

Balila – Market Survey

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MBA PM-10

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Our Mission- To become No. 1 shortage and orphan drug company in India by 2020.



Our Vision- Availability of life-saving drugs and diagnostics for the neglected across the globe.



Jolly Healthcare is one of the fastest-growing Pharma Exporter in India with a wide range of pharmaceutical formulations with an assurance of quality and reliability for both Domestic and Export (Indian Subcontinent & Africa) market.

Company Profile

Product Portfolio

Anti-HIV

- Cytoflu (Flucytosine)
- Valgaid (Valganciclovir)

Antibiotics

- Jolltrim (Trimethoprim + Sulfamethoxazole)
- Jolclo (Cloxacillin)
- Jollpen (PenicillinG)
- Huelin (Benzathine Penicillin)
- Nostof (Cefazolin Sodium)
- Sulphaz (Sulphadiazine)

Analgesic

- Cabaza (Pentoxifyline)

Antifungal

- Mycoflu (Amphoterecin-B)

Diagnostics

- Exacto (HIV test kit)



Neonatal hypoglycaemia happens when the neonate's blood glucose level is not exactly the infant's body prerequisites for components, for example, cell vitality and digestion. There is irregularity globally for indicative limits.



The operational threshold for hypoglycemia is defined as “that concentration of plasma or whole blood glucose at which clinicians should consider intervention, based on the evidence currently available in literature”.



According Indian Pediatrics this threshold is currently believed to be a blood glucose value of less than 40 mg/dL (plasma glucose less than 45 mg/dL).age, birth weight, metabolic requirements, and health condition of the infant substantially affect the neonate's blood glucose level.

Introduction

HH happens on account of uncontrolled discharge of insulin from β -cells of islets of Langerhans in the pancreas. HH is of two kinds i.e. transient and congenital.

Small for gestational age (SGA) babies and macrosomic infant of diabetic mothers (IDM) are the two most essential social affairs of infant kids at risk for hypoglycaemia in the neonatal period.

Indications of hypoglycaemia in an infant are- The most well-known signs include:

1. Shakiness
2. Blue colour to skin and lips (cyanosis)
3. Stopping breathing (apnea)
4. Low internal heat level (hypothermia)
5. Floppy muscles (poor muscle tone)
6. Not keen on taking care of
7. Lack of development and vitality (laziness)
8. Seizures



Management of Hyperinsulinemic Hypoglycaemia with Diazoxide

Enables the release of insulin from pancreas by opening the potassium channel.

Increases the potassium ion permeability through the membrane

Causes the hyperpolarization eliciting the relaxation of the local smooth muscles

Voltage-gated calcium ion channel switches off leading to inhibition of action potential generation



DIAZOXIDE
Brings Rhythm
Control in Blood
Sugar

Balila™

Diazoxide 25mg Capsule

- BALILA (Diazoxide) blocks the release of Insulin, a hormone that lowers blood sugar levels
- BALILA (Diazoxide) can be used to treat various types of Hypoglycaemia e.g.
 - Ideopathic Hypoglycaemia of leucosensitive children
 - Ideopathic Hypoglycaemia of unclassified childhood
 - Neonatal Hypoglycaemia
- BALILA (Diazoxide) can be used to treat Hypoglycaemia especially in cases of inoperable malignant or benign tumor of pancreas
- Balila (Diazoxide) offers suitable treatment options for patients who are not cured by surgery or unsuitable for surgery



IN

- Hypoglycaemia (due To Hyperinsulinaemia)
- Hypertentions/malignant Hypertention

For Order ○ info@jollyhealthcare.org

DOSAGE

For Hypoglycaemia

Recommended initial dose is 5-10mg/kg/day in 2-3 doses

For hypoglycaemia secondary to hyperinsulinaemia, up to 10-15mg/kg/day in 8-12 hourly doses

For severe hypertension

1-3mg/kg for severe hypertension. Can be given every 5-15 minutes. Dose is titrated according to blood pressure response

DIAZOXIDE
1st Time
in Asia

References:
1. Hyperinsulinemic Hypoglycaemia in Infancy: Current Concepts in Diagnosis and Management by Dr. Shrenik Vohra
2. Clinical Practice guidelines for Congenital Hyperinsulinism by Dr. Tohru Yoritani

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It also acts as a peripheral vasodilator hence used for hypertensive emergencies (it relaxes articular smooth muscles and decreases the vascular resistance).

Diazoxide is an antidiuretic hence increase the reabsorption or retention of sodium and water/fluid in the body (therefore it may precipitate the CHF in cardiac patients).

Research Methodology

Objective: - To investigate the market of Diazoxide in multiple cities of India.

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Sampling technique: Purposive sampling

Data collection: Field and online survey using a questionnaire

Study Timeline: Three months (February 2020 - May 2020)

Sample size: The sample size was 102.

Data Analysis and Interpretation: Analysis and interpretation of the data have been carried out to deduce the conclusions with the aid of appropriate statistical tools.

Results & Discussions

Q1) No. of Doctors responded?

Interpretation – From fig1. it was observed that 95% pediatrician and 5% neonatologist responded.

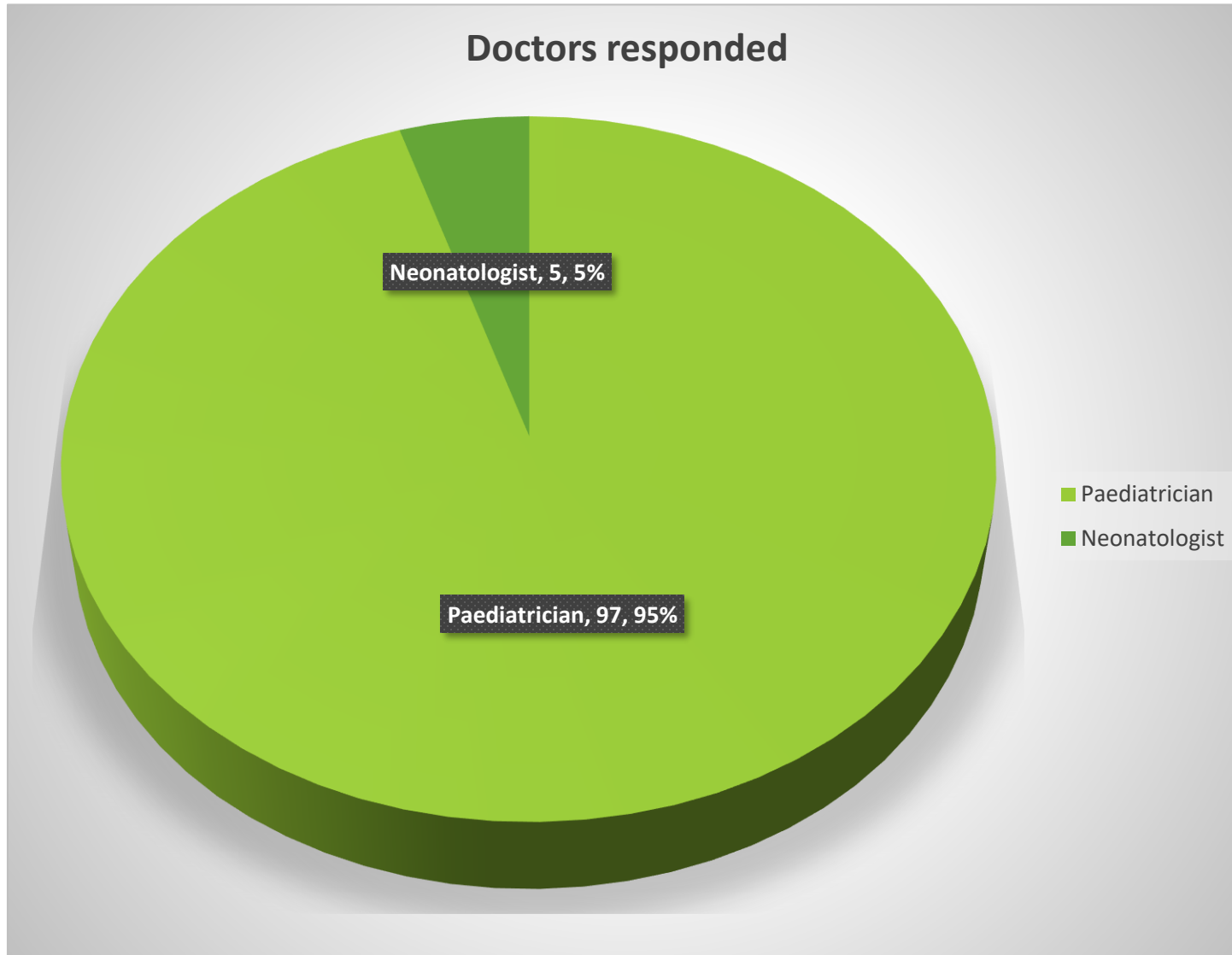


Fig.1- Depiction of Doctor's responded to the survey questionnaire.

Results & Discussions

Q2) Type of Hospitals covered?

Interpretation – From fig.2 it was observed that 97% were Private hospitals and 3% were Government hospitals.

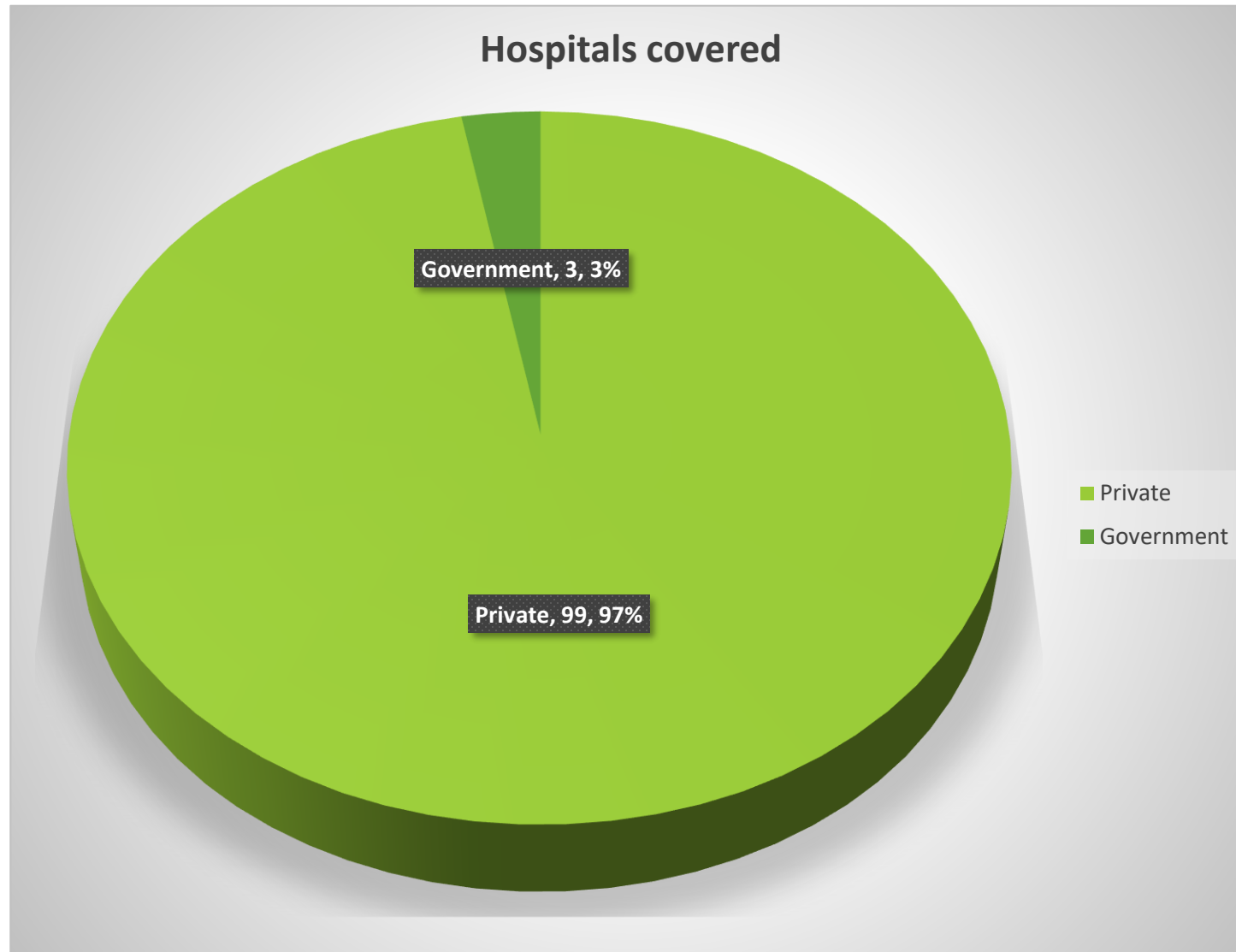


Fig.2- Depiction of Hospitals covered during the survey.

Results & Discussions

Q3) Doctors in which condition(s) you preferred the Diazoxide molecule?

Interpretation – From fig.3 it was observed that diazoxide was preferred by 54% responded for Hypoglycemia followed by 31% respondent for Hypertension.

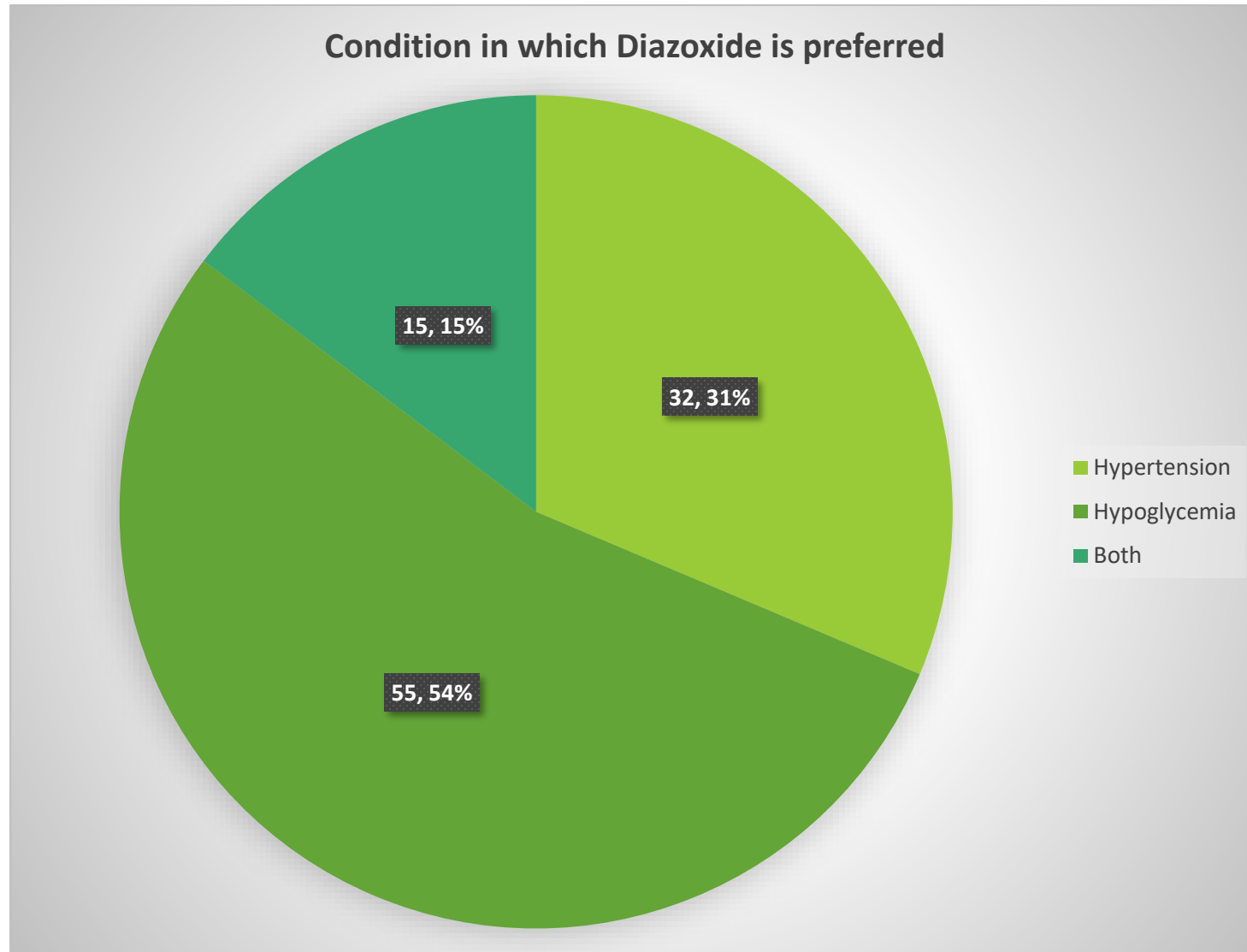


Fig.3- Depiction of indications used for Diazoxide.

Preferred dose for Adult and Children



Fig.4- Depiction of the preferred dose of Diazoxide in Adults & Children.

Results & Discussions

Q4) Doctor, what is the preferred dose for Adult and Children? (Every 8-12 Hours)

Interpretation – From fig.4 it was observed that 8 mg/kg was the most preferred dose in Adults and children followed by 5 mg/kg in every 8-12 hours gap duration.

Preferred dose for Infants and Newborns



Fig.5- Depiction of the preferred dose of Diazoxide in Infants & Newborns.

Results & Discussions

Q5) Doctor, what is the preferred dose for Infants and Newborns? (Every 8-12 Hours)

Interpretation – From fig.5 it was observed that 15 mg/kg was the most preferred dose for Infants and Newborns followed by 8 mg/kg in every 8-12 hours gap duration.

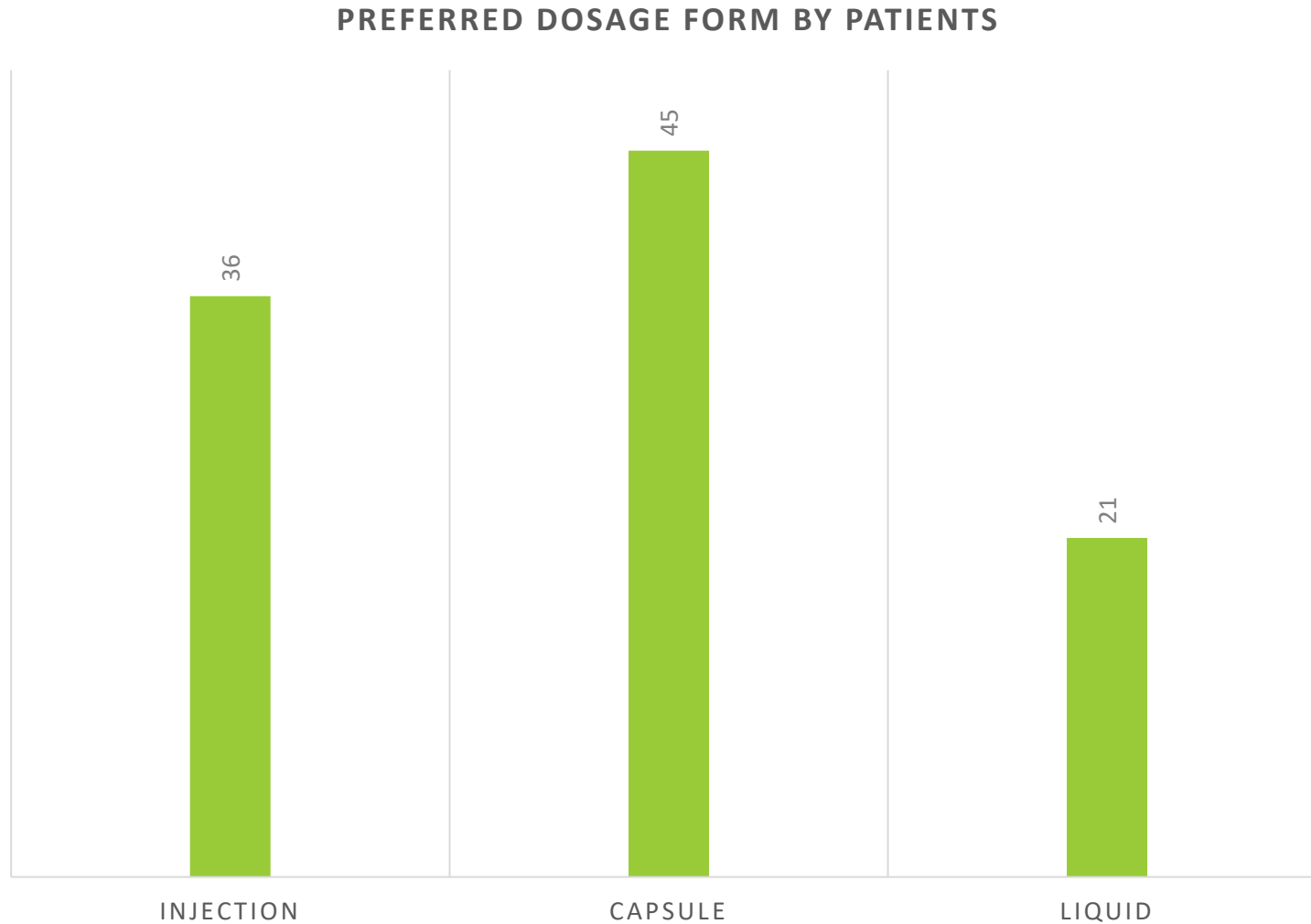


Fig.6- Depiction of preferred dosage forms.

Results & Discussions

Q6) Doctor, which is the most preferred form of administration by patients?

Interpretation – From fig.6 it was observed that most preferred dosage form by the patient was capsules followed by injection and then liquid form.

Attribute influencing prescription

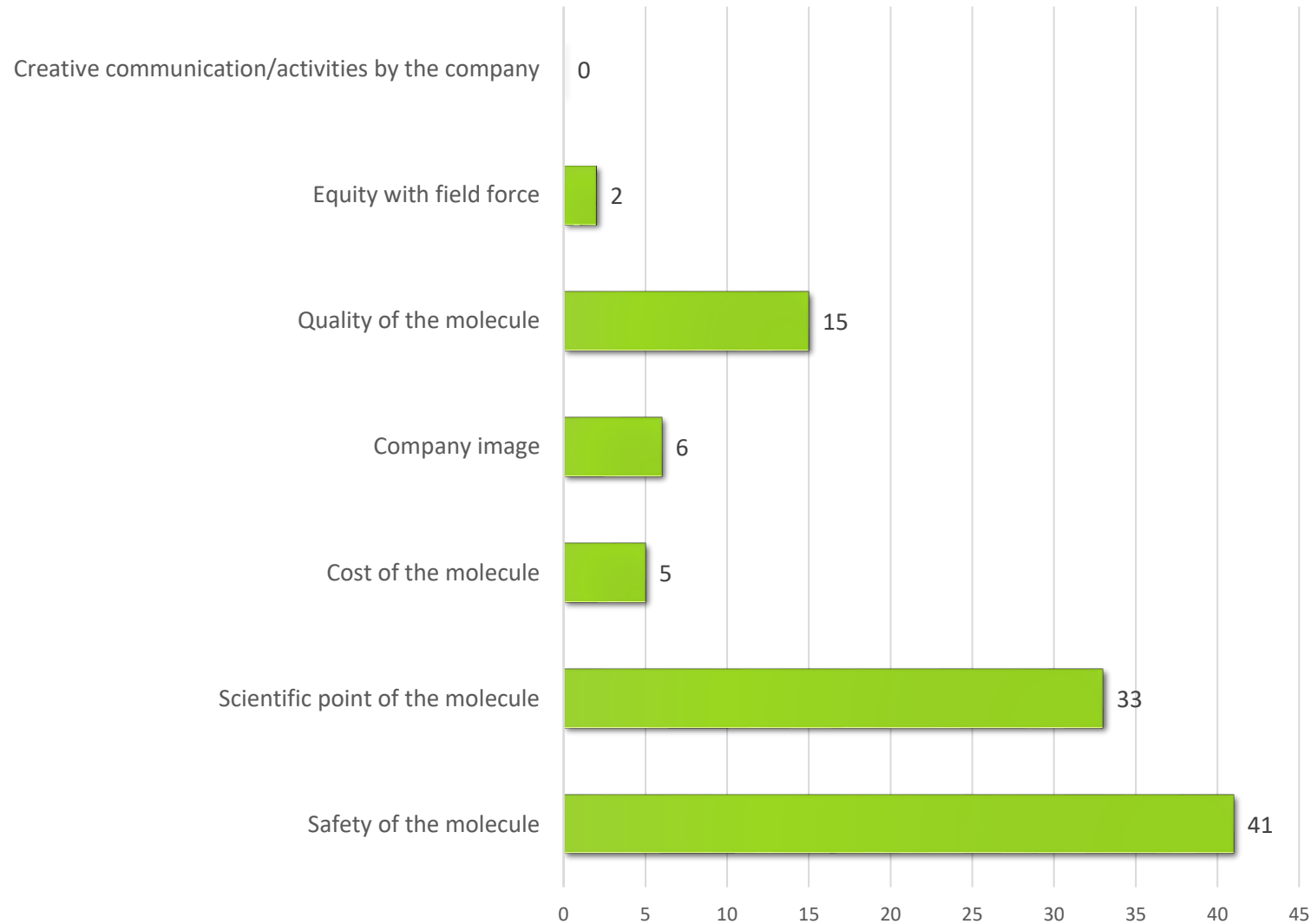


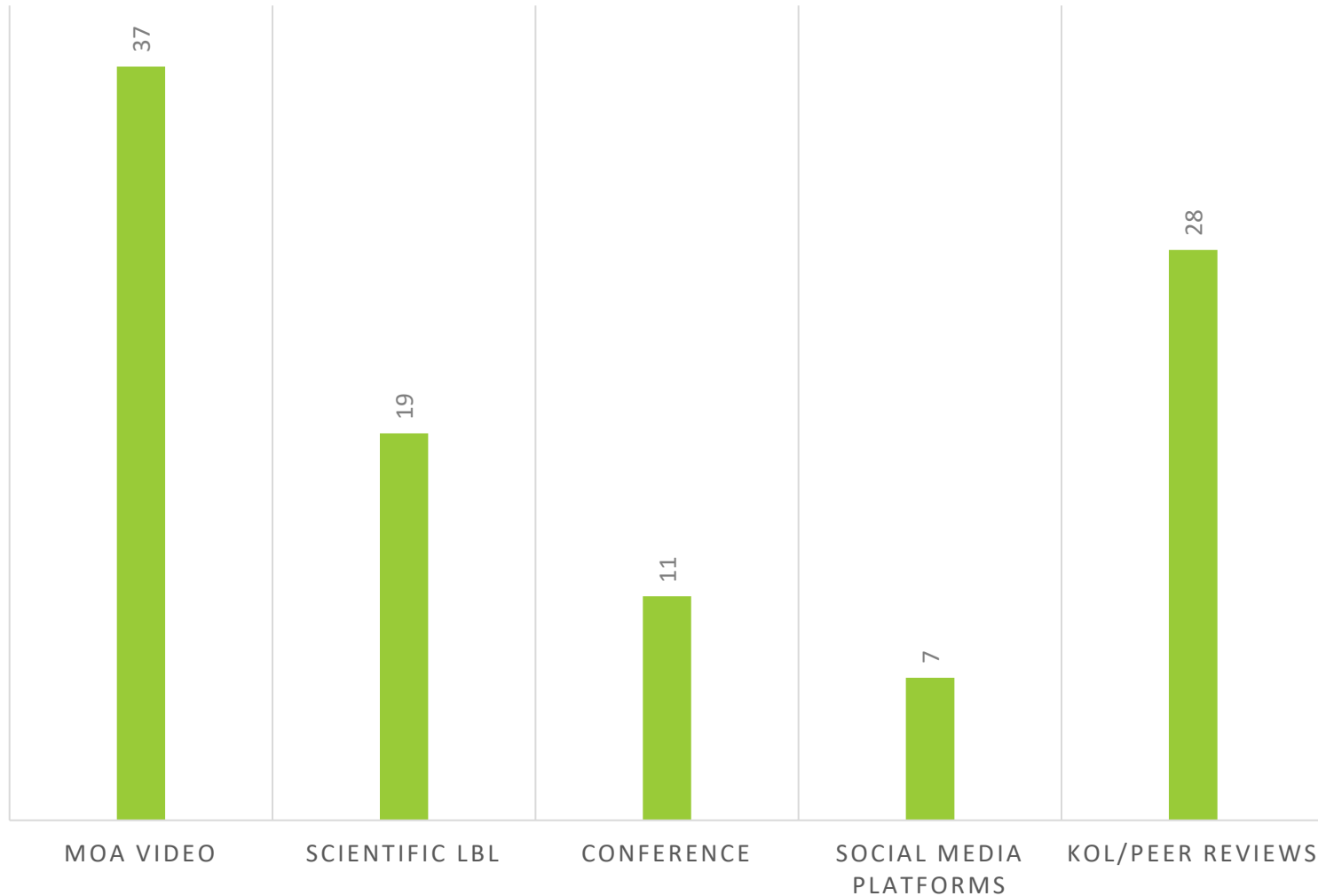
Fig.7- Depiction of attributes influencing the prescriptions.

Results & Discussions

Q7) Doctor which of the following attributes influences your prescription?

Interpretation – From fig.7 it was observed that Safety of the molecule and Scientific point of the molecules are two major attributes that influence the prescription of respondents.

ACTIVITY THAT HELP IN PRESCRIBING DIAZOXIDE

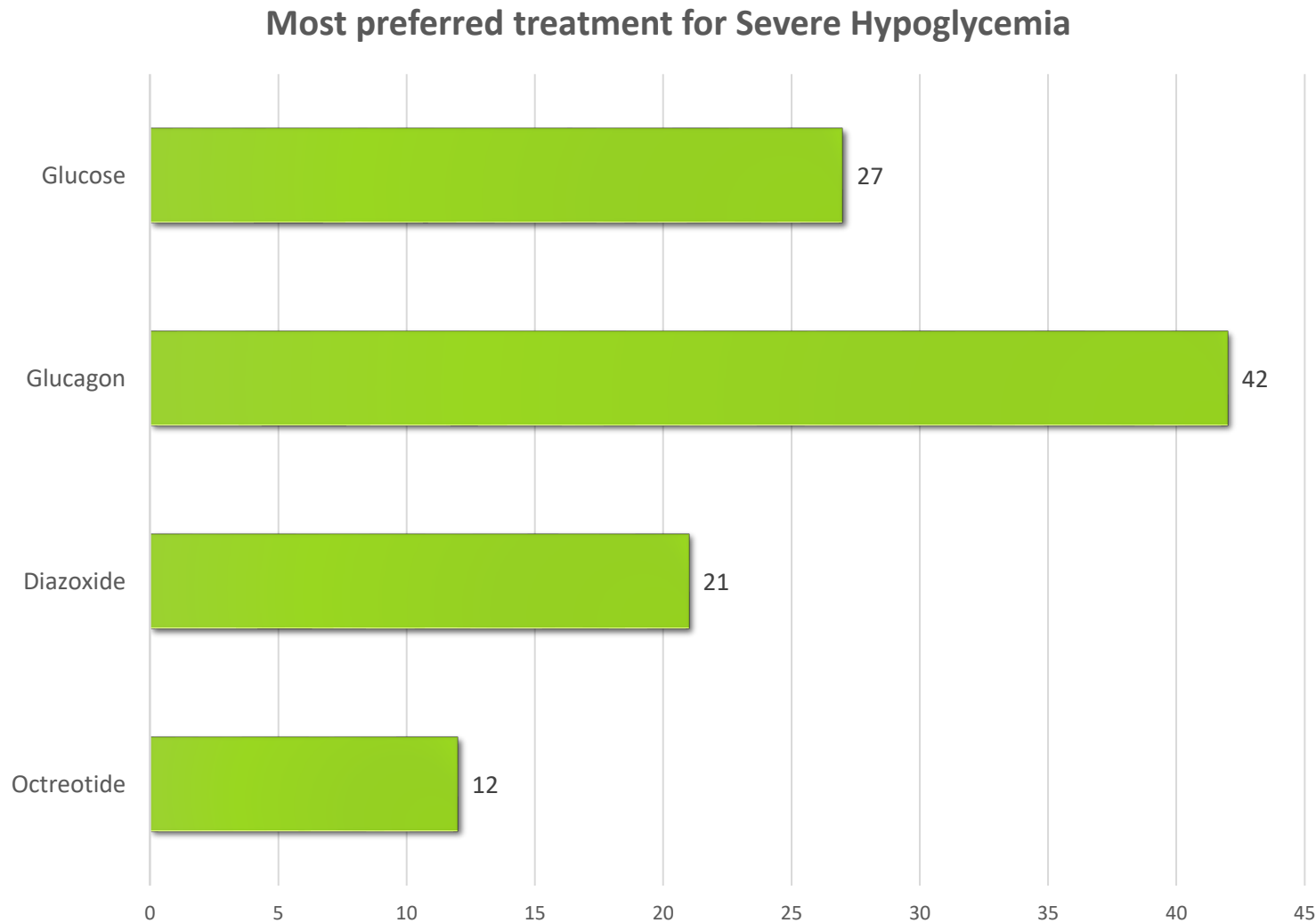


Results & Discussions

Q8) Doctor, which of the following activity will help you in prescribing the Diazoxide molecule?

Interpretation – From fig.8 it was observed that the Mechanism of action video followed by KOL/Peer reviews is the two major activities that help in prescribing the drug.

Fig.8- Depiction of activities that help in Prescribing Diazoxide.



Results & Discussions

Q9) How do you mostly treat Severe Hypoglycemia patients?

Interpretation – From fig.9 it was observed that Glucagon and Glucose (IV) are most preferred for severe hypoglycemia conditions.

Fig.9- Depiction of preferred treatment for severe hypoglycemia.

To conclude diazoxide is an effective treatment for Hyperinsulinemic hypoglycaemia and malignant hypertension.

Hyperinsulinemic hypoglycaemia majorly occurs due to excessive endogenous or injected insulin.

Malignant hypertension has a BP that is commonly over 180/120 while the normal range is 120/80. Malignant hypertension ought to be treated as a health-related crisis or a medical emergency.

India can be a hub of malignant hypertension due to a large number of Hypertensive patients and its association with Diabetic pool in the country.

There can be a potentially untapped market for Diazoxide molecule.

Jolly Healthcare is one of the best companies in the orphan drug market which provides quality and efficacious products to doctors and patients at a competitive price.

There are less competitors present in the market for orphan drugs which provide quality and effective drugs to the doctors.

Conclusion



Recommendation

1. According to respondents, Diazoxide is a potent molecule which can be used in Hyperinsulinemic Hypoglycaemia and severe hypertension conditions.
2. According to respondents, KOL opinions can drive prescription behaviour
3. Strong scientific knowledge backed representative can bring good Top line growth.
4. The dosage form of the drug can play a pivotal role since the drug can be targeted to all age segments i.e. from Neonates to Adults.
5. Safety of the molecules is a major source of concern for respondents towards their patients therefore lesser side effects molecule or a drug with a precise amount of active ingredient will be most suitable.



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Thank You

