



Effectiveness of an OTC treatment

Case Study / OTC's Studies

The arrival of OTCs in the pharmaceutical market has revolutionized what consumers and prescribers do.

The wide variety of products available on the market makes it difficult to position them and differentiate them from their competitors.

The specialist often does not know exactly why prescribe one product over another, nor why patients' responses to treatment are so diverse.

An experimental-observational study in patients can provide answers to relevant aspects and give the treatment the necessary credibility to provide security.

Data used

The data provided by specialists on patients under treatment with OTCs are extremely valuable for the reliability of the research.

The combination of demographic, clinical, biochemical, and treatment-specific tests is the formula for knowing whether **an OTC treatment is effective for a given pathology.**

Models employed

At NNBi we apply numerous statistical and advanced mathematical models that establish the necessary relationships to meet the pre-established objective.

Results obtained

The study conducted in patients with Metabolic Syndrome shows **that the combination of the two OTC products under study is an effective new therapeutic option for patients.**

A significant decrease in the biochemical markers of oxidative stress has been found, also allowing to improve the quality of life of the patients under treatment.

All this has led to an **increase in sales and prestige of the products.**

Increase the credibility and prescription of your products.

Conduct effectiveness studies in patients.

For more information: www.nnbi.es

