



MARKET PERCEPTION OF DOCTOR'S TOWARDS DELTONE PPI FOR GERD AND APD DISORDERED AND ITS COMPETITIVE ANALYSIS IN VARANASI.

PRESENTED BY :-

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DELTONE

Composition :

Each capsule of Deltone contains Dexlansoprazole 30 mg/ 60 mg MR

(modified release)

Indication:

GERD (Gastro oesophageal reflux disease) and Acid peptic Disorder

[GERD: Back Flow of acid from stomach to Esophagus]

Mode of Action :

- Inhibit Proton Pump and decrease acid production

WHAT IS DEXLANSOPRAZOLE.

- R Enantiomer of Lansoprazole which has high residence time. Enantiomer means non superimposable mirror image

- Half-life : approximately 1 to 2 hours
- SMART dual pellet coating

- Inner Coating
Hypromellose—it acts as barrier to stabilize the drug core(Protection of drug in stomach environment)

Outermost EAMA Co-polymer – high quality superior co-polymer coating to get dual drug release, that is Immediate Release & Delayed release

1. IR DR Release

(IR: 25% of the dose is released within 1-2 hours of dosing at proximal duodenum at pH 5.5 and

DR : remaining 75% of dose is released at pH 6.75 at the distal ileum after 4-5 hours of dosing)

2. Deltone is the only PPI which maintain Intra gastric pH>4 for 24 hr. 3. Flexibility of Dosing (Deltone can be administer with food or without food) which will increase patient compliance .

4. DELTONE effectively maintains healed Erosive Esophagitis at the end of 6 months .

5. DELTONE offers 87% Healing Rates in patients with Erosive Esophagitis compared to Esomperazole .

6. Safe for Cardiac Patient because Deltone not linked to QT prolongation and minimum interaction with Clopidogrel.

7. Deltone has 2-5 times higher AUC compare to other PPI.

8. Minimum interaction with other drugs.

9. Dexlansoprazole in Deltone is R enantiomer of lansoprazole, which has High mean residence time

DOSAGE

- Dosage : OD

- Treatment of GERD : 60 mg OD up to 8 weeks
- Maintenance therapy in GERD : 30 mg OD up to 6 months
- Treatment of NERD (Non erosive reflux disease) : 30 mg OD up to 4 weeks

Competitor analysis

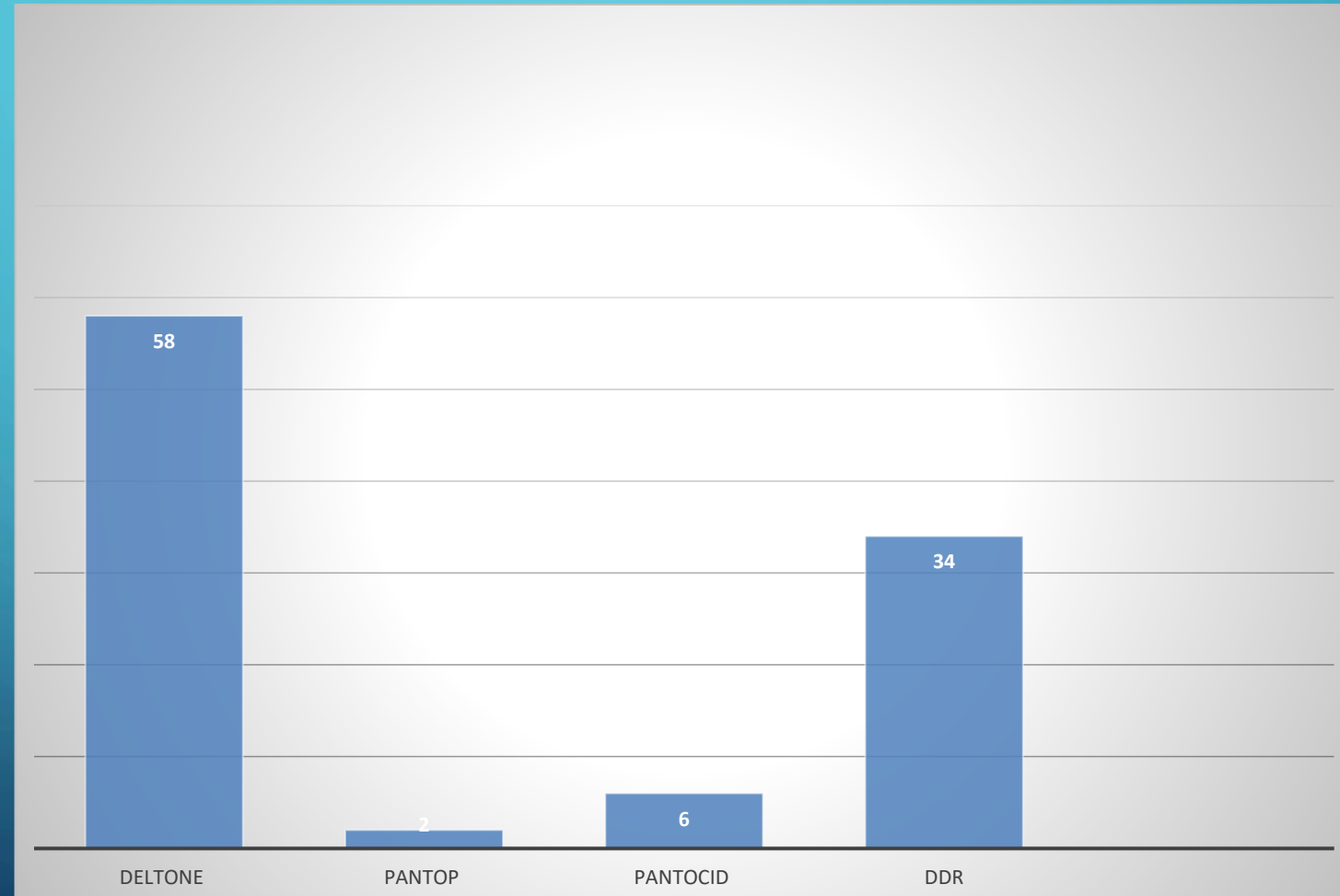
Sr.No.	Brand name	Company Name	Price
1.	DDR	MSN	160
2.	PAN	ALKEM	126
3.	PANTOCID	SUN	164
4.	OMEZ	DR. REDDYS	135
5.	PANTOP	ARISTO PHARMA	136
6.	RAZO	DR. REDDYS	176
7.	PANTODOC	ZYDUS CADILA	201
8.	RABLET	LUPIN LIMITED	125.6

I've analysed competitor Deltone. The market contains eight competitive brands. This comparison shows that Deltone is suitable for all classes.

DATA ANALYSIS

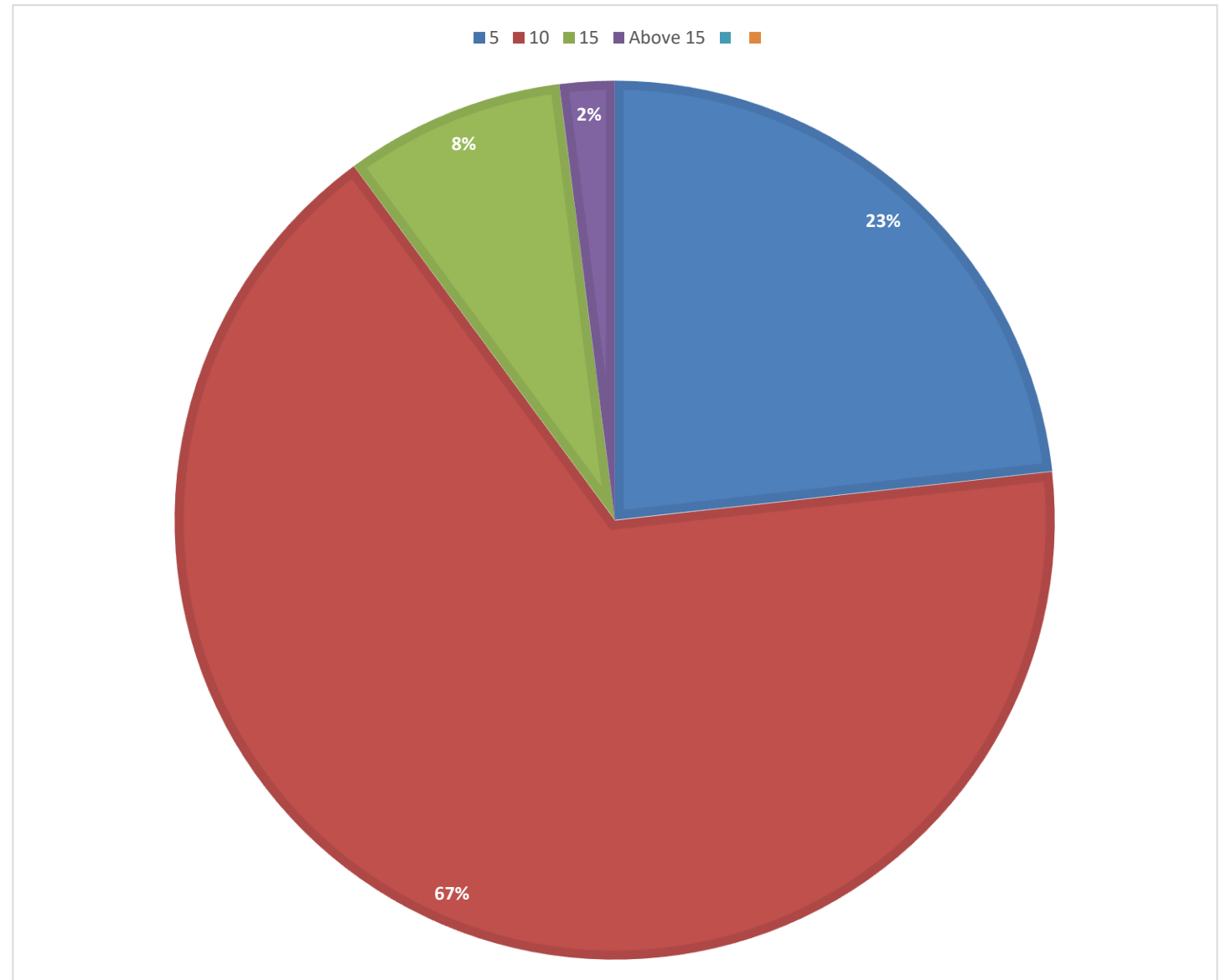
Q.1) Do you use PPI
in GERD and APD ?

- a) Deltone
- b) Pantocid
- c) Pantop
- d) DDR



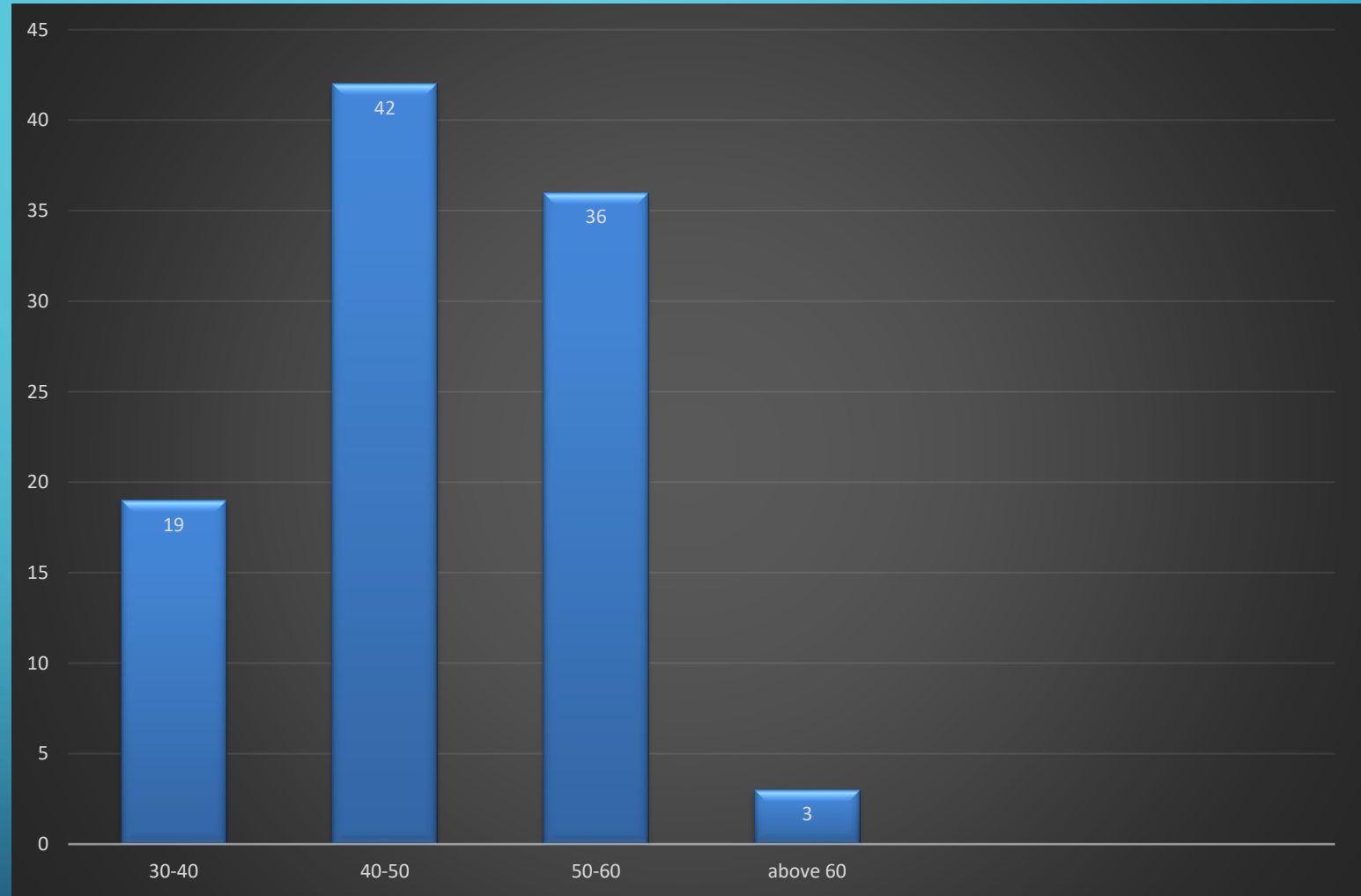
• Q.2) How many patients complain about Erosive Esophagitis, Acid peptic Ulcer, Gastritis daily?

- 5
- 10
- 15
- Above 15



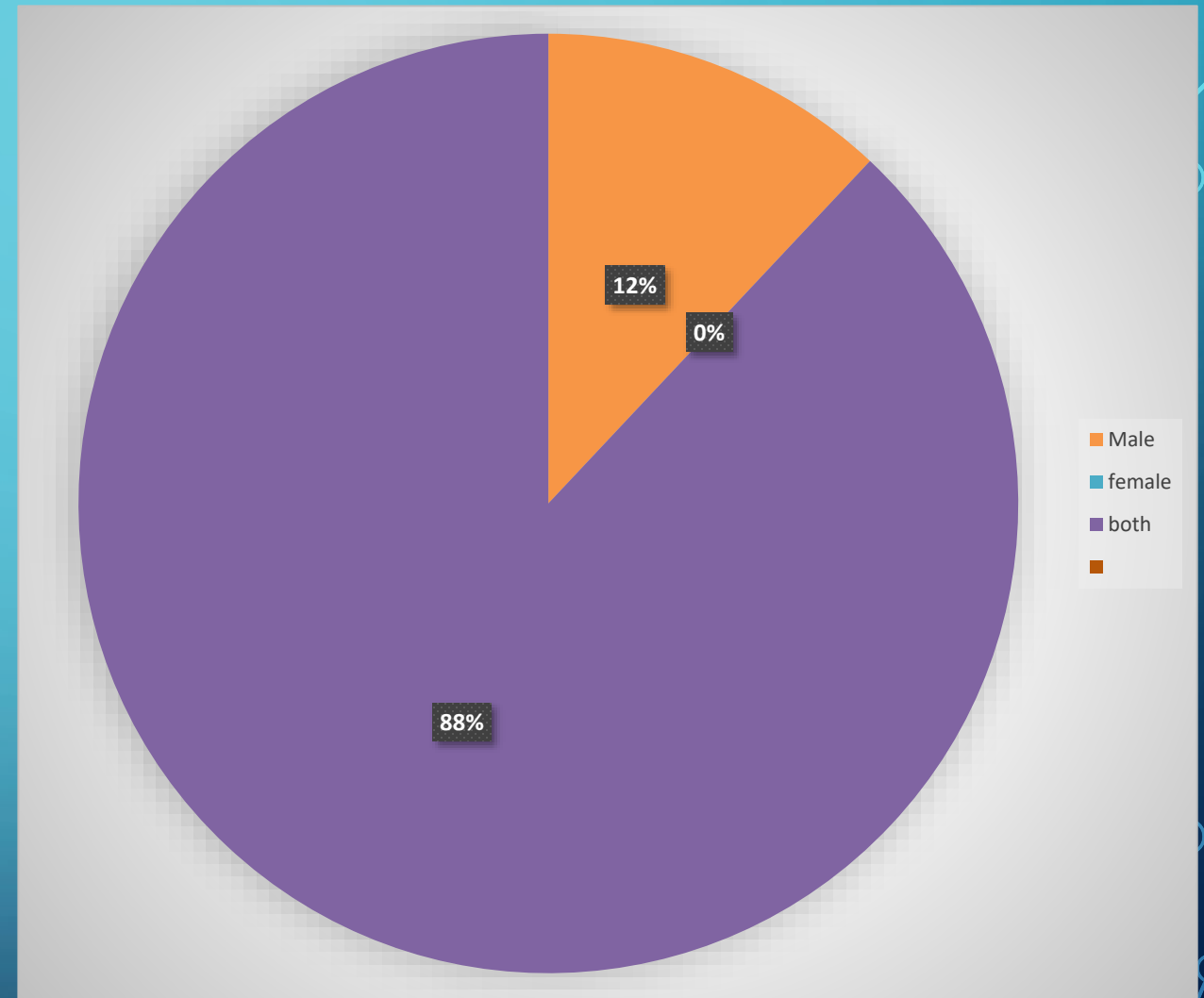
Q.3) What are the age group most complain about GERD and APD?

- a) 30-40yrs
- b) 40-50yrs
- c) 50-60yrs
- d) Above 60yrs



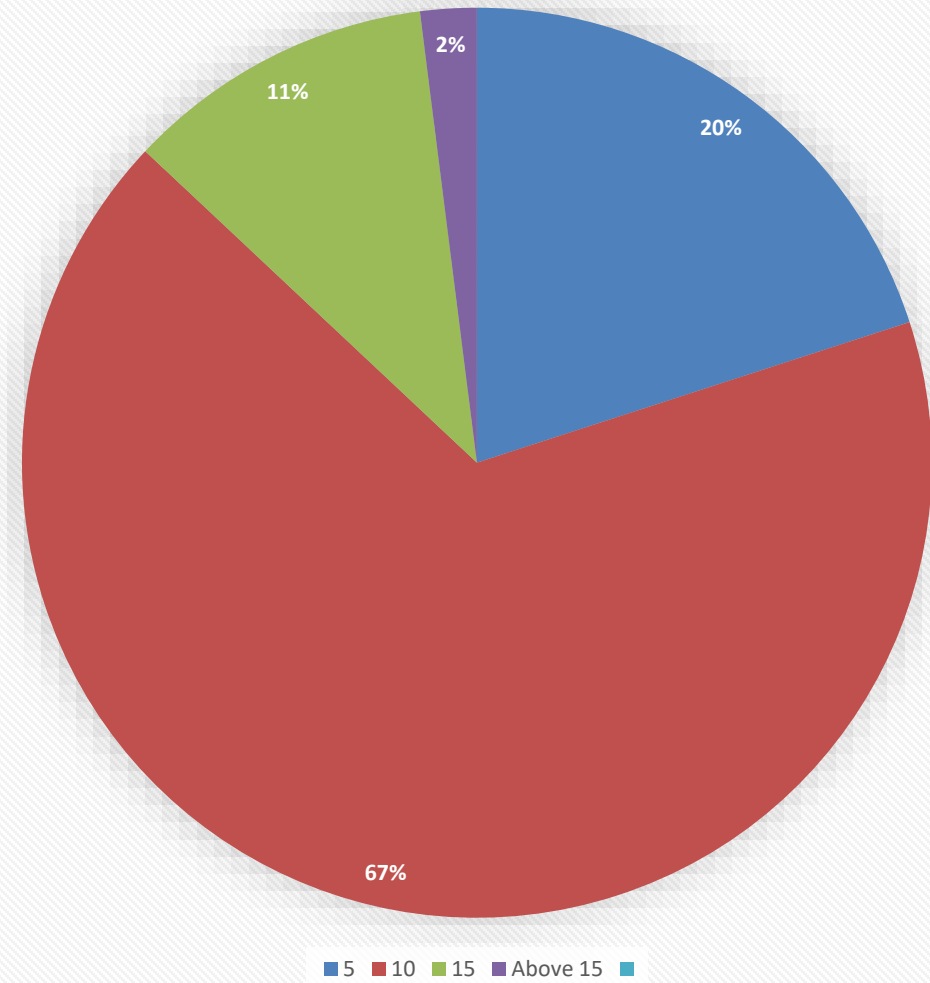
Q.4) Amongst the most cases are the prevalence of complaints above?

- a) Female
- b) Both
- c) Male



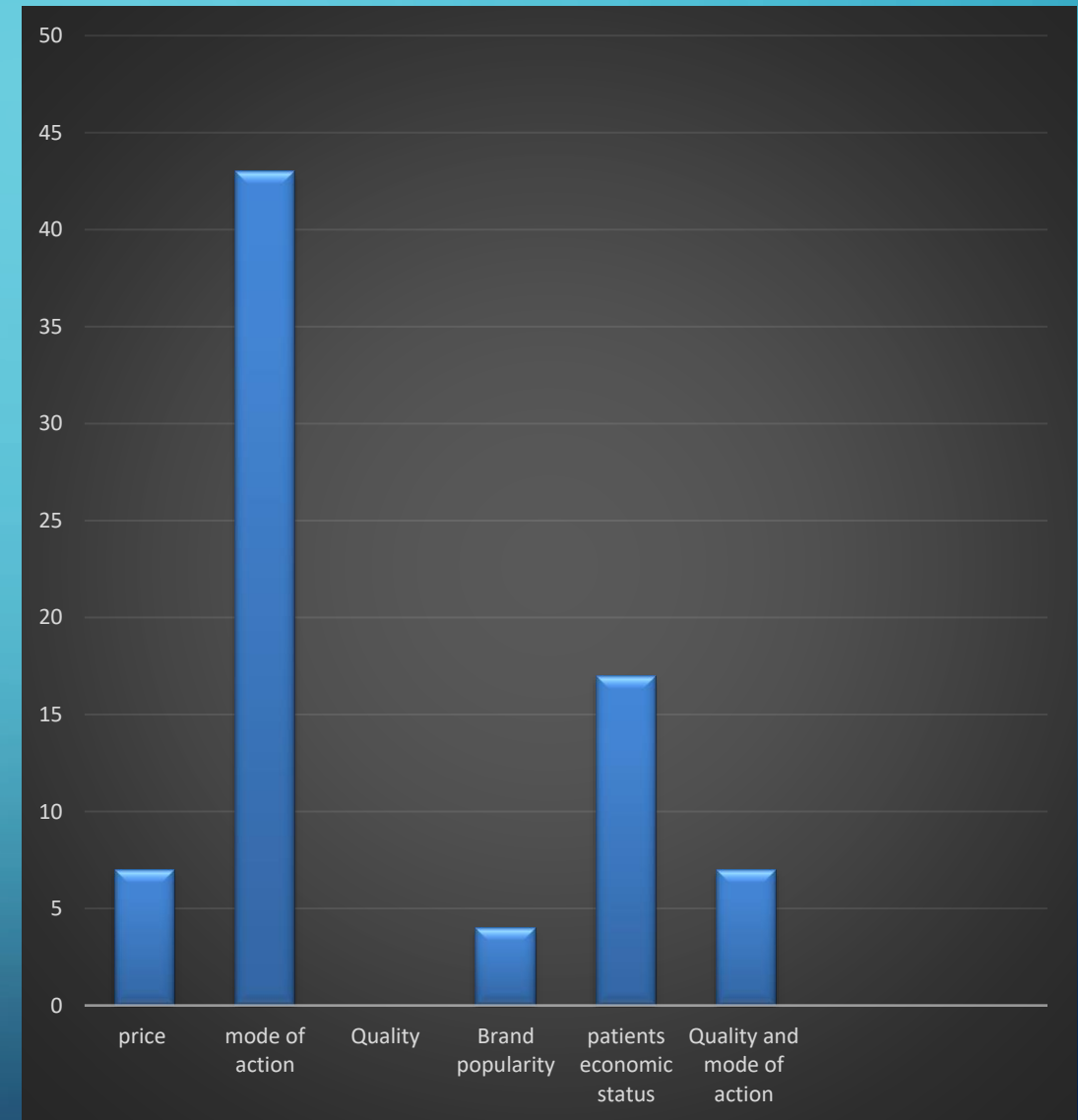
Q.5) How many patients would like GERD and APD treatment out of these?

- a) 5
- b) 10
- c) 15
- d) Above 15



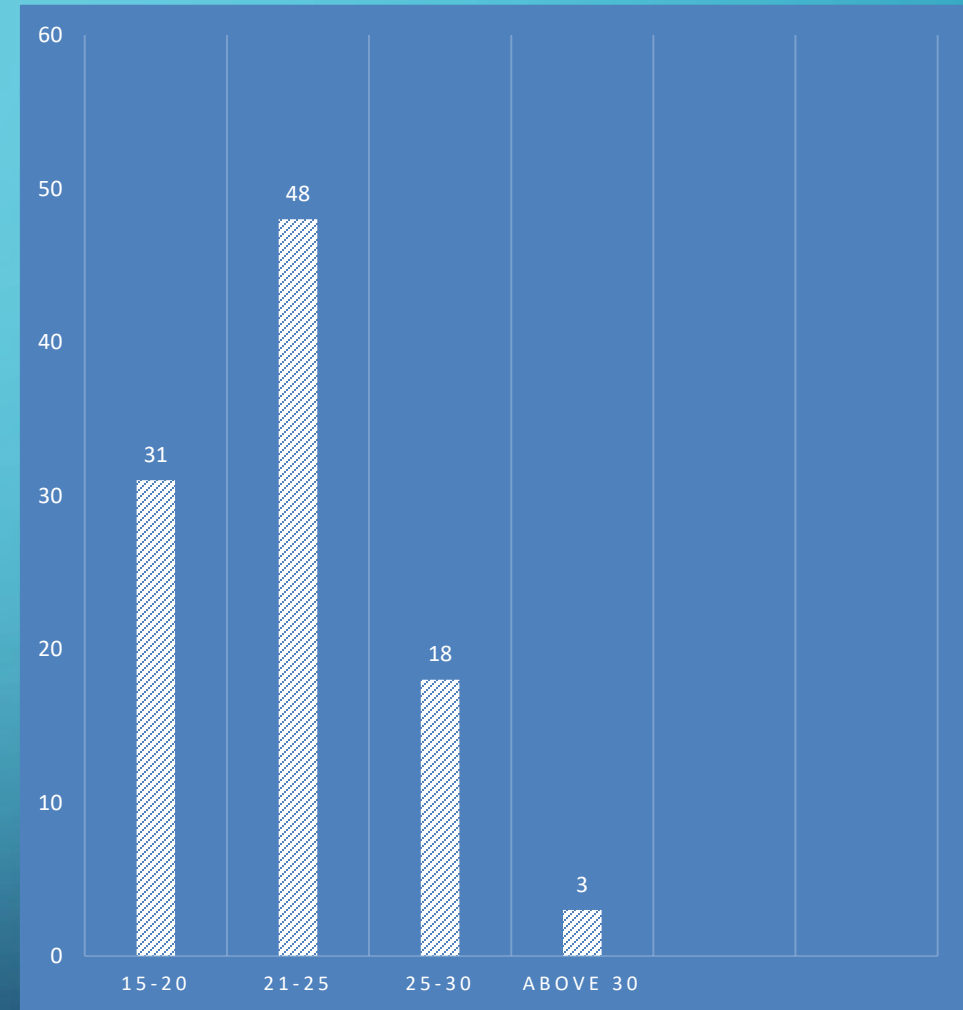
Q.6) How do you like PPI to be used?

- a) Price
- b) Action Mode
- c) Quality
- d) The popularity of the brand
- e) Economic condition of the patient
- (f) Action quality and mode



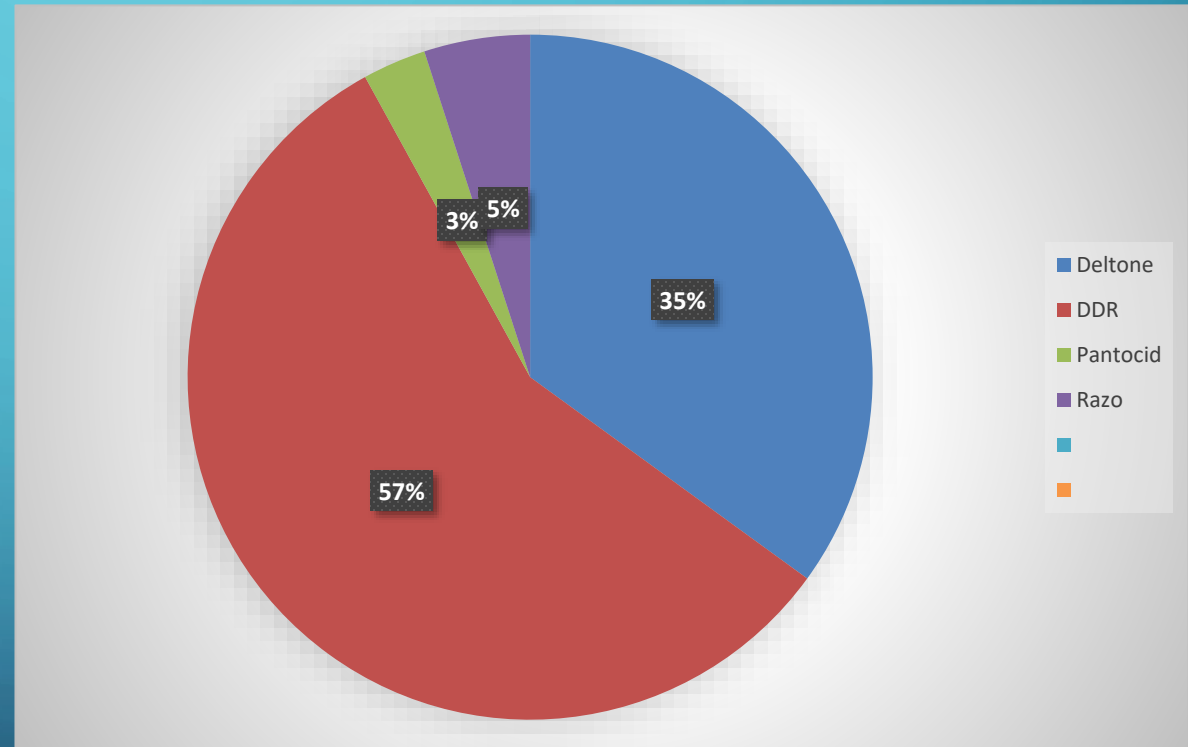
Q.7) How long are you taking the PPI for?

- a) 15 to 20 days
- b) between 21 and 25 days.
- c) from 25 to 30 days.
- d) 30 days above



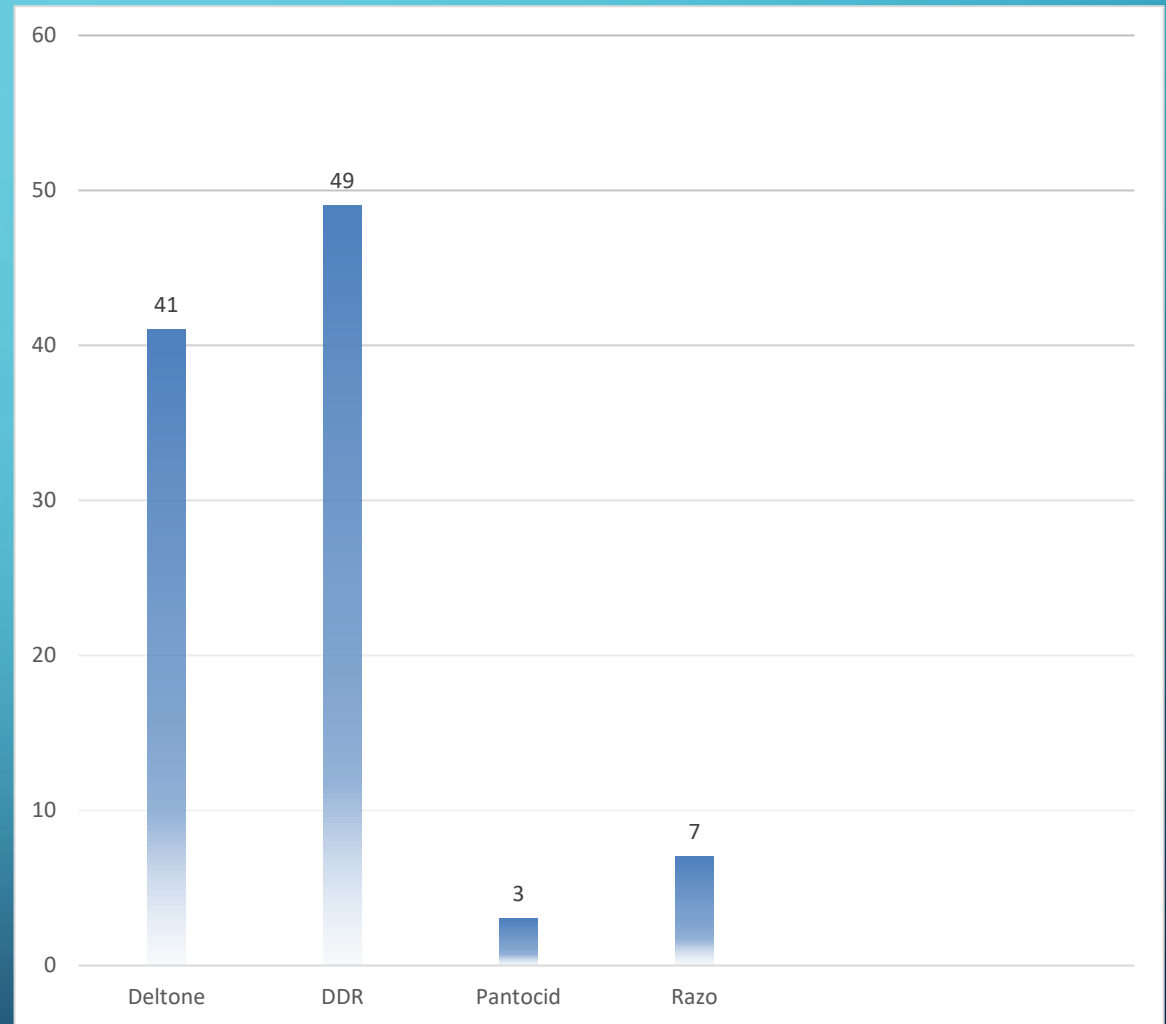
8.) which PPI of minimum interaction with another drug?

- a) Deltone
- b) DDR
- c) Pantocid
- d) Razo



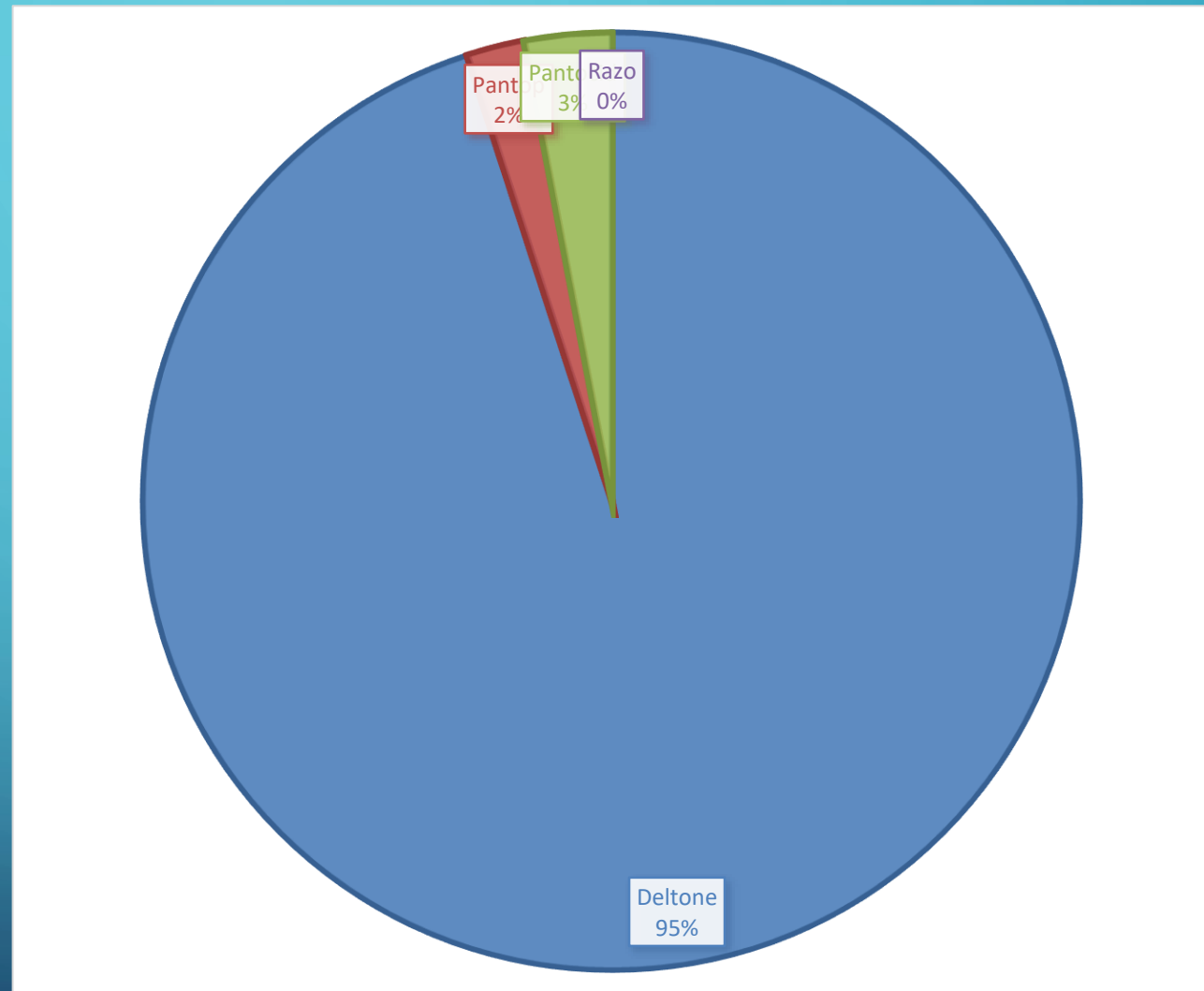
9- Do you know which PPI is safest for cardiac patients?

- a) Deltone
- b) DDR
- c) Pantocid
- d) Razo



10) which PPI you prescribe with regardless food?

- a) Deltone
- b) Pantop
- c) Pantocid
- d) Razo



• Conclusion

- To end up Deltone is feasible in Gastritis medicines. In the right here and now there's parcel of gastritis problems occurring due to infection and manner of existence adjustments, so people aren't coping with their Gastritis. Because of infection parcel of gastritis problems like GERD, APD happens. In this manner, those Deltone provide the excellent remedy for gastritis circumstance as indicated with the aid of using experts.
- As indicated with the aid of using experts the widespread majority of the affected person wishes to restoration themselves as maximum punctual as should moderately be expected.
- Alembic pharmaceutical improvements is possibly the excellent agency in the texture put it on the market which offers great and feasible objects to experts and sufferers at splendid cost. What's more, there's a much less contenders' gift withinside the marketplace for Deltone which offers great and feasible Deltone to the experts.

Thank
You

