



A Study on Prescription Trend of Oral Anti-diabetics in Bengaluru City for BAL Pharma India Ltd

Dr. Deepak, P¹ & Dr. L. Suresh Mallya²

¹M.B.A, SCMS Cochin School of Business, Kerala, India.

²Professor, Kochi Business School, Kerala, India.

Received 30th November 2015, Accepted 1st January 2016

Abstract

This report deals with the prescription trends for Oral Anti-diabetic drugs in Bangalore city. It also analyses the preference of doctors in prescribing OAD drugs of BAL Pharma over its competitors. This report also analyses the performance of marketing executives of BAL Pharma. Data was collected from doctors in Bangalore city using questionnaire. The sample size of the study is 102. The data was analyzed in SPSS using various tools like frequency distribution and cross tabs. The result of data analysis showed type II diabetes is most prevalent type of diabetes. It also showed that most of the physicians use blood sugar level for diagnosis. The study also found out Cardiologists, Diabetologists and physicians use 'Metformin' as their drug of choice and General practitioners use Sulphonylurea. The analysis shows that most of the doctors are looking for 'Safety profile' and 'Efficacy' as the most important criteria while prescribing an OAD. The project concluded that there is immense market potential for the OAD metformin and thus should focus more on safety profile and efficacy since doctors prefer those criteria the most. The project put forward few recommendations such as:

- *Distributing glucose strips as a part of promotional activity can be implemented since most of the doctors are using Blood sugar as a diagnostic technique.*
- *As most of the doctors are prescribing Metformin and Sulphonylureas. Representatives should prioritize more on these two products while detailing.*

The study has few limitations since the study covered only Bengaluru city, hence findings may not be applicable for other cities.

Keywords: Oral drugs, Diabetes, Pharma Industry, Prescription.

© Copy Right, IJRRAS, 2016. All Rights Reserved.

General Background

The Indian pharmaceutical industry currently tops the chart among India's science based industries with wide ranging capabilities in the complex field of drug manufacture and technology. A highly organized sector, the Indian pharmaceutical industry is estimated to be worth \$ 4.5 billion, growing at about 8 to 9 percent annually. It ranks very high among all the third world countries, in terms of technology, quality and vast range of medicines that are manufactured. It ranges from simple headache pills to sophisticated antibiotics and complex cardiac compounds; almost every type of medicine is now made in Indian pharmaceutical industry.

The Indian pharmaceutical sector is highly fragmented with more than 20,000 registered units. It has expanded drastically in the last two decades. The pharmaceutical and chemical industry in India is extremely fragmented market with severe price

competition and government price control. The pharmaceutical industry in India meets around 70% of the country's demand for bulk drugs, drugs intermediates, pharmaceutical formulations, chemicals, tablets, capsules, orals and injectables.

Indian diabetic market overview

India promises to be amongst the most lucrative Diabetes Markets in the World. Numerous factors such as the world's largest diabetes patient pool, the success of newly launched innovative drugs, increasing diagnosis and drug treated rates, and a rapidly growing market are driving all major pharmaceutical manufacturers in this Market. A growing drug treated population coupled with the launch of several new agents is expected to drive the Indian diabetes market. India has a population of nearly 65 million diabetics and 77 million pre-diabetics India has seen the entry of more drugs to tap the fast growing market for diabetes. The country, which has about 65 million diabetics, will see the number grow to 100 million by 2030. Hence, the market is expected to reach Rs.6,500 crore by 2015 from the current size Rs 4,500 crore, a growth of 45 per cent.

Correspondence

Dr. L. Suresh Mallya,

E-mail: lsureshmallya@yahoo.co.in, Ph: +9182813 26377

Objectives of the Study

1. To understand the prescription trends for Oral Anti-diabetic drugs in Bangalore city.
2. To analyse the preference of doctors in prescribing OAD drugs of BAL Pharma over its competitors.
3. To make a comparative analysis of doctors' perception of OAD drugs of BAL Pharma with its competitors.

Scope of the Project

The project will provide a basic idea about the prescription trends of doctors on Oral Anti-diabetic drugs. The project will also benefit the organisation to understand the market for OAD agents. The scope of the study is limited and it primarily focuses on prescription writing behaviour of doctors on OAD agents within the city of Bangalore and will span over a period of three months.

Data Source

Primary Data: Data was gathered from doctors in form of a survey through Questionnaire.

Secondary Data: Academic journals, studies conducted by various sources etc.

Internal Source: Company websites.

External Source: Newspaper and magazines.

Sampling Design

Sampling Method- Convenient sampling

Sampling Frame-the area under study is Bengaluru city

Sampling Size-102 respondents

Data Analysis: Data collected from the questionnaire was analysed using SPSS software and tools like cross-tabs, frequency tables and mean were used for the same.

Findings

1. Most of the doctors are looking for 'Safety profile' and 'Efficacy' as the most important criteria while prescribing an OAD.
2. Most of the doctors are handling Type II diabetic patients and the prevalence of type II diabetics is four times greater than type I.
3. Physicians are treating 50% of their patients in the age group of 30-45 and 50% in the age group of 45-60.
4. As a diagnostic tool, most of the general physicians are using blood sugar level for diagnosing DM.
5. Oral antidiabetic drugs are the most prescribed anti diabetic agent than insulin.
6. Most of the GPs are using the OAD Metformin followed by sulphonylureas.

7. Most of the GP's are prescribing Glimepridesulphonylurea for elderly cardiac patients.
8. There is no particular time period for shifting to mono-therapy to dual-therapy and from dual therapy to triple therapy.
9. Quality standard is the most influential factor for doctors in prescribing OAD followed by MRP, Availability, Relationship with medical reps and marketing and promotional activities.
10. Mr. Vishal Jain is the highest rated representative of Balpharma and Mr. Srikrishna should improve on his performance.

Recommendations

1. As most of the doctors are using Blood sugar as a diagnostic technique, distributing glucose strips as a part of our promotional activity can be implemented.
2. As most of the doctors are prescribing Metformin and Sulphonylureas, representatives should prioritize more on these two products while detailing.
3. Since safety profile and efficacy are the two most important criteria preferred by doctors, the literature reviews should emphasise these two things.
4. Since Cardiologists, Diabetologists and physicians are using 'Metformin' as their drug of choice and General practitioners are using Sulphonylurea so representatives must taken care of this during their visits.
5. Glimepiride is the safest drug of choice for an elderly diabetic cardiac patient.

Conclusion

1. Metformin is the most preferred OAD
2. Doctors are looking for safety profile and efficacy as the most important criteria while prescribing an OAD.
3. Prevalence of type II diabetes is 90 percent more than type I
4. Blood sugar is the most preferred preliminary investigation done to detect diabetes.

Bibliography

1. www.google.com
2. www.balphrmaindia.com
3. Philip Kotler, Marketing Management, Pearson Publishers, New Delhi, 11th Edition, 2003.