

A STUDY ON THE ROLE OF OMEGA-3 FATTY ACID IN PCOD



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“PCOD is a syndrome manifested by amenorrhoea, hirsutism and obesity associated with enlarged polycystic ovaries.”

It is a heterogenous disorder characterized by excess androgen production by the ovaries that interferes with the reproductive, endocrine & metabolic functions.

What is PCOD??

- To understand the major causes of PCOD, among the urban population of Kolkata
- To study the doctor's choice of medication in the management of PCOD
- To know the role of Omega 3 in management of PCOD
- To evaluate factors that will drive the future demand for nutraceuticals in Indian market.
- To determine fast moving omega 3 brands currently available in the market.

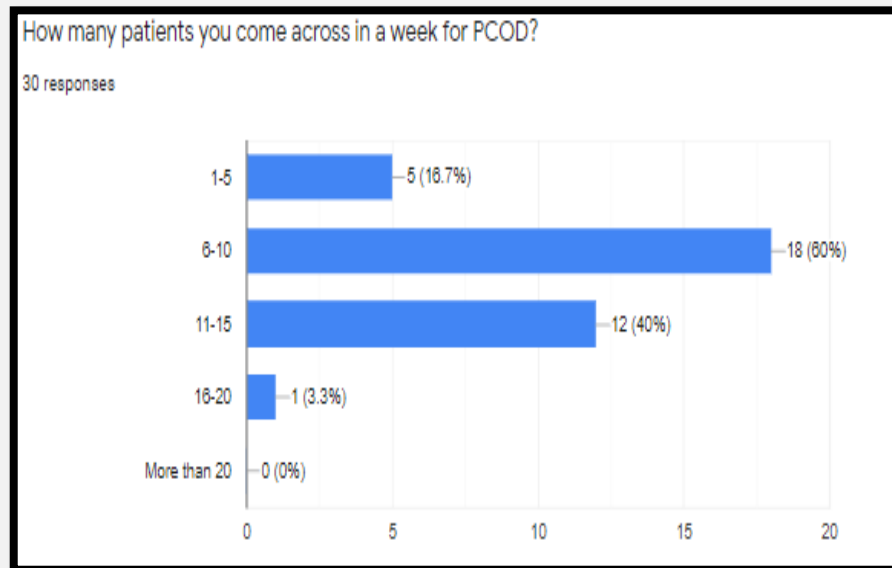
Objectives

- The Research tool is Semi structured questions with both open ended & close ended. The sampling methodology is a non-probability convenient sampling. The study centre is Kolkata. The rationale used as Kolkata is a major pharma hub and it represents all class & section of the customers. The sample plan is of 50 prominent gynaecologists.
- **Primary method**
- Through questionnaire method primary data was obtained from doctors, chemists and consumers. (Annexure 1)
- **Secondary method**
- The related information was obtained from- Textbooks, Pharma biz, Medical Journals, Pharma pulse, Research papers
- **Survey area-**
- The survey was carried out in Kolkata- South Kolkata, Central, Western, Suburban Kolkata and Hugli beyond areas were covered.
- **Sample size-**
- The sample size consisted of 50 doctors (gynecologists).

Research Methodology

Frequency of PCOD

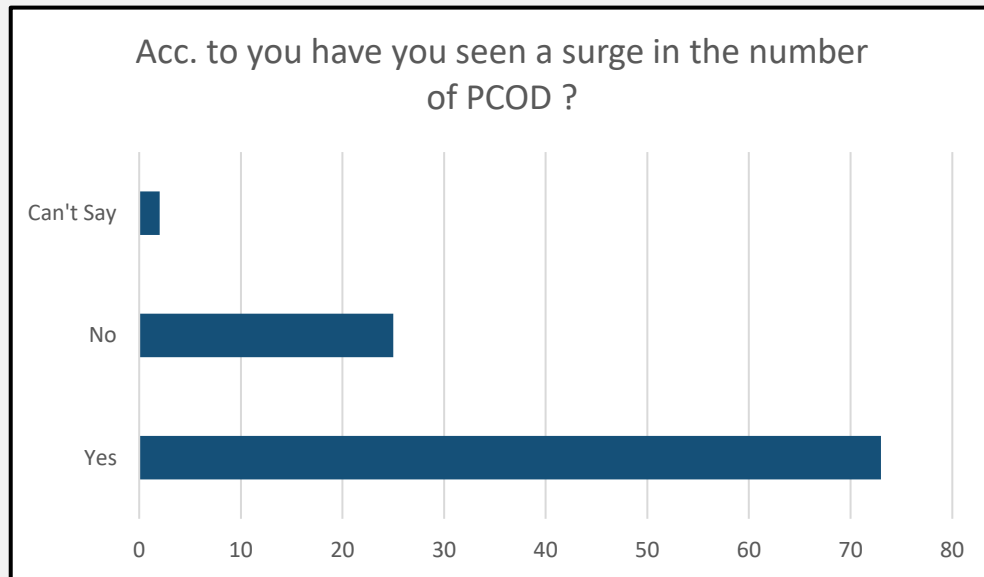
- Result- In clinical practice doctors come across 6-10 patients in a week i.e 60% of patients are detected with PCOD. Thus the case for PCOD is rising day by day as we can see 40% of doctors come across 11-15 PCOD patients. Thus, there's an opportunity to prescribe or advice Nutraceuticals as Health & Nutrition products to their patients. This also shows an increase in the demand for PCOD management solutions, such as Nutraceuticals,



Data Analysis & Findings

Increase in PCOD patients

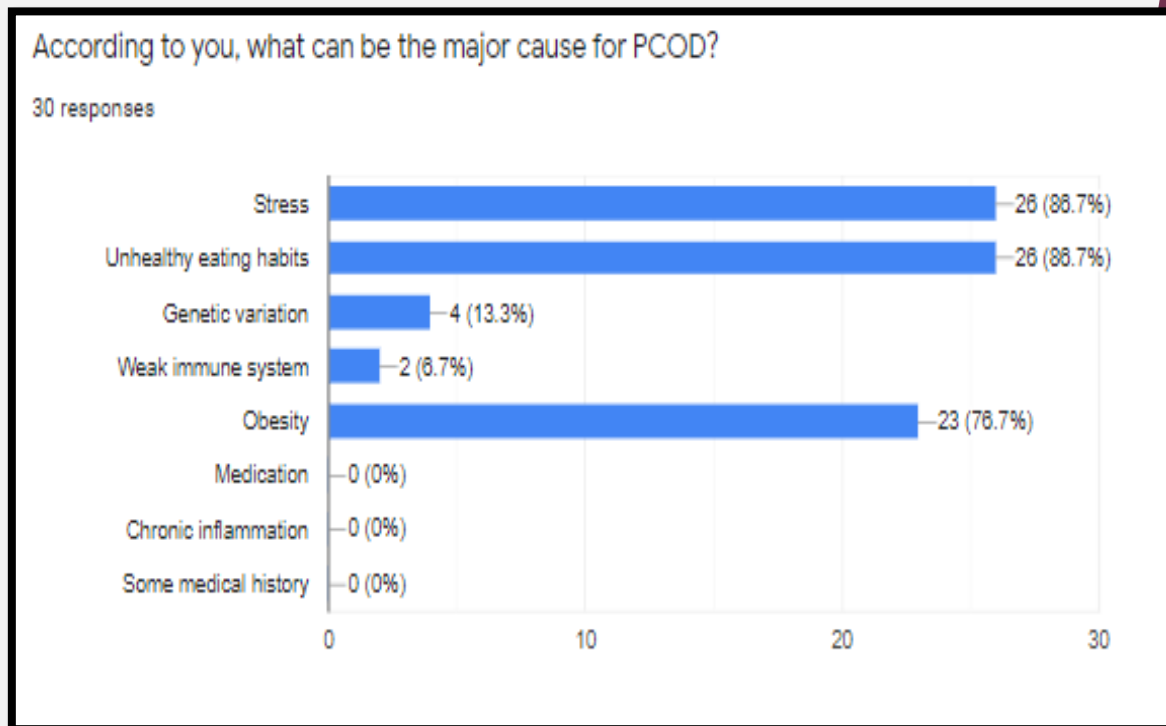
- Result- According to doctors, 73% of the doctor felt that there is a surge in the number of patients in their clinic. 25% felt there is no surge in the number of patients and rest (2%) can't say. This is clear that a there is an increase in PCOD cases in last 5 years. This will drive the need for PCOD management solutions.



Data Analysis & Findings

Causes of PCOD

- Result- According to doctors, the main cause for PCOD is Stress (86%), Unhealthy eating habits (86%) and Obesity (77%). These are the important causes of PCOD whereas genetic and weak immune system can be the supporting reasons.



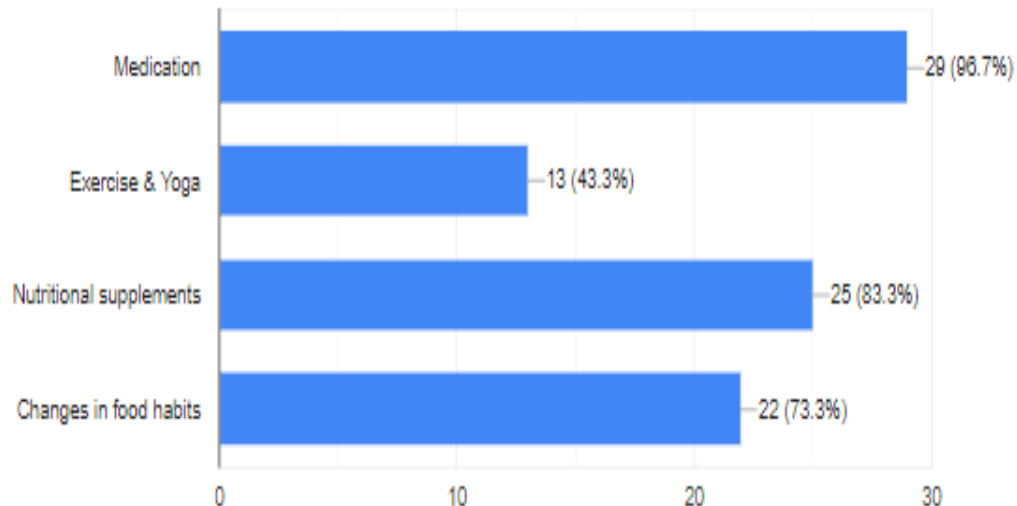
Data Analysis & Findings

Management of PCOD

- Result- The first choice of treatment given by doctors is medication (76%) to their patients followed by Nutritional supplements (83%) and Changes in food habits (73%). Thus medication with nutritional supplement is the best way for PCOD management. Nutritional supplements thus play a very important role in the management of PCOD.

What is your choice of treatment to manage PCOD?

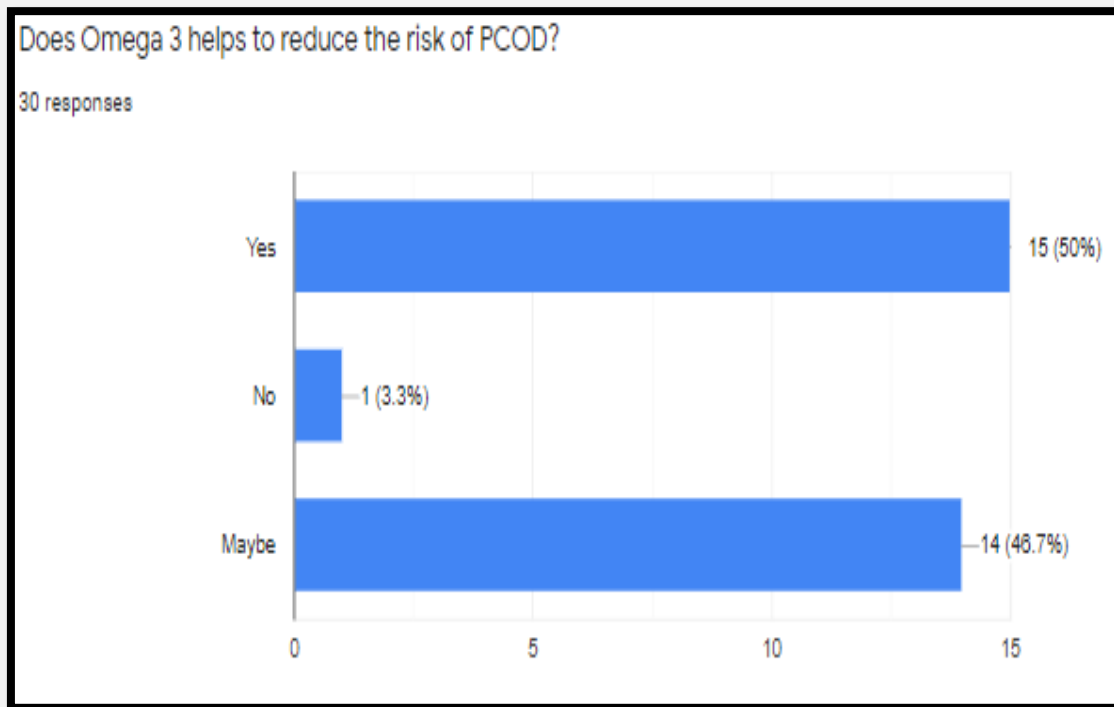
30 responses



Data Analysis & Findings

Role of Omega 3 in management of PCOD

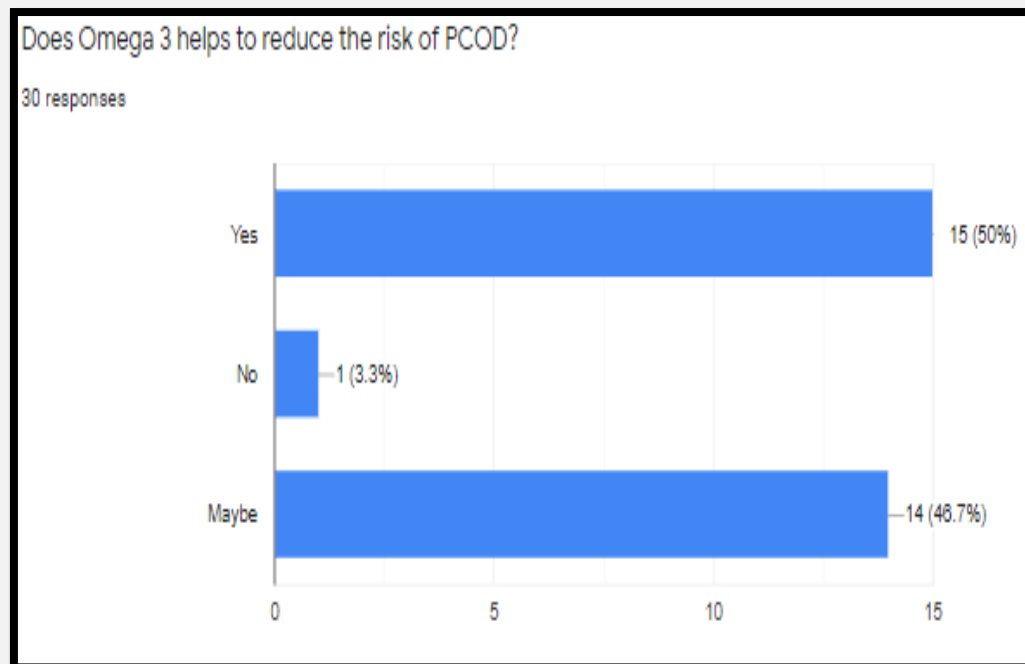
Result- 50% of the doctors believe that Omega-3 supplements play an important role in the management of PCOD whereas 46% are unsure about its role in the management of PCOD. As 50% of doctors believe in Omega-3, thus it can be considered that Omega-3 supplements help to lower down the risk of PCOD.



Data Analysis & Findings

To determine where Omega-3 supplements are co-prescribed or recommended to a PCOD patient

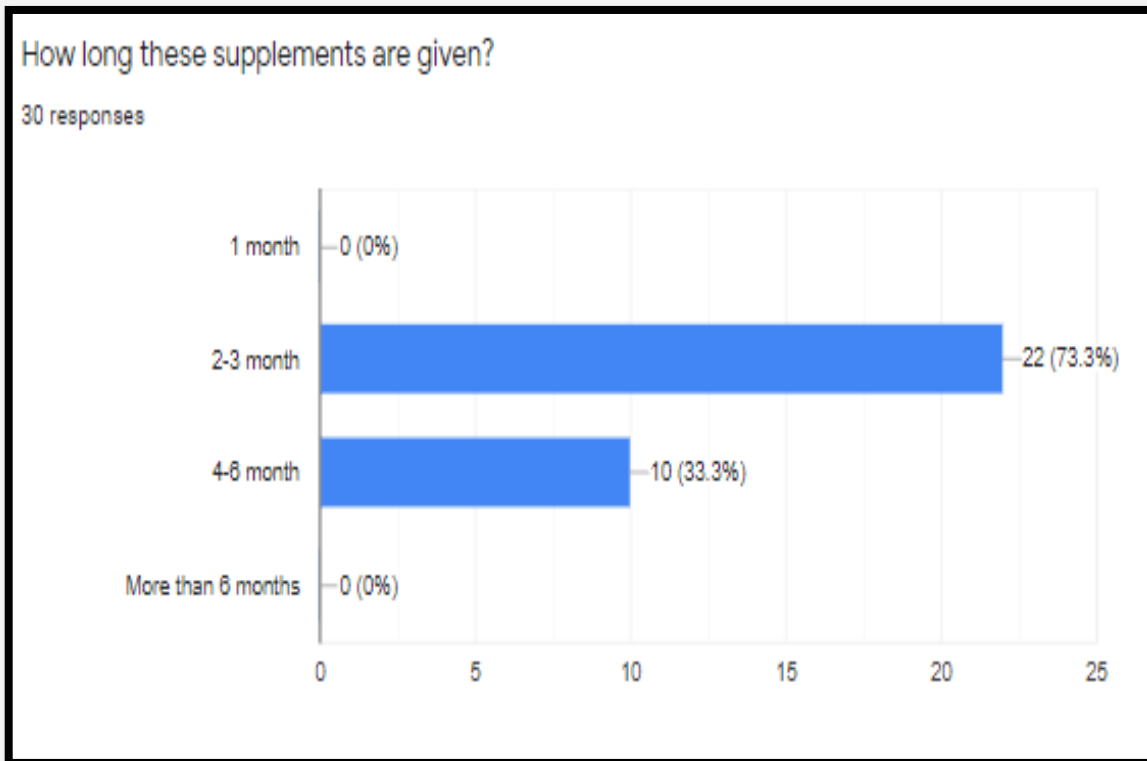
Result- As per doctor, Omega-3 supplements are mostly recommended (46%) whereas 36% of the doctor advice foods in Omega-3. Thus we can say that Omega-3 supplements play an important role in management of PCOD.



Data Analysis & Findings

Duration for Nutritional supplementation

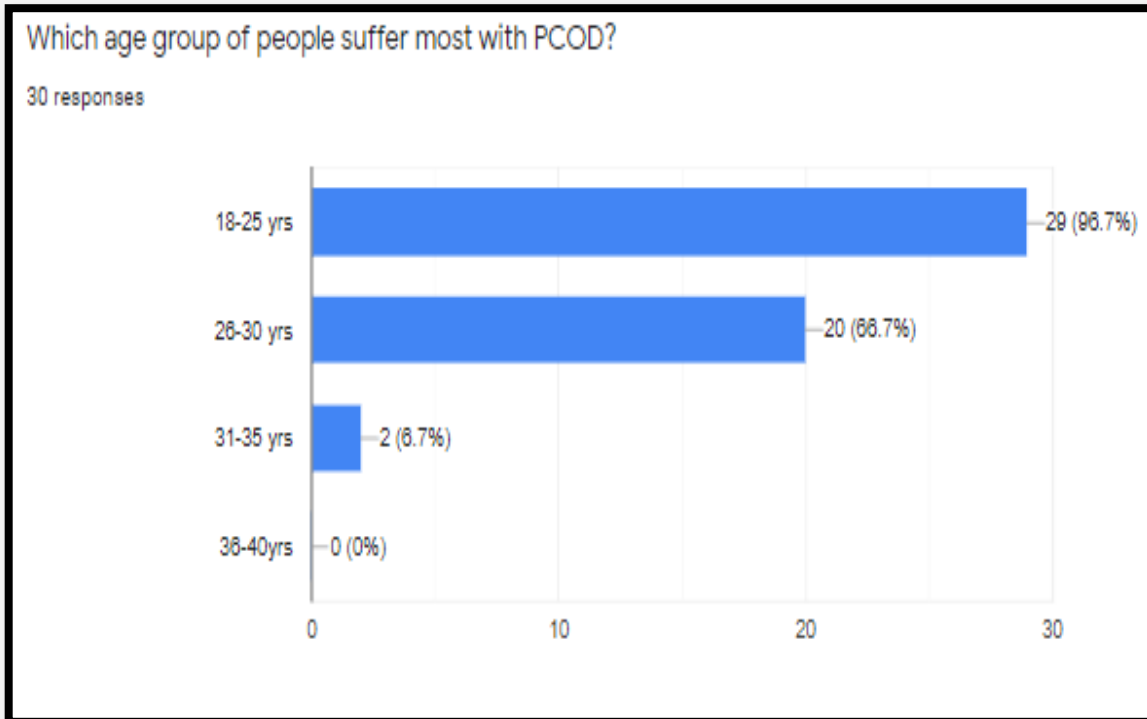
Result- According to doctors, the nutritional supplements (Omega-3) is given for about 2-3 months (73%) whereas for 33% prescribe for about 4-6 months.



Data Analysis & Findings

Most suffered age group with PCOD

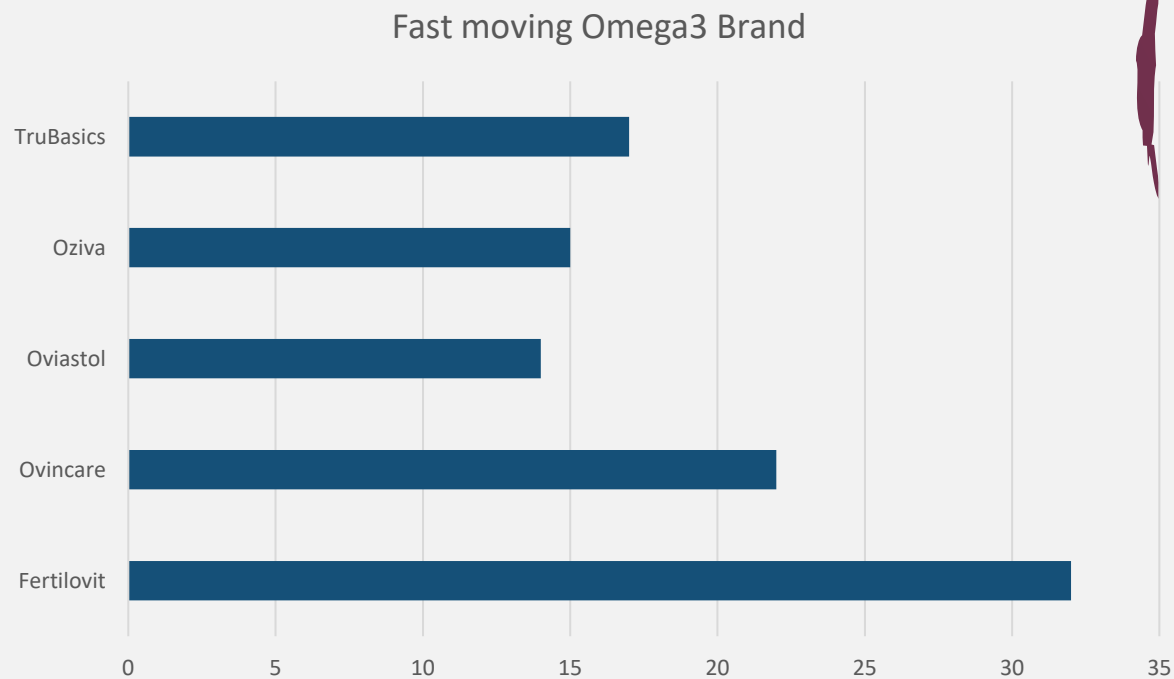
Result- According to doctor, people of age group between 18-25years suffer most from PCOD (96%) whereas 66% of the people of age group between 26-30 years suffer from PCOD.



Data Analysis & Findings

Fast Moving Omega3 brand for PCOD

Result- According to doctor, the most preferred omega3 for PCOD is Fertilovit, Ovincare and TruBasics.



Data Analysis & Findings

- When we refer to the above study, its clear that there is a surge in PCOD cases year on year. Most of the doctors are also aware about the benefits of Omega3 and they also acknowledge the fact that the surge in the PCOD patients will lead to the increase in demand of Nutraceuticals.
- The proposed study is aimed at understanding the current trends and opportunities for Omega-3 fatty acid with reference to other nutraceutical supplements in Indian market. This study will also present the developing areas of nutraceuticals for human health and evaluate factors that will drive the future demand for Omega-3 fatty acid in Indian market.

Conclusion

It is suggested that companies who work with Omega3, should focus more on PCOD patients as the study suggest increase in PCOD is very much evident in future. The fast-changing lifestyle, poor eating habits, sedentary lifestyle and pollution will surely increase the numbers of PCOD patients. Companies in the future can really focus on this domain as presently the focus is on child nutrition to cater the demand for omega3. As, the study projects most of the doctors feels that Omega3 is highly effective on PCOD Patients.

Suggestions

Annexure-1

QUESTIONNAIRE

1. How many patients in a day you come across in a week for PCOD?
 - a. 1-5
 - b. 6-10
 - c. 11-15
 - d. 16-20
 - e. More than 20
2. According to you, what can be the major cause for PCOD?
 - a. Stress
 - b. Unhealthy eating habits
 - c. Genetic variation
 - d. Obesity
 - e. Chronic inflammation
 - f. Weak immune system
 - g. Medication
 - h. Medical history
3. What is your choice of treatment to manage PCOD??
 - a. Medication
 - b. Exercise & Yoga
 - c. Changes in food habits
 - d. Nutritional supplements
 - e. Any other, _____
4. Acc. to you have you seen a surge in the number of PCOD patients in your clinic, in the past 5 years?
 - a. Yes
 - b. No
 - c. Can't Say
5. Acc. to you does Omega-3 FA helps to lower down the risk of PCOD?
 - a. Yes
 - b. No
 - c. May be
 - d. Don't know
6. Do you co-prescribe any omega-3 supplement for your PCOD patients?
 - a. Yes
 - b. No
7. Which brand comes to your mind, when I say Omega-3 FA?

8. How long these supplements are given?
 - a. 1-3months
 - b. 4-6months
 - c. More than 6months
9. How many patients revisit your clinic, after you prescribe them Omega 3?
 - a. All of them
 - b. Most of them
 - c. Few of them
 - d. Can't Say
10. Which age group of people suffer most with PCOD?
 - a. 18-25yrs
 - b. 26-30yrs
 - c. 31-35yrs
 - d. 36-40yrs

Questionnaire

THANK YOU