

**PERCEPTION AND ATTITUDE OF PEOPLE TOWARDS MEDICINE
USED IN DEPRESSION AND ANXIETY.**

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

Isha Vyas

Under the Supervision and Guidance of

Dr Saurabh Kumar Banerjee

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled *Perception and attitude of people towards medicines used in depression and anxiety* is the bonafide record of my original research work. I declare that it has not been 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.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 – Isha Vyas

Date –

CERTIFICATE

This is to certify that Isha Vyas 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/his internship at (name of the organization) during March 22, 2021 to June 19, 2021.

Place:

Preceptor/Head of
the Organization Name of the organization

Date:

CERTIFICATE

This is to certify that dissertation titled *Perception and attitude of people towards medicines used in depression and anxiety*, is a record of the research work undertaken by Isha Vyas 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 his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide
IIHMR University, Jaipur

Date

School Dean
IIHMR University, Jaipur

Date

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Isha Vyas
MBA PM 11

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INTRODUCTION

The worldwide anxiety issues and depression treatment market size was USD 8.50 billion of every 2019. The worldwide effect of covid 19 has been extraordinary and faltering, with tension issues and gloom treatment items seeing a positive interest stun across all districts in the midst of the pandemic. In light of the investigation, the worldwide uneasiness issues and wretchedness treatment market will show a heavenly development of 28.2% in 2020. The market is projected to develop from USD 10.89 billion out of 2020 to USD 13.03 billion out of 2027 at a CAGR of 2.6% in the 2020-2027 period.

The abrupt decrease in CAGR is owing to this current market's interest and development, getting back to pre pandemic levels once corona pandemic is finished. As per a Mind Med report, there are around 284 million nervousness patients worldwide, and just 36% out of these looks for treatment. This is to a great extent answerable for the low number of remedies for uneasiness problems and wretchedness treatment, prompting more slow market development. As populaces are generally dormant towards mindfulness about the treatment and the executives of psychological well-being messes, there isn't a lot of interest for anti-depressants.

India Inc's Hidden Mental Health Problem

1 in 5 Indians

will suffer from
depression in their
lifetime

42%

of private sector
employees
have general anxiety
disorder or depression



150 million

people across India are in need of
mental healthcare interventions,
both short- and long-term

46%

of private sector employees
report extreme stress as a
result of their work

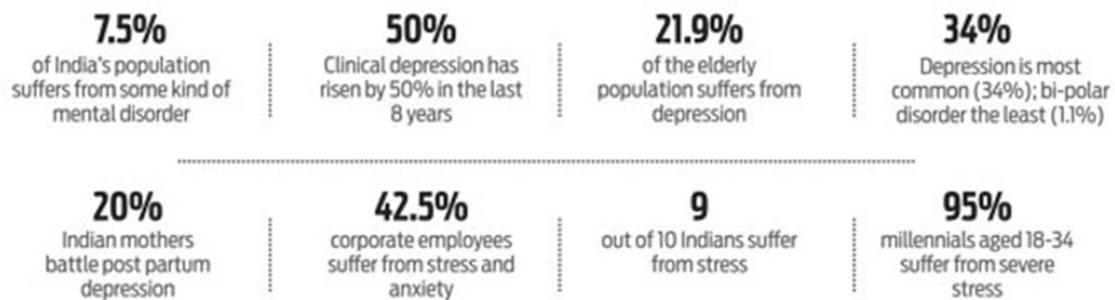
FIGURE: 1

The COVID-19 pandemic decidedly affects the tension issues and gloom treatment market development because of a flood in the deals of items for overseeing emotional well-being conditions. As indicated by an overview directed by the WHO in 2020, over 80% of the major league salary nations sent telemedicine and teletherapy to give essential discussions to patients experiencing uneasiness problems and wretchedness. Drug organizations in the midst of the pandemic have essentially centred around keeping a harmony among market interest, consequently keeping their deals unblemished. During the pandemic, a huge mass of individuals saw a decrease in its psychological conduct, attributable to the expanding monetary just as passionate weight brought about by the Covid, prompting pressure, dread, nervousness, and sorrow. This prompted an ascent in the interest and reception of meds planned for related signs. For example, as indicated by a few news stories, the remedies for uneasiness and sorrow drugs shot up to 34.1% and 18.6%, separately, during 2020. Hence, COVID19 has prompted the huge development of the market.

Indian Statistics:

WHO likewise appraises that about 7.5 percent Indians experience the ill effects of some psychological problem and predicts that by end of this current year around 20% of India will experience the ill effects of dysfunctional behaviors. As per the numbers, 56 million Indians experience the ill effects of misery and another 38 million Indians experience the ill effects of tension problems.

Mental health illness stats



Source: TLLF

LITERATURE REVIEW

Author	Year of study	Location of study	Sample size technique	Salient features
Francisco Acosta, Luciano Rodríguez, Beatriz Cabrera	2012	Spain	Review study	Adherence to antidepressants and psychotherapy, impact of convictions and mentalities on adherence to treatment, convictions and perspectives about discouragement and its treatment.
Maryam Zolnoori; Kin Wah Fung	2018	USA	Random	Patients' medication audit posts in online medical care networks may give a critical knowledge into patients' mentality toward antidepressants.
Erik Hoencamp, Anja Stevens, and Judith Haffmans	2002	Netherlands	Convenience sampling	Mentalities toward taking drugs in stable discouraged patients who were disciple to drug regimens.
Reshmi Singh, Maria A Liles	2016	USA	Cross sectional	Identification of factors for it shows patterns of antidepressant medication use.
Claire Cartwright,1 Kerry Gibson	2016	New Zealand	Random	Long term anti depressants upper use: patient viewpoints of advantages and unfriendly impacts.

Deblina Roy, Sarvodaya Tripathy	2020	India	Non-probability snowball sampling technique	Information, demeanor, nervousness and some mental medical services that are need in population during current context COVID 19 pandemic.
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METHODOLOGY

Objective:

1. To understand perception and attitude about anti-depressants and anxiolytics.
2. To identify commonly prescribed medications.

Research design:

Research approach – Quantitative strategies (e.g., overviews) are best for estimating, positioning, ordering, recognizing designs, and summing up.

Data Collection – The data was collected through the primary data collection. It is a quantitative method where the response was gathered by the means of survey through questionnaire.

Sample selection – Responses were collected in people aged 15 years and above.

Sample size – 100

Study duration – 3 months

Data interpretation – Data analysis was done in Excel.

RESULTS

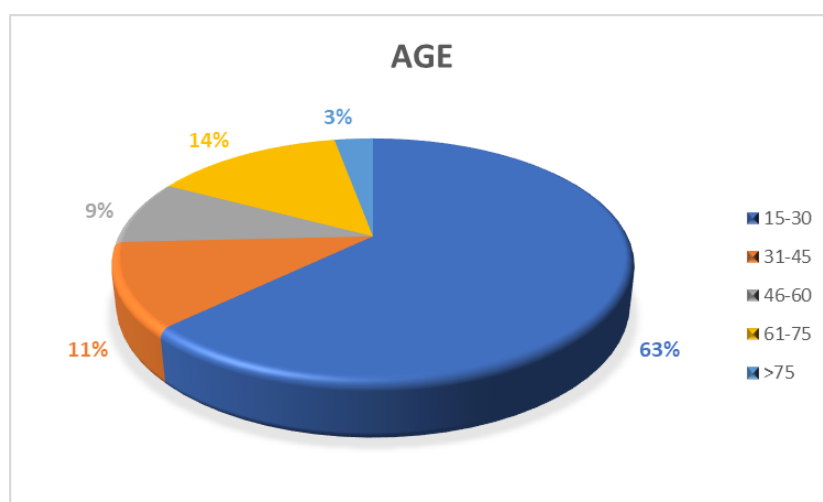


FIGURE : 4

Majority of responses 63% came from those aged between 15-30 years. Only 3% respondents were of age more than 75.

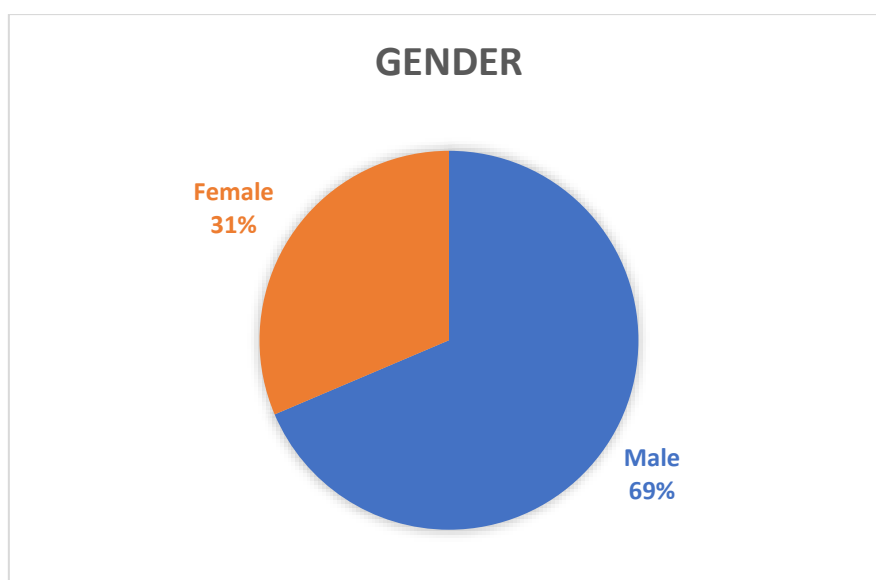


FIGURE: 5

This figure tells us that majority of the responses came from the male which is 69%, while 31% responses came from female.

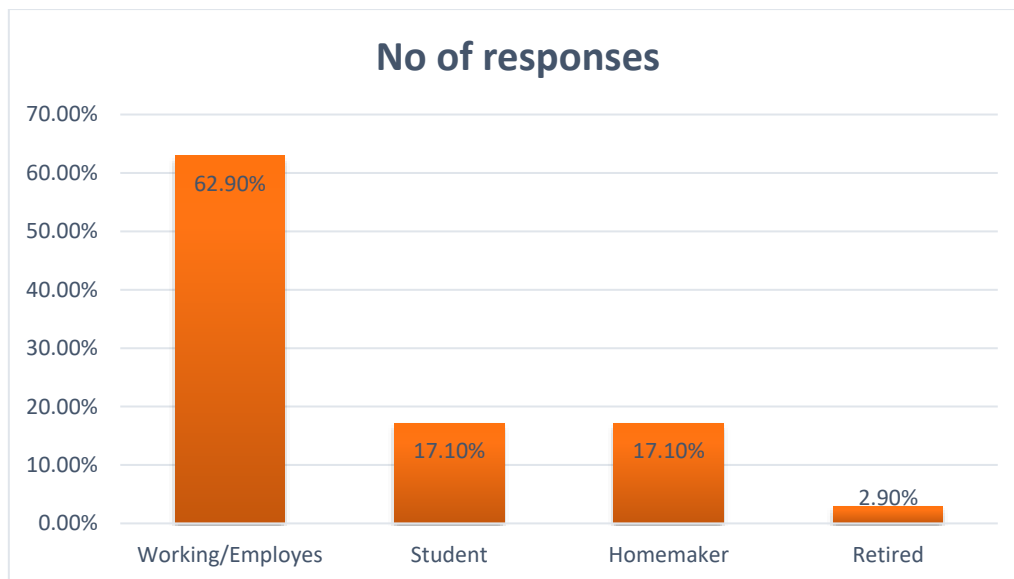


FIGURE : 6

It is evident from the above figure that the larger no of participants are working/employed. Students and homemaker had the same share i.e. 17.10% and least was that of retired people.

Which of these symptoms do you experience often?

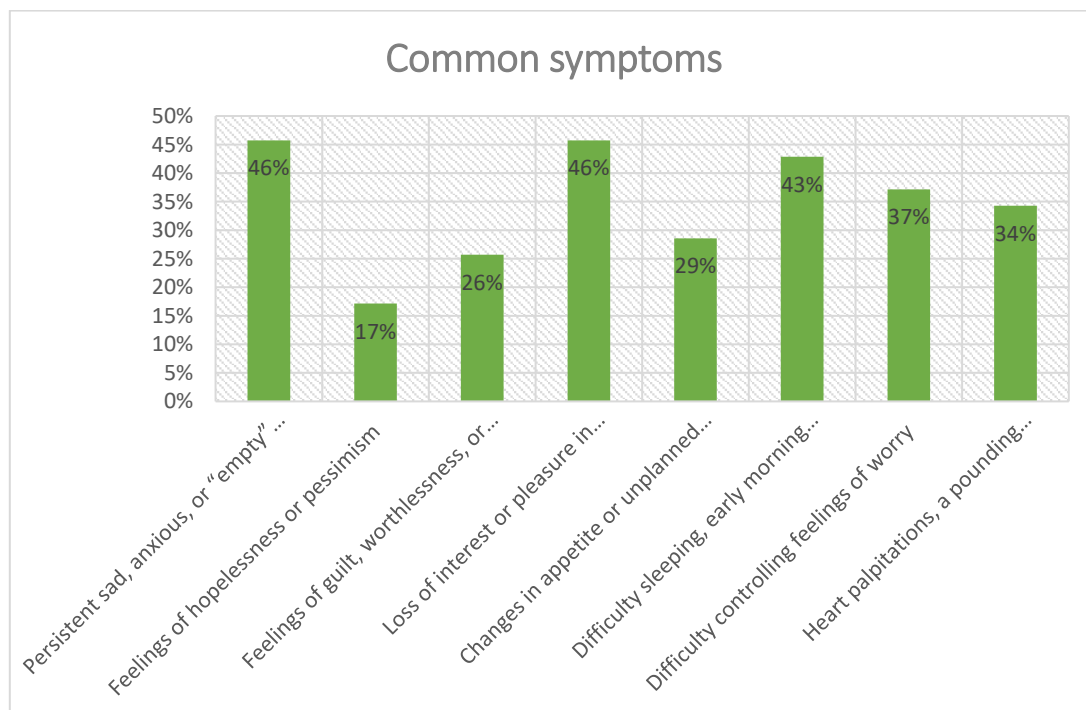


FIGURE : 7

The figure above depicts that the most common symptoms experienced by people in depression and anxiety were –

Persistent sad, anxious, or “empty” mood (46%) and Loss of interest or pleasure in hobbies or activities (46%), followed by Difficulty sleeping, early morning awakening, or oversleeping (43%). Others symptoms were Difficulty controlling feelings of worry (37%) ,Heart palpitations, a pounding heartbeat, or an accelerated heart rate (34%). Changes in appetite or unplanned weight changes (29%), Feelings of guilt, worthlessness, or helplessness (26%). Least common symptom was Feelings of hopelessness or pessimism (17%).

Have you taken help of any professional to tackle it?



FIGURE: 8

When asked if taken any professional help to tackle their anxiety and/or depression, 55% answered yes while 45% said no.

Have you ever been on medications for anxiety and/ or depression?

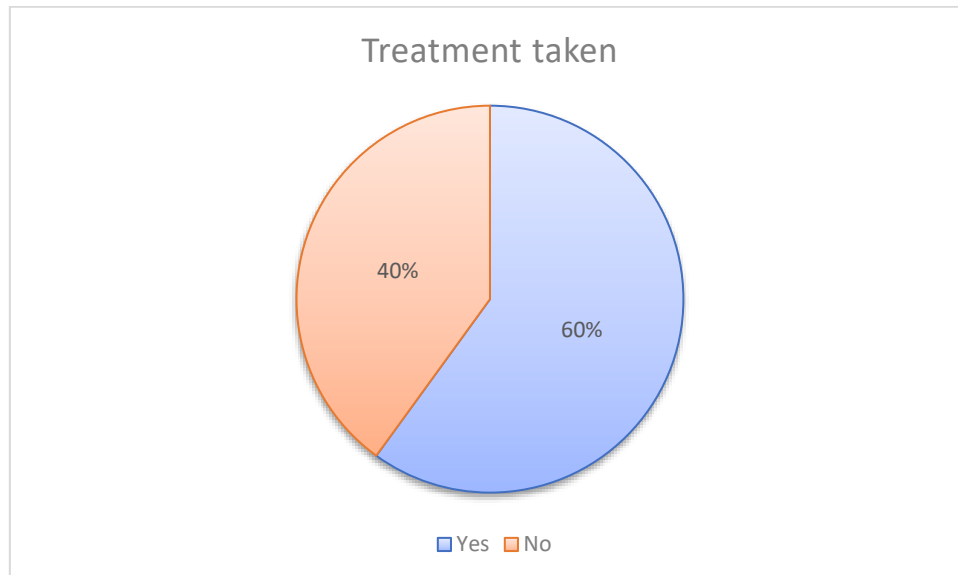


FIGURE:9

This pie chart shows that 60% of the participants took the treatment in the form of the medicines for their anxiety and/or depression and 40% did not.

Which brand of medicine do you take?

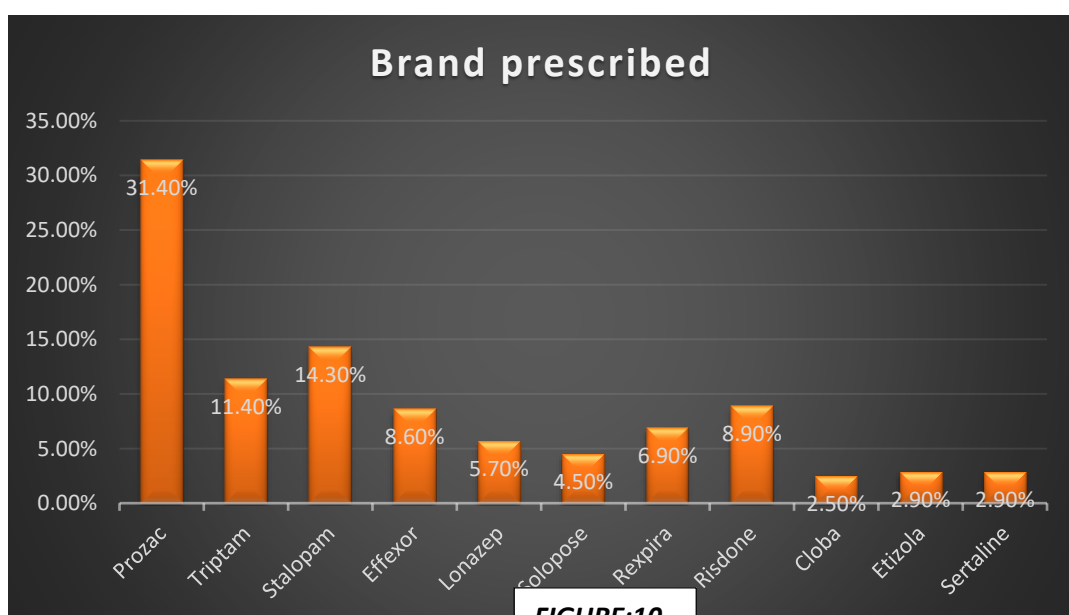


FIGURE:10

Brand	Company	API
Prozac	Eli Lilly and Co.	Fluoxetine
Triptam	Ceras Pharma	Amitriptyline
Stalopam	Lupin	Escitalopram oxalate
Effexor	Pfizer	Venlafaxine Hcl
Lonazep	Sun Pharma	Clonazepam
Solopose	Mankind	Etizolam
Rexpira	Intas	Escitalopram oxalate
Risdone	Intas	Risperidone
Cloba	Intas	Clobazam
Etizola	Macleods	Etizolam
Zoloft	Pfizer	Sertaline

The most common brand prescribed for the treatment was Prozac 31.4% followed by Stalopam 14.30% and Triptam 11.40% respectively. Risdone 8.90% and Effexor 8.60% was also prescribed in high numbers. Other brands were Rexpira, Lonazep, Solopose, Cloba, Etizola and Sertaline.

How frequently do you take these medicines?

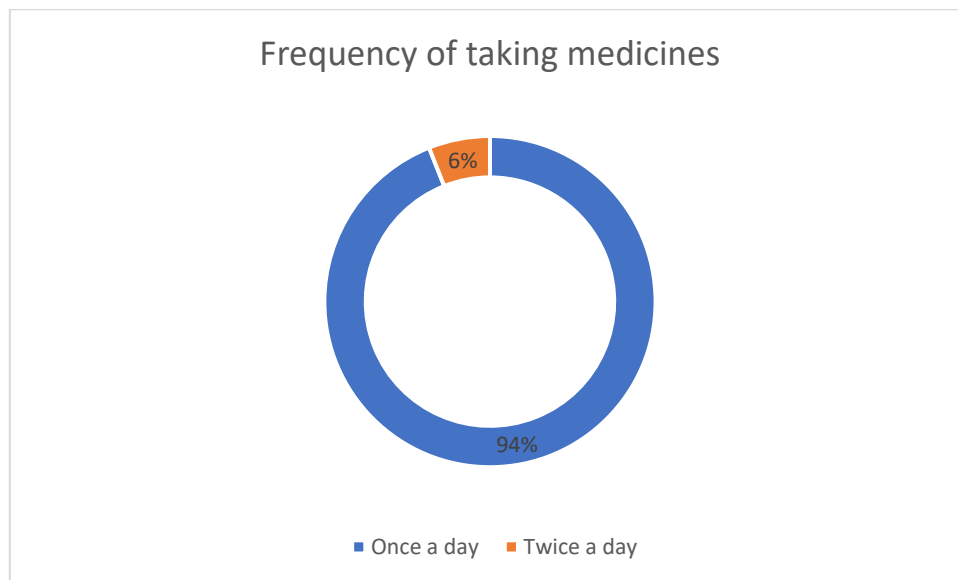


FIGURE: 11

Above pie chart shows that 94% took the medicines once a day while 6% took it twice a day.

Describe your Quality of life while taking these medicines –

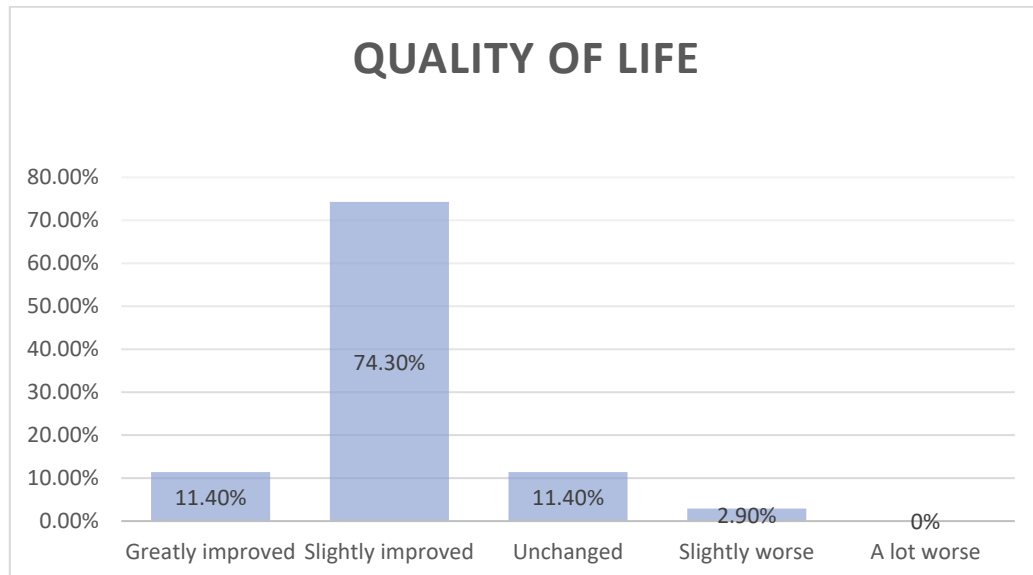


FIGURE 12

When asked about the quality of life when taking medicines, 74.3% said that it slightly improved, 11.40% said it greatly improved. For 11.4% the QOL remain unchanged. Only 2.9% people think that it became slightly worse.

Have you ever discontinued your treatment without consulting your physician?

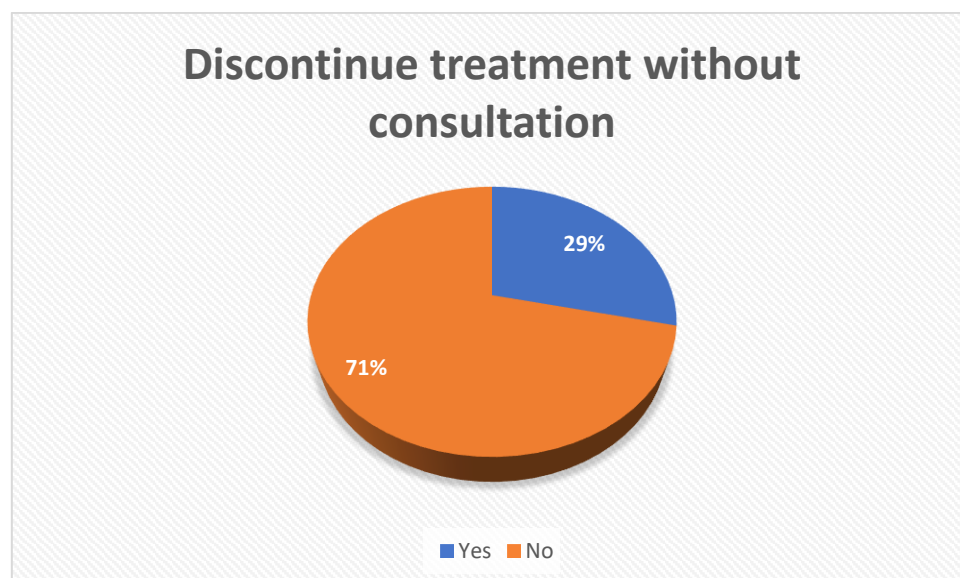


FIGURE 13

71% did not discontinue their treatment without consulting a doctor but 29% discontinued their treatment before consultation.

If yes, state the reason –

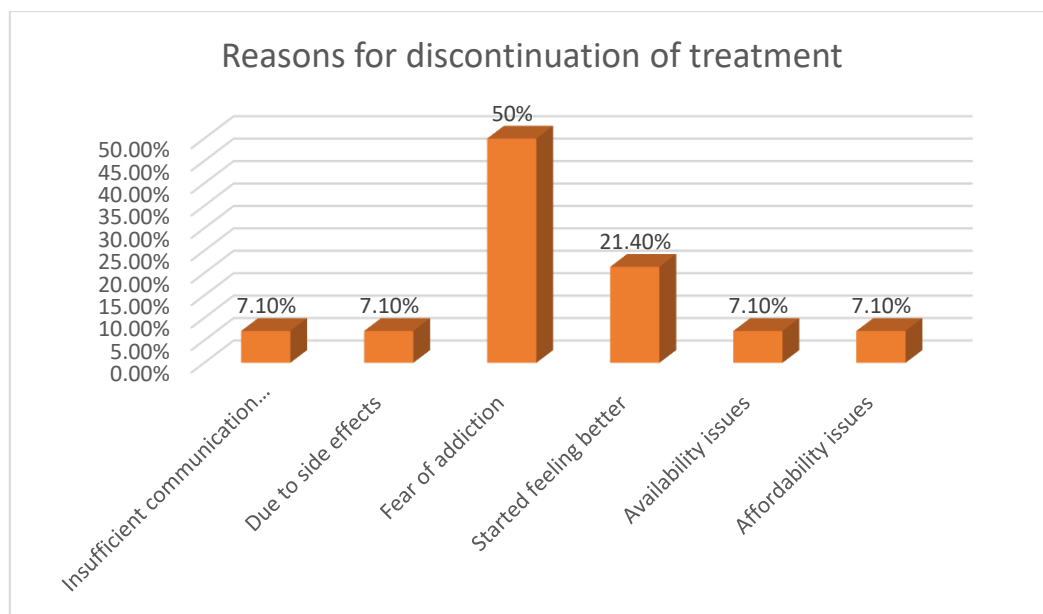


FIGURE 14

Out of those who discontinued their treatment without consultation, 50% reasoned because of fear of addiction. Another major reason was because they started feeling better. Some other attributes were – Insufficient communication with their doctors, due to side effects. Affordability and availability issues.

From where do you purchase anti-depressants/ anti-anxiety medication?

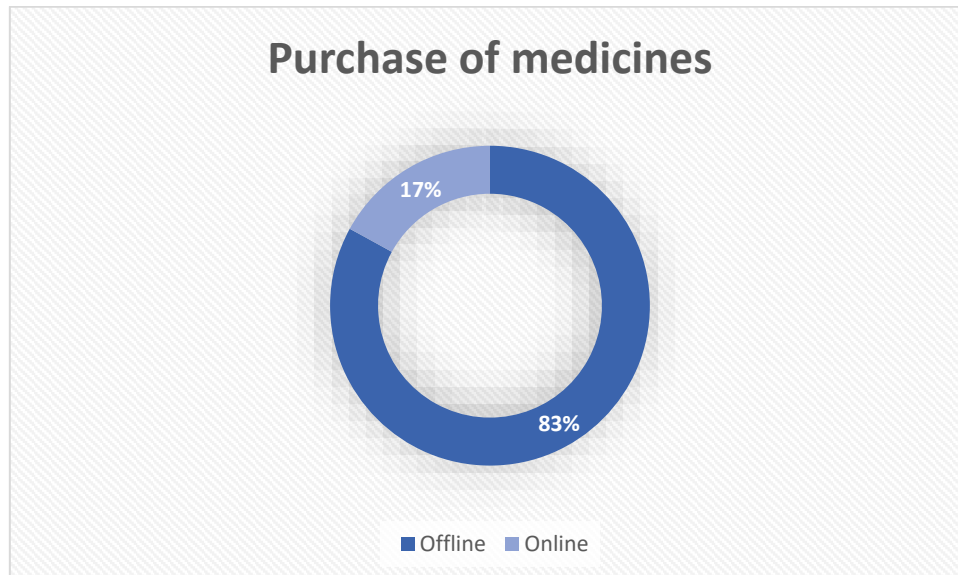


FIGURE: 15

83% of the participants prefer to buy their medicines offline from the store whereas 17% purchased it online through e pharmacies.

Do you think anti-depressants/ anti-anxiety medicines are affordable?

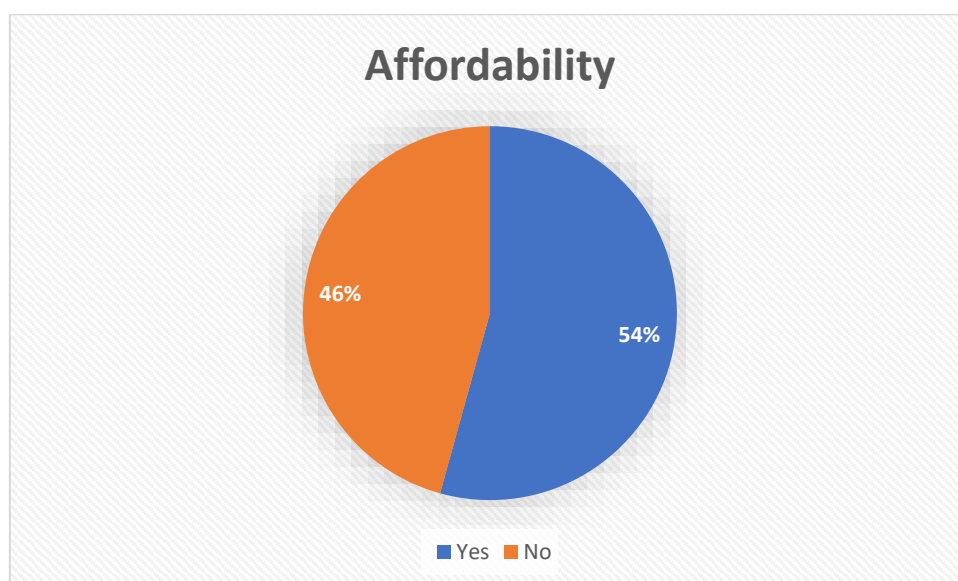


FIGURE 16

Large number of participants 54% think that anti-anxiety and anti-depressants are affordable but 46% also said that medicines are not affordable.

What major side effect did you experience while taking these medicines?

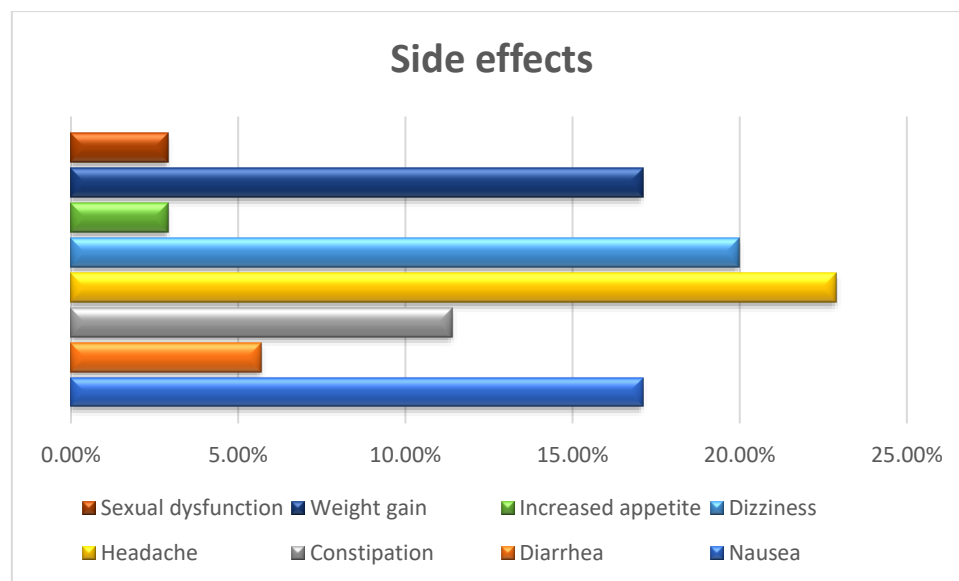


FIGURE 17

Most common side effects experienced by respondents while taking the medicined were headache, dizziness, weight gain and nausea, respectively. Some other side effects observed were constipation, diarrhoea, and sexual dysfunction, respectively.

How satisfied are you after taking treatment for anxiety and/or depression?



FIGURE: 18

The bar graph depicts that 40% of the people were slightly satisfied with the treatment. And 34.30 were neutral towards it. Interestingly 22.90% were very satisfied with their treatment and only 2.9% showed dissatisfaction towards it.

Will you suggest for obtaining mental health help to people who are highly affected by it?

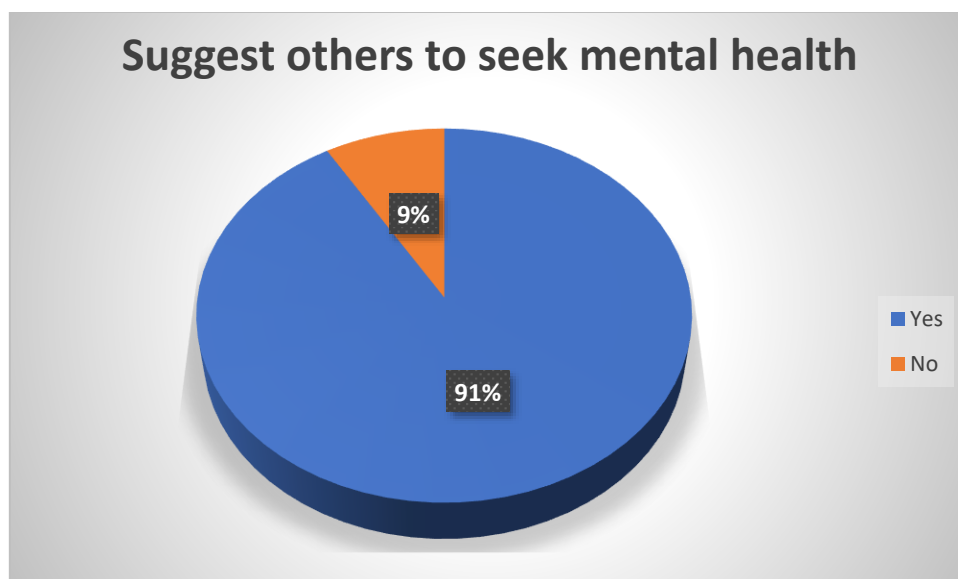


FIGURE: 19

A whopping 91% of the participants said that they will suggest those who are tackling mental health issues to seek help from professionals while only a small no of people 9% disagree with it.

DISCUSSION

Mental health issues like anxiety and depression are very much prevalent. In this study it has been observed that people are becoming more aware as they are taking help of professionals to take care of their mental health which constitutes around 55% of the participants. But still, many of them 45% did not consult the doctor. Most common symptoms experienced by people are – Persistent sad and anxious, or “empty” mood which is experienced 46% as well as loss of interest or pleasure in hobbies or activities by 46% of the respondents. Some of the brands prescribed were Prozac 31%, Triptam 11%, Stalopam 14%, Risdone 8%, Solopose 4.5% etc. Majority of them were prescribed only once a day. People felt that their quality of life slightly improved 74.3% while taking these medicines. Only 29% people discontinued their treatment without consulting a doctor because they were afraid of addiction, they started feeling better. Some of the major side effects observed were dizziness 20%, constipation 12%, headache 22%, and weight gain 17%. Less than half of the participants were only slightly satisfied with their treatment whereas about one third of them were very satisfied. Less than few said that they were dissatisfied with their treatment. Most of the participants 91% also told that they will suggest others suffering from mental health issues to take the help of a professional.

CONCLUSION

This study shows that majority of people are now taking professional help to address their mental health issues and majority of will them suggest others also to seek help which is good as it indicates increasing levels of awareness among people about anxiety and depression. Also, the some of the most prescribed molecules are – Escitalopram and Etizolam. And during their treatment people felt that their quality of life had improved slightly.

RECOMMENDATIONS

Though the awareness about mental health problems is rising, it is still not satisfactory. Efforts should be made to raise awareness levels through campaigns and advertisement. Some people discontinue their medications without consulting their doctors. This issue should be addressed by doctor and patient interaction, possible side effects that can happen and confidence should be built in patients. Apart from medicines, counselling can also help to reduce the burden of the patients. Knowledge dissemination is the key for retaining patients.

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- <https://www.who.int/india/health-topics/mental-health>

ANNEXURE

1. Gender –
 - Male
 - Female
2. Age (in years) –
 - 15- 30
 - 31 – 45
 - 46 – 60
 - 61-75
 - > 75
3. You are –
 - Working/employed
 - Student
 - Homemaker
 - Retired
4. Which of these symptoms do you experience often?
 - Persistent sad, anxious, or “empty” mood
 - Feelings of hopelessness or pessimism
 - Feelings of guilt, worthlessness, or helplessness
 - Loss of interest or pleasure in hobbies or activities
 - Changes in appetite or unplanned weight changes
 - Difficulty sleeping, early morning awakening, or oversleeping
 - Difficulty controlling feelings of worry
 - Heart palpitations, a pounding heartbeat, or an accelerated heart rate
5. Have you taken help of any professional to tackle it?
 - Yes
 - No
6. Have you ever been on medications for anxiety and/ or depression?
 - Yes
 - No
7. Which brand of medicine do you take?
 - Prozac
 - Stalopam
 - Triptam

- Effexor
 - Other
8. How frequently do you take these medicines?
- Once a day
 - Twice a day
9. Describe your Quality of life while taking these medicines -
- Greatly improved
 - Slightly improved
 - Unchanged
 - Slightly worse
 - A lot worse
10. Have you ever discontinued your treatment without consulting your physician?
- Yes
 - No
11. If yes, state the reason –
- Insufficient communication between you and your physician
 - Due to side effects
 - Fear of addiction
 - Started feeling better
 - Availability issues
 - Affordability issues
 - Other
12. From where do you purchase anti-depressants/ anti-anxiety medication?
- Offline (Chemist shop)
 - Online (e pharmacy)
13. Do you think anti-depressants/ anti-anxiety medicines are affordable?
- Yes
 - No
14. What major side effect did you experience while taking these medicines?
- Nausea
 - Constipation
 - Diarrhoea
 - Headache
 - Dizziness
 - Increased appetite
 - Weight gain
 - Sexual dysfunction
15. How satisfied are you after taking treatment for anxiety and/or depression?
- Not at all satisfied
 - Slightly satisfied
 - Neutral
 - Very satisfied

- Extremely satisfied

16. Will you suggest for obtaining mental health help to people who are highly affected by it?

- Yes
- No