

“RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES”

A PROJECT SUBMITTED TO

NIRMA UNIVERSITY

In partial fulfilment of the requirements for the degree of

Bachelor of Pharmacy

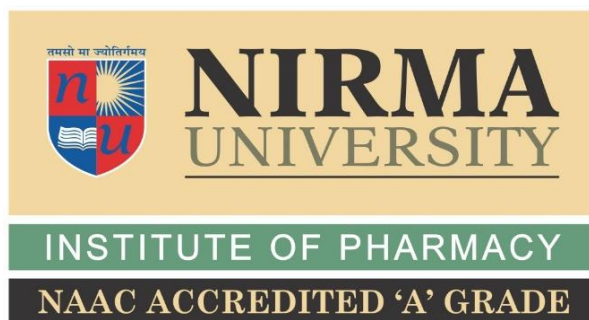
BY

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Semester VIII

UNDER THE GUIDANCE OF

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GUJARAT, INDIA

May, 2020

CERTIFICATE

*This is to certify that “Relative popularity of conventional medicines and complementary medicines” is the bonafide work carried out by **KOSHA PRAJAPATI** (16BPH044), B.Pharm semester VIII under our guidance and supervision in the Institute of Pharmacy, Nirma University, and Ahmedabad during the academic year 2019-20. This work is up to my satisfaction.*

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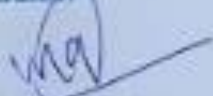
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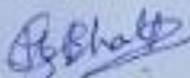
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CERTIFICATE OF SIMILARITY OF WORK

*This is to undertake that the B.Pharm. Project work entitled “**RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES**” Submitted by **KOSHA PRAJAPATI (16BPH044)**, B.Pharm. Semester VIII is a bonafide review/research work carried out by me at the Institute of Pharmacy, Nirma University under the guidance of Dr. Vivek Vyas. I am aware about the rules and regulations of Plagiarism policy of Nirma University, Ahmedabad. According to that, the review/research work carried out by me is not reported anywhere as per best of my Knowledge.*

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DECLARATION

I, KOSHA PRAJAPATI (16BPH044), student of VIIIth Semester of B.Pharm at Institute of Pharmacy, Nirma University, hereby declare that my project entitled “RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES” is a result of culmination of my sincere efforts. I declare that the submitted project is done solely by me and to the best of my knowledge, no such work is done by any other person for the award of degree or diploma or for any other means. I also declare that all the information was collected from various primary sources (journals, patents, etc.) has been duly acknowledged in this project report.

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I would like to take opportunity firstly to thank Almighty for his constant shower of blessings in all my endeavors. I would like to express my sincere thanks to all those concerned with my thesis as “RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES”, Also to all those who directly or indirectly assisted me in the completion of my thesis work. Secondly I would like to thank my parents and guardian for their timely support and their absolute love for me. Their guidance and care because of which reaching to this stage of life wouldn't be possible.

I am providing the fundamental picture to my thesis I would take this opportunity to express my heartily gratitude to my guide Associate professor, Department of Pharmaceutical Chemistry, Institute of pharmacy, Nirma University to Dr. Vivek Vyas. His timely guidance and support provided shape to this project because of which I am truly grateful.

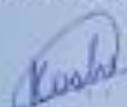
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RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

1.Abstract

This survey was conducted to understand the perception of people regarding the form of treatments in terms of conventional and complementary medicines. The aim was to reach a large range of audience in order to cover all types of professions and their difference in opinion to get the accurate and unbiased result. The survey has a total of 17 questions and some general questions like email ID, gender, age and locality. The survey form was circulated via digital link and afterwards this data was compiled in an Excel sheet for convenience of the study. A total of 400 individuals have filled the survey form and these individuals were from diverse background like students, doctor, entrepreneur, housewives, and engineers, to name a few. Following this each and every data was analyzed. The conclusion was drawn after analyzing the data about the perception of people regarding complementary medicines and conventional medicines.

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2. Introduction

2.1 What is survey?

Survey is a type of research in which collection of data is entirely focused on a specified set of questions or some comparison. This type of research is purely based on the population you target. You would get more accurate and unbiased results if you choose a diverse group of people. A survey can be carried out for a multitude of reasons and by a number of methodologies depending upon the objectives to be pursued.

Usually, the data are received through standardized procedures, the aim of which is to ensure that each respondent is able to answer questions on a fair playing field in order to avoid bias that could affect the outcome of research or study. The primary medium for asking people about the information about the survey is indeed by a form on paper that they can feel, but as we live in a world of technological advances, digital platforms like electronic mail, social networking sites, URLs are popular nowadays as they make our work easier.

2.2 About this survey

The survey was conducted via google forms. It gathers information and opinions regarding the relative popularity between conventional medicine and complementary medicine.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

2.3 Hypothesis of the study

Hypothesis 1

Gender, age, locality and education of the participant are the major demographic parameters for the selection of system of medicine.

Hypothesis 2

Participant prefers conventional medicine because it is easily available and give instant results as compared to complementary medicine.

Hypothesis 3

Participants prefer complementary because of its cheap price, having negligible side effects on the human body and also due to inclusion of natural ingredients in the formulation.

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2.4 Complementary medicine

As the name itself suggests, complementary medicine is a form of treatment that is applied along with the standard medicine and not instead of the same. The National Center for Complementary and Alternative Medicine (NCCAM) defines Complementary and Alternative Medicine (CAM) as "a group of diverse medical and health care systems, practices, and products that are not presently considered to be part of conventional medicine". Complementary medicine treatment does not replace the primary form of treatment. This form of medicine is not widely researched under controlled conditions. Acupuncture, Meditation, Yoga, Ayurvedic and Homeopathic therapies are few types of complementary medicine among various others. The unconventional medicine therapy is gaining popularity in several nations. Despite its lack of evidence, it is seen that this form of medicine helps in managing various types of pain. However, it is also known to have certain side effects. Hence, appropriate form of treatment should be chosen after careful consideration with the help of a practitioner.

- **Ayurvedic medicine**

Ayurvedic form of treatment is considered to be one of the oldest forms of medicine by many scholars. It takes a holistic approach to healing where it emphasizes on the balance between the mind, body and the spirit. It includes a range of treatments such as panchakarma, yoga, massage, acupuncture and herbal medicine. It is known to have originated in India a few thousand years ago and is now globalized by its vast use. Ayurveda is India's traditional system of medicine which has also influenced the modern practices of medicine. Ayurveda does not necessarily focus solely on the ailment rather it maintains the life in balance with minimal stress and apt flow of energy in one's body. This helps in strengthening the body's defense mechanism resulting in better immunity.

However, Ayurveda is not the substitute for the conventional medicine. It works by eliminating the impurities, reducing symptoms, and increasing resistance towards the disease. Ayurveda makes use of various varieties of herbs and other plants including oils and certain spices. The use of such substances should be made properly and with the guidance of a trained

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practitioner. It becomes necessary to make sure that it does not hinder the effects of conventional medicine and a reliable practitioner must be consulted for using ayurvedic medicine as a complementary therapy.

This treatment offers a variety of medicine for common ailments which may not have complete modern treatment. Ayurveda covers the diet which can be followed to maintain the different energies in the body. Several nutraceutical combinations have also been introduced worldwide which are based primarily on such traditional practices. Ayurvedic practitioners believe that we are made up of three *doshas* namely *vata dosha* (air+water), *pitta dosha* (fire+water) and *kapha dosha* (earth+water). Human well being lies with the balance of these three doshas. However, for this complementary medicine, there is no scientific evidence that it can cure major diseases. But there is a significant role which it plays in the overall well being of the body.

- **Homeopathic medicine**

In homeopathic type of treatment, the primary approach to the ailment is *similia similibus curantur* which means that “like is cured by a like”. The diseases are treated with the substances that produces similar effects to the suffering. This form of treatment is known to have developed in Germany. It works by the principle that the minute doses of toxins can have a curing effect for the ailment caused by the same in larger doses. The medicines given in this treatment are highly diluted doses of various natural substances. It is believed that if the dilution is more the medicine will have more potency, “Law of infinitesimals”. This means that the solution of 1 part per thousand would be less effective than the solution of 1 part per million. However, when we consider the conventional medicine, the lower the dosage, the lower is its curative power and their effectiveness increasing with the increase in the dosage.

Most homeopathic medicine is delivered in the market in the pill form in which one drop of the diluted substance is placed on the lactose pills. The practitioners do not prescribe the medicine without knowing their physical, mental and emotional conditions. The substances used for the preparation of dilution may be derived from plants, healthy or diseased animal or human

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sources, minerals and chemicals. It has been an ongoing debate about the potency of the homeopathic medicine as compared to the conventional therapy. Hence, this is merely used as an unconventional method of treatment. There is no scientific evidence of homeopathy to be the sole treatment for any diseases.

Homeopathy practice was introduced in India in 19th century and it quickly became popular form of treatment in the country. It was recognized as one of the national systems of medicine in India and regulatory body was formed for its education and practice. The people of the country have faith in this form of treatment for several acute and chronic problems.

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2.5 Conventional medicine

Conventional medicine refers to the allopathic medicine which is the western method of treatment. It is very widely used across the globe for the treatment of several diseases and in surgeries. It is evidence-based medicine. Allopathy historically was known as anything that was not homeopathy. Unlike homeopathy in which the medicine causes the similar effect as the disease, allopathic medicines have remedies which do not cause the same symptoms as the disease in the healthy individual.

The act of medication in both Europe and North America during the mid nineteenth century is at times alluded to as chivalrous medication on account of the outrageous measures, (for example, phlebotomy) once in a while utilized with an end goal to treat infections. The term allopath was utilized by Hahnemann and other early homeopaths to feature the distinction they saw among homeopathy and the medication of that time.

With the term allopathy (signifying "other than the ailment"), Hahnemann expected to bring up how doctors with ordinary preparing utilized remedial methodologies that, in his view, only treated manifestations and neglected to address the disharmony delivered by the basic ailment. Homeopaths considered such to be medicines as "alternate extremes treating contrary energies" and accepted these ordinary strategies were destructive to patients.

Specialists of elective medication have utilized the expression "allopathic medication" to allude to the act of ordinary medication in both Europe and the United States since the nineteenth century. The term allopathic was utilized all through the nineteenth century as a disparaging term for the experts of brave medication, a forerunner to present day medication that didn't depend on proof.

James Whorton talks about this verifiable pejorative use: One type of verbal fighting utilized in counter by irregulars was "allopathy." ... "Allopathy" and "allopathic" were generously utilized as pejoratives by every single unpredictable doctor of the nineteenth century, and the terms were viewed as exceptionally hostile by those at whom they were coordinated. The for the most part uncomplaining acknowledgment of [the term] "allopathic medication" by the

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

present doctors means that both an absence of familiarity with the term's authentic use and the ongoing defrosting of relations among irregulars and allopaths.

The discussion encompassing the term can be followed to its unique use during a warmed nineteenth century banter between professionals of homeopathy, and those they insultingly alluded to as "allopaths."

Hahnemann utilized allopathy to allude to what he saw as an arrangement of medication that battles infection by utilizing cures that produce impacts in a sound subject that are extraordinary (thus Greek root allo-"unique") from the impacts delivered by the ailment to be dealt with. The qualification originates from the utilization in homeopathy of substances that cause comparable impacts as the side effects of a sickness to treat patients (homeo – which means comparable).

As utilized by homeopaths, the term allopathy has consistently alluded to the guideline of relieving ailment by directing substances that produce different indications (when given to a solid human) than the side effects delivered by an illness. For instance, some portion of an allopathic treatment for fever may incorporate the utilization of a medication which diminishes the fever, while likewise including a medication, (for example, an anti-microbial) that assaults the reason for the fever, (for example, a bacterial disease). A homeopathic treatment for fever, on the other hand, is one that utilizes a weakened and succussed measurement of a substance that in an undiluted and unsuccussed structure would incite fever in a solid individual. Hahnemann utilized this term to recognize medication as rehearsed in his time from his utilization of imperceptibly little dosages of substances to treat the otherworldly reasons for ailment.

The Companion Encyclopedia of the History of Medicine expresses that "Hahnemann gave a widely inclusive name to ordinary work on, calling it 'allopathy'. This term, anyway loose, was utilized by his adherents or other strange developments to distinguish the common techniques as establishing just a contending 'institute' of medication, anyway predominant as far as number of expert defenders and patients." In the nineteenth century, a few drug stores marked their items with the terms allopathic or homeopathic.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

As opposed to the current use, Hahnemann saved the term of "allopathic" medication to the act of treating sicknesses by methods for drugs inciting manifestations inconsequential (for example neither comparative nor inverse) to those of the sickness. He called rather "enantiopathic" or "antipathic" the act of treating ailments by methods for drugs creating indications inverse to those of the patient. After Hahnemann's passing the expression "enantiopathy" fell in neglect and the two ideas of allopathy and enantiopathy have been pretty much brought together. Both, be that as it may, show Hahnemann's opinion of contemporary traditional medication, instead of the present thoughts of his associates. Traditional physicians would never had expected that the helpful effects of medications were fundamentally detected with the manifestations they induced in the sound: for example, in 1747, James Lind deliberately tried a few regular substance and nourishments for its impact on scurvy, and figured that lemon juice was explicitly dynaamic; he plainly didn't select lime juice because it caused side effect in man, either in comparison or inverse to scurvy.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

3. Survey Form

3.1 Aim of survey

The objective of the survey is to understand the perception of people regarding the form of treatments in terms of conventional and complementary medicines.

3.2 Methodology

The data is collected via a survey tool with a total of 400 individual response. This data comprises of a very fundamental set of questions that everyone would easily answer. Individuals who completely filled the survey came from a diverse background like students, doctor, entrepreneurs, and engineers, to name a few. The survey form was publicized via google forms and all the information was compiled. The data collected was then converted into pie charts for analyzing and easy interpretation of the data.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

Relative popularity of conventional medicine and complementary medicine

Conventional medicine (allopathic medicine)

Complementary medicine (Ayurvedic and Homeopathic medicines)

* Required

Email ID

Your answer

Gender *

- ☐ Male
- ☐ Female

Age *

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 65 and above

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

Locality *

- ☐ Urban
- ☐ Rural

Which of the following system of medicine do you know? *

- ☐ Conventional medicine (allopathic medicine)
- ☐ Complementary medicine (Ayurvedic and Homeopathic medicines)
- ☐ Both

Annual expenditure incurred over conventional medicine.(in INR)

- ☐ Less than 1000
- ☐ 1001-2500
- ☐ 2501-5000
- ☐ 5001-10000
- ☐ More than 10000

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

Annual expenditure incurred over complementary medicine.(in INR)

- ☐ Less than 1000
- ☐ 1001-2500
- ☐ 2501-5000
- ☐ 5001-10000
- ☐ More than 10000

How often do you take complementary medicine? *

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Never

How often do you take conventional medicine? *

- ☐ Daily
- ☐ weekly
- ☐ Monthly
- ☐ Never

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

Which system of medicine do you prefer for chronic disease? *

- ☐ Conventional medicine
- ☐ Complementary medicine
- ☐ Both

For which of the following diseases you will use conventional medicines? *

- ☐ Hereditary disease
- ☐ Infectious disease
- ☐ Deficiency disease
- ☐ None
- ☐ Other: _____

For which of the following diseases you will use complementary medicines? *

- ☐ hereditary disease
- ☐ Infectious disease
- ☐ Deficiency disease
- ☐ None
- ☐ Other: _____

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

Which of the following medicines caused side effects? *

- ☐ Complementary medicine
- ☐ Conventional medicine
- ☐ Both
- ☐ None

Which system of medicine is more effective? *

- ☐ Complementary medicine
- ☐ Conventional medicine

Do you know of any case wherein complementary medicine cured the disease when conventional medicine did not give the result? *

- ☐ Yes
- ☐ No
- ☐ Maybe

For the above question if yes, mention the disease.

Your answer _____

Do you believe that complementary medicines will be the future and replace conventional medicines?

- ☐ Yes
- ☐ No
- ☐ Maybe

Submit

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

4. Data analysis

General question 1

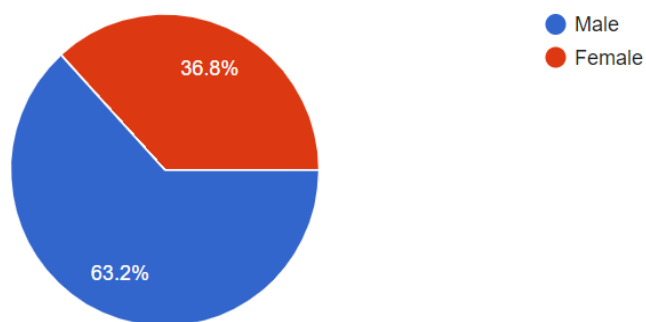
Email ID

Emails IDs are used for the originality of the survey. Mainly to keep the survey record.

General question 2

Gender

400 responses



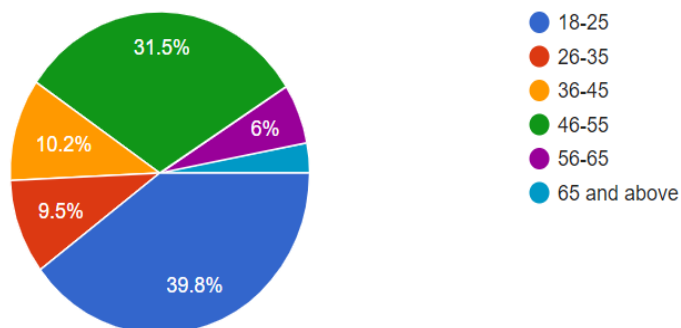
The gender of the people in the survey is very important for the outcome. The thinking of an individual depends on the gender of the individual. The survey contains 147 female participants and 253 male participants.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

General question 3

Age

400 responses



The survey included people from different age groups. The main objective for these different age groups was to achieve as broad result as possible. Because people of different ages would have differences of opinions and that would be useful to carry out analysis.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

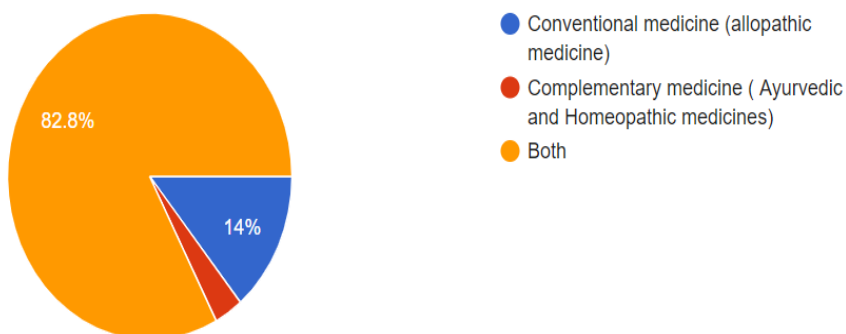
5. Questions

A total of 12 questions are asked about the people's preference for complementary medicine and conventional medicine. All the questions were not kept compulsory. Very straightforward questions were asked to enable anyone to get the idea and answer the questions.

Q1.

Which of the following system of medicine do you know?

400 responses



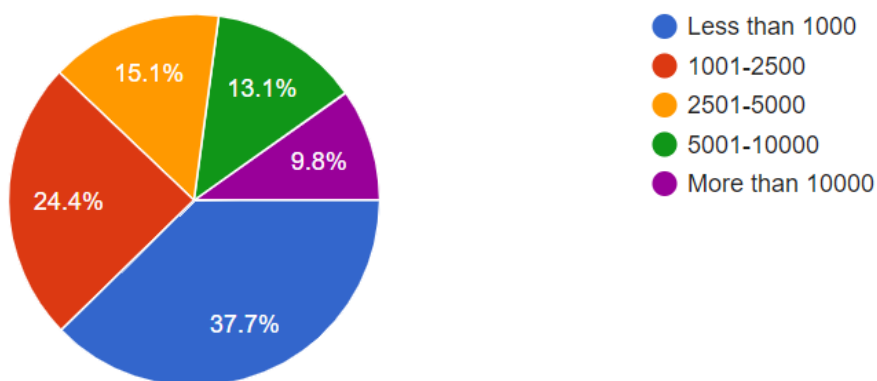
It can be inferred from the data that more than 80% of the participants were aware about both the systems of medicine. It is observed that 14% of the participants were aware only about the conventional medicine and also 3% of the participants know only about the complementary medicine. This may be due to the lack of attention while filling up the form as all these participants belong to urban area.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

Q2.

Annual expenditure incurred over conventional medicine.(in INR)

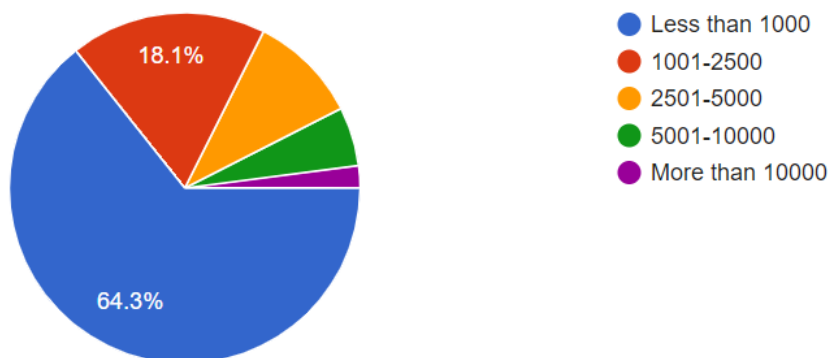
398 responses



Q3.

Annual expenditure incurred over complementary medicine.(in INR)

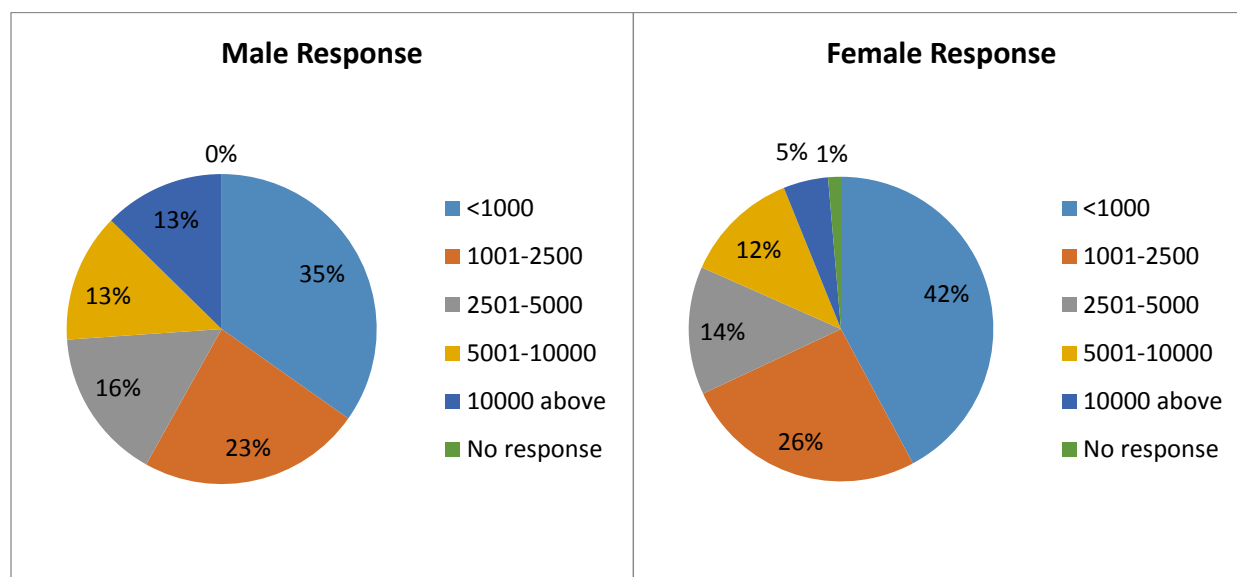
387 responses



RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

From the above two charts it was observed that conventional medicine is preferred more in terms of spending money more than Rs.10000. It is seen that people trust more on conventional medicines and won't spend much higher amount of money on complementary medicine.

Annual expenditure incurred over conventional medicine (in INR).



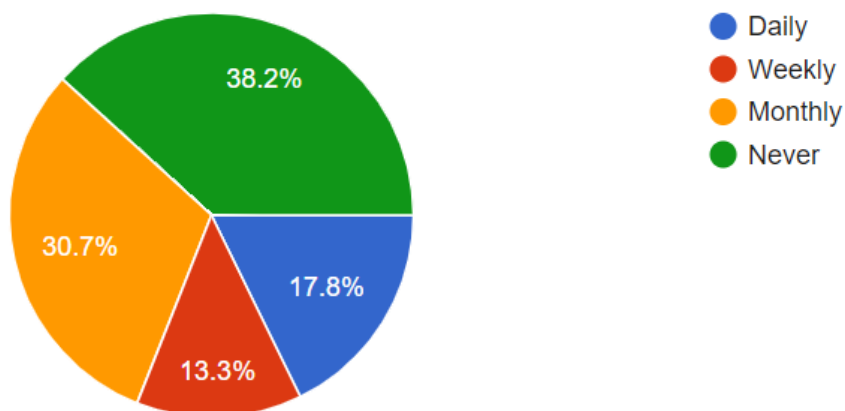
From the above chart, it was observed by males took more medicines than that of females. It can be inferred that females live a more healthy life than that of males.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

Q4.

How often do you take complementary medicine?

400 responses

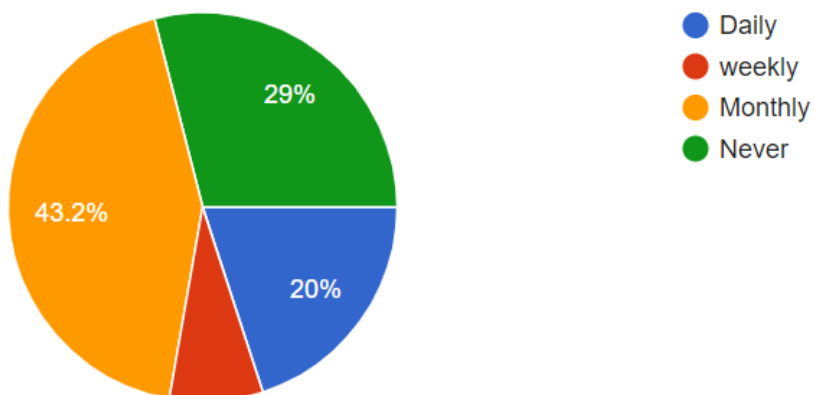


From the above chart, we can observe that 38.2% participants never take complementary medicines due to their preference over conventional medicines.

Q5.

How often do you take conventional medicine?

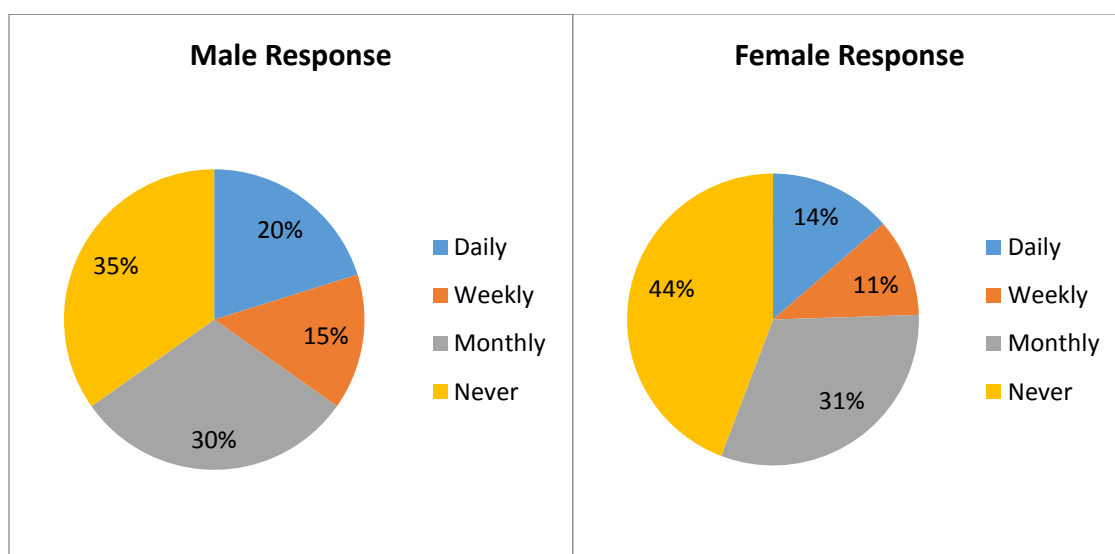
400 responses



RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

From the above two charts, it can be inferred that people prefer conventional medicines over complementary medicines. On monthly basis the frequency of consuming conventional medicine is higher than that of complementary medicine.

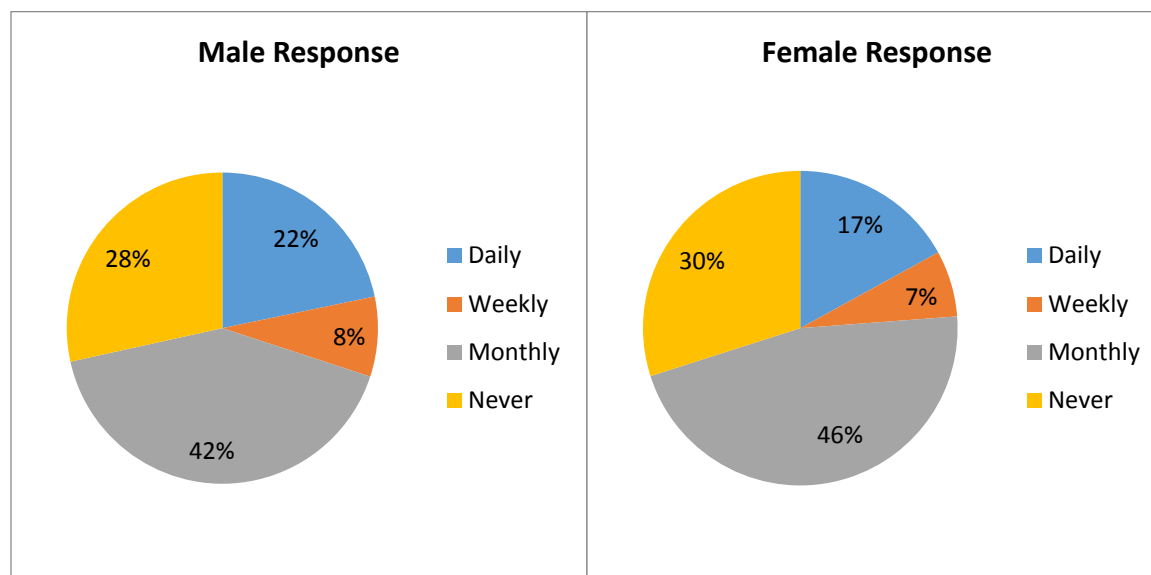
How often do you take complementary medicine?



From the above two charts, it was observed that males take medicines more often than that of females.

RELATIVE POPULARITY OF CONVENTIONAL MEDICINES AND COMPLEMENTARY MEDICINES

How often do you take conventional medicine?

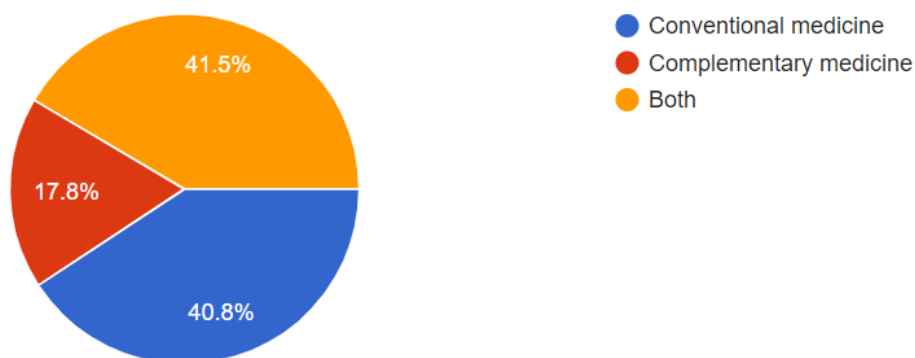


It was observed in the above chart that there is no significant difference between male and females for consuming conventional medicines.

Q6.

Which system of medicine do you prefer for chronic disease?

400 responses

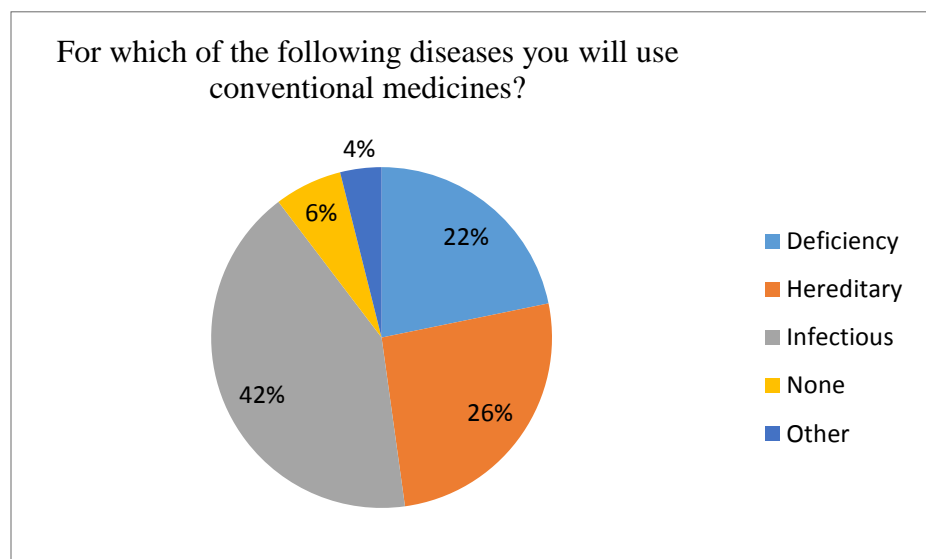


It is observed that almost equal number of participants prefer both the system of medicines and conventional medicine for chronic disease. It can be said that people are still not aware about the

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effects of complementary medicines on the disease which cures the root problem of the disease and takes time to heal. Hence, they prefer conventional medicine for the chronic disease as it gives faster results. It 17.8% of participants prefer complementary medicines for chronic disease. It may be due to their belief that natural medicinal therapy won't cause any side effects.

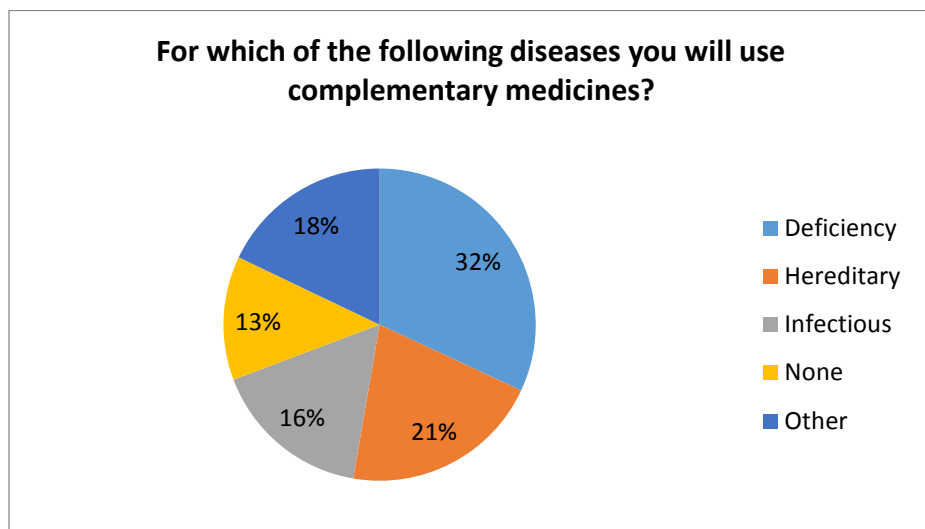
Q7.



It was observed that people prefer conventional medicine for hereditary diseases and infectious diseases. It can be inferred that people trust more on this system of medicine.

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Q8.

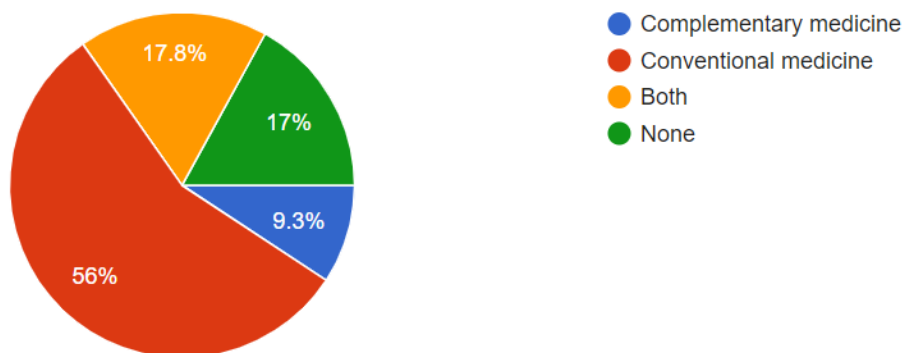


It was observed that people prefer complementary medicines for deficiency diseases. It may be due to their low cost or minimum number of side effects. People do not prefer complementary medicines for treatment of hereditary diseases and infectious diseases.

Q9.

Which of the following medicines caused side effects?

400 responses



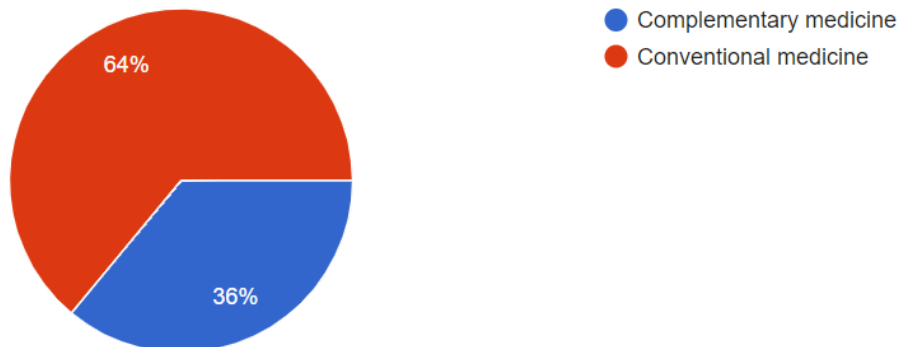
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Every individual responds differently to the drug. One may face a side effect due to a particular medicine and on the other side the same medicine would not cause any side effect. It observed that 56% of the participants have faced side effects due to conventional medicine. It is because most of the drug substances have multiple medicinal effects on the human body. A particular drug may be advised for a particular benefit in conventional treatment. Since the drug is in the crude form (not potentised), it will definitely produce the remaining effects on the person who consumed that drug. As per the chart, 9.3% participants faced side effects due to the complementary medicines. Hence, it cannot be said that complementary medicines do not have side effects at all. 17.8% participants have faced side effects after taking both the systems of medicine and 17% have faced no side effects.

Q10.

Which system of medicine is more effective?

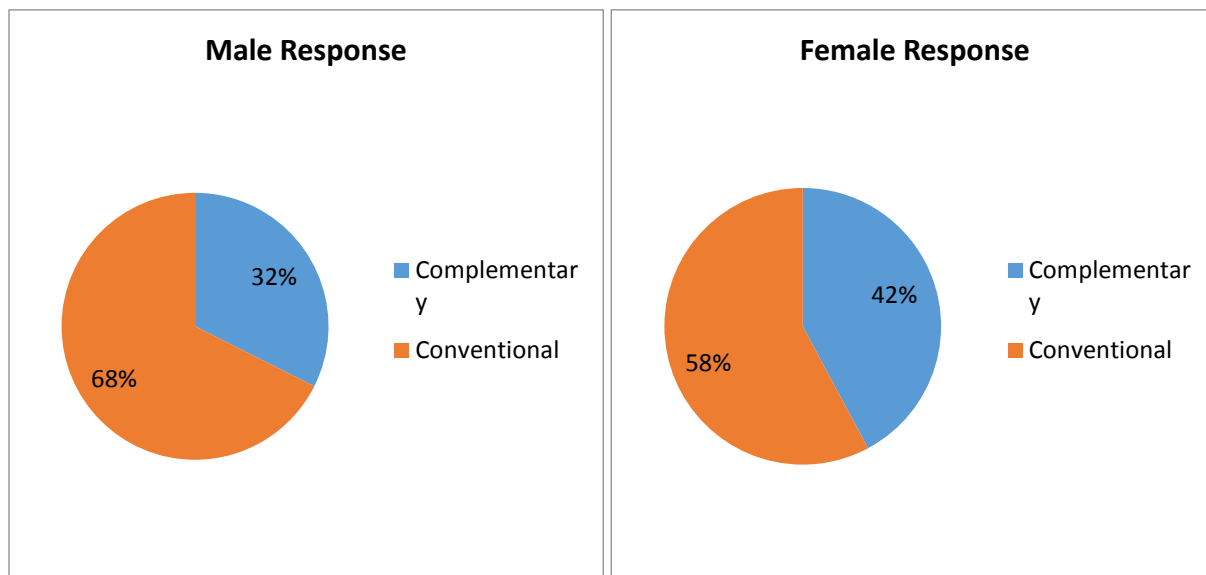
400 responses



It is observed that 64% participants believe that conventional medicines are more effective. It is because they give faster results than that of complementary medicines. And 36% participants

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believe that complementary medicines are more effective as they identify the root problem of the disease and may cause less side effects than that of conventional medicines.

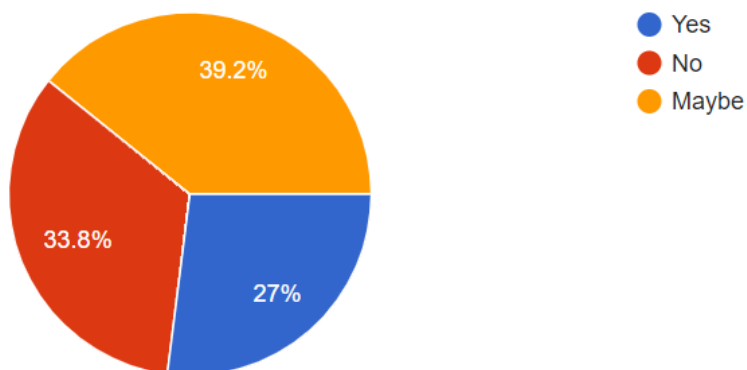


It can be inferred that males prefer conventional medicines and females prefer complementary medicines.

Q11.

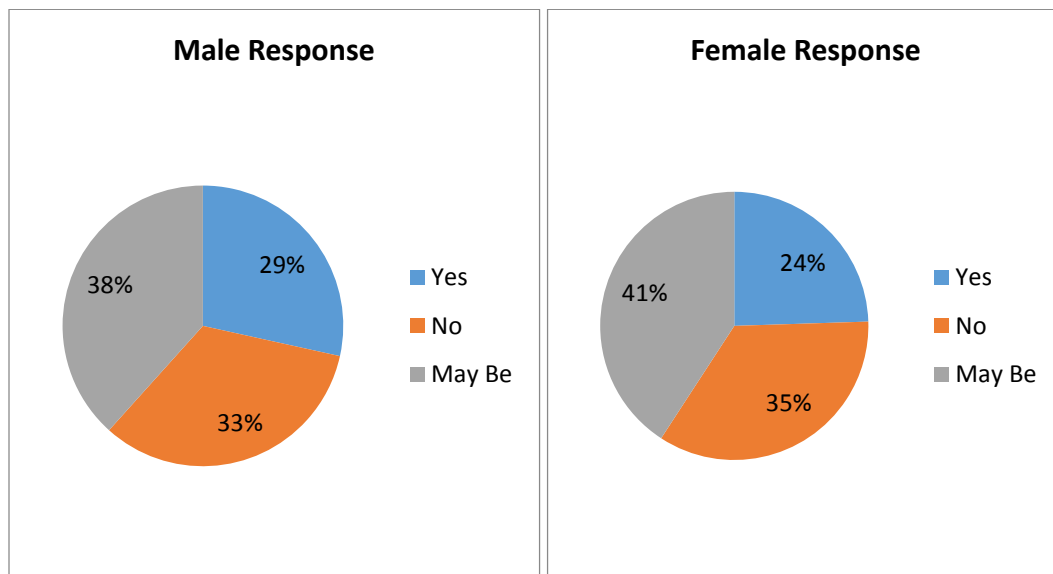
Do you know of any case wherein complementary medicine cured the disease when conventional medicine did not give the result?

400 responses



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It was observed that 33.8% participants had satisfying results after taking the conventional medicines. It was also seen that 27% participants got results because of complementary medicines. Examples of some diseases which were given by the participants that cured the disease by using complementary medicine are migraine, asthma, skin problems, hypothyroidism, cold, chronic acidity, back pain and diabetes.



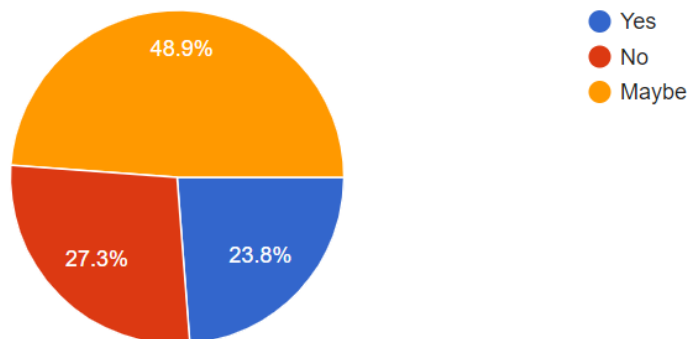
It was observed that there is no significance difference in the opinions of males and females.

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Q12.

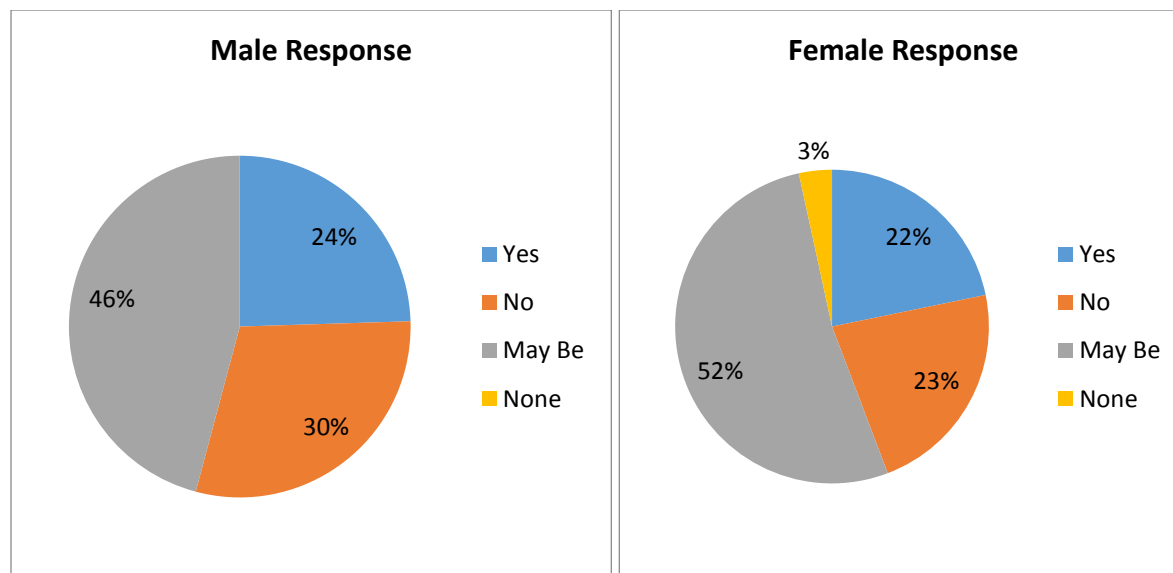
Do you believe that complementary medicines will be the future and replace conventional medicines?

395 responses



From the above chart, it was observed that people have mixed reviews about the question asked. This may be because people haven't tried complementary medicine or may have got reviews that they are not as effective as conventional medicines. Hence, awareness about complementary medicines is necessary. 23.8% participants believe that complementary medicine may replace conventional medicine. It can be inferred that they have tried complementary medicines and have got results which was not given by conventional medicine. They may be facing less side effects due to the complementary medicines than conventional medicines.

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It was observed that there is no significance difference in th opinions of males and females.

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6. Conclusion

It can be concluded that people prefer both the systems of medicine in the diseased condition. People have the choice to either one of them or combination of both. In some cases it was seen that people prefer conventional medicine due to their faster results as compared to complementary medicine. It was also seen that due to cheaper rate, complementary medicines are taken and are also effective in healing having negligible side effects. So, there is a need to increase awareness about the complementary medicines. People do not prefer them for hereditary and infectious diseases due to their lack of lab experiments and trials. Hence, it is not necessary that people would stick to a particular system of medicine. And may use the medicine which suits them the best.

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7. Summary

A survey was conducted regarding the perception of people about conventional medicines and complementary medicines. And this survey was conducted by circulating via google forms. A total of 17 questions were asked in the survey. A total of 400 individuals from diverse backgrounds took part in the survey and provided us with their honest opinions. All the data was collected and converted in the form of pie charts for better understanding. The conclusion was drawn that people prefer both the system of medicines in the diseased condition. People have the choice to choose either one of the or combination of both. It seen that people do not prefer complementary medicines for hereditary diseases and infectious diseases due to their lack of lab experiments and clinical trials. As they are available at cheaper rates and have negligible side effects, people take complementary medicines for deficiency diseases. People have faith in conventional diseases as they gave faster results, though it gave side effects. Hence, it cannot be said that people will stick to a particular system of medicine and may use the medicine which suits them the best.

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