

To Study the Doctor's Perception Prescribing practice for Cefpodoxime

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Abstract

This research paper has been presented based on my observation and experience Doctor's Perception Prescribing Practice for Cefpodoxime. This survey evaluates knowledge, attitudes and perception of doctor about prescribing the Antibiotic -Cefpodoxime. This study also helped to learn about several factors influenced prescribing, including patients' expectations, severity and duration of infections. After knowing the perception and brand image of the antibiotic Cefpodoxime a lot of finding came up. The research also consists of recommendations and conclusion according to which would improve the prescription of doctors towards the antibiotic (Cefpodoxime).

Keywords: Antibiotic, Perception, Patient, Doctor, Prescription, Brand Image.

Introduction

In present scenario the pharmaceutical industries having the largest market across the world with new technological, marketing strategy and business environment. India tops the world in exporting generic medicines worth US\$ 11 billion and currently, the Indian pharmaceutical industry is one of the world's largest and most developed.

Chemical structure of Cefpodoxime

Cefpodoxime $C_{15}H_{17}N_5O_6S_2$

The survey on perception while prescribing medicine Anti-biotic (Cefpodoxime), somewhere Doctor prescribe Cefpodoxime alone or with the combination, according to the nature of treatment.

Cefpodoxime an antibiotic useful to treat a number of bacterial infections. Common side effects include diarrhea, abdominal pain, and nausea. Serious side effects may include allergic reactions and Clostridium difficile diarrhea. It is not recommended in people with a history of a severe penicillin allergy. It appears to be relatively safe during Pregnancy

It is the third generation cephalosporin class of medication. It works by disrupting the bacteria's cell wall resulting in its death.

- **Typical use Of Cefpodoxime:** Cefpodoxime Is Used To Treat Bacterial Infections Of Lung (pneumonia), Airways (bronchitis), Ear, Sinuses, Throat, Skin And Skin Structure, Urinary Tract, And Gonorrheal Infections Of Urethra, Cervix And Rectum.

- **Mechanism of action of Cefpodoxime:** Cefpodoxime Is An Antibiotic That Interferes In The Formation Of Bacterial Cell Wall So That The Cell Wall Ruptures, Resulting In Bacterial Death.
- **Drug Interaction of Cefpodoxime:** Cefpodoxime Is Known To Interact With Other Drugs Like Propantheline And Other Drugs Which Are Nephrotoxic. Always Consult Your Physician For The Change Of Dose Regimen Or An Alternative Drug Of Choice That May Strictly Be Required.
- **Side effects of Cefpodoxime:** Urge To Vomit, Vomiting, Diarrhea, Change In Color, Amount Or Odor Of Vaginal Discharge, Vaginal Infections, Headache, Skin Rash, Diaper Rash, Transient And Abnormal Increase In Liver And Kidney Enzymes, Severe Allergy, And Abnormal Levels Of White Blood Cells In Blood.

Research objective

- To know Doctors perception about the Cefpodoxime.
- To educate patient and recommend the suggestive dosages for Cefpodoxime, which will improve treatment better.

Review of literature

Deals with the review of the previous studies relevant to the doctor's perception AshimUddin Ahmed, Md. HumayunKabirChowdhury (2019) in their article "doctor's perception while prescribing multinational and domestic pharmaceutical products" reveal that Doctors can heavily influence drug purchase decisions by performing the roles of users (sometimes), influencer, gatekeepers and deciders, while patients perform the role of buyers and users.

Patel and AmrutaPandit (September 2019) in their article doctor's perception on EMR states that the expertise of the medical practitioner's skill is vital to ensure quality treatment , it is also the use of medical technology and advancement that reap favourable results

GPs' perceptions of patient influence on prescribingby Fiona A Stevenson and Shiela M greenfield have explained in their article that the increase in the costs of general practice prescribing has been of concern for a number of years and has been tackled in different ways.

Research Gap

Cefpodoxime, Initially, general measures such as the introduction of prescription charges and a restricted list of drugs were used.

Doctors' Perceptions towards Domestic and Multinational Pharmaceutical Products

Research methodology

Visiting Doctors in various regions of Jaipur.

Objective of the study:

To take a comprehensive view and analyze the parameters affecting Doctor" s perception.

Rationale of study:**Study Design:**

The study was done to know the perception of the Doctor, their attitude towards company's product.

Sample Design:

Collect primary data through exploratory research specifically field survey, by Visiting Doctors of varied kind of specialization.

Tools of data collection:**Questionnaire:**

A questionnaire is a research instrument which consists of series of questions and other prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis of the responses, this is not always true.

Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data.

Sources of Data

The sources of the data are as follows:-

Primary Data:-Internal data gathered from organization

Secondary Data:- Self-structured questionnaire and controlled observation by visiting the doctors.

Hypothesis**Frequency of pharmaceutical sales representative visited the doctor for discussing the antibiotic –Cefpodoxime**

Many of the sales representative have been visited the doctor daily for their drug discussion. Some of them visited twice and thrice a week and a lesser number of sales representative visited once or never a week. This will effect the preference of the doctor while prescribing the drug , more visit will lead to increase the chances of doctor prescribing their drug .

Which dosage form does the doctor prefer while prescribing Cefpodoximeantibiotic

Most of the doctors prefer single those rather than the combined dose as its works better and faster if it is alone medicated.

So this factor also influenced the choice of the doctor for the prescription of the antibiotic that is Cefpodoxime.

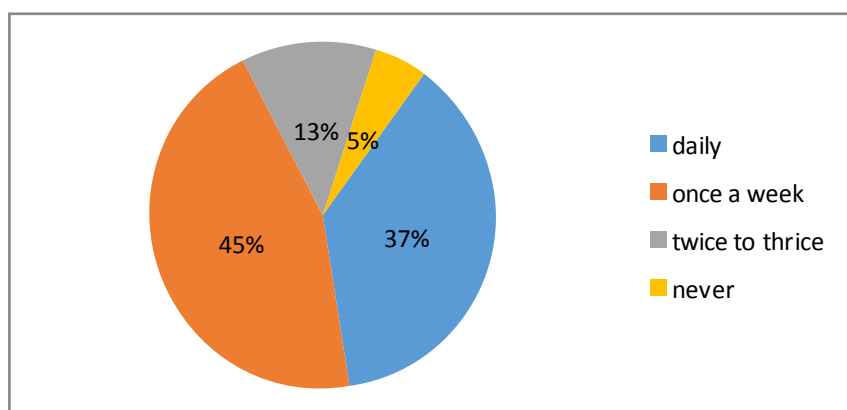
Impact of brand

For the antibiotic Cefaproxcipla is the most preferred company which manufacture omnix drug as their brand name for this antibiotic. Dr reddy is second most preferred drug.

Brand image always plays an important role for any product. Doctors perception is always influenced with the brand image as patient prefer brand drug.

Data Analysis and Data Interpretation

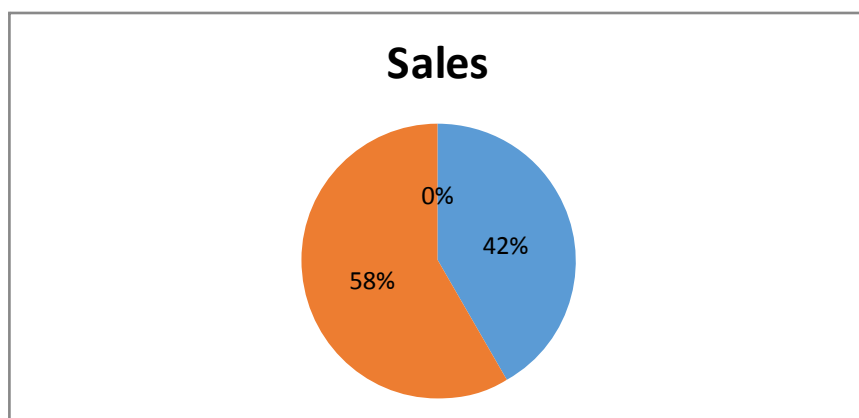
Frequency of pharmaceutical sales representative have been visited the doctor for discuss the antibiotic Cefpodoxime.



Graph no.1- sales representative visiting doctor

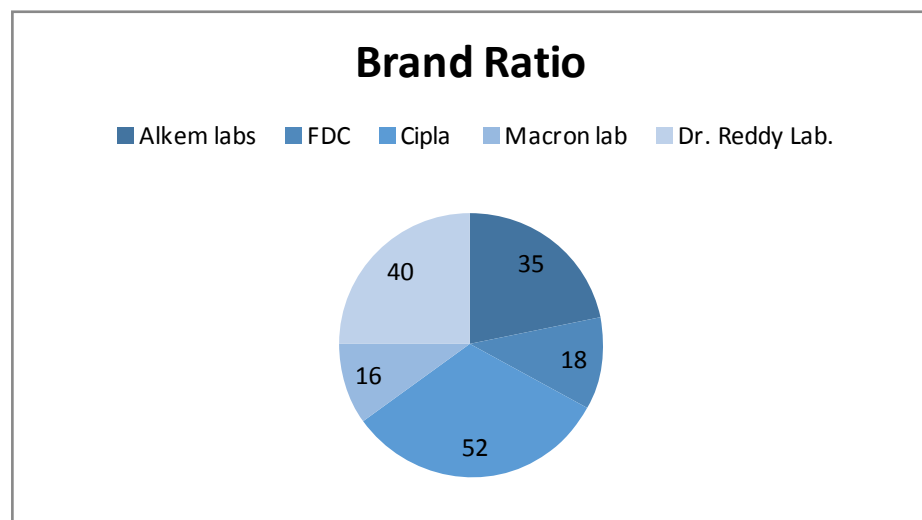
According to the above data, 37% of the sales representative visited the doctor for discussion and 45% have visited it once a week, the chances of never are very rare.

Choice of dosage form



Graph no.2 – choice of dosage

From the above the data it is clearly shown that, With reference to the above graph almost 42% Doctors use to prescribe Cefpodoxime as a single dose. With a rare case or specific case 58% doctors use to prescribe Cefpodoxime with the combination because it will lead to many serious side effects.

Impact of the brand

Graph no.3- impact of the brand

As from the above data, Cipla is mostly preferred drug among the all after that Dr. Reddy Lab. is the second most choice of the drug for the infection.

Conclusion

By analysing the data we can conclude that:

- Most of pharmaceutical sales representation visit doctor's on weekly bases.
- Average information about the anti-biotic is received by the sales representation.
- 42% of doctor's prescribing behaviour is being influenced by pharmaceutical sales representatives.
- 69% of doctor's prefer mixed dose form.

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