

Market Research on Atorvastatin

Faculty Guide

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INTRODUCTION

- ▶ Atorvastatin is an antilipemic drug that reversibly inhibits HMG-CoA reductase.
- ▶ It lowers total cholesterol, LDL-C, apo B cholesterol, non-HDL-C, and TG levels in the blood while raising HDL-C levels.
- ▶ High LDL-C, low HDL-C, and high TG levels in the blood are linked with an increased risk of atherosclerosis and coronary heart disease
- ▶ Atorvastatin lowers low-density lipoprotein cholesterol and total cholesterol by 36-53 per cent seen in clinical trials.
- ▶ Atorvastatin decreased intermediate-density lipoprotein cholesterol levels in individuals with dysbetalipoproteinemia.
- ▶ It has also been proposed that atorvastatin may be beneficial in the treatment of chronic subdural hematoma by limiting the amount of angiogenesis.

Primary Objective

- Market Research on Atorvastatin

Secondary Objectives

- To Study the CVD, Atorvastatin Market, Practice Patterns of Atorvastatin in west Uttar Pradesh.
- To find the top Brands of atorvastatin and to analyze the market share of other brands in west Uttar Pradesh.

RESEARCH METHODOLOGY

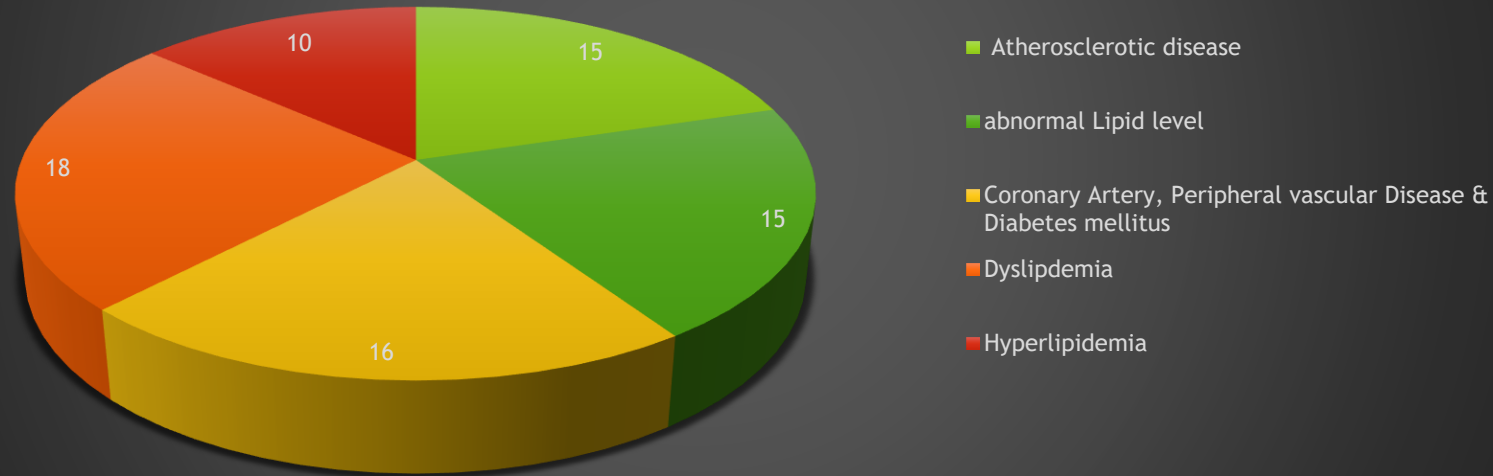
Study Design: Descriptive Study

Sampling: Non-probability convenient sampling

Sample Size: Respondents: During the study only 74 respondents filled questionnaire.

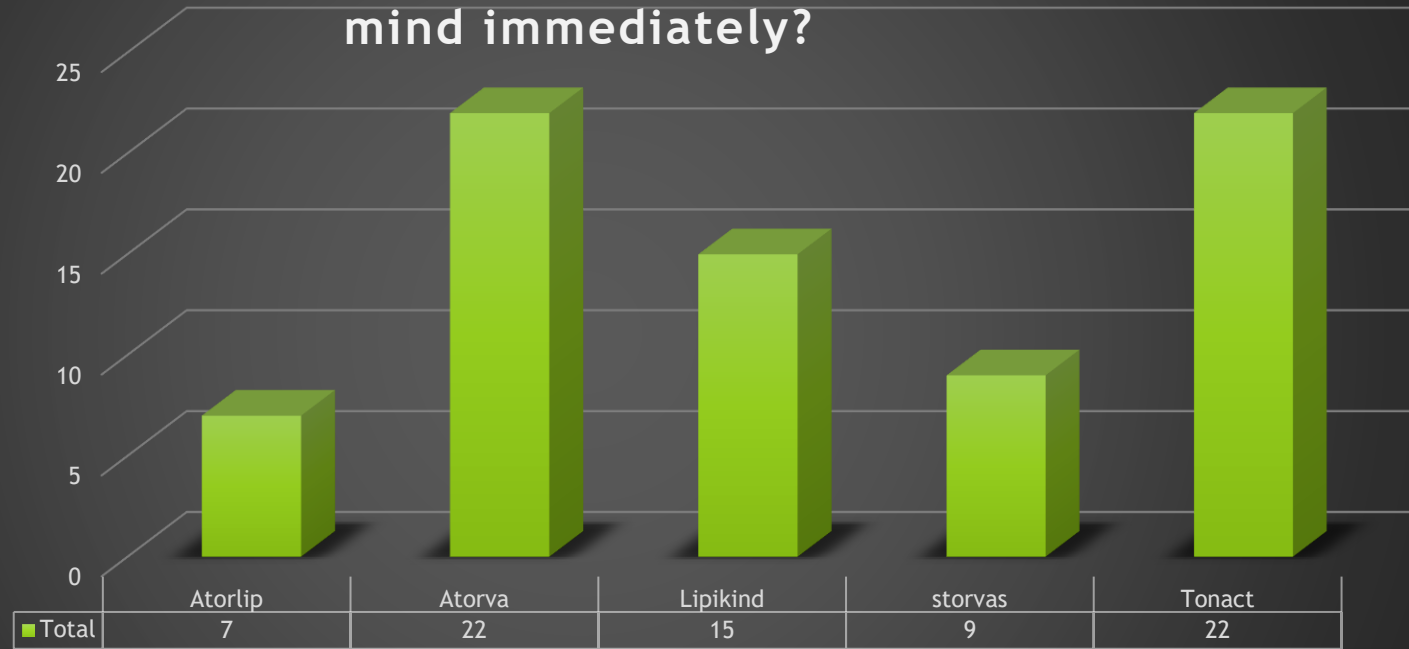
Data collection: Primary and Secondary

Question 1: Doctor in which Indication do you prescribe the Atorvastatin for patients?



Inference: It is observed that most of the Doctors most considered indications are Dyslipidemia than CAD, PVD & MD and Abnormal lipid levels after that Atherosclerotic disease data from of 74 doctors.

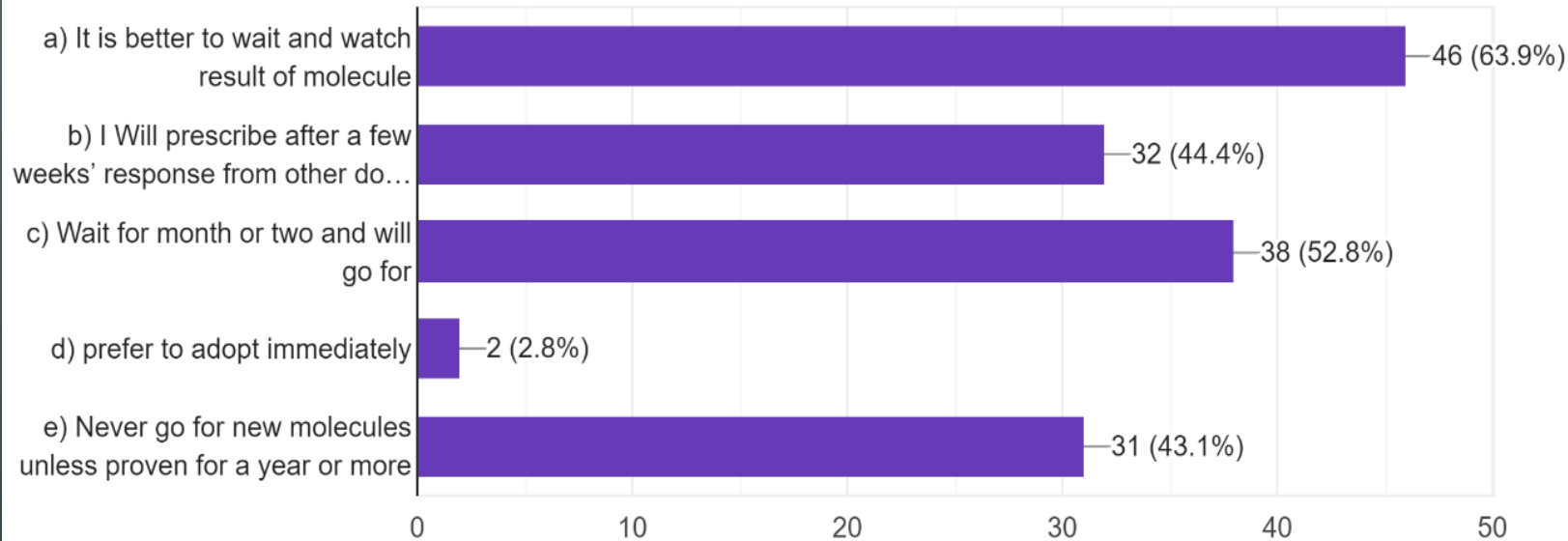
Question 2: Which brands of Atorvastatin come to your mind immediately?



Inference: It was found from the research study that doctors highly recommended is Tonact than Atorva & Lipikind and others are respectively less prescribed data from of 74 doctors.

Whenever a new molecule in this segment is launched, what is your response while adopting it?

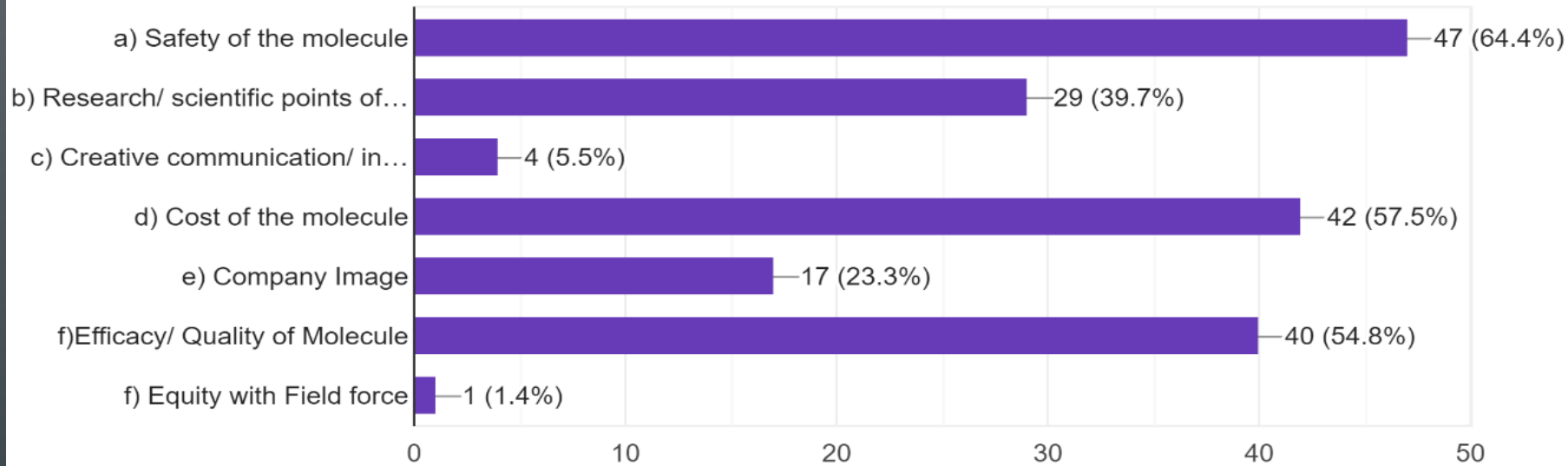
72 responses



Inference: This graph displays that 63.9% doctors say that it's better to wait and watch the result and 53% wait for a month or two and then will go for it and some of prescribing after other doctor's responses.

Doctor which of the following attributes influence your Prescription?

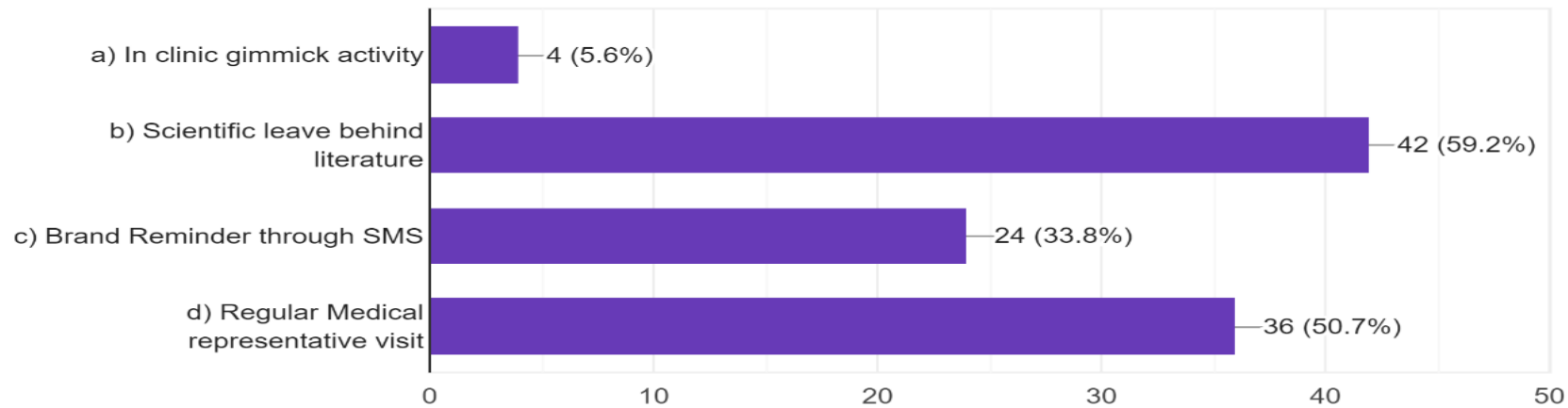
73 responses



Inference: This question enlightens on all the attributes doctors consider while prescribed any brand, out of all the various attributes mentioned above, doctors feel three major indications i.e., the safety of the molecule & cost of the molecule, efficacy/quality of molecule was also seen.

Doctor which of the following activities will help you prescribe the Atorvastatin more?

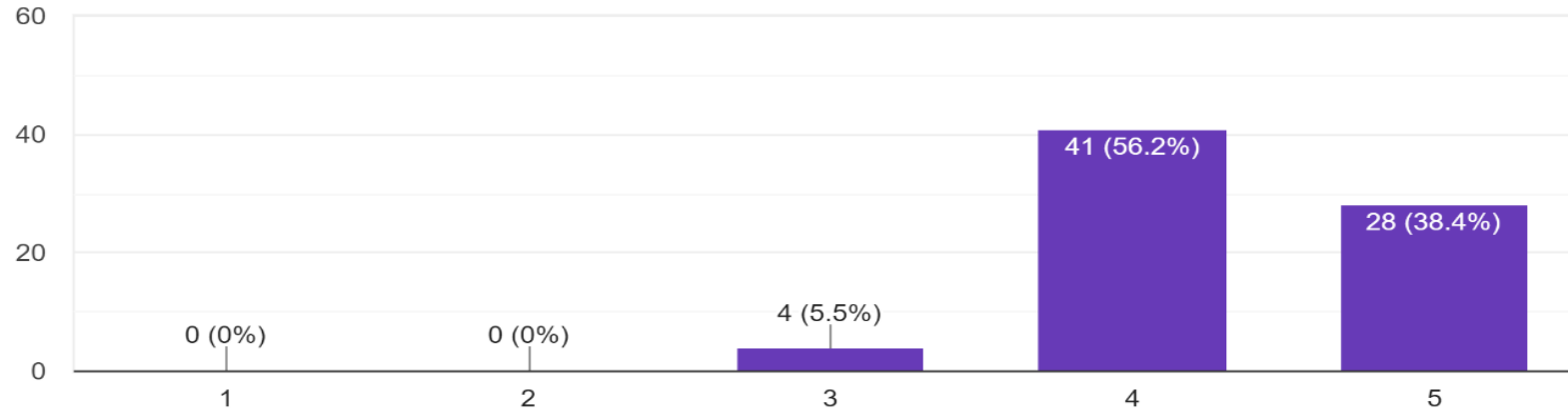
71 responses



Inference: This bar graph displays the response of the doctors that regular medical representatives visit and leave behind/literature activities help prescribe the Atorvastatin more.

Doctor, after prescribing Atrovastatin to patient, how effectively help in Lowering the amount of Bad cholesterol? Please rate on scale of 1 to 5.

73 responses



Inference: This graph displays that doctors say that 38.4% highly effective, 56.2% moderate effective

CONCLUSION

- ▶ The overview depended on a qualitative analysis where essential information from 74 specialists was gathered from various locales of West U.P. According to the subject of the study Understand the market of atorvastatin and its preferred brands. It was found from the research study that doctors highly recommended is Tonact than Atorva & Lipikind with considered indication is Dyslipidemia than CAD, PVD & MD and Abnormal lipid level also seen.
- ▶ The number of people with coronary artery disease continuously increasing, overall health and prevention of chronic diseases is a must. Lifestyle Modifications like weight management, Morning walking, No smoking, reduce salt in food can make up the most important portion of Treatment of cardiovascular health as well as therapy of the obvious condition.

Thank you