

MARKET RESEARCH OF FREQUENTLY PRESCRIBED PRODUCTS BY GYNAECOLOGIST AND PAEDIATRICIAN.

**Submitted by
Angika Mishra**

Roll-0166

MBA PHARMACEUTICAL



1 . INTRODUCTION

2. LITERATURE REVIEW

3. OBJECTIVE

4. RESEARCH METHODOLOGY

5. DATA ANALYSIS

6. RECOMMENDATION

7. CONCLUSION

8. REFERENCE.



**TABLE OF
CONTENTS**

INTRODUCTION

- Pregnancy is the most unique phase in women's life as many changes happens 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 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 increases 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.

- Gynecological conditions may require some special medical attention as it is the most complicated sector. The disease under gynae are breast cancer , cervical cancer , Gestational diabetes mellitus, Infertility, Labour Pain, Nutrition during pregnancy, Miscarriage, Ectopic Pregnancy, Endometrial cancer, Pelvic inflammatory disease, Poly cystic ovarian syndrome, Menstrual problem, Hormone disorder, Urinary tract infection, Endometriosis, vaginitis etc are the disease related to women are treated by gynecologists and obstetrician.
- Paediatrics is defined as the branch of medicine that involves the medical care of infants and children. The disease under paediatrician 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 the city.

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 to 22nd June)

Sample size

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

Sample Area

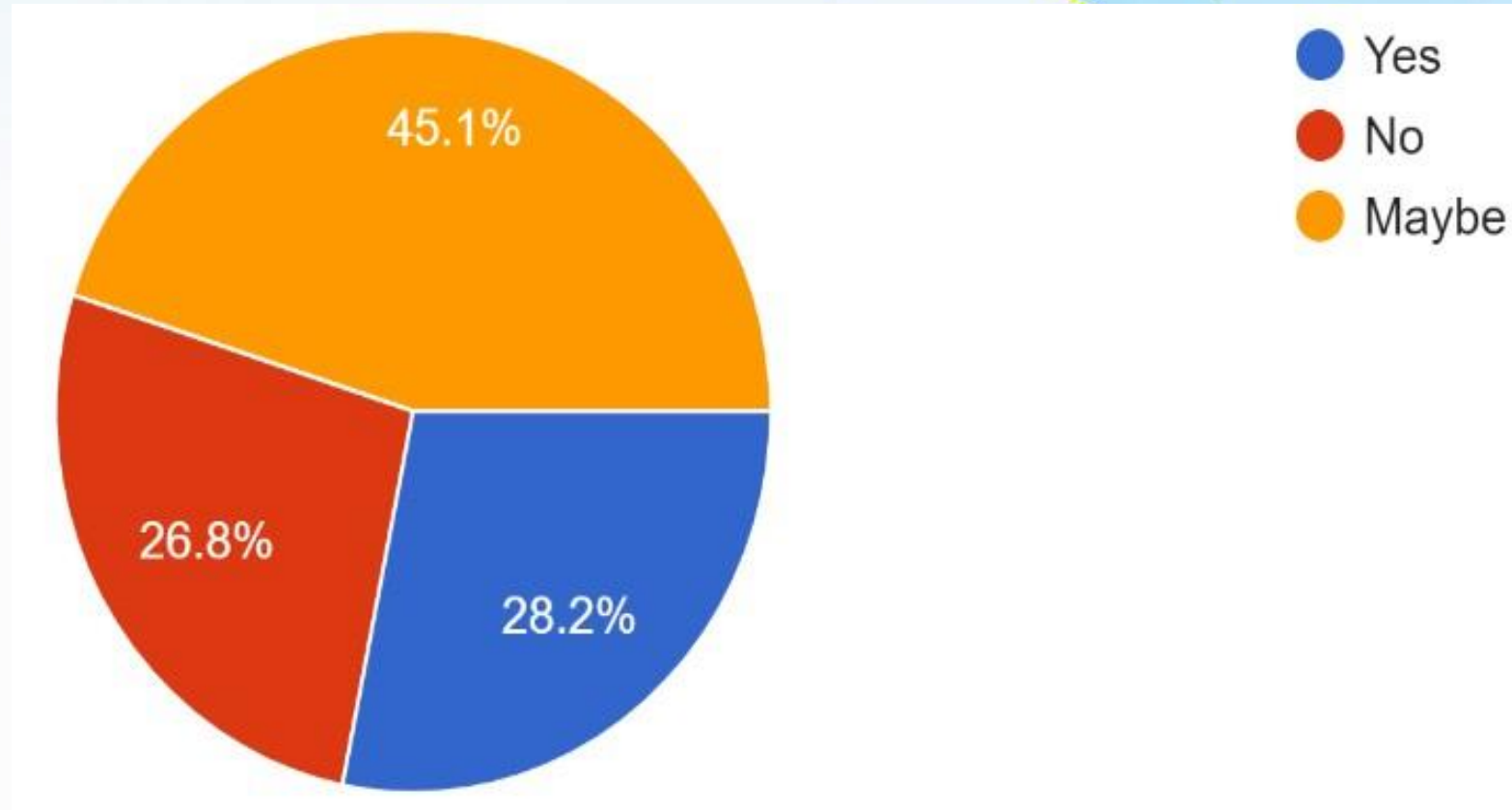
Pan India.

Data Analysis

The data in the google form was analysed and interpreted.

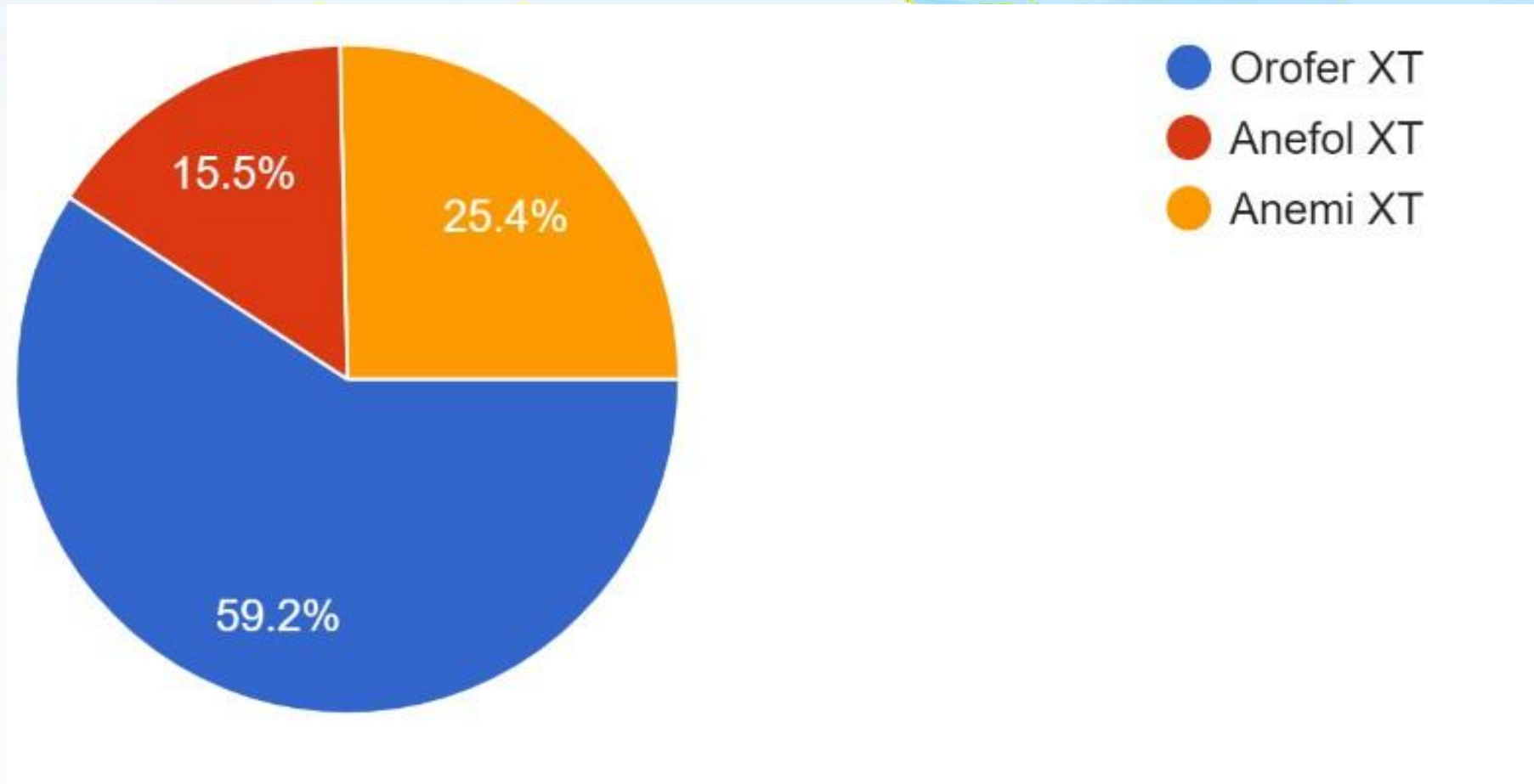
DATA ANALYSIS AND INTERPRETATION

1) Does birth control pill cause weight gain?



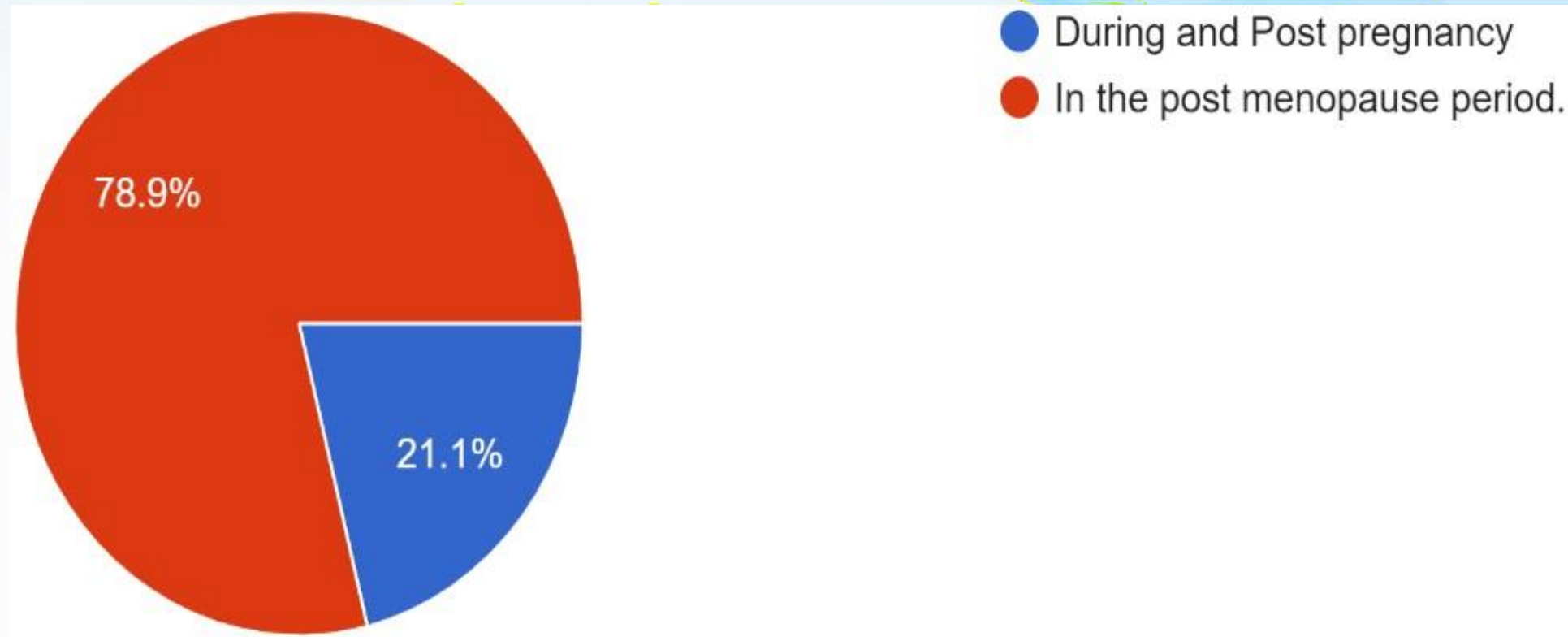
Interpretation :-Birth control pill may cause weight gain as 45.1 % was of response for “ May be”

2) Which product is frequently prescribed for anaemia?



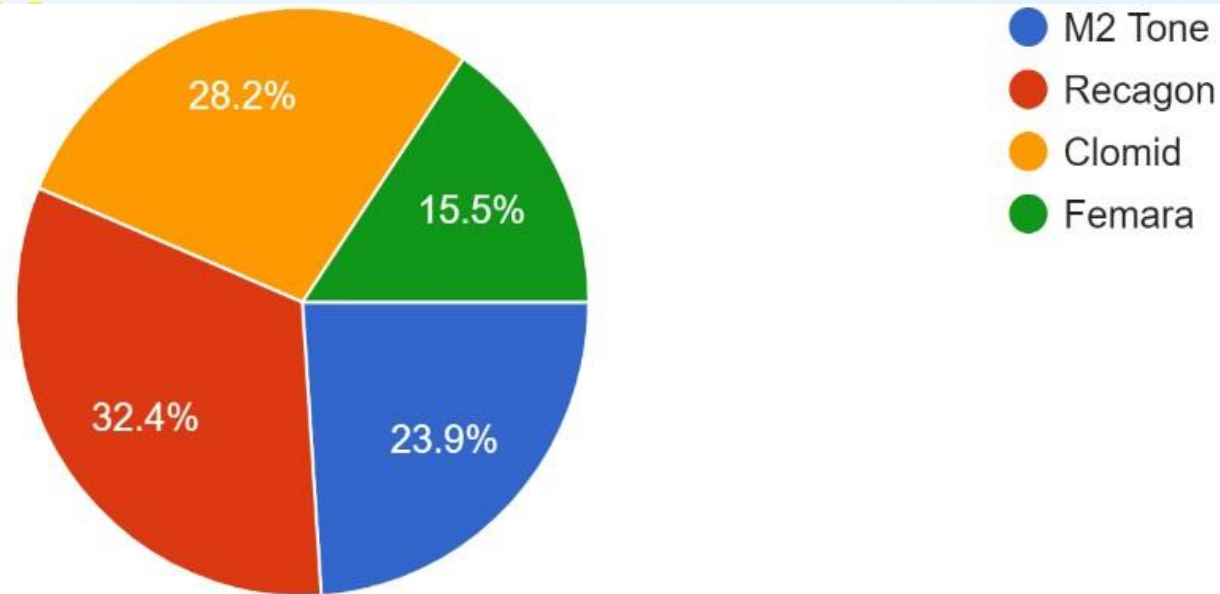
Interpretation :- The frequently prescribed drug for anaemia is Orofer XT and it is manufactured by Emcure Pharmaceuticals.

3) Calcium therapy is needed in which condition?



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

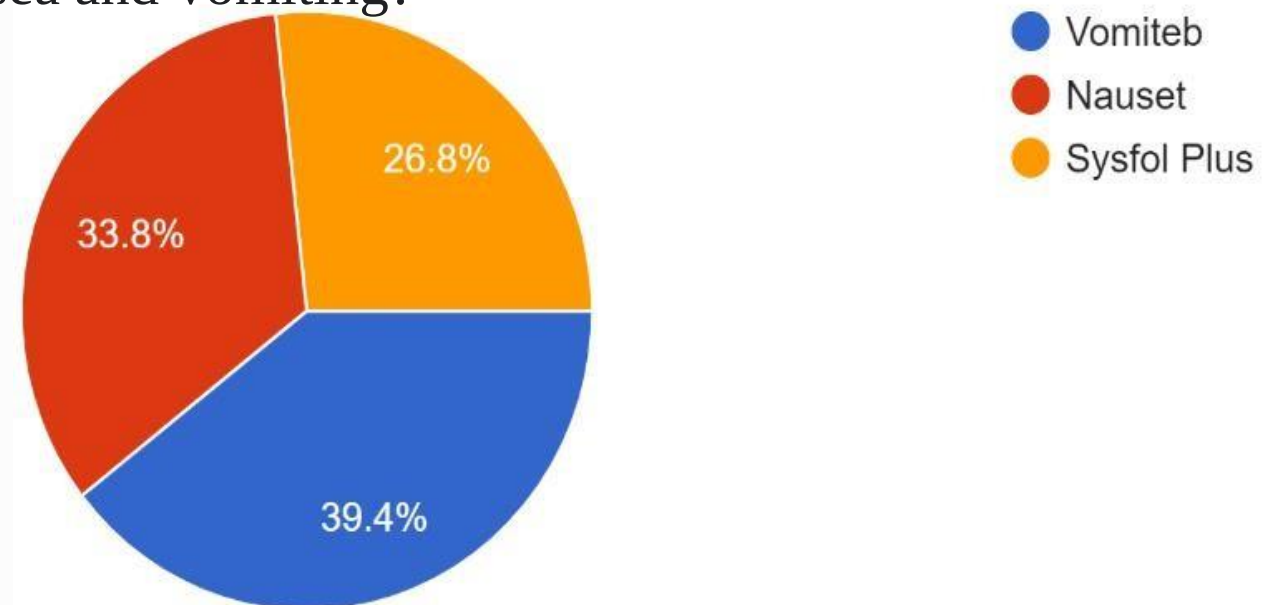
4) Which of the following drugs are frequently prescribed to women for infertility?



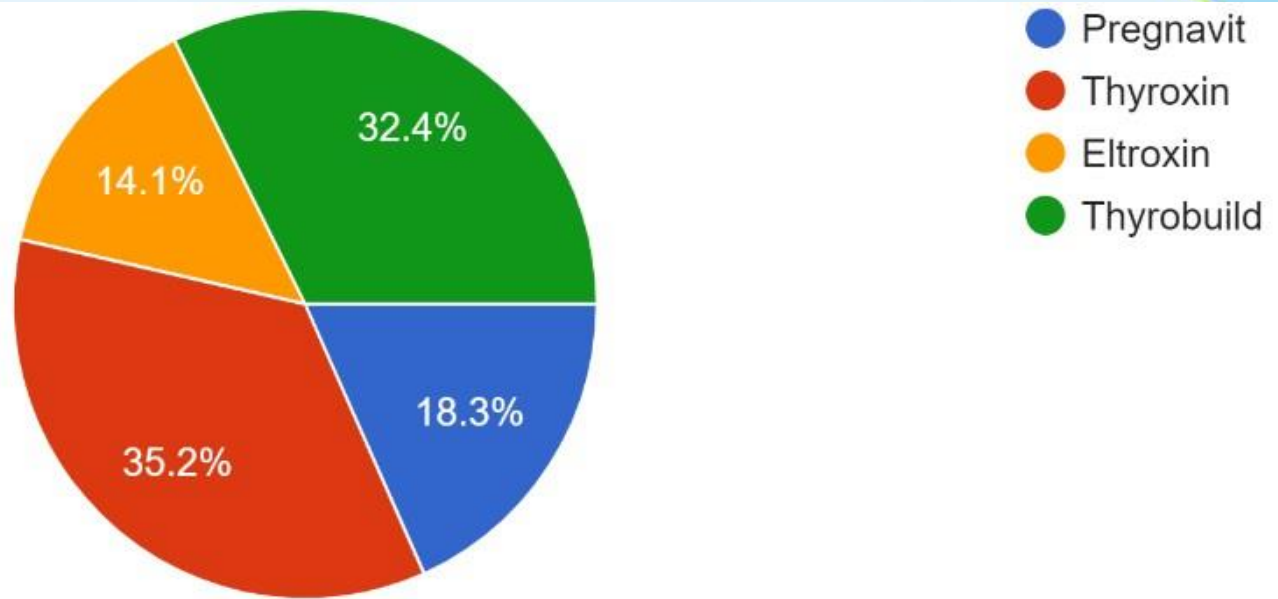
Interpretation:- The frequently prescribed drug by gynaecologist for infertility is Recagon. It belongs to the family of hormone called Gonadotropins.

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

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



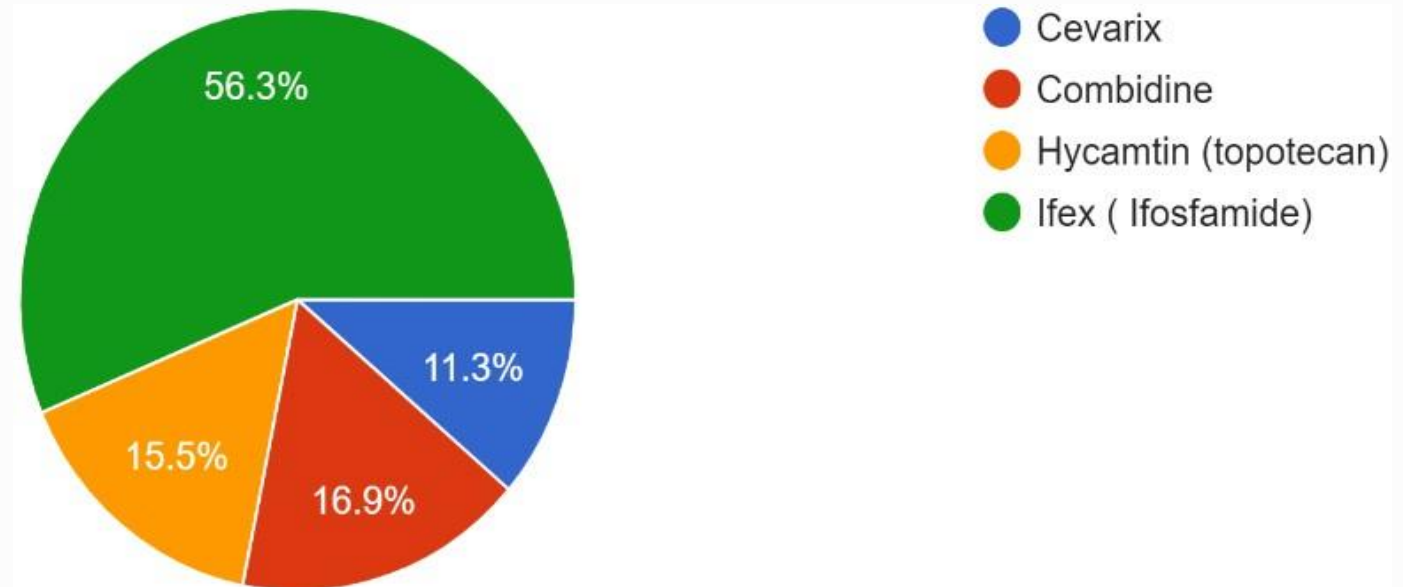
6. Which drug is frequently prescribed for hypothyroidism in women?



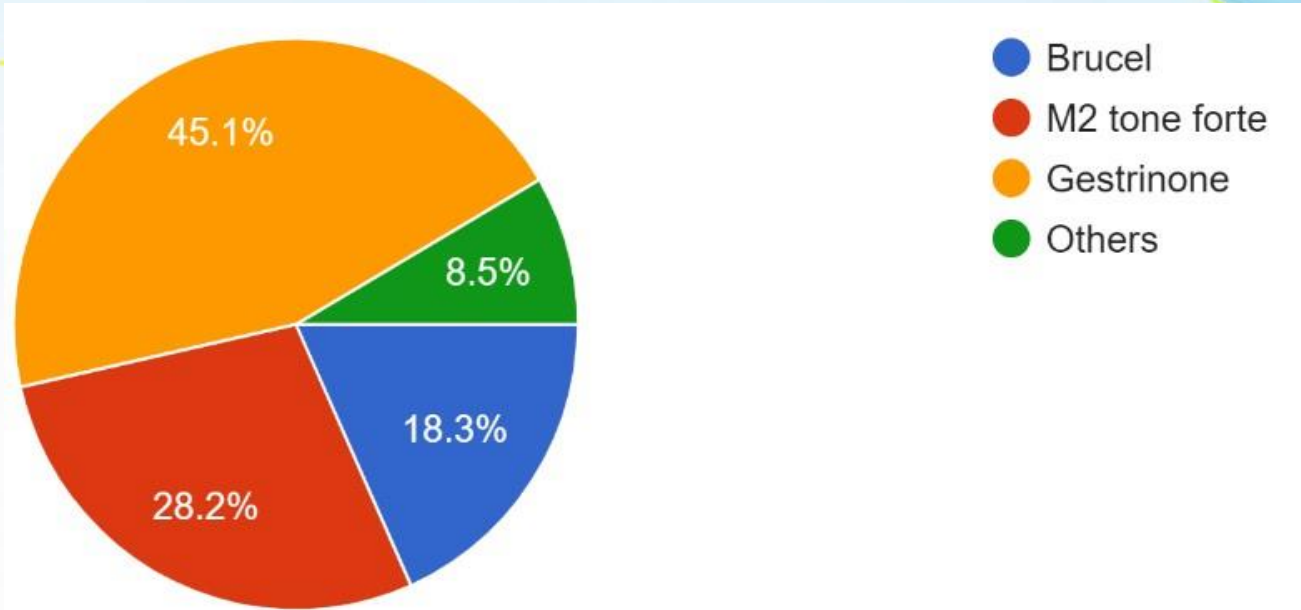
Interpretation:- The mostly prescribed drugs by Gynaecologist for thyroid is Thyroxin and Pregnavit.

7. Which drug is frequently prescribed for cervical cancer?

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



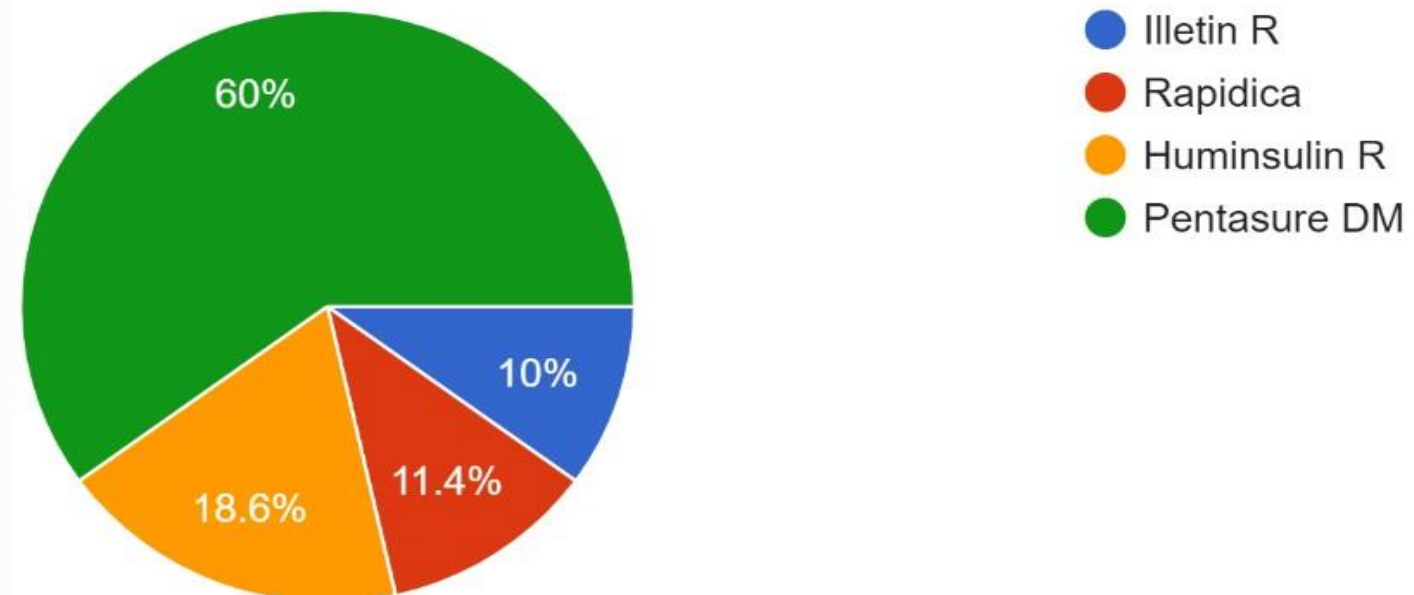
8. The drug which is frequently used in endometriosis?



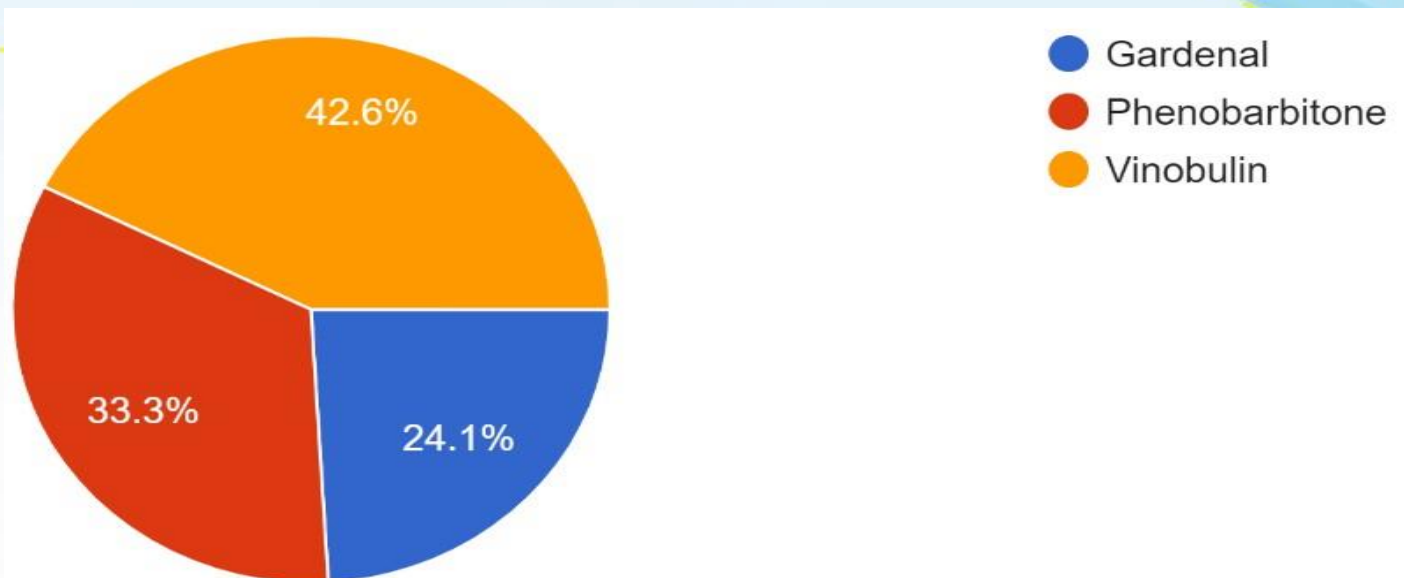
Interpretation:- The frequently prescribed drug in Endometriosis is Gestrinone.

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

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



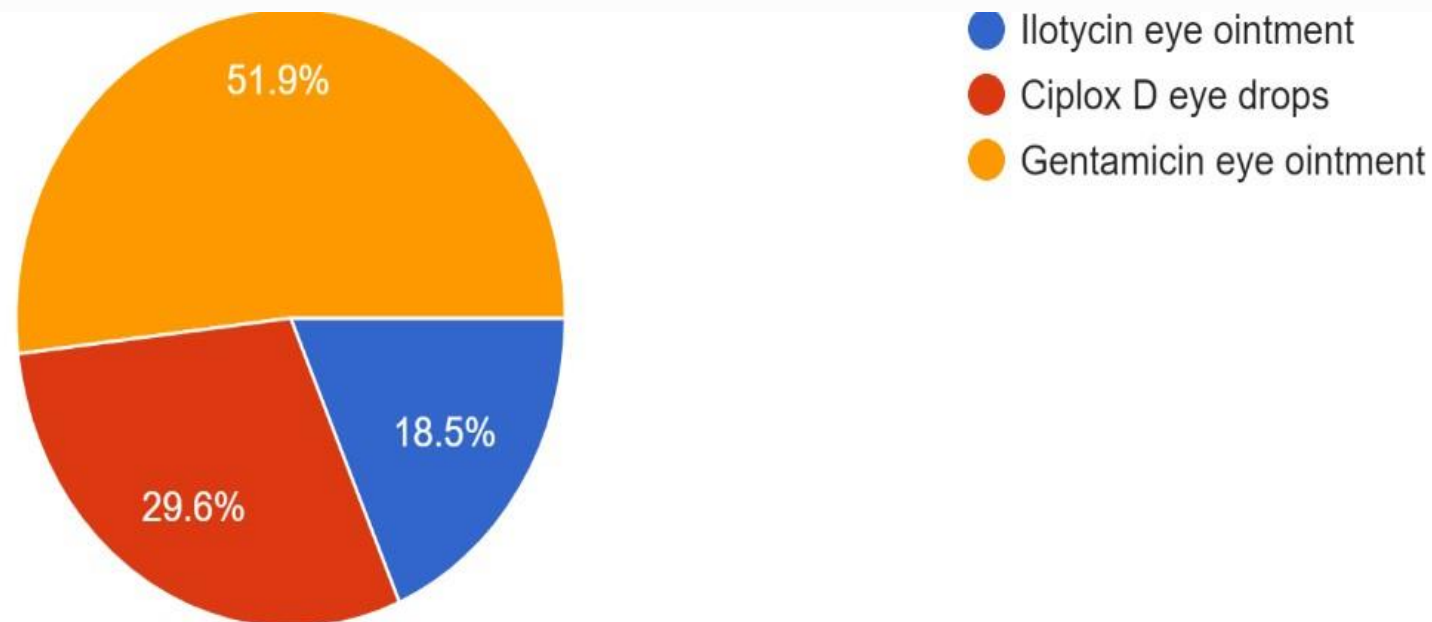
9. Which of the following drugs are mainly used in Neonatal jaundice?



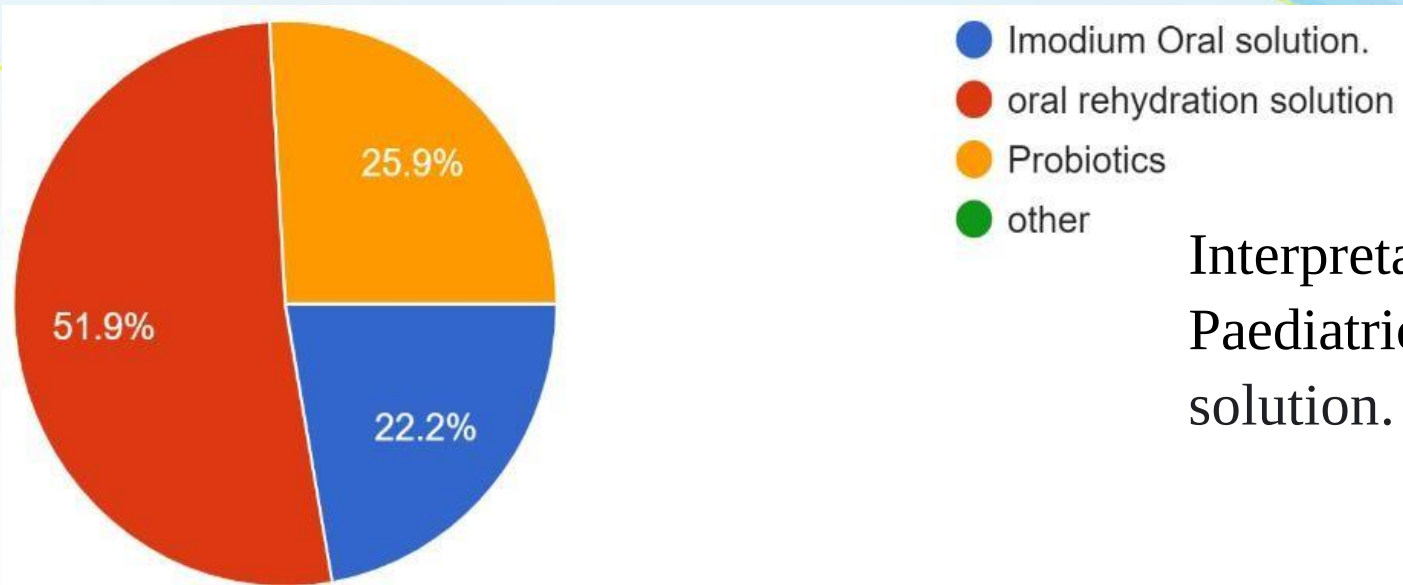
Interpretation:- The frequently prescribed drug by Paediatrician for Neonatal jaundice is Vinobulin.

10. Which drug is mainly used in ophthalmia neonatorum?

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



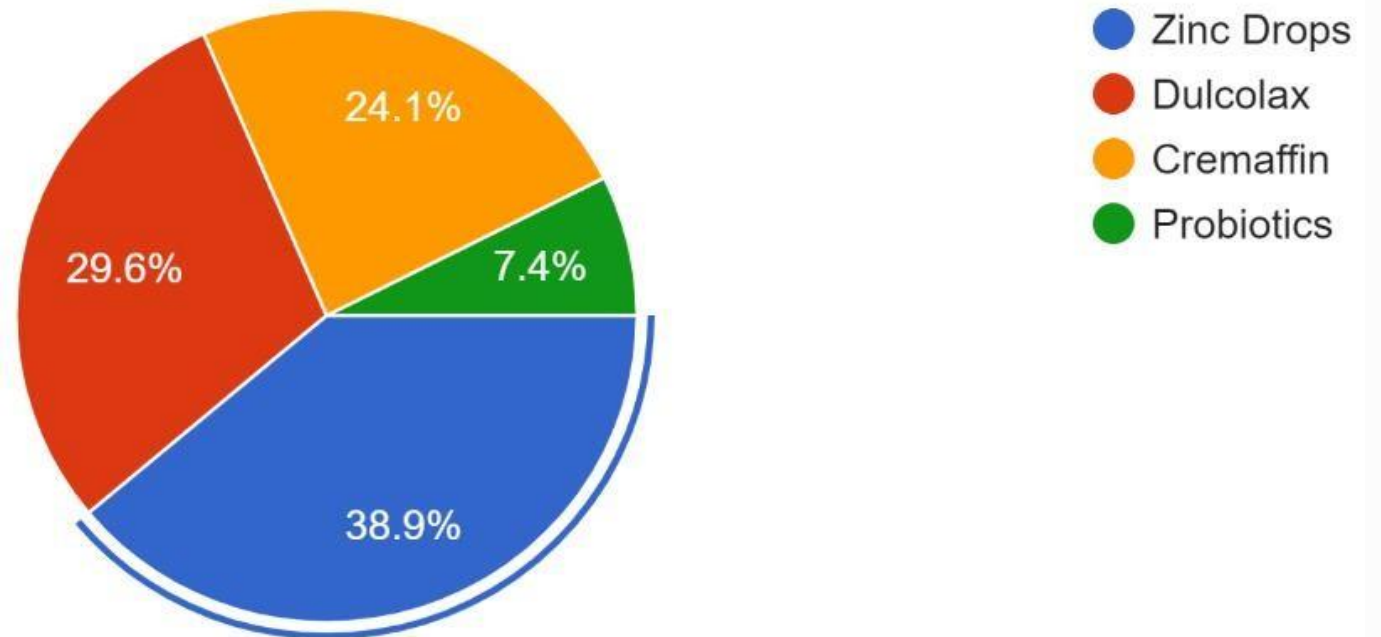
11. Which drug is commonly used in diarrhoea?



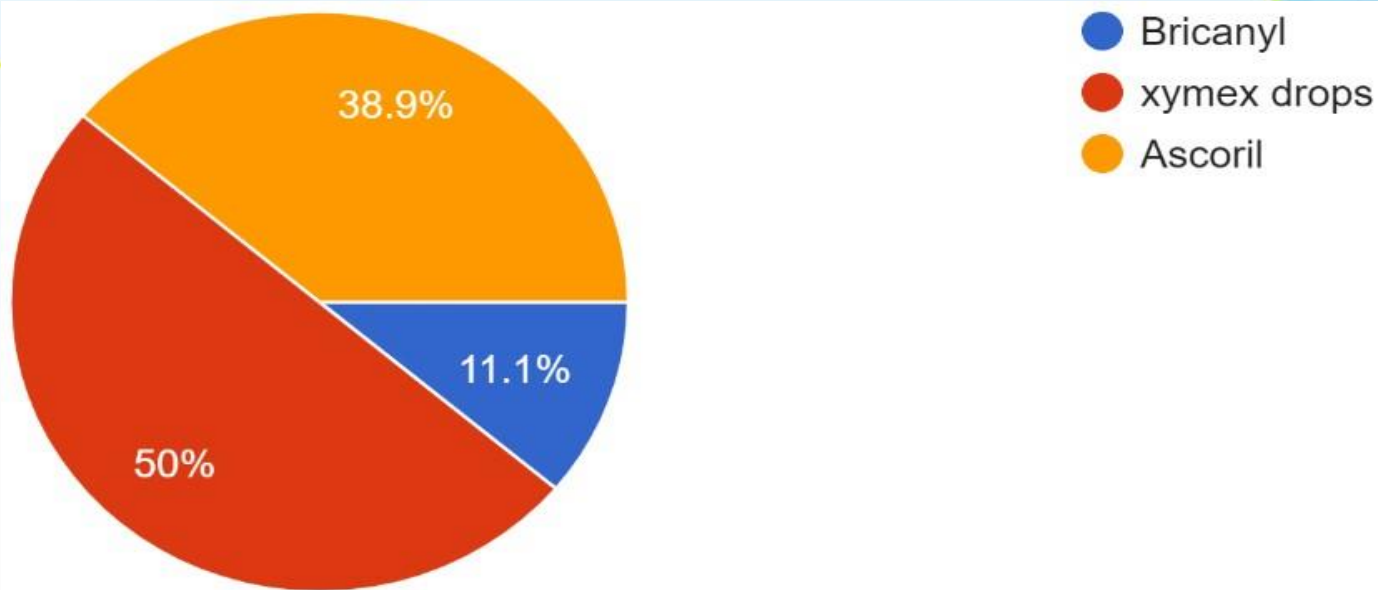
Interpretation:- The frequently prescribed drug by Paediatrician for diarrhoea Oral Rehydration solution.

12. Which drug is most frequently prescribed in constipation?

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



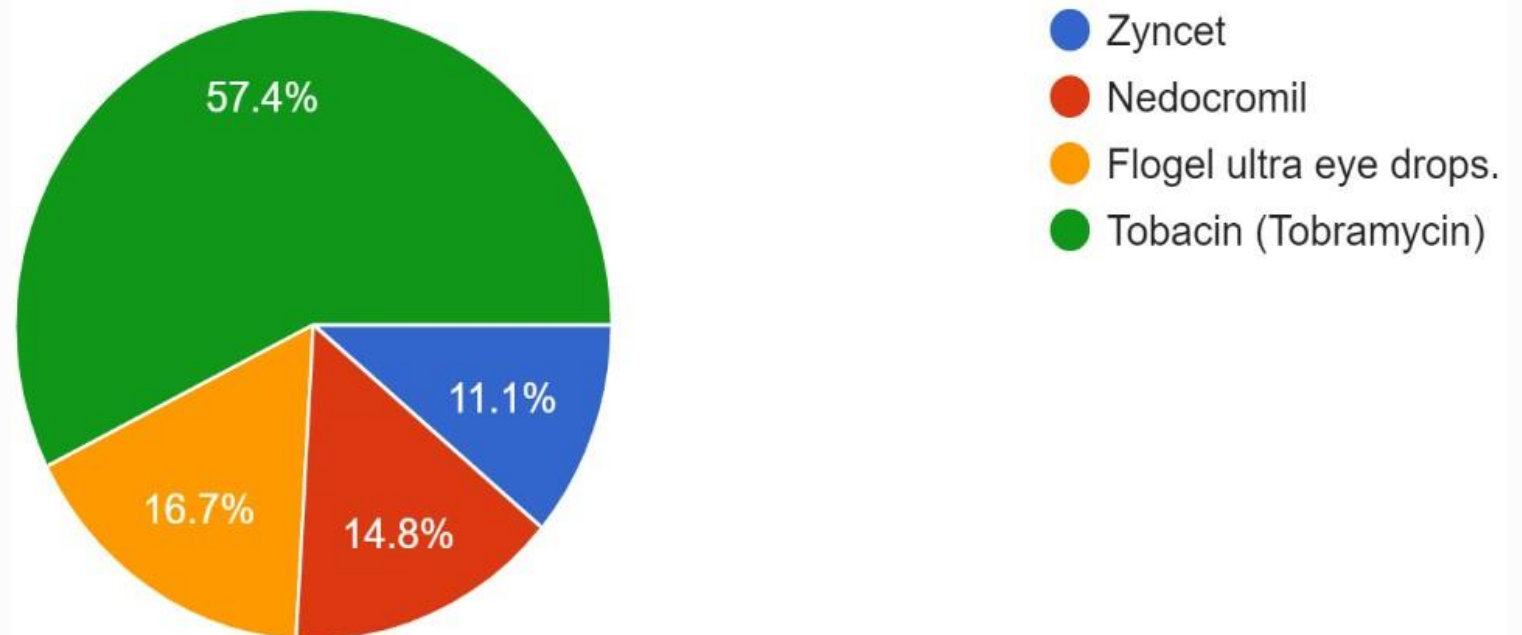
13. Which drug is most commonly used in Bronchitis?



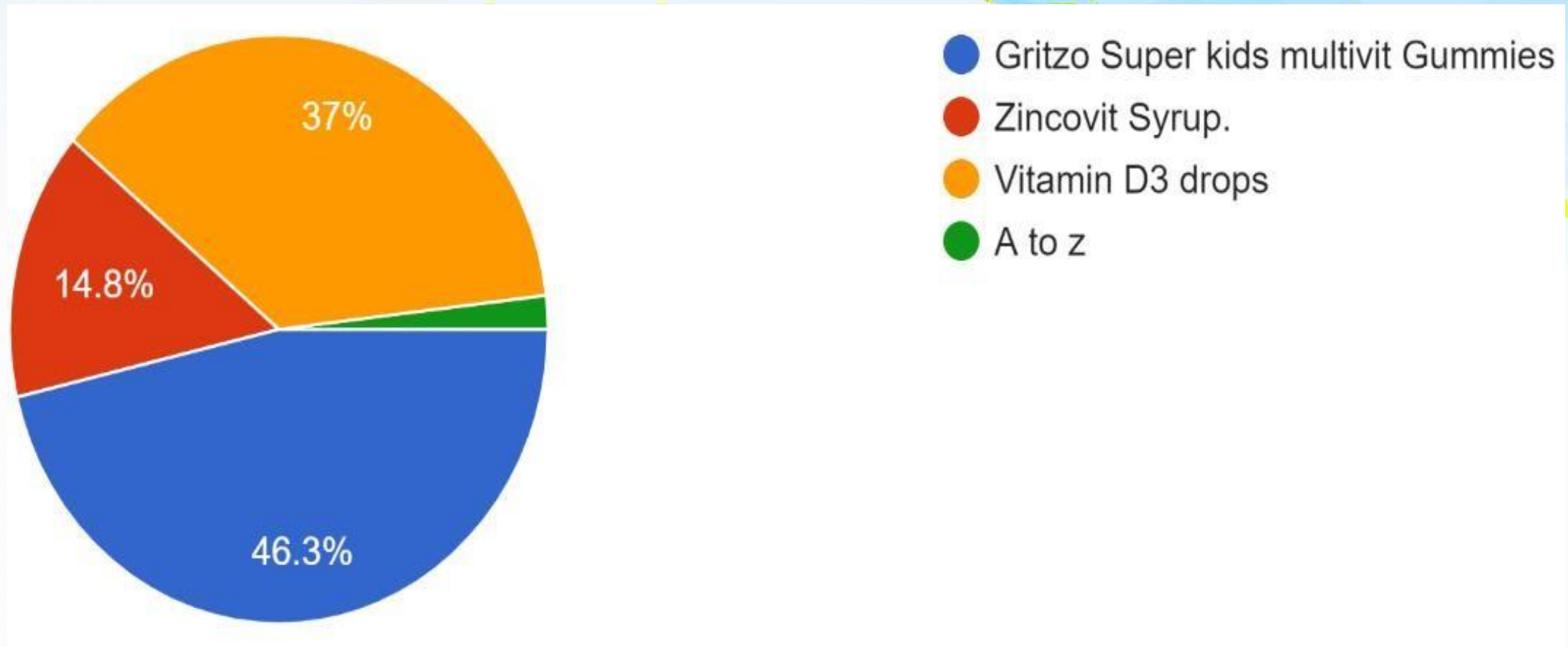
Interpretation:- The frequently prescribed drug by Paediatrician for Bronchitis is xymex drops.

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.

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.

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.

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].



THANK YOU!