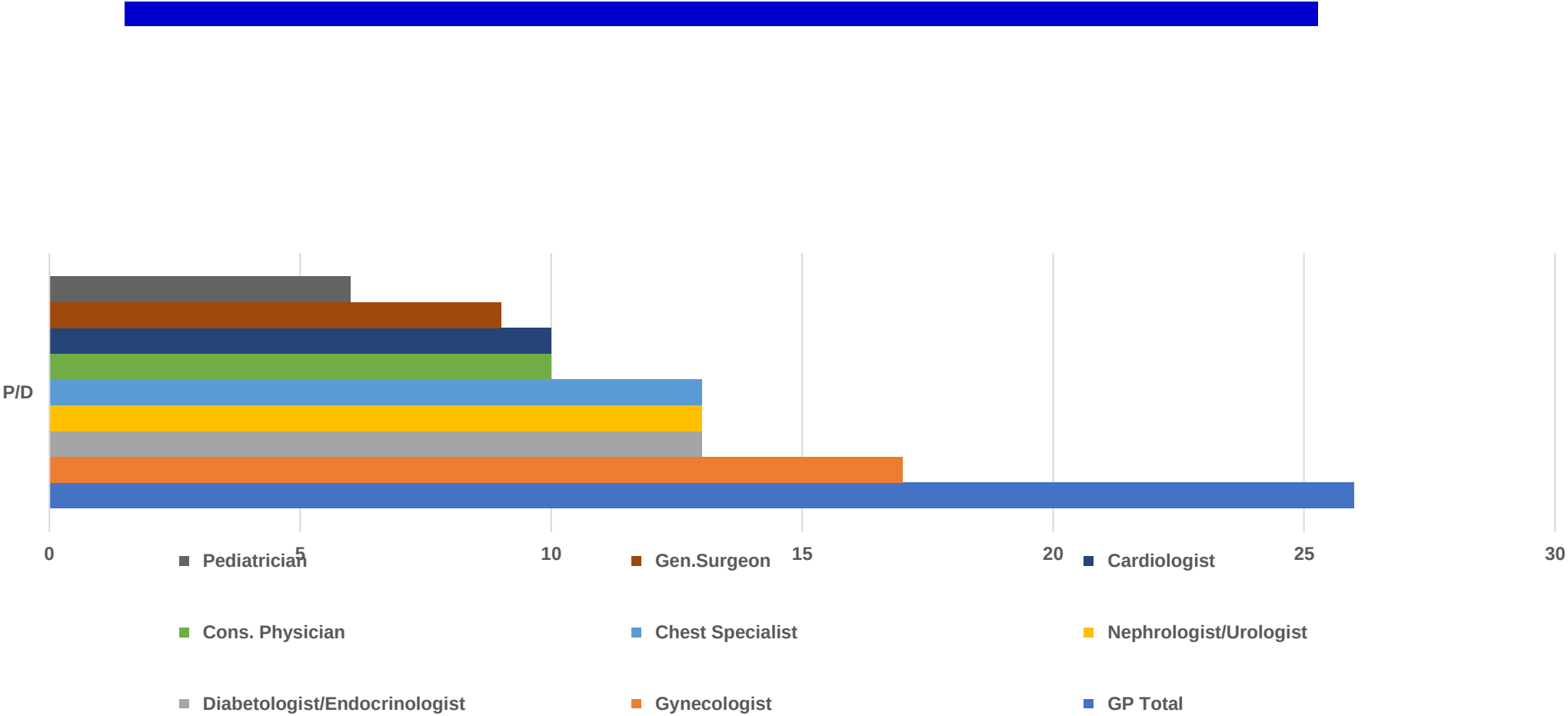




# Prescription Growth MAT 18 &19

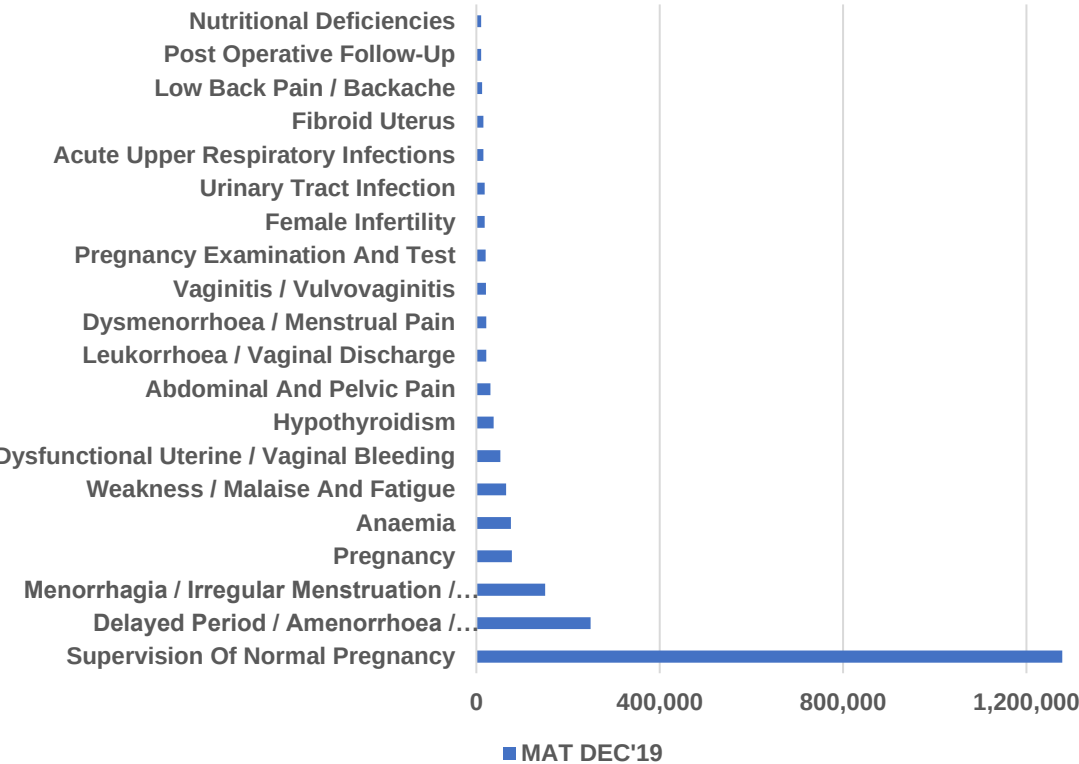


# Prescription per doctor MAT Dec'19

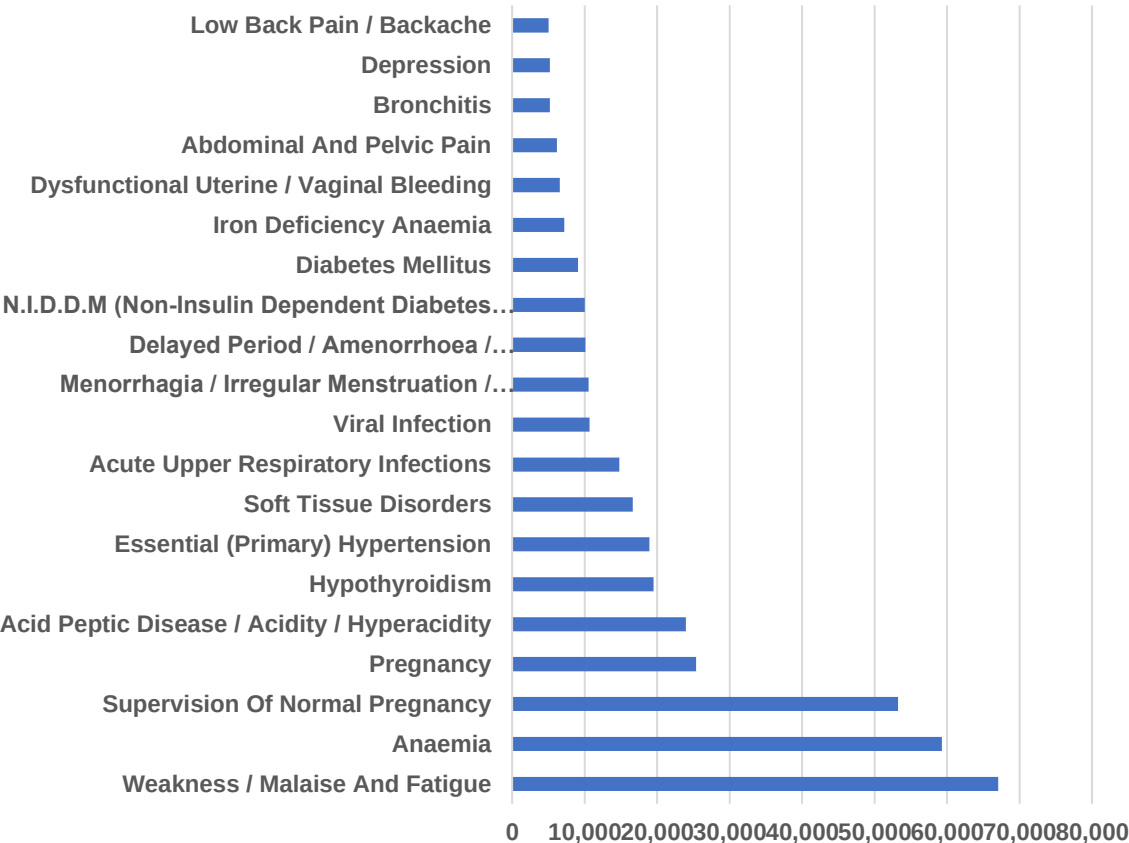


# Findings

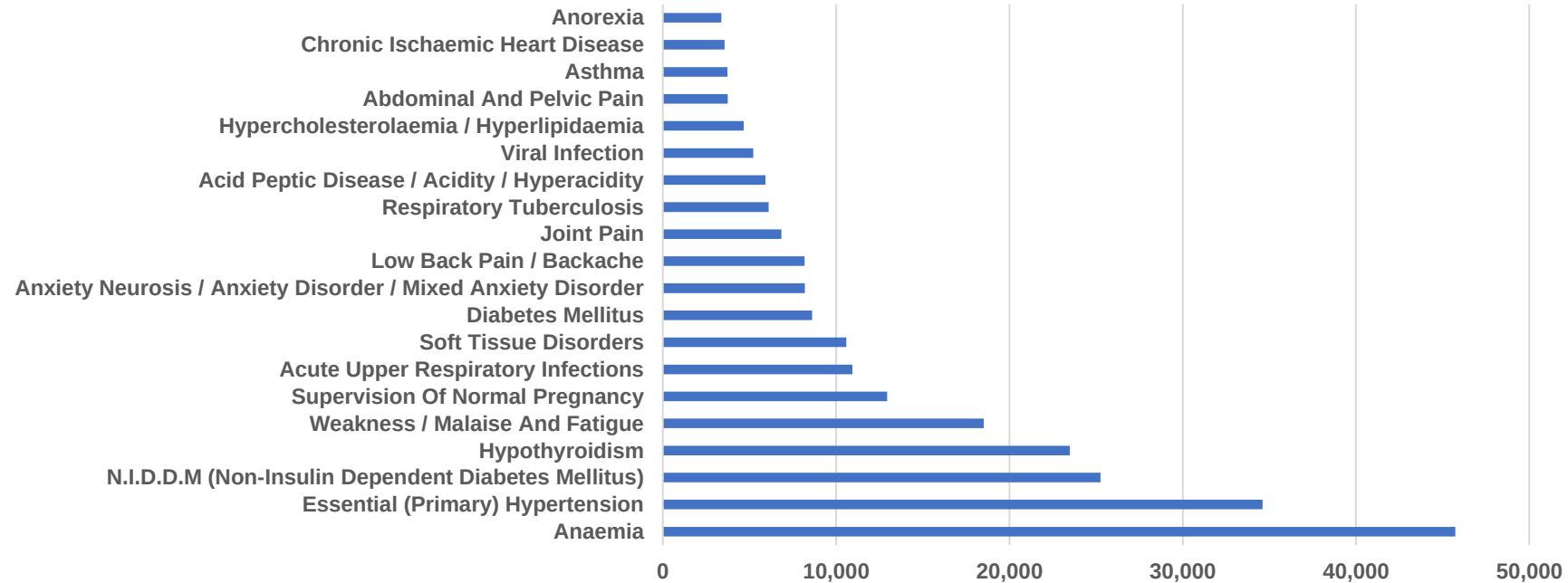
Gynae Indication



GP Indications

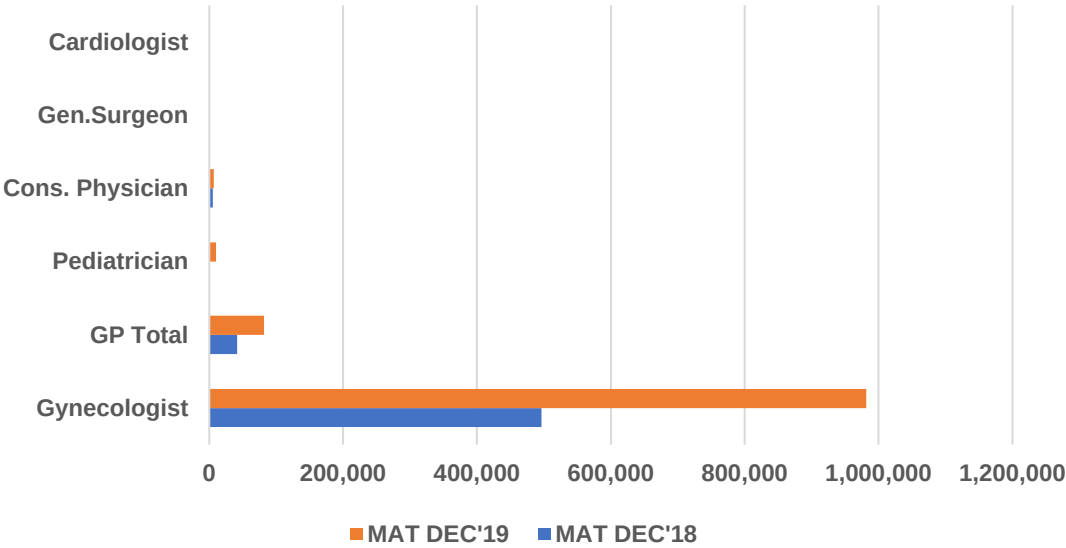


# Consultant Physician

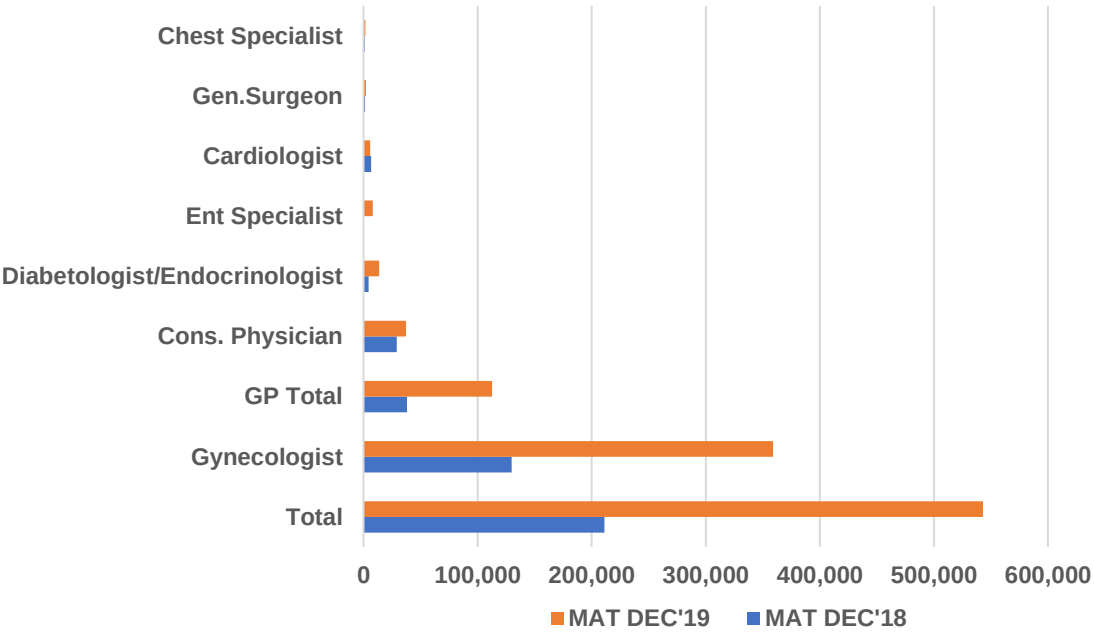


# Findings

MUMFER-MAX-GMK

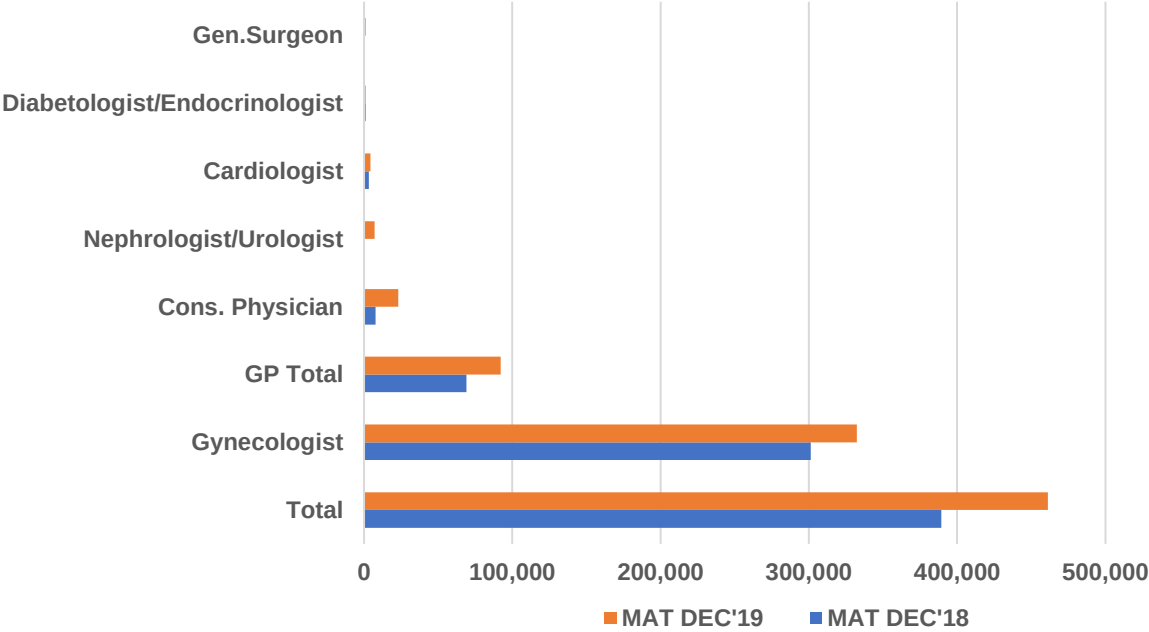


SOFTERON GOLD-ATP

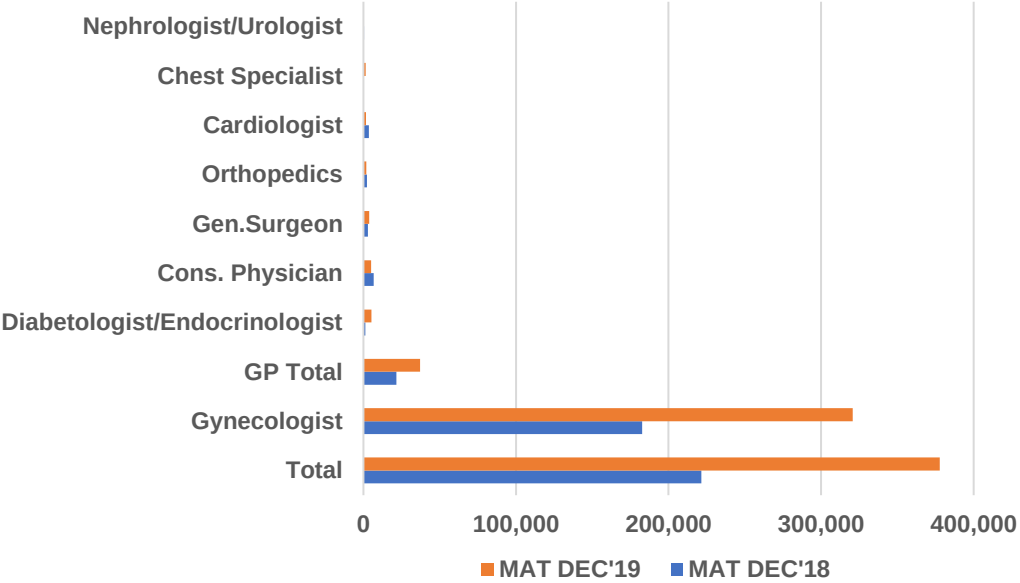


# Findings

PP-26 FORTEWOK



LUPINFER-LU



# OPPORTUNITIES AND CHALLENGES

After the secondary analysis, it was analysed that most of the prescription of the liposomal iron come from the gynaecologist speciality. So, as a company our opportunity is –

- ✓ To target more and more gynae doctors and make them the Key Opinion leader of our Therapy.
- ✓ We should make a communication message which is more clinically significant and focused on gynaecologist.
- ✓ We should also focus on increasing the Public service representative frequency to these doctors.

The most prescribing speciality of his therapy after gynae is General practitioners. As the company we can use the resources for GP to increase their patient base and involve them in therapy related and brand related CME.

As other speciality does not give any prescriptions in liposomal Iron segment so we can invest more on gynaecologist and general physician.

# LIMITATIONS

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Liposomes iron conveyance may maintain a strategic distance from any protein intervened bearer trans-port of iron.

Traditional iron treatment is related with gastrointestinal narrow mindedness, constipation and food bigotry which hampers consistence to treatment. Improving consistence to oral iron is one of the fundamental parts. This type of analysis is limited to physician but not to chemist.

The outcomes taken from the doctors are not taken verbally.



# Recommendation

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As liposomal iron turns out to be industrially accessible, its viability in bigger populace will turn out to be clear. Future clinical investigations should contrast liposomal iron and diverse industrially accessible iron salts to decide its comparative utility. Additionally, its utilization in pregnancy might be urged to expand consistence to oral iron treatment as accessible iron salts present issues of GI prejudice in larger part of the patients. Studies are required to think about its utility in various evaluations of iron lack pallor to find out its job in serious iron insufficiency sickliness also. A near assessment to parenteral iron treatment will disclose to us its utility in extreme iron lack pallor and might end up being a substitute choice to parenteral iron too, whenever demonstrated viable.

Be that as it may, the distinctive component of liposomal iron has been assessed in a few examinations and has appeared to be without regular reactions of customary oral iron supplementation, for example, stomach torment, queasiness, clogging & staining of the mucous.

# Conclusion

In addition, information show that liposomal iron is better tolerated with few/nonattendance of unfavourable impacts and hence, patients are increasingly consistent. The cost effectiveness of the therapy will also play an important role in the success of the therapy.

A large blue circle is centered on a white background. Inside the circle, the words "THANK YOU!" are written in a bold, white, sans-serif font. The text is arranged in two lines, with "THANK" on the top line and "YOU!" on the bottom line. The exclamation mark is large and prominent. The blue circle has a slight gradient, being darker at the edges and lighter in the center. There are faint, repeating watermarks of a camera icon and the text "123RF" around the circle.

**THANK  
YOU!**