

MARKET RESEARCH OF FREQUENTLY PRESCRIBED PRODUCTS BY GYNAECOLOGIST AND PAEDIATRICIAN.

Dissertation Submitted to



The IIHMR University , Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)

In

Pharmaceutical Management

By

Angika Mishra

Under the Supervision and Guidance of

Mr. VIVEK HATTANGADI (Industrial Guide)

Mr. RAHUL SHARMA (Faculty Guide)

2021

DECLARATION BY STUDENT

I hereby declare that this dissertation titled Market Research of frequently prescribed products by Gynaecologist and Paediatrician is the bonafide record of my original research work. I declare that it has not being submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Name of Student – Angika Mishra

Date – 24 -06-21

CERTIFICATE

This is to certify that Angika Mishra in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her dissertation during March 22, 2021 to June 19, 2021.

Place:
Organization

Preceptor/Head of the

Name of the organization

Date:

Certificate from Faculty Guide and School Dean

CERTIFICATE

This is to certify that dissertation titled Market Research of frequently prescribed products by Gynaecologist and Paediatrician is a record of the research work undertaken by Angika Mishra in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

IIHMR University, Jaipur
Jaipur

Date

School Dean

IIHMR University,

Date

ACKNOWLEDGEMENT

I would like to express my sincere gratitude and appreciate for all the efforts to everyone who have directly or indirectly contributed their knowledge and support in successful completion of my dissertation.

I would like to express my heartfelt gratitude to **Mr. VIVEK HATTANGADI** (The Enablers) for his valuable suggestion and consistent support during this pandemic covid situation.

I would like to extend my deep and sincere gratitude to **DR. SANDEEP NARULA** (In charge placement committee, Associate Professor of IIHMR UNIVERSITY) for providing me an opportunity to work with **Mr. VIVEK HATTANGADI**.

I would like to express my sincere gratitude to my mentor **Mr. RAHUL SHARMA** (Assistant Professor of IIHMR UNIVERSITY).I am very much grateful to him for valuable guidance for the completion of my dissertation.

I am extremely grateful to **Dr Saurabh Banerjee** (Dean , School of Pharmaceutical management at IIHMR UNIVERSITY) and **Dr. Ashok Peepliwaal** (Associate Professor of IIHMR UNIVERSITY) for their cooperative attitude, sources of knowledge and inspiration to me.

At last but not the least I would like to thank **Almighty God , Parents, Family** and **Friends** for supporting me in completion of this dissertation project.

Angika Mishra

TABLE OF CONTENT

Serial no.	Topic	Page No.
I.	Introduction	7
II.	Literature Review	8
III.	Objective and Research Methodology	9
IV.	Data Analysis	10-16
V.	Conclusion and Recommendation	16
VI.	References and Annexure	17-19

INTRODUCTION

Pregnancy is the most unique phase in women's life as many changes happen to her body that directly or indirectly affect the pharmacology of a particular drug. Medication during pregnancy and to the paediatrics remains the most important factors for good and balanced health. Most of the medicines are not studied in pregnant women that is why it is difficult to prescribe medicines in pregnant women.

Drugs given to pregnant women reach the foetus primarily by crossing the placenta. They can change the vital functions of placenta by constricting the blood vessels and thus reducing the supply of oxygen and essential nutrients to the foetus from the mother results in underweight or underdeveloped babies.

Drugs during pregnancy increase the chances of birth defects, teratogenic effect, stillborn birth, underweight or premature babies. Even prescription drugs to the paediatrics are risky and high dose in infants may lead to many complications.

Sometimes drugs can affect the muscles of the uterus to contract forcefully and it can indirectly cause injury to the foetus by reducing its blood supply or triggers preterm labour or delivery.

Gynaecological conditions may require some special medical attention as it is the most complicated sector. The diseases under gynae are breast cancer, cervical cancer, Gestational diabetes mellitus, Infertility, Labour Pain, Nutrition during pregnancy, Miscarriage, Ectopic Pregnancy, Endometrial cancer, Pelvic inflammatory disease, Polycystic ovarian syndrome, Menstrual problem, Hormone disorder, Urinary tract infection, Endometriosis, vaginitis etc. are the diseases related to women are treated by gynaecologists and obstetricians.

Paediatrics is defined as the branch of medicine that involves the medical care of infants and children. The diseases under paediatrics are Anaemia, Autistic disorder, Constipation, Hepatitis, Atopic dermatitis, food allergy, measles, mumps, Growth hormone disease, Kawasaki disease, Neonatal jaundice, sudden infant death syndrome, Pneumonia, Tuberculosis, Gastro oesophageal disease, cystic fibrosis, ophthalmia Neonatorum, Tonsillopharyngitis, Croup, Rhinitis, Rhinosinusitis, Asthma in Child etc. Any disease or reaction in paediatrics are treated by only Paediatrician.

LITERATURE REVIEW

1. 30 most commonly prescribed Pediatric Medications, Vincent Iannelli, Lyndsey Garbi, published on December 04 2019 :- The main aim of this article was to study the most prescribed drugs for infant and children. This article was basically published as an awareness for parents to understand the medicine that their kids are prescribed by paediatrician.
2. Gynaecology Drugs Market: Rise in Number of women facing Menopausal conditions to drive the market , Published by Transparency Market Research on November 20th, 2020:- According to this Journal the global gynaecology drug market was valued at US \$53.376.96 Mn in 2017. It is projected to expand at a CAGR of 5.5% during forecast period. It basically focused on Market size, Market Share, Market Growth, Market Trends and forecast for 2018-2026.
3. Study of Drug utilization pattern in the Gynaecology of OPD of a Tertiary care centre, published by Sharma Supriya, Deshmukh Yeshwant A, Rai Mandavi, Salve Urmila :- It was a prospective observational study of the patients coming to the gynaecologist OPD. In this study prescription records were screened as per inclusion and exclusion criteria.
4. Paediatric and adolescent gynaecology : a multidisciplinary approach, Published by R J Hitchcock:- It was an article associated with management of young and adolescent girls with disorder related to genital tract. In this study many young gynaecologist, paediatric surgeon, physician, clinical geneticists, and psychologists worked together to diagnose and explain the difficulties which may be found in paediatric gynaecology.

OBJECTIVE OF THE STUDY

Primary objective

To find out the frequently prescribed products by gynaecologist and paediatrician in different parts of India

Secondary Objective

To identify the most prescribed and satisfied brand by gynaecologists and paediatricians.

RESEARCH METHODOLOGY

Sources of Data collection

The data will be gathered by filling questionnaire by doctors (gynaecologists and paediatrician).

Type of Research

Descriptive.

Period of the Study

90 days (22nd March 2021 to 22nd June 2021)

Sample size

Sample size is 120 doctors / specialist and it included 60 Gynaecologists and 60 Paediatrician.

Sample Area

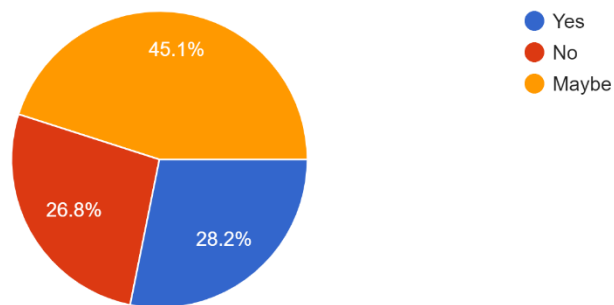
Pan India.

Data Analysis

The data in the google form was analysed and interpreted.

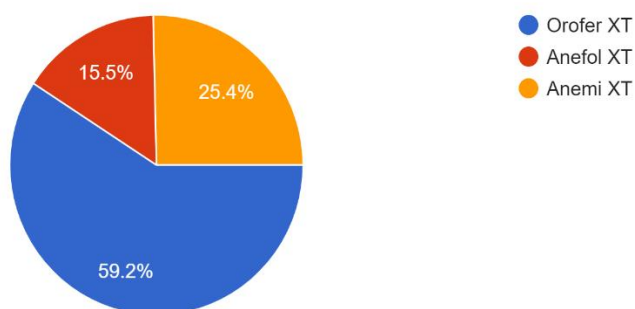
DATA ANALYSIS AND INTERPRETATION

1. Does birth control pill cause weight gain?



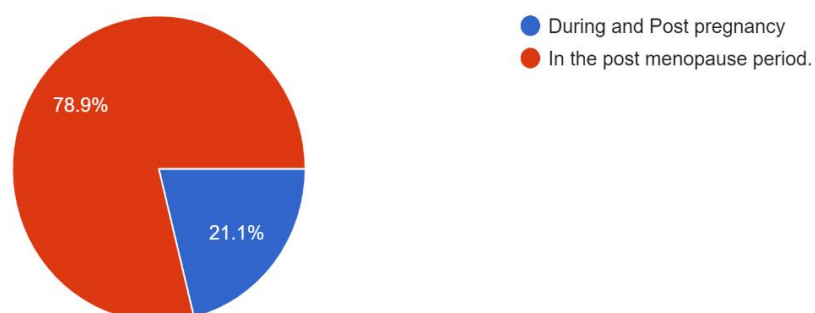
Interpretation :-Birth control pill may cause weight gain as 45.1 % was of response for “ May be”

2. Which product is frequently prescribed for anaemia?



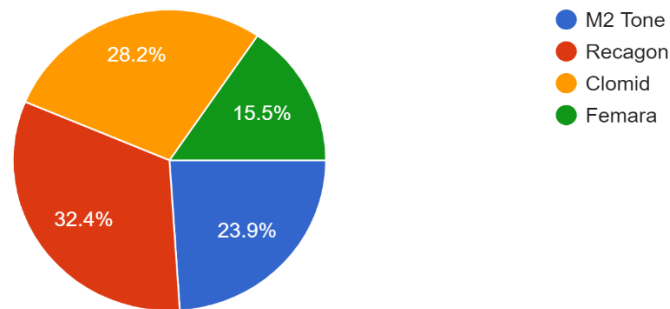
Interpretation :- The frequently prescribed drug for anaemia is Orofer XT and it is manufactured by Emcure Pharmaceuticals.

3. Calcium therapy is needed in which condition?



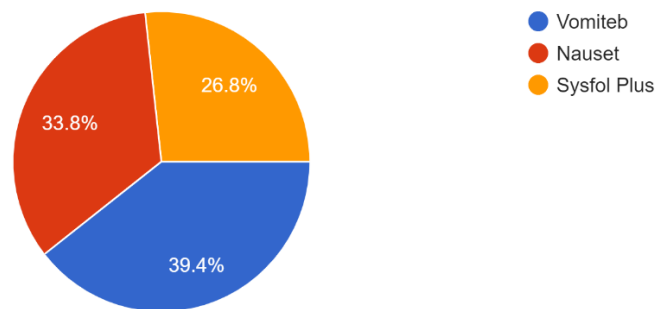
Interpretation:- Calcium therapy is mainly needed in the post menopause period.

4. Which of the following drugs are frequently prescribed to women for infertility?



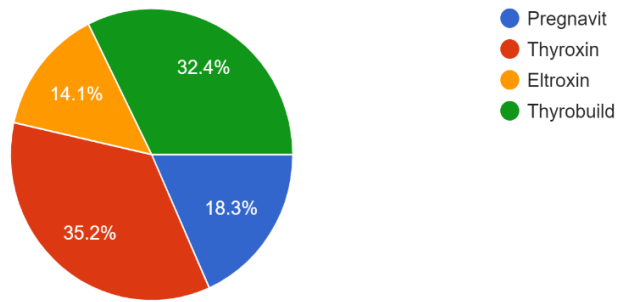
Interpretation:- The frequently prescribed drug by gynaecologist for infertility is Recagon. It belongs to the family of hormone called Gonadotropins.

5. Which drug is frequently prescribed for Nausea and vomiting?



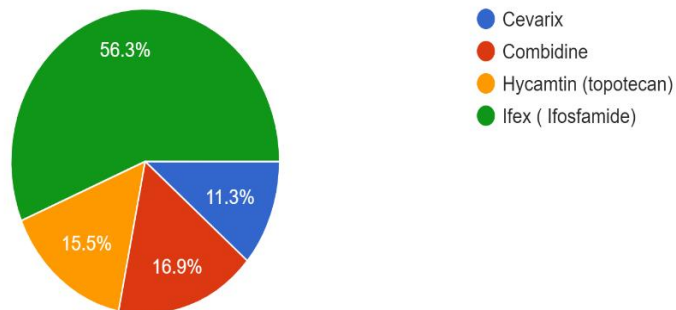
Interpretation:- The frequently prescribed drugs for vomiting and nausea by gynaecologist is Vomiteb.

6. Which drug is frequently prescribed for hypothyroidism in women?



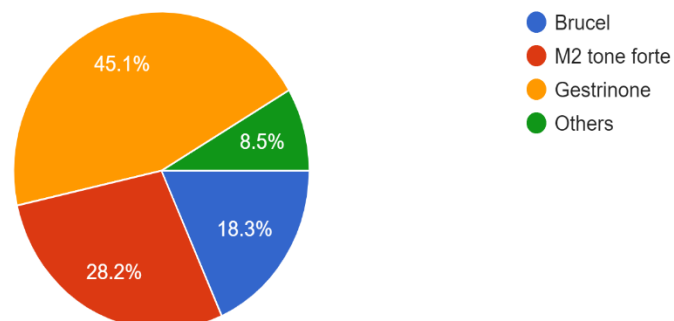
Interpretation:- The mostly prescribed drugs by Gynaecologist for thyroid is Thyroxin and Pregnavit.

6. Which drug is frequently prescribed for cervical cancer?



Interpretation:- The frequently prescribed medicine for cervical cancer is Ifex (Ifosfamide).

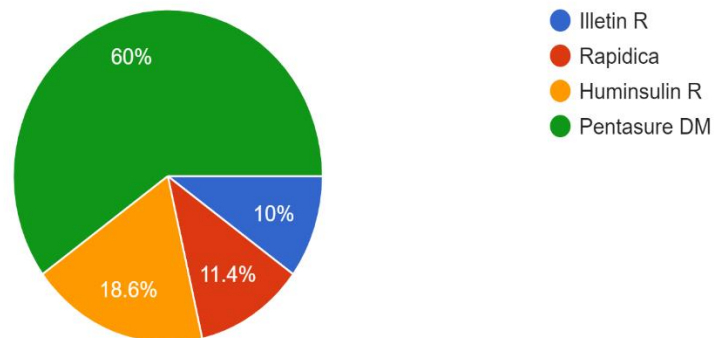
7. The drug which is frequently used in endometriosis?



Interpretation:- The frequently prescribed drug in Endometriosis is Gestrinone.

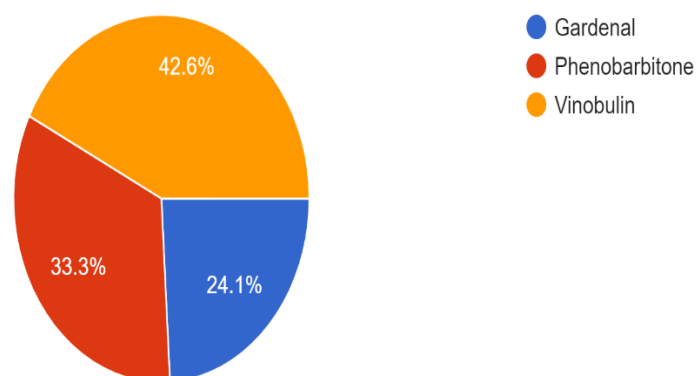
8. Which of the following drugs is frequently prescribed in Gestational Diabetes Mellitus?

QUESTION



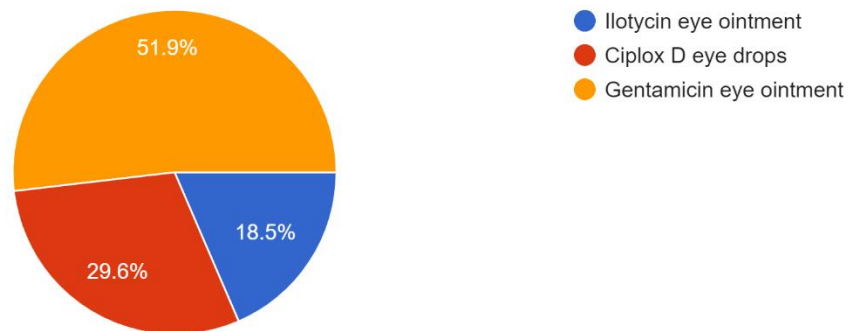
Interpretation:- The frequently prescribed drug by Gynaecologists for Gestational Diabetes Mellitus is Pentasure DM.

9. Which of the following drugs are mainly used in Neonatal jaundice?



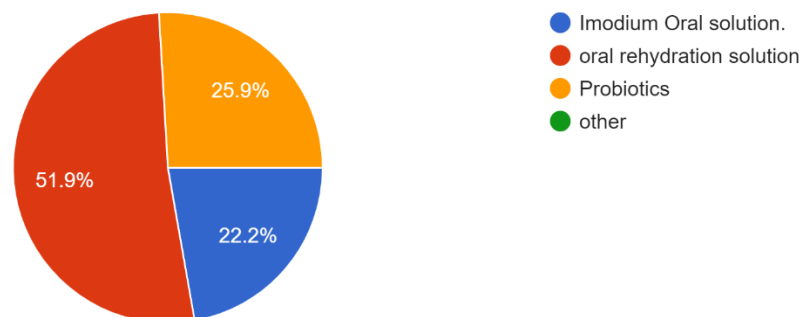
Interpretation:- The frequently prescribed drug by Paediatrician for Neonatal jaundice is Vinobulin.

10. Which drug is mainly used in ophthalmia neonatorum?



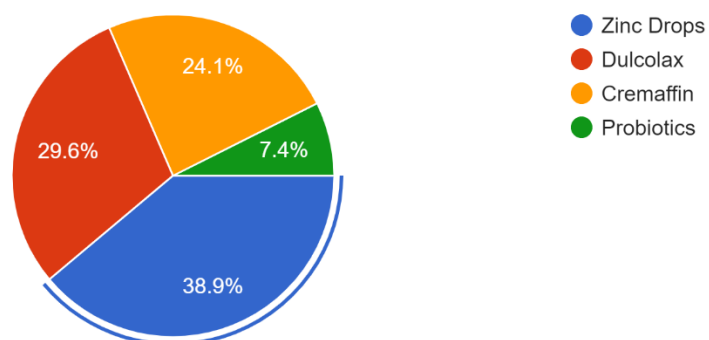
Interpretation:- The frequently prescribed drug by Paediatrician for ophthalmia neonatorum is Gentamicin eye ointment.

11. Which drug is commonly used in diarrhoea?



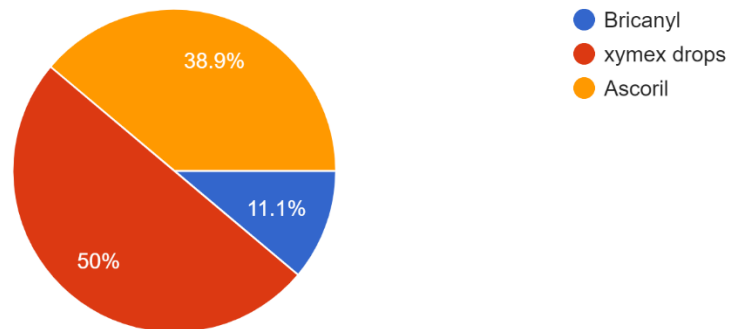
Interpretation:- The frequently prescribed drug by Paediatrician for diarrhoea Oral Rehydration solution.

12. Which drug is most frequently prescribed in constipation?



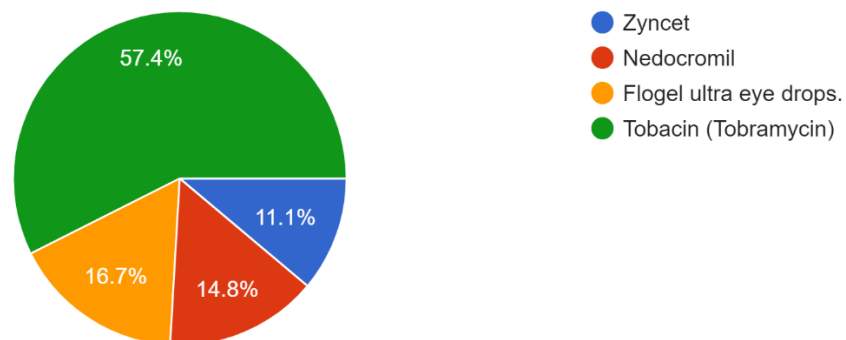
Interpretation:- The frequently prescribed drug by Paediatrician for constipation is Zinc drops.

13. Which drug is most commonly used in Bronchitis?



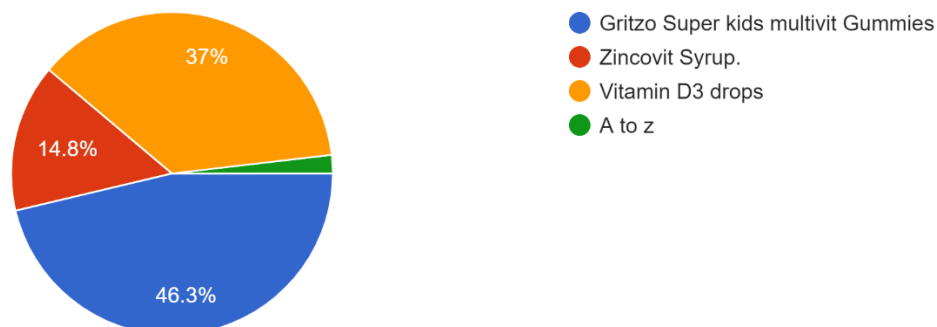
Interpretation:- The frequently prescribed drug by Paediatrician for Bronchitis is xymex drops.

14. Which drug is frequently prescribed in conjunctivitis?



Interpretation:- The frequently prescribed drug by Paediatrician for conjunctivitis is Tobacin (Tobramycin).

15. Which multivitamin is frequently used for Kids?



Interpretation:- The frequently prescribed drug by Paediatrician as a multivitamin is Gritzo Super kids multivitamin Gummies.

CONCLUSION

This study was concerned with the market research of frequently prescribed products by gynaecologists and paediatrician. This study was basically conducted to acquire knowledge about some pharmaceutical products used by gynaecologist and paediatrician, for gaining some ideas and knowledge about the pharma marketing as it is a market research study as to promote a particular brand the pharmaceutical companies needs to provide some promotional activities.

RECOMMENDATIONS.

1. Doctors should be more careful in prescribing medicine as the drug may cause teratogenic effect.
2. Antibiotics should be avoided in children.
3. The pharmaceutical company which provides better schemes with good quality to the chemist are mostly prescribed products in the market.

REFERENCE

- 1) Global Gynaecology Drugs Market to Reach US\$ 85,833.02 Mn by 2026; Rising Incidence and Prevalence of Gynaecological Diseases Drive the Market [Internet]. Transparency Market Research. 2019 [cited 2021Jul1]. Available from:
<https://www.transparencymarketresearch.com/pressrelease/gynecology-drugs-market.htm>
- 2) Iannelli, V., 2021. *Review the 30 Most Prescribed Drugs in Pediatrics*. [online] Verywell Health. Available at:
<<https://www.verywellhealth.com/the-30-most-prescribed-drugs-in-pediatrics-2633435>> [Accessed 1 July 2021].
- 3) Market, G., 2019. *Gynaecology Drugs Market: Rise in Number of Women Facing Menopausal Condition to drive the Market* | Medgadget. [online] Medgadget.com. Available at:
<<https://www.medgadget.com/2020/11/gynecology-drugs-market-rise-in-number-of-women-facing-menopausal-condition-to-drive-the-market.html>> [Accessed 1 July 2021].
- 4) Wjpps.com. 2014. *wjpps | ABSTRACT*. [online] Available at:
<https://www.wjpps.com/Wjpps_controller/abstract_id/2384> [Accessed 1 July 2021].
- 5) MSD Manual Professional Edition. 2021. *Drugs in Pregnancy - Gynaecology and Obstetrics - MSD Manual Professional Edition*. [online] Available at:
<<https://www.merckmanuals.com/professional/gynecology-and-obstetrics/drugs-in-pregnancy/drugs-in-pregnancy>> [Accessed 1 July 2021].

ANNEXURE

(Questionnaire)

IIHMR University, Jaipur

Student name :- Angika Mishra

Dissertation guide :- Mr. Vivek Hattangadi (Industrial Guide)

Mr. Rahul Sharma (Faculty Guide)

FREQUENTLY PRESCRIBED PRODUCTS BY GYNAECOLOGIST AND PAEDIATRICIAN.

Questionnaire

1. Does birth control pill cause weight gain?
 - Yes
 - No
 - May be
2. Calcium therapy is needed in which condition?
 - During or post Pregnancy
 - Post Menopause period.
3. Frequently Prescribed drugs for (Gynaecologist Questionnaire)
 - Anaemia
 - Breast Cancer
 - Cervical Cancer
 - Infertility
 - Nausea & Vomiting
 - Thyroid
 - Endometriosis
 - Gestational Diabetes
4. Frequently Prescribed drugs for (Paediatrician Questionnaire)
Neonatal Jaundice.
Ophthalmia neonatorum.

Diarrhoea
Constipation
Bronchitis
Conjunctivitis
Multivitamin for kids