

DISSERTATION REPORT

MARKET ASSESSMENT ON PRACTICES AMONG PHARMACIST REGARDING OVER-THE-COUNTER MEDICATION IN CHENNAI CITY



SUBMITTED BY
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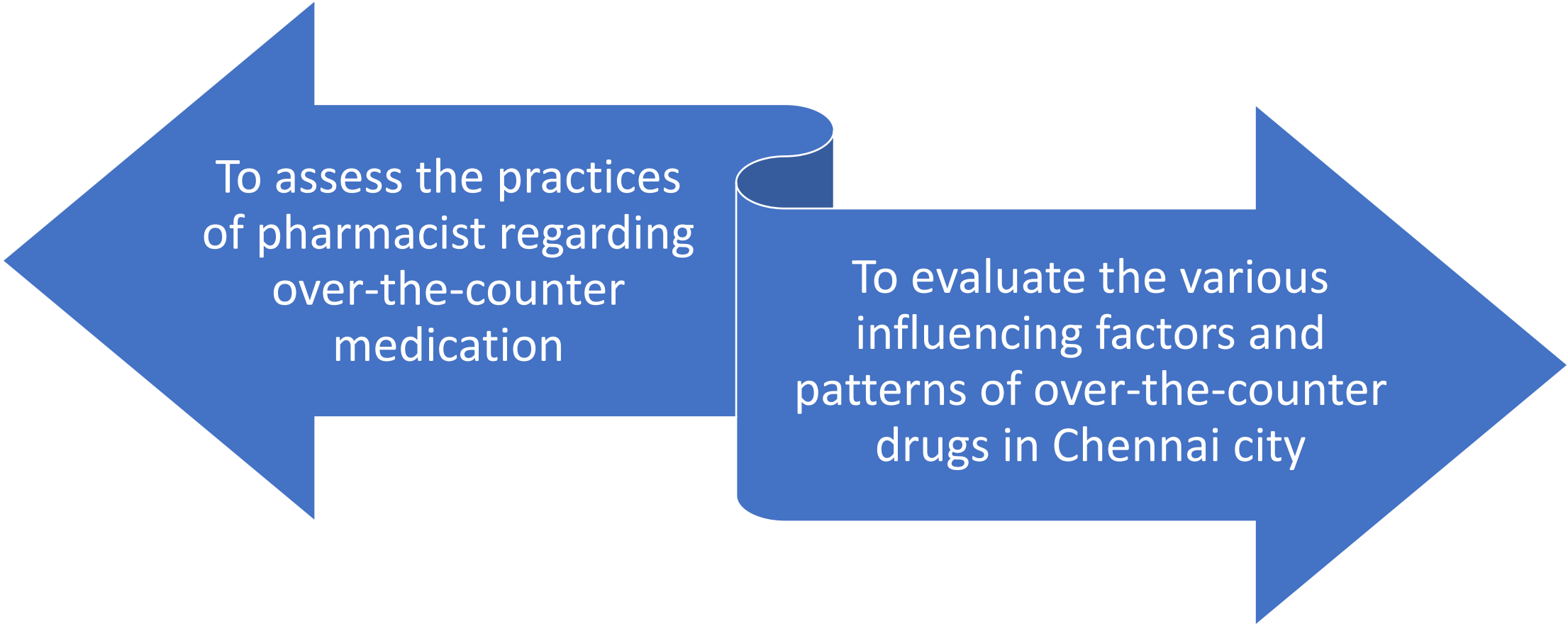
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Introduction

- The over-the-counter drugs are the drugs which can be purchased without prescription
- OTC is undoubtedly both useful and harmful, in one side it helps the patients by providing medicines at their ease, helps to reduce hospital bills, and on other side it can cause adverse effects if there are no proper guidance
- Currently in India there are no proper set of guidelines in OTC and here the unscheduled drugs are sometimes considered as OTC
- Pharmacist is the most suitable person to recommend the proper usage of OTC knowing all the safety protocols and understanding the patient behavior and symptoms
- The main growth factors which is responsible for consuming OTC are patient convenience, time and cost efficient and avoiding of hospitals
- The pharma companies take recommendations and surveys from pharmacist because they know the market reality that is which drug has higher sales and which one has the lower sales, they also know the competitor market their promotional strategies also, they have the idea of patient perception towards each brand of the drugs



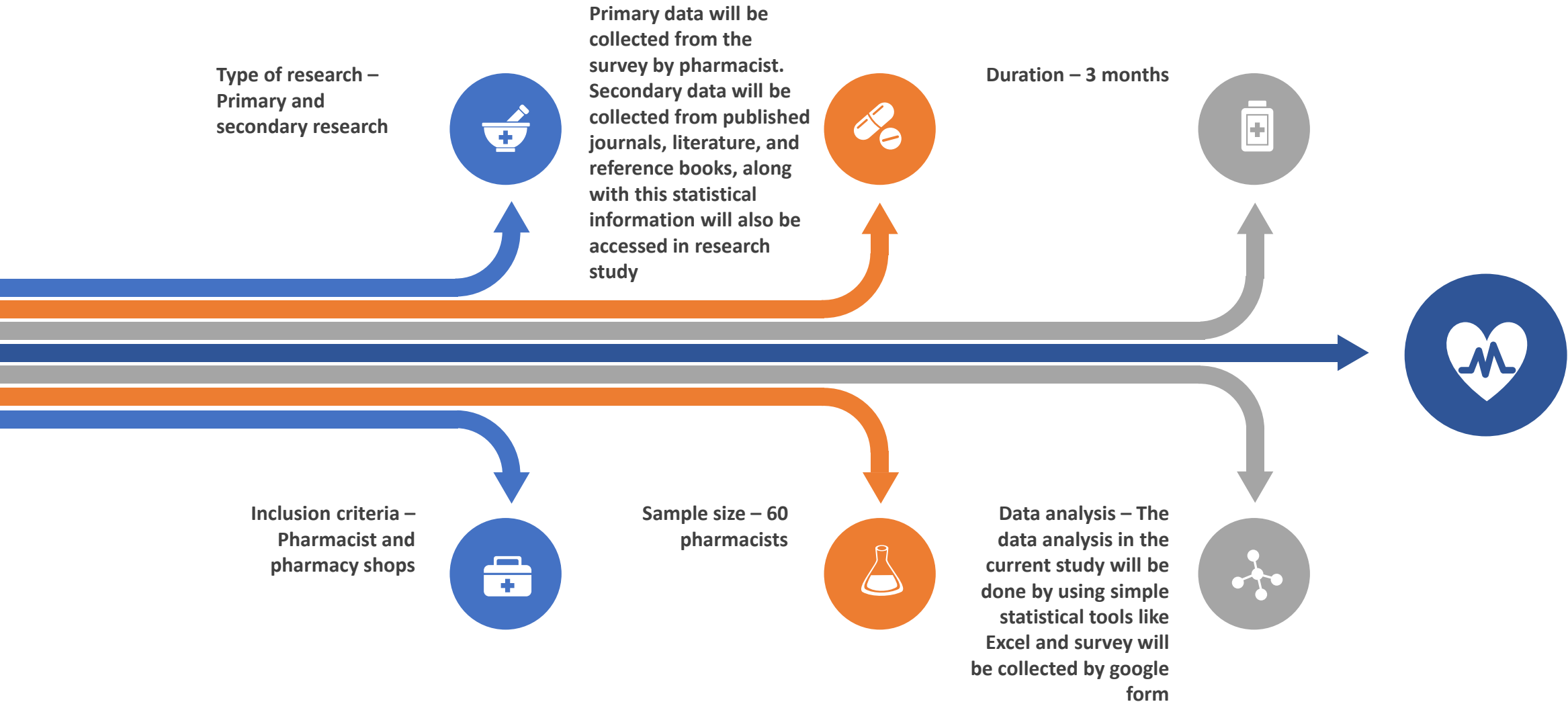
OBJECTIVE



To assess the practices
of pharmacist regarding
over-the-counter
medication

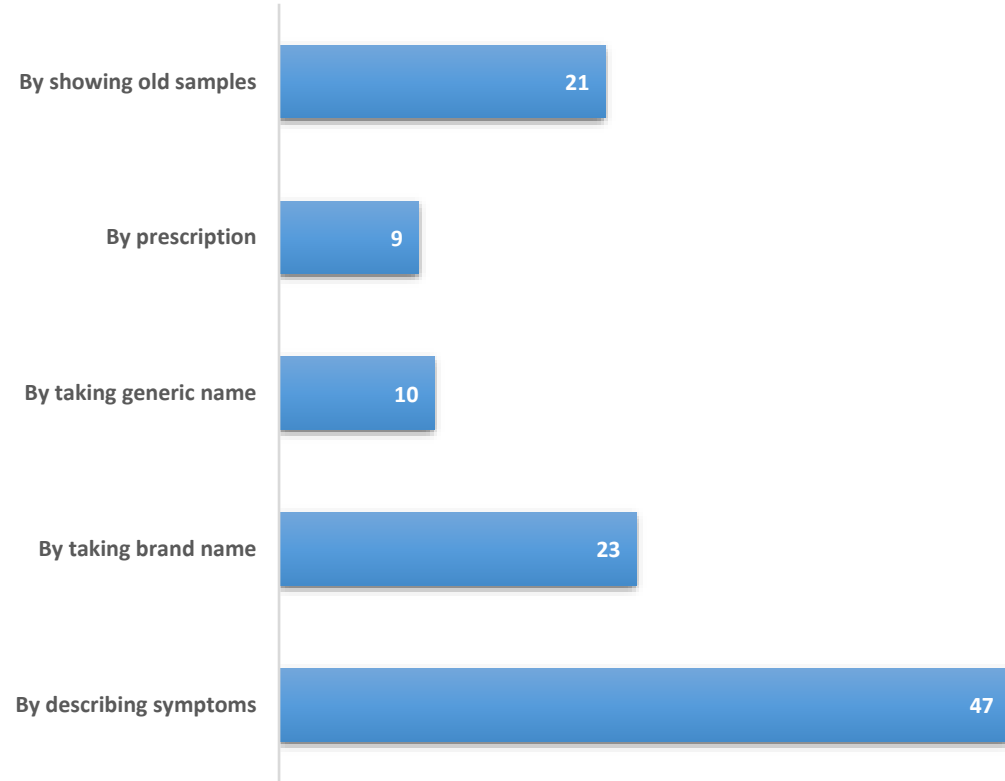
To evaluate the various
influencing factors and
patterns of over-the-counter
drugs in Chennai city

Research Methodology

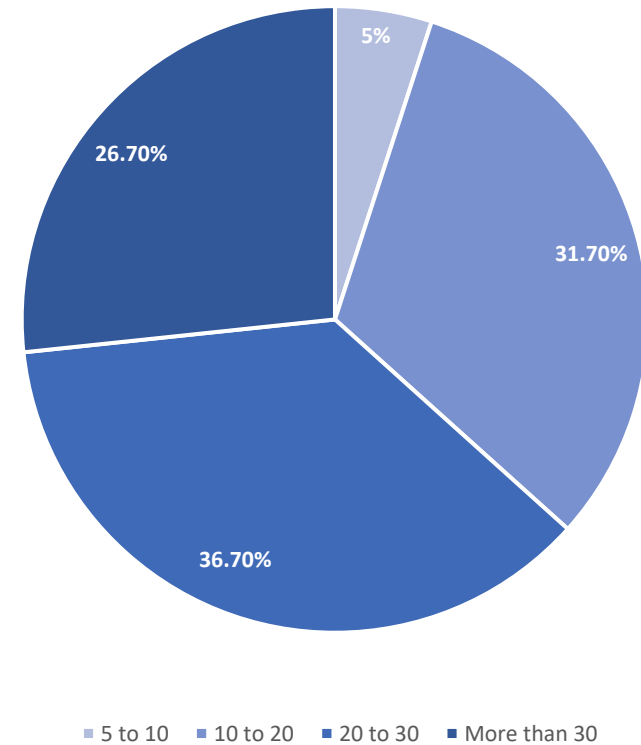


Results and Findings

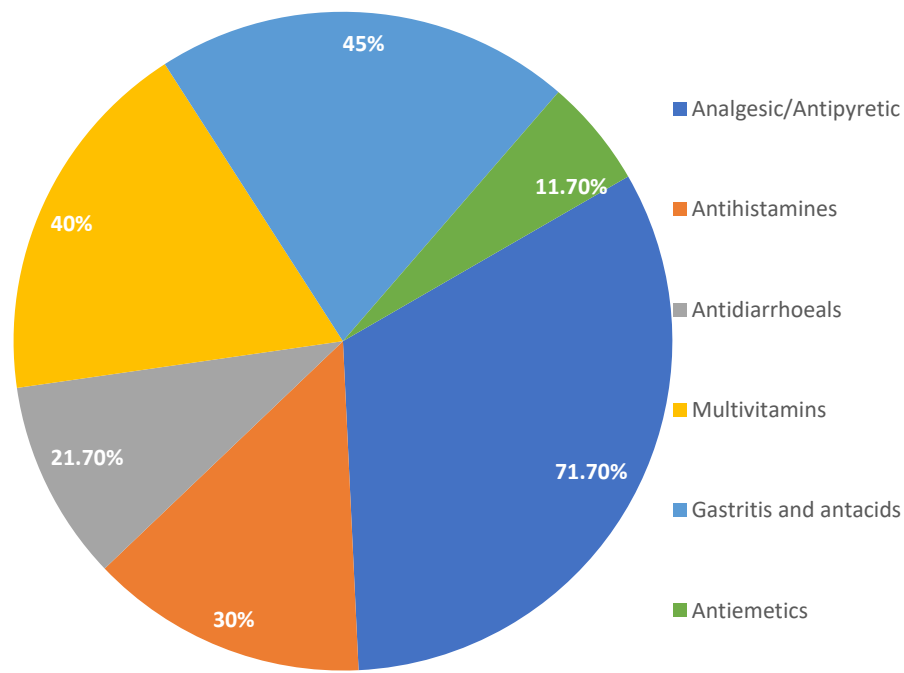
How the patients ask about OTC mostly



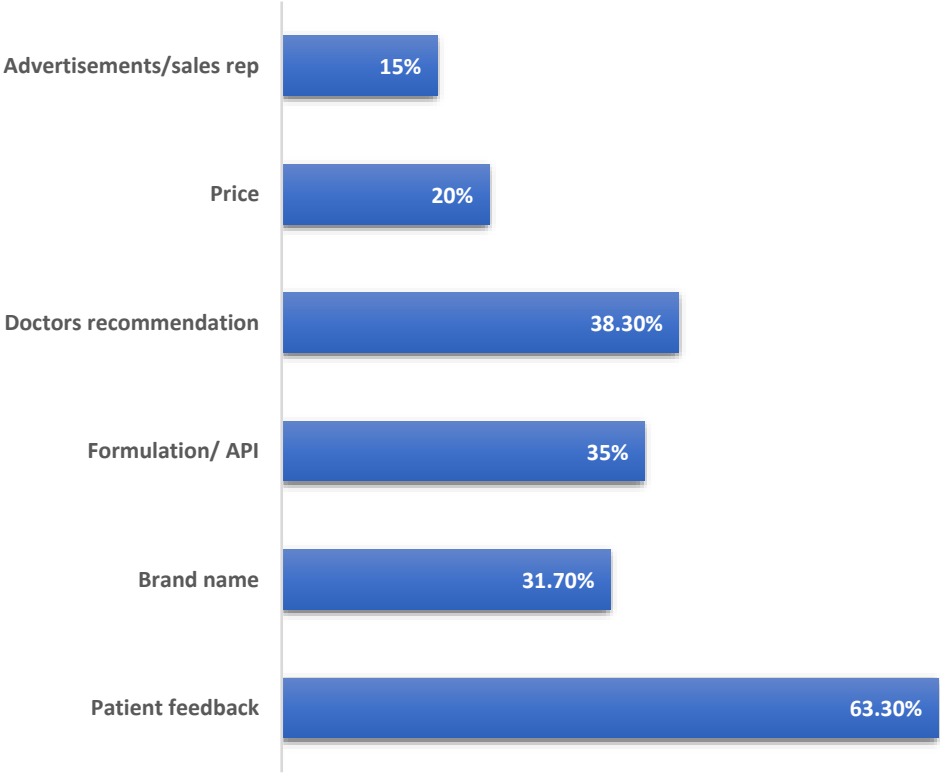
Average number of patient request OTC in a day



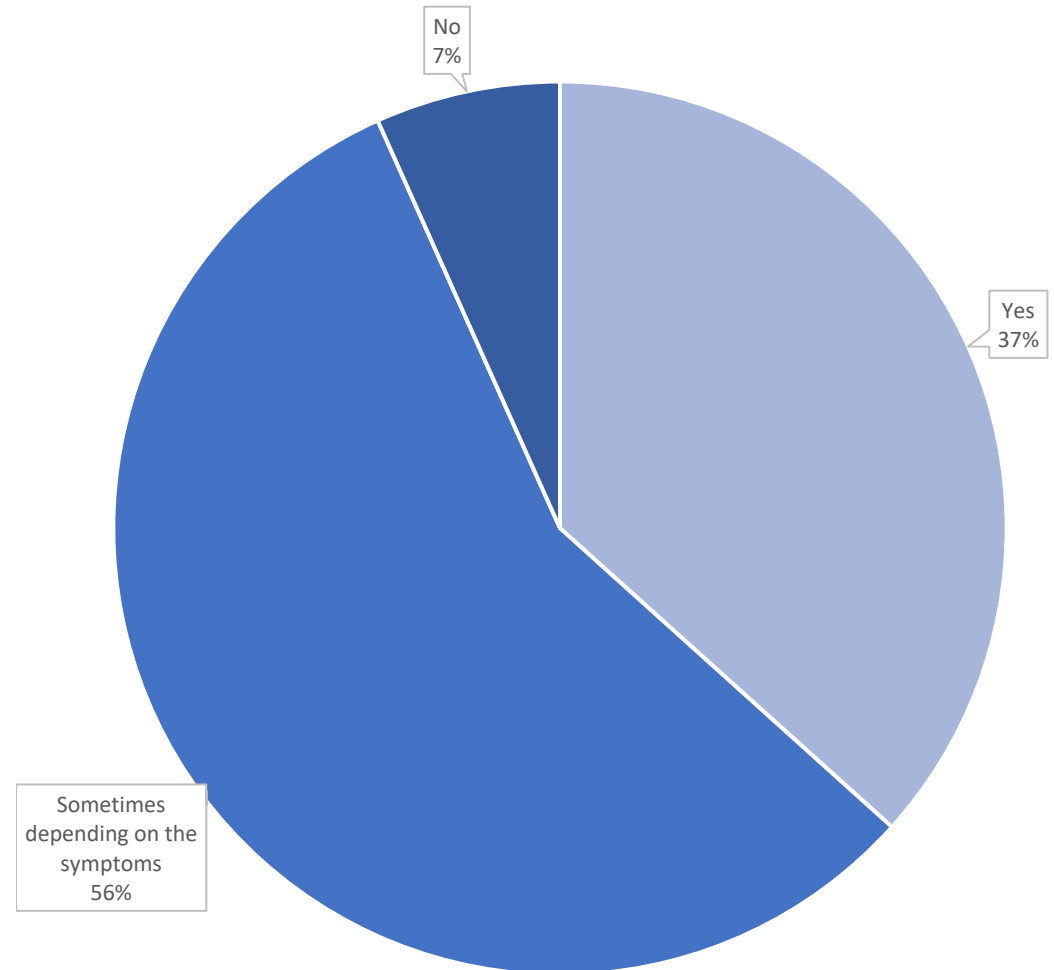
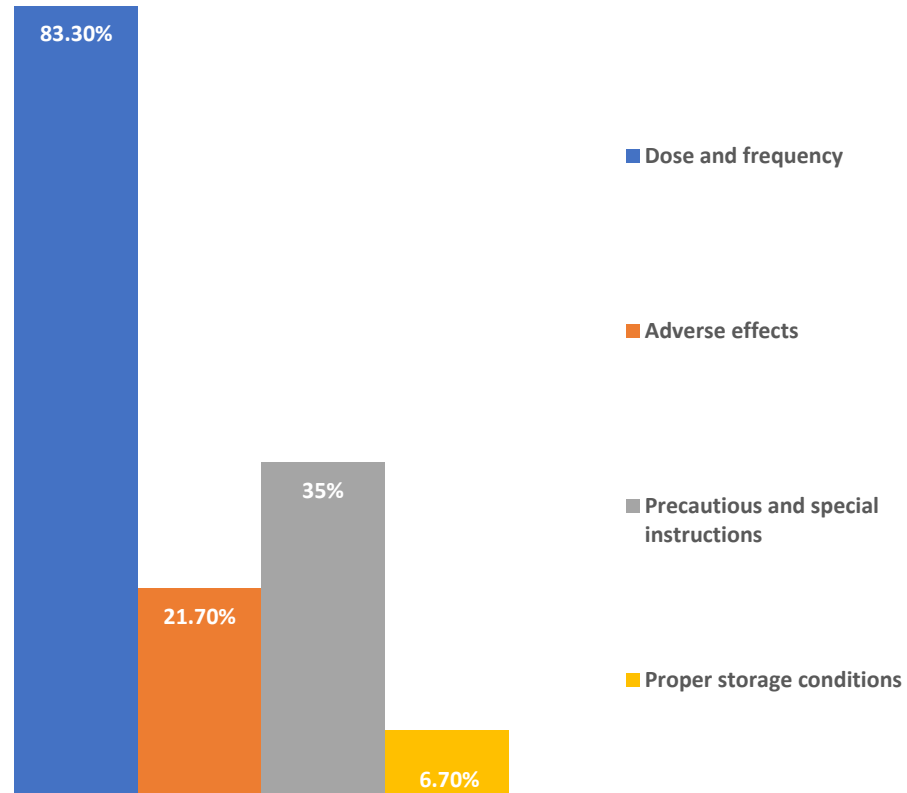
Most commonly dispensed OTC drugs in your pharmacy

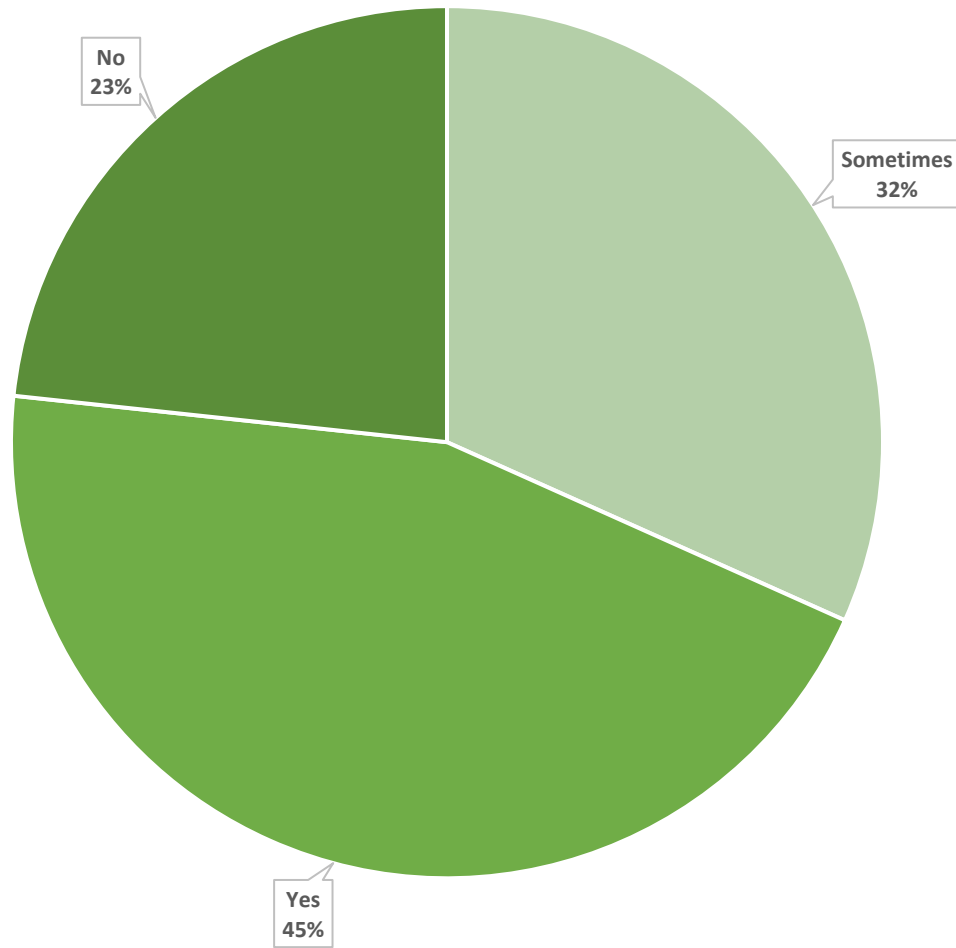


Factors influencing pharmacist to dispense OTC product

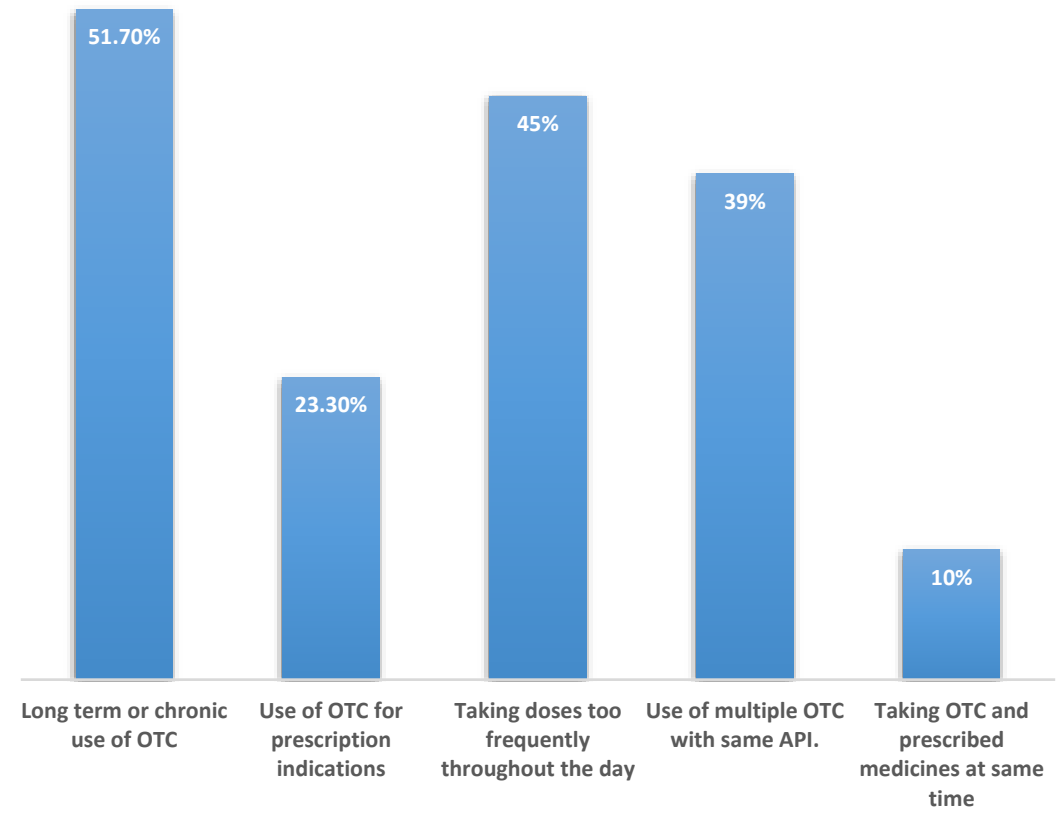


Type of medical counselling is given while dispensing OTC





Main reason for the inappropriate use of OTC



CONCLUSION

Pharmacists have traditionally played an important role in the healthcare system. the findings show that OTC medicine is used for common conditions in Chennai. Pharma businesses should employ appropriate promotional and commercial channels to raise OTC brand awareness, and they may also enlist the support of pharmacists and other health service providers

When the prescription brand was not available, about 45% of the participants in this study indicated they changed brands without seeing their doctor



In this study, it shows that the majority of pharmacist (58%) offer advice when giving medications. according to the findings of this study, 83.3 percent of pharmacists counselled patients or their attendants on the dosage and frequency of OTC medications

The final link between medication and patients is pharmacists and drug dispensers. as a result, pharmacists may be able to play an important role in changing patients' self-medication habits. they can also present the patient with appropriate, clear, and relevant information about their drugs as well as various kinds of OTC drug use

THANK YOU

