

Impact of National List of Essential Medicines (NLEM) on IPM: **SMSRC Rx perspective**

Part 1

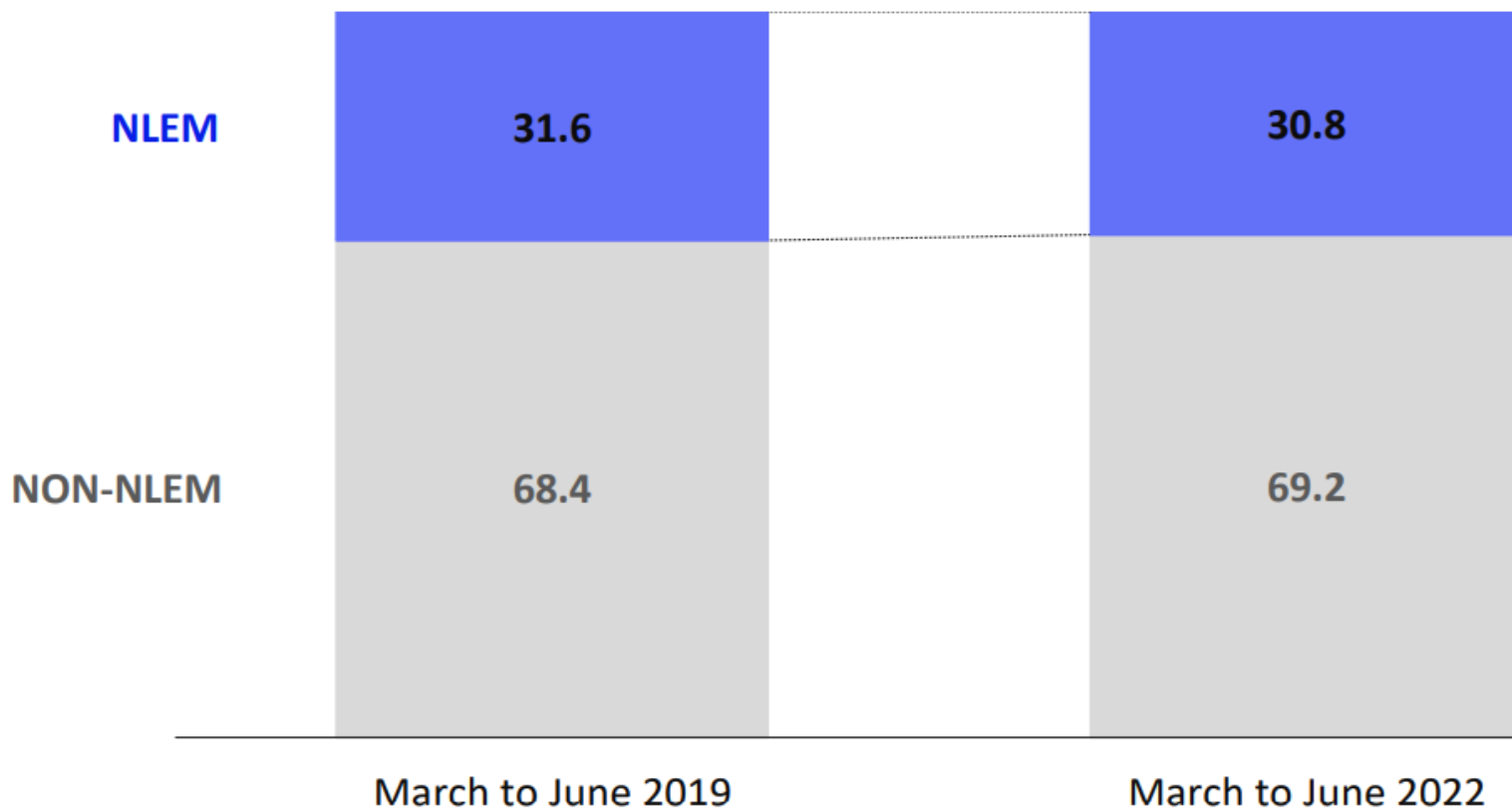
www.smsrc.co.in



NLEM represented market Rx share remained steady at 30.8%, during post NLEM 2022, as compared to 2019

Evolution of the NLEM component in the IPM

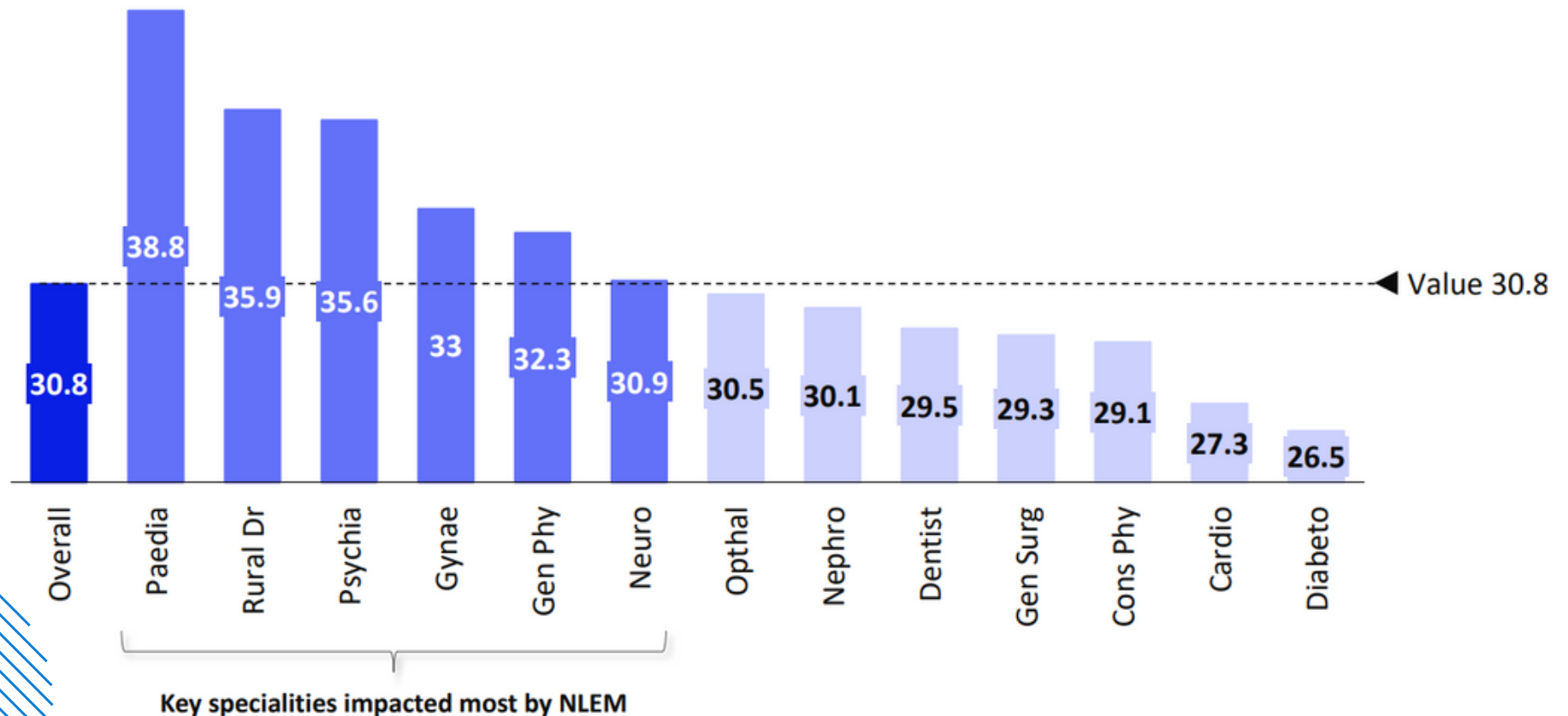
(In %)



Doctor segments having relatively higher impact from NLEM represented Therapy Areas (TA) than IPM, are Paedia, Rural Dr, Psychia, Gynae, GP and Neuro

The % of therapies under NLEM across Doctor segments

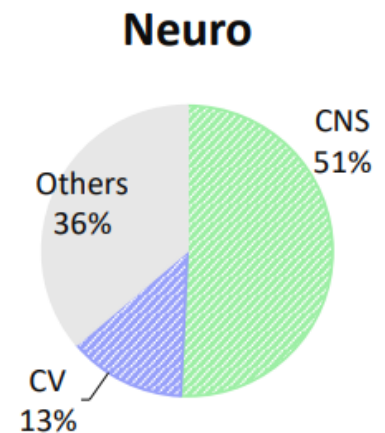
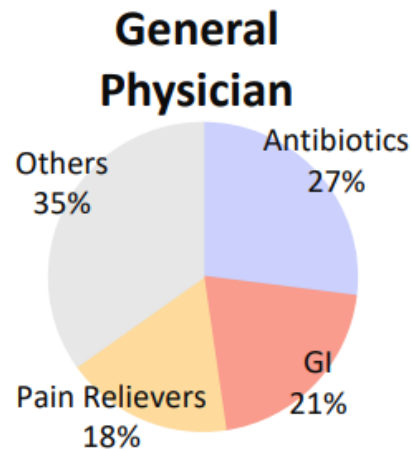
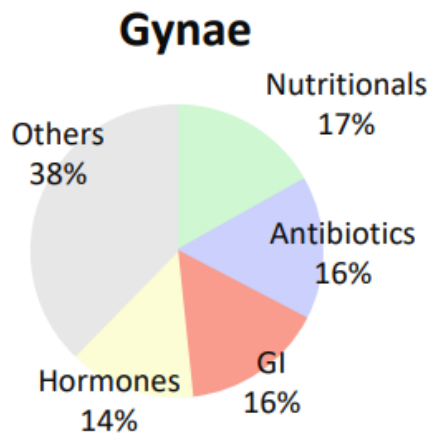
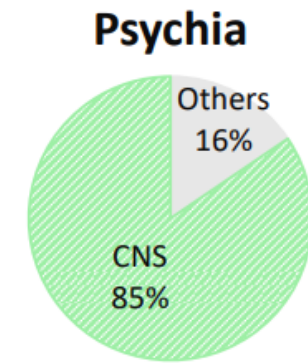
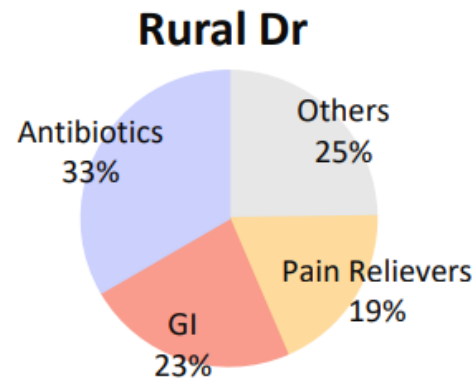
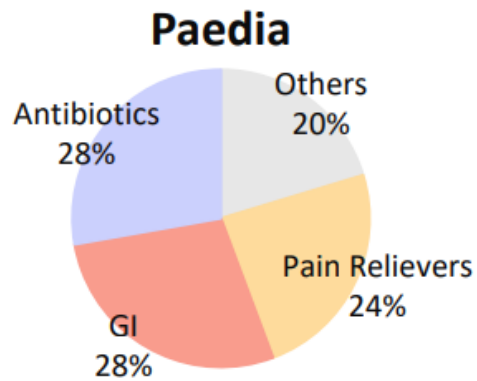
March to June 2022 (In %)



In relatively higher impact doctor segments the major NLEM therapies are Antibiotics, Gastro Intestinal (GI), Pain Relievers and CNS

Key TA for each of the key specialites most impacted by NLEM

March to June 2022 (In %)



S M S R C

Strategic Marketing
Solutions and Research Centre
ISO/IEC 27001:2013



Acropolis (Unit No. 10/5),
1858/1, Rajdanga Main Rd,
East Kolkata Township,
Kolkata, West Bengal 700107



033-40045727
033-24429423



www.SMSRC.co.in