

EO Dine

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| Source of Growth | After Dienogest use As, Post surgical excision Adjunct Prescriber of the molecule (Ethinyl estradiol + Dienogest) |
| | |
| Key Message | Improves quality of life of patient suffering from Endometriosis |
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| What is the problem | Endometriosis is often underdiagnosed and undertreated, Thus, sufferers suffer in silence |
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| Mechanism of Action | Ethinyl Estradiol acts as gonadotropin suppressor inhibiting FSH ,LH & Estrogen secretion. It maintains endometrial stabilization thus reduces pain & control bleeding and enhances apoptosis. Dienogest causes gonadotropin inhibition & Estrogen suppression. It has anti-proliferative & Anti-angiogenetic effect thus reduce inflammation. |
| USP/ Product benefits | Reduces Chronic pelvic pain by 49% |
| | Reduces Dysmenorrhoea by 44% |
| | Reduced Dyspareunia by 20% |
| | Good tolerability |
| | Inhibits Ovulation |
| | Effective menstrual cycle control |
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| Dosage | OD, Start from Day 1 of Menstruation cycle for 21 days |
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EO Dine Detailer Script

| Detailing Guidelines – EO Dine | |
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| Page-1 Introduction Maintain eye contact. Keep pointer at GPTW | Good morning/afternoon/evening Doctor, I am XXX from Integrace – one of the top 60 youngest pharma companies in India, also the youngest and only pharma company to be certified as great place to work consecutively for last 4 Yrs. |
| Memorize the last visit with the discussion of previous call closing. Maintain eye contact | Prescriber 1. Dr, I acknowledge your prescriptions of (Brand Name), Please continue your support 2. Dr, I am delighted to see your prescriptions of (Brand Name) I look forward for your continuous support Non -Prescriber 3. Dr, could you get any opportunity to try (Brand Name) post discussion in my last visit? |
| Probing Maintain eye contact | Dr, may I learn your preferred approach for treating patients with endometriosis?" |
| Hold VA & maintain eye contact | Dr, as you know Endometriosis is often under-diagnosed and under-treated, Thus, sufferers suffer in silence |
| VA page 2 Keep pointer | Doctor, Endometriosis significantly impairs quality of life of reproductive age women Wherein , 60% suffer from chronic pelvic pain 30 % Adolescent girl have Secondary Dysmenorrhoea Thus 40% reduction in work productivity |
| Page-3 Point to the relevant text, Point towards EO dine logo Maintain eye contact | Dr, to improve the quality of life Introducing, EO Dine, End of painful Diem a combination of Ethinyl estradiol 30mcg + Dienogest 2mg Dr, Diem is a Latin word meaning days signifying end of painful days for patient suffering from endometriosis Prescribe EO Dine which reduces Chronic pelvic pain by 49% Dysmenorrhoea by 44% Dyspareunia by 20% |

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|--|---|
| <p>Page 4</p> <p>Point to the relevant text, Point towards EO dine logo Maintain eye contact</p> | <p>Please prescribe EO Dine End of Painful diem with combination of Ethinyl estradiol 30mcg + Dienogest 2mg</p> <p>That Inhibits Ovulation</p> <p>Helps effectively Menstrual cycle control with reduced intensity & duration with no effect on cycle length</p> <p>Improves dysmenorrhoea</p> <p>Offers good tolerability of over 15 years</p> |
| <p>Page 5</p> <p>Keep pointer on Dose & packshot</p> | <p>Please Prescribe EO Dine</p> <p>Available with a compliance pack of pack of 21 tablets</p> <p>Recommended Dose of EO Dine is 1 tablet for 21 days starting from day 1 of Menstruation cycle</p> |
| <p>Take Commitment Maintain eye contact.</p> | <p>1.Dr please prescribe EO-Dine for the management of endometriosis,</p> <p>To reduce the cost burden , we have kept EO Dine at ~ 30% reduced MPR in comparison to available brands</p> <p>Looking forward for your valuable prescription in your next 5 Endometriosis patients</p> |
| <p>Handover EO Dine Bookmark</p> | <p>Dr, This is a bookmark . This will help you start from the page right from where you left reading</p> |
| <p>Closing</p> | <p>Thank you Doctor for your valuable time</p> |

FAQ – EO Dine

Q. What is endometriosis?

Endometriosis is a painful condition in which tissue that is similar to the inner lining of the uterus grows outside the uterus. It often affects the ovaries, fallopian tubes and the tissue lining the pelvis



Q. What are the symptoms of endometriosis?

Common symptoms of endometriosis include:

- Painful periods. Pelvic pain and cramping may start before a menstrual period and last for days into it.
- Pain during sex
- Pain with bowel movements or urination.
- Excessive bleeding. Sometimes, heavy menstrual periods or bleeding between periods.
- Infertility

Q. What is the prevalence of Endometriosis?

10% of reproductive age women suffer with endometriosis which is ~42 million women in India

Q. How is the diagnosis done?

Tests to check for endometriosis include:

- Pelvic exam - This examination is done with one or two gloved fingers to check for any unusual changes. These changes can include cysts on the reproductive organs, painful spots, irregular growths called nodules and scars behind the uterus. Often, small areas of endometriosis can't be felt unless a cyst has formed.
- Ultrasound. This test uses sound waves to make pictures of the inside of the body. To capture the images, a device called a transducer might be pressed against the stomach area. Or it may be placed into the vagina in a version of the exam called transvaginal ultrasound. Both types of the test may be done to get the best view of the reproductive organs.

- Magnetic resonance imaging (MRI). This examination uses a magnetic field and radio waves to make images of the organs and tissues within the body. For some, an MRI helps with surgical planning. It gives detailed information about the location and size of endometriosis growths.
- Laparoscopy : Surgeon check inside the abdomen for signs of endometriosis tissue. A laparoscopy can provide information about the location, extent and size of the endometriosis growths. A tissue sample called biopsy can be taken for more testing.

Q What is SOG for EO-Dine?

The SOG for EO-Dine are

1. After Dienogest use of 3months
2. As, Post surgical excision Adjunct
3. Similar molecule as EO-Dine

Q. Who are the leading brands in the category?

| | Freedase 30 | Estroplus | Dienoplus | Delsy |
|----------------|--------------------|------------------|------------------|--------------|
| Company | Sun pharma | Alembic | MSN | Koye |
| MRP | Rs 580 | Rs 565 | Rs 598 | Rs 565.8 |
| PTR | Rs 464 | Rs 452 | Rs 478.40 | Rs 452.64 |
| PTS | Rs 417.60 | Rs 406.80 | Rs 430.56 | Rs 407.38 |

Q. How shall I tackle the biggest brand Freedase 30

Since the therapy is always for long duration thus to improve patient compliance, we are offering price benefit of ~30% over Freedase 30.

Q. What is the advantage of EO Dine in the management of Endometriosis?

EO-Dine reduces chronic pelvic pain by 49% , Dysmenorrhoea by 44% , Dyspareunia by 20%. EO Dine inhibits ovulation & has high contraceptive efficacy. EO dine is effective in menstrual cycle regulation.

Q. What are the advantages of EO Dine over Dienogest ?

Long term use of Dienogest can cause irregular bleeding (Breakthrough bleeding) & Bone loss. EO-Dine is safer and has great tolerability of upto 15 years of use.

Glossary :

Dysmenorrhea : Painful menstruation, typically involving abdominal cramps.

Dyspareunia : Difficult or painful sexual intercourse