

# XX | Probiotics Markets in UAE, KSA & IRAQ

Sanitized Deliverable

# Agenda

---

**1** **Pharmacists Insights – Probiotics Market in the Middle East**

**2** **Medical Practitioners Insights – Probiotics Market in the Middle East**

**2.1** **General Practitioners Insights**

**2.2** **Gastroenterologists Insights**

**2.3** **Gynecologists Insights**

# **1. Pharmacists Insights**

# Pharmacists Insights- Agenda

---

## 1. Pharmacists Insights

1.1

Experts Profiles

1.2

Probiotics Market Overview

1.2

Key Selling Factors

1.4

Price Structure

1.5

Benefits Provided by Probiotics Companies

# Expert Profiles

---

## Career Summary

UAE & KSA	
Pharma Expert	
SANITIZED	
• Current Position:	SANITIZED
• Previous Position:	SANITIZED
• Years of Experience:	XX
• Current Location:	XXXX

Iraq	
Pharma Expert	
SANITIZED	
• Current Position:	SANITIZED
• Previous Position:	SANITIZED
• Years of Experience:	XX
• Current Location:	XX

# Pharmacists Insights- Agenda

---

## 1. Pharmacists Insights

1.1

Experts Profiles

1.2

**Probiotics Market Overview**

1.2

Key Selling Factors

1.4

Price Structure

1.5

Benefits Provided by Probiotics Companies

# Probiotics trend is ... in the region, with their market in ... being more established than in ...

	UAE	KSA	Iraq
Market Characteristics	<ul style="list-style-type: none"><li>• Probiotics market in UAE is growing and...</li><li>• Probiotics market in UAE is growing and...</li><li>• Probiotics market in UAE is growing and...</li></ul>	<ul style="list-style-type: none"><li>• Probiotics market in KSA is smaller and...</li><li>• Probiotics market in KSA is smaller and...</li><li>• Probiotics market in KSA is smaller and...</li></ul>	<ul style="list-style-type: none"><li>• Probiotics market in Iraq is smaller and...</li><li>• Probiotics market in Iraq is smaller and...</li><li>• Probiotics market in Iraq is smaller and...</li></ul>
Product Registration	<ul style="list-style-type: none"><li>• 2</li><li>•</li><li>•</li></ul>	<p>SANITIZED</p>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
Key Players & Brands	<ul style="list-style-type: none"><li>• S</li><li>• E</li><li>• F</li><li>• T</li></ul>		<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>

# The ease of accessing the probiotics market ...

## UAE

- The accessibility of the UAE probiotics market for a new entrant is good because the prescribers are not loyal to a particular brand.

## KSA

- Access to the probiotics market in KSA is harder for pharma companies compared to food supplement companies, due to the complicated registration process of probiotics as pharma products.

## Iraq

- The Iraqi pharmaceutical market is described as being accessible.
- Foreign companies present in the market "aren't very competitive."

**Market  
Accessibility**

SANITIZED

about the products they buy.



# ... represent the majority of users for whom probiotics are prescribed in the 3 countries

	UAE	KSA	Iraq
Main Indications of Prescription	<p>3 main reasons for prescription:</p> <p>SANITIZED</p>	<p>Main indications for prescriptions:</p> <p>SANITIZED</p>	<p>Main indications for prescriptions:</p> <ul style="list-style-type: none"> <li>• Diarrhea</li> <li>• Immune system boosting for children and adults.</li> <li>• Adaption of the digestive system</li> <li>• Constipation</li> <li>• Urinary tract infection.</li> </ul> <p>No awareness about existence of prebiotics in Iraq.</p>
Buyers/ Users	<p>Main probiotics prescribers:</p> <p>SANITIZED</p> <p><u>Consumption of probiotics with doctor prescription:</u> 80%</p> <p>Main probiotics users:</p> <ul style="list-style-type: none"> <li>• SANITIZED</li> </ul>	<p>Main probiotics prescribers:</p> <p><u>Consumption of probiotics with doctor prescription:</u> XX%</p> <p>SANITIZED</p> <p><u>Probiotics purchased without prescription:</u> XX%</p> <p>SANITIZED</p> <p>Main probiotics users:</p> <p>SANITIZED</p>	<p>Main probiotics prescribers:</p> <ul style="list-style-type: none"> <li>• SANITIZED</li> </ul> <p>Main probiotics users:</p> <p>SANITIZED</p>

# In all 3 countries, the distribution process starts with...

## Distribution

### UAE

Pharma companies need to make a partnership with a local distributor that will take care of:

- Registering products with the ministry of health on the behalf of the manufacturer. The registration certificate would be in the name of the manufacturer.
- Clearing the imported products from customs and storing them in its warehouses.
- Receiving orders from pharmacies and making deliveries to them.
- Hiring medical representatives (at least 3 reps.) to promote the products to doctors.
- Large pharmacies buy probiotics before they have orders from patients, while small pharmacies only order from the distributor after they receive an order.
- Probiotics can be sold Over the Counter (OTC) but they would not be covered by insurance. (OTC = ~ 10% of sales)

### KSA

The distribution process in KSA is the same as in the UAE except for the following facts:

- KSA is dominated by chain pharmacies that have a great decision power reg. which brands get distributed. **The biggest pharmacies chains are:**
  - **Al Mahdi:** 1300 pharmacies
  - **Dar Addawa:** 500 – 700 pharmacies
  - **Al Hayat:** 500 – 700 pharmacies
- More medical representatives are initially needed **SANITIZED** the large geographic area of KSA, compared to UAE.

If you're starting in the UAE with 3 heads for example Dubai and Abu Dhabi and the north area. In KSA you should start with 10 heads.  
**Mr. Hany Rizk**
- Most probiotics in KSA are sold Over the Counter as food supplements and are not covered by insurance. (OTC = ~ 75% of sales)

### Iraq

Steps for distributing probiotics in the Iraq market:

- Contacting the Ministry of Health.
- Submit product samples to the government laboratory.
- Getting the product tested by the Gvt.
- Receiving the product's approval.
- Distributing via two channels:
  - **Private sector:**
    - Contract with main local distributors to distribute to:
      - Private Hospitals
      - Pharmacies
  - **Public sector:**
    - Contract with manufacturer for agreed quantities per year.
    - Government will distribute in public hospitals.
- Around 80% of patients will buy after being prescribed by a doctor, but may choose a different product depending on the price.
- 20% of patients will go directly to the pharmacy and buy according to a pharmacist's recommendation.

# Pharmacists Insights- Agenda

---

## 1. Pharmacists Insights

1.1

Experts Profiles

1.2

Probiotics Market Overview

1.2

Key Selling Factors

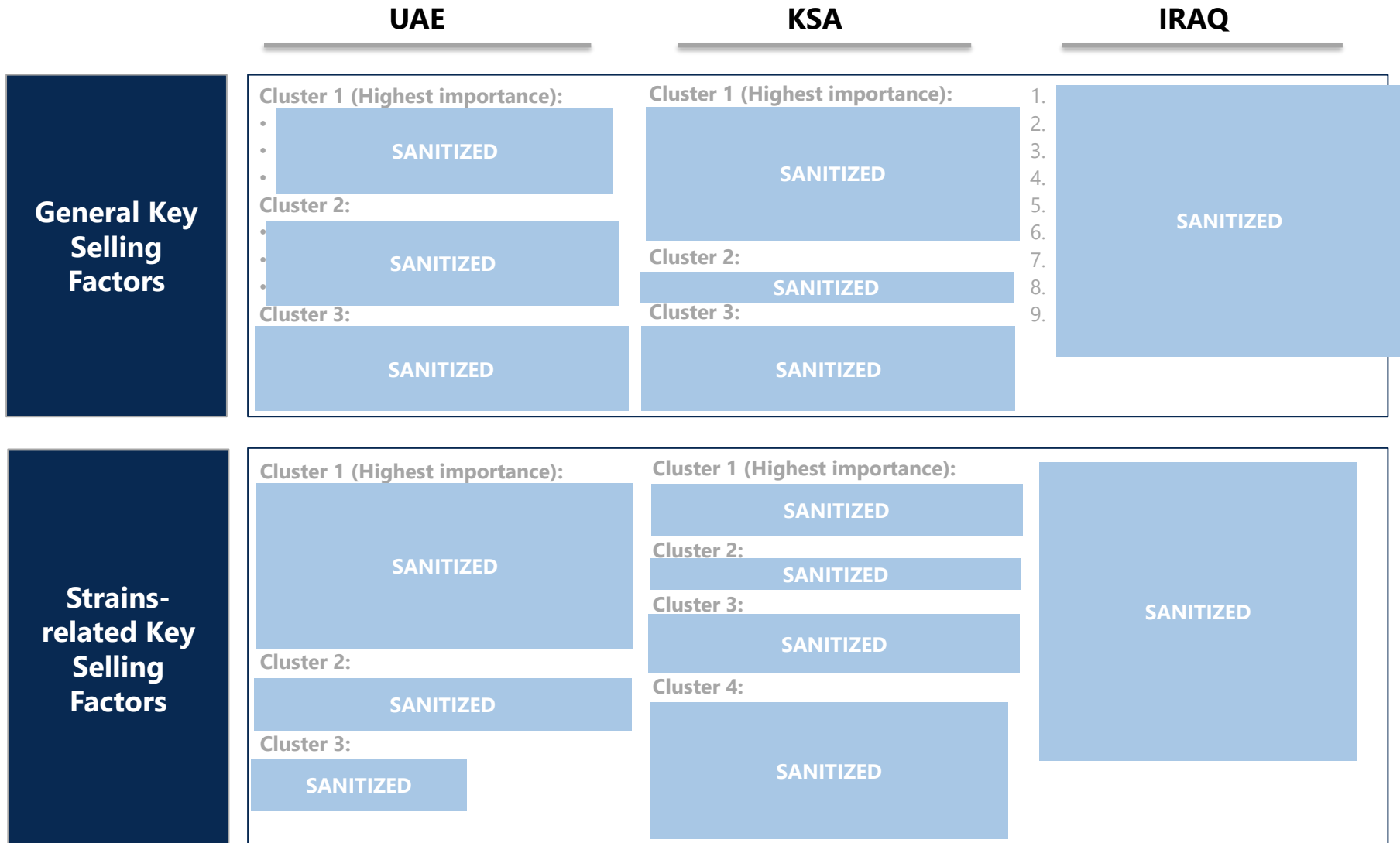
1.4

Price Structure

1.5

Benefits Provided by Probiotics Companies

# The ... affect the importance given to different selling factors



# Pharmacists Insights- Agenda

---

## 1. Pharmacists Insights

1.1

Experts Profiles

1.2

Probiotics Market Overview

1.2

Key Selling Factors

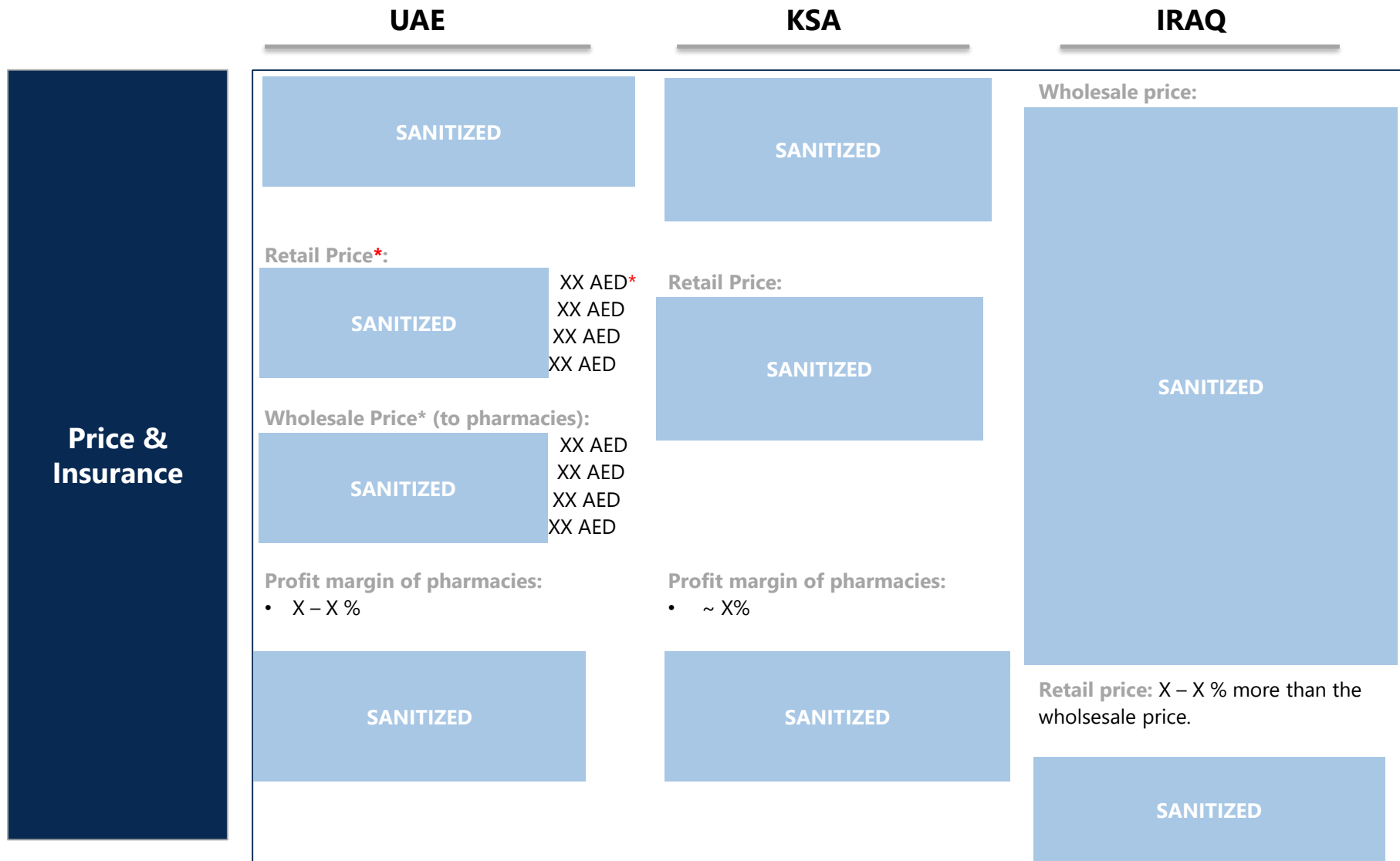
1.4

Price Structure

1.5

Benefits Provided by Probiotics Companies

# Retail prices of probiotics ... among brands within each country ...



# Pharmacists Insights- Agenda

---

## 1. Pharmacists Insights

1.1

Experts Profiles

1.2

Probiotics Market Overview

1.2

Key Selling Factors

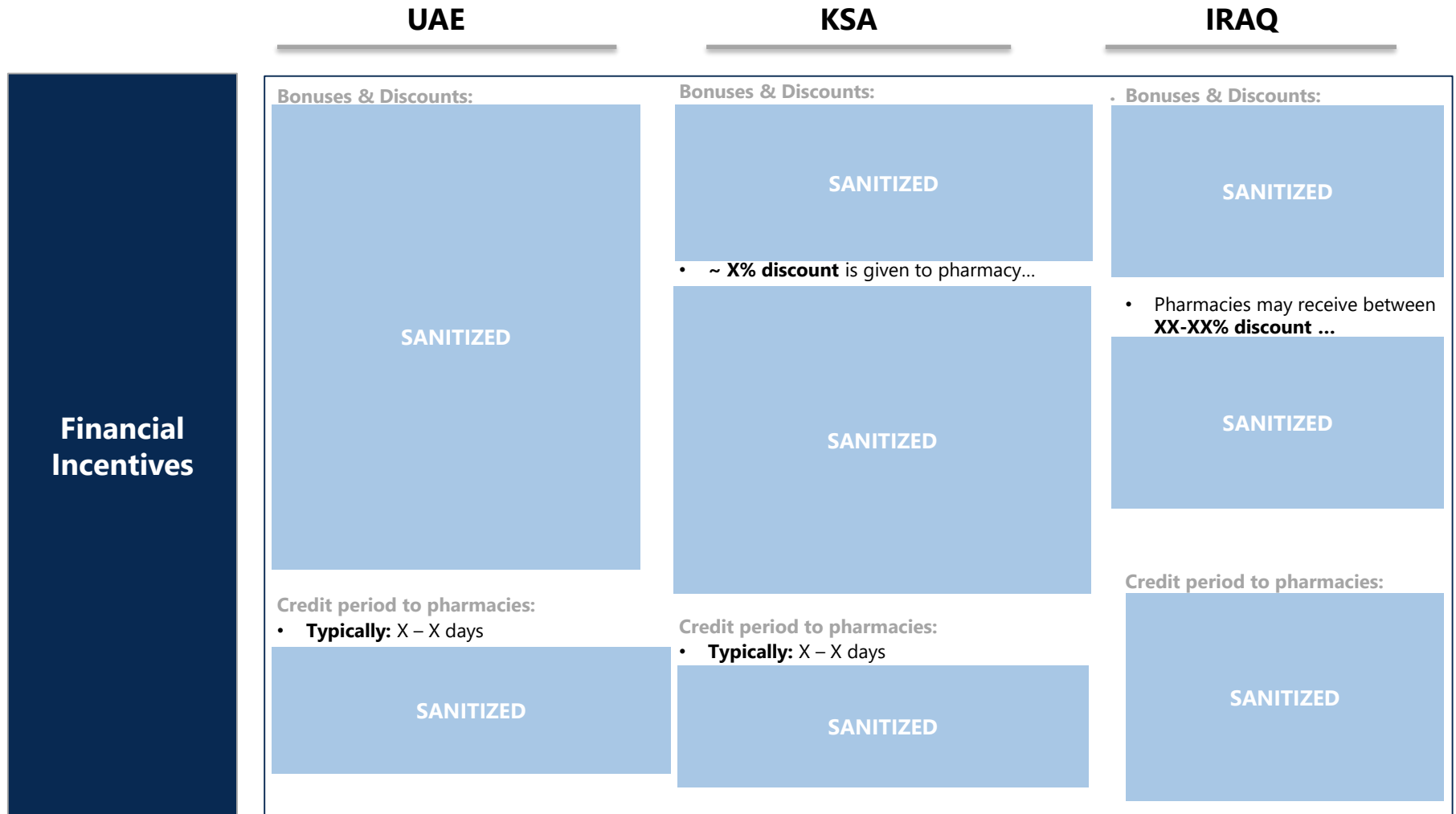
1.4

Price Structure

1.5

Benefits Provided by Probiotics Companies

# ... benefit from bonuses and discounts on their probiotics ... with the highest incentives given in ...





# Pharmacies in ... have a great power in influencing the sales of probiotics, and they tend to favor...

## UAE

- Simple promotional items are provided by pharma companies : Flyers, pharmacy bags, window/shelve advertisements.

## KSA

- Flyers, and small advertising materials are given by pharma companies to be offered to customers to spread the name of

## IRAQ

- Free samples and educational brochures provided to doctors and pharmacists.

**Additional  
Benefits  
Provided  
by Pharma  
Companies**

SANITIZED

## **2. Medical Practitioners Insights**

# Agenda

---

- 1 Pharmacists Insights – Probiotics Market in the Middle East
- 2 Medical Practitioners Insights – Probiotics Market in the Middle East
  - 2.1 General Practitioners Insights
  - 2.2 Gastroenterologists Insights
  - 2.3 Gynecologists Insights

## **2.1. General Practitioners Insights**

# General Practitioners- Agenda

---

## 2.1. General Practitioners Insights

2.1.1

Experts Profiles

2.1.2

Probiotics Key Selling Factors

2.1.3

Perception of Probiotics by Healthcare Practitioners

2.1.4

Prescription Preferences of Healthcare Practitioners

2.1.5

Market Insights from Doctors

# Expert Profiles

## Career Summary

UAE	
General Practitioner	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> XX	
• <b>Current Location:</b> XXXX	

KSA	
General Practitioner	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> XX	
• <b>Current Location:</b> XXXX	

Iraq	
General Practitioner	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> XX	
• <b>Current Location:</b> XXXX	

# General Practitioners- Agenda

---

## 2.1. General Practitioners Insights

2.1.1

Experts Profiles

2.1.2

Probiotics Key Selling Factors

2.1.3

Perception of Probiotics by Healthcare Practitioners

2.1.4

Prescription Preferences of Healthcare Practitioners

2.1.5

Market Insights from Doctors

# Among GPs, ... rank among the top selling factors across the 3 countries

	UAE	KSA	IRAQ
General Key Selling Factors	<ol style="list-style-type: none"> <li>1. Perception as a natural product</li> <li>2. Efficacy</li> <li>3. Tolerability</li> <li>4. Can be used for children</li> <li>5. Country of origin</li> <li>6. Can be used for pregnant women</li> <li>7. Price</li> <li>8. Evidence based strains</li> <li>9. Quality of manufacturing process</li> </ol>	<ol style="list-style-type: none"> <li>1. Efficacy</li> <li>2. Country of origin</li> <li>3. Can be used in pregnant women</li> <li>4. Tolerability</li> <li>5. Price</li> <li>6. Can be used for children</li> <li>7. Quality of the manufacturing process</li> <li>8. Evidence-based strains</li> <li>9. Perception as natural product</li> </ol>	<ol style="list-style-type: none"> <li>1. Price</li> <li>2. Efficacy</li> <li>3. Can be used for children</li> <li>4. Tolerability</li> <li>5. Perception as a natural product</li> <li>6. Country of origin</li> <li>7. Evidence-based strains</li> <li>8. Quality of the manufacturing process</li> <li>9. Can be used for pregnant women</li> </ol> <p><i>Other: Availability in the local market ranked #4</i></p>
Strains-related Key Selling Factors	<ol style="list-style-type: none"> <li>1. Strains with antimicrobial properties</li> <li>2. Strains resistant to antibiotics</li> <li>3. Strains not capable to transfer antibiotic resistance to commensal flora</li> <li>4. Strains with good mucosal adherence</li> <li>5. Strains gastro-resistant</li> <li>6. Cell count per dose</li> <li>7. Number of strains</li> </ol>	<ol style="list-style-type: none"> <li>1. Strains resistant to antibiotics</li> <li>2. Strains with antimicrobial properties</li> <li>3. Strains gastro resistant</li> <li>4. Cell count per dose</li> <li>5. Strains has good mucosal adherence</li> <li>6. Number of strains</li> <li>7. Strains not capable to transfer antibiotics resistance to commensal flora</li> </ol> <p><b>SANITIZED</b></p>	<ol style="list-style-type: none"> <li>1. Strains gastro resistant</li> <li>2. Number of strains</li> <li>3. Strains resistant to antibiotics</li> <li>4. Strains with antimicrobial properties</li> <li>5. Cell count per dose</li> <li>6. Strains not capable to transfer antibiotics resistance to commensal flora</li> <li>7. Good mucosal adherence</li> </ol> <p><i>Other: Having the Lactobacillus Acidophilus, Mitacaria Ricoteta and Bifido Bacterium strains is important.</i></p>



# General Practitioners- Agenda

---

## 2.1. General Practitioners Insights

2.1.1

Experts Profiles

2.1.2

Probiotics Key Selling Factors

2.1.3

Perception of Probiotics by Healthcare Practitioners

2.1.4

Prescription Preferences of Healthcare Practitioners

2.1.5

Market Insights from Doctors

# While ... prescribed probiotics, the GPs from ...

	UAE	KSA	Iraq
Practitioners Knowledge about Probiotics	<ul style="list-style-type: none"> <li>The doctor has a sufficient knowledge about the probiotics, their effect on the body, their preservation and their complementary relation with antibiotics.</li> <li>Doctors could benefit from new information and research regarding probiotics from independent parties that doctors can trust.</li> <li>The doctor confirms that clinical studies along with advice from his colleagues that are specialized in a particular domain helps him make better prescriptions for his patients.</li> <li>Does not have significant knowledge regarding prebiotics.</li> </ul>	<ul style="list-style-type: none"> <li>The doctor has certain knowledge about what probiotics are, how they work, and some knowledge about how they are preserved.</li> <li>Doctors in KSA would benefit from getting more information regarding probiotics</li> <li>Clinical data, peer recommendations, more visits from representatives, seminars, conferences and key opinion leaders (other general practitioners) could encourage to prescribe probiotics.</li> <li>Doctor does not have significant knowledge about prebiotics.</li> </ul> <p style="text-align: center;"><b>SANITIZED</b></p>	<ul style="list-style-type: none"> <li>Doctor is familiar with how probiotics work and how they are preserved.</li> <li>Colleague's recommendations encourage to prescribe probiotics.</li> <li>Doctors would benefit from updates about probiotics products existing in the market and more scientific information.</li> <li>Patients sometimes cannot afford probiotics or do not trust them as the right treatment, so more education for patients is needed to promote more prescriptions</li> </ul>
Perception of Probiotics	<ul style="list-style-type: none"> <li>The doctor indicates that probiotics are effective on all the indications, however, the time it takes effect varies on each indication; it is quickly effective for the diarrhea but not so much for the IBS.</li> <li>Probiotics can't be comparable to classical drugs because they are not made to make an immediate effect on the body and they are prescribed as a prevention of other drugs side effects</li> </ul>	<ul style="list-style-type: none"> <li>The doctor does not have any personal experience prescribing probiotics.</li> <li>The doctor needs more clinical data, evaluations and medical trials.</li> </ul>	<ul style="list-style-type: none"> <li>The doctor perceives probiotics as good and efficient. The problem is that they need to be taken for long periods of time.</li> <li>People see probiotics as food supplements, not as medication, so they sometimes do not follow the doctor's instructions.</li> </ul>

# GPs in ... seem to be ... of the probiotic brands currently available on their markets

## Ideal Probiotic Product

### UAE

#### Ideal probiotic characteristics:

- The doctor finds that Enterogermina, a French probiotic, has the ideal characteristics:
  - Liquid
  - Tasteless
  - User-friendly package
  - Targeted for both adults and children
  - Reasonable price

#### Other ideal characteristics:

- Better bacteria
- Is easy for consumption
- Causes a minimum reaction/allergy.
- Does not contain additives.

### KSA

#### Ideal probiotic characteristics:

- The probiotic being gastric-protected
- No bad side effects.

### SANITIZED

### Iraq

The current products available on the market perfectly meet the doctor's prescription needs.

# Probiotics are prescribed ~XXX% of the time for ...

## Indications

### UAE

#### Prescribed for:

- Colon problems
- IBS
- UTI
- Constipation
- Diarrhea
- Bacteria normalization
- Colitis
- Malnutrition
- Post-surgery colon problems
- Food intolerance
- Allergic rhinitis
- High fever
- Pharyngitis
- Dermatitis
- Allergies
- Sore throat
- Fever

#### Frequency of prescription:

- 30% of the patients are prescribed antibiotics, and some of these patients are prescribed probiotics alongside antibiotics.
- 50-60% of patients with the above indications are prescribed probiotics

### KSA

#### Would be prescribed for:

- Inflammatory bowel disease (IBD)
- Irritable bowel disease (IBS)
- Crohn's disease
- Celiac disease
- Gastroenteritis
- Urinary tract infection (UTI)
- Dermatitis
- Bacterial vaginosis
- Eczema
- Rotavirus
- Antibiotic Associated diarrhea

### SANITIZED

#### Frequency of prescription:

- Prescribed to 50% of the indications mentioned above (*in general, not by the GP himself*).

### Iraq

#### Prescribed for:

- Digestives system disorder
- Chronic diarrhea
- Persistent diarrhea
- Gases
- Persistent diarrhea
- Constipation
- Eczema dermatitis
- Atopic dermatitis
- Gastritis
- Gastroenteritis
- Dyspepsia
- Flatus
- Lactose intolerance

#### Frequency of prescription:

- 40% for all indications mentioned above.
- 95% for children with gastroenteritis problems.

# General Practitioners- Agenda

---

## 2.1. General Practitioners Insights

2.1.1

Experts Profiles

2.1.2

Probiotics Key Selling Factors

2.1.3

Perception of Probiotics by Healthcare Practitioners

2.1.4

**Prescription Preferences of Healthcare Practitioners**

2.1.5

Market Insights from Doctors

# ... could make it easier for doctors to prescribe them and ...

	UAE	KSA	Iraq
Brands Most Prescribed	<ul style="list-style-type: none"> <li>• <b>Preferred brands:</b> <ul style="list-style-type: none"> <li>◦ Enterogermina (liquid 10ml)</li> <li>◦ Kinderinon (powder)</li> </ul> </li> <li>• No preference towards prescribing prescription-only products.</li> <li>• All probiotics can be purchased over the counter.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>No preferred brands since the doctor does not prescribe probiotics.</b></li> <li>• Patients can buy all probiotics over the counter, but 90% of patients buy them with a prescription.</li> <li>• The doctor would prefer to prescribe probiotics that can only be purchased by prescription.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Preferred brands:</b> <ul style="list-style-type: none"> <li>◦ Biolact</li> <li>◦ Pro-IBS</li> <li>◦ Rotabiotic</li> <li>◦ Diarid Pro</li> </ul> </li> <li>• All probiotics can be purchased over the counter. They do not require medical prescription.</li> </ul>
Probiotics Promotion	<ul style="list-style-type: none"> <li>• Advertisements on mass media would not encourage doctor to prescribe a certain brand; however, receiving direct or indirect incentives from pharma companies would strongly influence them; (seminar fees, trips, vouchers, etc.)</li> <li>• <b># Representative visits:</b> 7 probiotics representatives (from different companies) each visiting twice a month.</li> <li>• Trusts colleagues who work on the same hospital advice rather than (paid) doctors from other countries who give conferences or come for meetings "to say good things about a product"</li> </ul>	<ul style="list-style-type: none"> <li>• The doctor encourages promotion of probiotics on mass media, but needs to check for <b>SANITIZED</b> claims and indications to prescribe a product that suits them.</li> <li>• <b># Representative visits:</b> 2 probiotics companies representatives visits in 22 years.</li> <li>• The doctor would prescribe probiotics if he gets good clinical data and peers opinions with good experiences using probiotics.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion on mass media for the general population would help prescribe more probiotics to patients by raising awareness about them.</li> <li>• Doctor follows colleague's recommendations. Conferences or symposiums organized by pharmaceutical companies help discuss topics related to probiotics products.</li> <li>• Doctors follow the Pediatric Society Community, which coordinates with pharmaceutical companies to promote products.</li> </ul>

# General Practitioners- Agenda

---

## 2.1. General Practitioners Insights

2.1.1

Experts Profiles

2.1.2

Probiotics Key Selling Factors

2.1.3

Perception of Probiotics by Healthcare Practitioners

2.1.4

Prescription Preferences of Healthcare Practitioners

2.1.5

Market Insights from Doctors

# ... is the most competitive market for probiotics, followed by

...

	UAE	KSA	Iraq
Market Structure	<p><b>Key Players:</b></p> <ul style="list-style-type: none"> <li>• New Medical Center Group</li> <li>• Life Pharmacy</li> <li>• Unclear</li> <li>• Unclear</li> </ul> <p><b>Top Brands:</b></p> <ul style="list-style-type: none"> <li>• Enterogermina</li> <li>• Nature Plus</li> <li>• Nature Bounty</li> <li>• Holand &amp; Barret</li> <li>• Now Pharma</li> </ul> <p><b>Market accessibility/ competitiveness:</b> Around 30 companies present on the market.</p>	<p><b>Key Players (X):</b></p> <ul style="list-style-type: none"> <li>• Tabuk (50% market share)</li> <li>• Bayer (25% market share)</li> <li>• SPIMACO (25% market share)</li> </ul> <p><b>Top Brands:</b></p> <ul style="list-style-type: none"> <li>• Euroxin</li> <li>• Ciproben</li> <li>• Ciprogen</li> <li>• LactoGG</li> </ul>	<p><b>Key Players:</b></p> <ul style="list-style-type: none"> <li>• Bioactivet Pharma</li> <li>• Fortex Nutraceuticals Ltd</li> <li>• World Medicine Ltd</li> <li>• Erbozeta Company</li> </ul> <p><b>Top Brands:</b></p> <ul style="list-style-type: none"> <li>• Biolact</li> <li>• Diarid Pro</li> <li>• Rotabiotic</li> <li>• PRO-IBS</li> </ul> <p>80% market share</p> <p><b>Market not very accessible nor competitive.</b></p>
	<b>SANITIZED</b>		
Distribution	<p><b>Full distribution path:</b></p> <ul style="list-style-type: none"> <li>• Importers supply medicines to the distributor</li> <li>• Distributor registers medicines (registration process takes 1-2 years)</li> <li>• Distributor supplies medicines to pharmacies.</li> <li>• All probiotics are imported</li> </ul> <p><b>Purchase of probiotics:</b></p> <ul style="list-style-type: none"> <li>• <b>OTC:</b> 10-20% of probiotics are bought over the counter</li> </ul>	<p><b>Full distribution path:</b></p> <ul style="list-style-type: none"> <li>• Manufacturers sell to local distributors on behalf of pharmaceutical companies.</li> <li>• Local distributors supply pharmacies, especially pharmacy chains.</li> <li>• Pharmacy chains distribute to patients.</li> </ul>	<p><b>Full distribution path:</b></p> <ul style="list-style-type: none"> <li>• Local pharmaceutical company signs contract with foreign manufacturer.</li> <li>• Local pharmaceutical companies sell to the main drug stores, via agents or employees, who then deliver to pharmacies all over the country.</li> <li>• All probiotics are imported</li> </ul> <p><b>Main buyers:</b></p> <ul style="list-style-type: none"> <li>• Main local pharmaceutical companies</li> <li>• Pharmacies</li> </ul> <p><b>Main Users:</b></p> <ul style="list-style-type: none"> <li>• Children (80%)</li> </ul>



# Insurance coverage for probiotics is more extensive in ...

	UAE	KSA	Iraq
Price Structure	<p><b>Retail Price:</b></p> <ul style="list-style-type: none"> <li>• <u>Enterogermina (10ml)</u>: XX-X AED</li> <li>• <u>Other brand – (unknown) (2 boxes x 100 capsules)</u>: X AED</li> </ul> <p><b>Profit Margins:</b></p> <ul style="list-style-type: none"> <li>• For pharmacies: XXXX-XXXX%</li> <li>• For distributors: X%</li> </ul>	<p><b>Retail Price:</b></p> <ul style="list-style-type: none"> <li>• <u>Euroxin (400mg)</u>: XX SAR</li> <li>• <u>Ciproben (400mg)</u>: XX SAR</li> <li>• <u>Ciprogen</u>: X SAR</li> <li>• <u>LactoGG</u>: XXXX SAR</li> </ul> <p>Any new drug must be 5% cheaper than the cheapest same generic drug on the market.</p> <p><b>Wholesale price:</b></p> <ul style="list-style-type: none"> <li>• Retail price minus XX%.</li> </ul> <p><b>Profit margin:</b></p> <ul style="list-style-type: none"> <li>• 16% + bonus according to volume and tax</li> </ul>	<p><b>Retail Price:</b></p> <ul style="list-style-type: none"> <li>• <u>Biolact</u>: XX IQD</li> <li>• <u>Diarid Pro (10 sachets)</u>: XX IQD</li> </ul> <p>On average, probiotics prices range between \$XX - \$XXXX USD.</p>
Coverage by Insurance	<ul style="list-style-type: none"> <li>• Prescription is required for insurance coverage.</li> <li>• Some insurance companies require the probiotics to be prescribed along with an antibiotic to apply coverage.</li> <li>• Not all insurance companies cover probiotics</li> <li>• Pharma companies need to negotiate with insurance companies to get their products covered.</li> </ul>	<ul style="list-style-type: none"> <li>• Probiotics are not covered by insurance.</li> </ul>	<ul style="list-style-type: none"> <li>• Probiotics are not covered by insurance.</li> <li>• Health insurance in Iraq is not mandatory. Only ~ 5% of the population have insurance.</li> <li>• Probiotics have to be registered as medical items in order to be eligible to be covered by insurance. Exceptions may apply per insurance company.</li> </ul>

**SANITIZED**

# Agenda

---

- 1 Pharmacists Insights – Probiotics Market in the Middle East
- 2 Medical Practitioners Insights – Probiotics Market in the Middle East
  - 2.1 General Practitioners Insights
  - 2.2 Gastroenterologists Insights
  - 2.3 Gynecologists Insights

## **2.2. Gastroenterologists Insights**

# Gastroenterologists (GETs)- Agenda

---

## 2.2. GETs Insights

2.2.1

Experts Profiles

2.2.2

Probiotics Key Selling Factors

2.2.3

Perception of Probiotics by Healthcare Practitioners

2.2.4

Prescription Preferences of Healthcare Practitioners

2.2.5

Market Insights from Doctors

# Expert Profiles

## Career Summary

UAE	
Gastroenterologist	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> X	
• <b>Current Location:</b> XXXX	

KSA	
Gastroenterologist	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> XXXX	
• <b>Current Location:</b> XXX	

Iraq	
Internist	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> XXXX	
• <b>Current Location:</b> X	

# Gastroenterologists (GETs)- Agenda

---

## 2.2. GETs Insights

2.2.1

Experts Profiles

2.2.2

**Probiotics Key Selling Factors**

2.2.3

Perception of Probiotics by Healthcare Practitioners

2.2.4

Prescription Preferences of Healthcare Practitioners

2.2.5

Market Insights from Doctors

# Among GETs, ... ranks as one of the top key selling factors across the 3 countries

	UAE	KSA	IRAQ
<b>General Key Selling Factors</b>	<ol style="list-style-type: none"> <li>1. Efficacy</li> <li>2. Perception as a natural product</li> <li>3. Evidence-based strains</li> <li>4. Tolerability</li> <li>5. Price</li> <li>6. Quality of manufacturing process</li> <li>7. Country of origin</li> <li>8. Can be used for children</li> <li>9. Can be used for pregnant women.</li> </ol>	<ol style="list-style-type: none"> <li>1. Perception as natural product</li> <li>2. Efficacy</li> <li>3. Tolerability</li> <li>4. Price</li> <li>5. Quality of the manufacturing process</li> <li>6. Country of origin</li> <li>7. Can be used for children</li> <li>8. Can be used for pregnant women</li> <li>9. Evidenced-based strains</li> </ol>	<ol style="list-style-type: none"> <li>1. Efficacy</li> <li>2. Tolerability</li> <li>3. Evidenced-based strains</li> <li>4. Price</li> <li>5. Perception as natural product</li> <li>6. Quality of the manufacturing process</li> <li>7. Can be used for children</li> <li>8. Can be used for pregnant women</li> <li>9. Country of origin</li> </ol> <p><i>Other (important):</i> More specificity – One product specific to one indication, rather than one general product for several indications.</p>
	<b>SANITIZED</b>		
<b>Strains-related Key Selling Factors</b>	<ol style="list-style-type: none"> <li>1. Strains gastro-resistant</li> <li>2. Strains resistant to antibiotics</li> <li>3. Strains not capable to transfer antibiotic resistance to commensal flora</li> <li>4. Strains having antimicrobial properties</li> <li>5. Good mucosal adherence</li> <li>6. Cell count per dose</li> <li>7. Number of strains</li> </ol>	<ol style="list-style-type: none"> <li>1. Cell count per dose</li> <li>2. Strains with good mucosal adherence</li> <li>3. Strains with antimicrobial properties</li> <li>4. Strains not capable to transfer antibiotic resistance to commensal flora</li> <li>5. Strains resistant to antibiotics</li> <li>6. Number of strains</li> <li>7. Strains gastro-resistant</li> </ol>	<ol style="list-style-type: none"> <li>1. Strains gastro-resistant</li> <li>2. Strains resistant to antibiotics</li> <li>3. Strains not capable to transfer antibiotic resistance to commensal flora</li> <li>4. Strains with antimicrobial properties</li> <li>5. Strains with good mucosal adherence</li> <li>6. Number of strains</li> <li>7. Cell count per dose</li> </ol> <p><i>Other:</i> Proper storage conditions for the product during its shelf-life.</p>

# Gastroenterologists (GETs)- Agenda

---

## 2.2. GETs Insights

2.2.1

Experts Profiles

2.2.2

Probiotics Key Selling Factors

2.2.3

Perception of Probiotics by Healthcare Practitioners

2.2.4

Prescription Preferences of Healthcare Practitioners

2.2.5

Market Insights from Doctors



# The 3 have knowledge about probiotics and consider them to be GETs...

	UAE	KSA	Iraq
Practitioners Knowledge about Probiotics	<ul style="list-style-type: none"> <li>The doctor has a certain level of knowledge about how probiotics work.</li> <li>The doctor would like to have access to more sponsored scientific research, clinical data, mentions in international guidelines and visits from medical representatives. These are needed to convince doctors to prescribe.</li> </ul>	<ul style="list-style-type: none"> <li>The doctor has a certain level of knowledge about probiotics, how they work and the way they should be preserved.</li> <li>Doctors in KSA need more scientific data/research/ sales representatives for the probiotics</li> </ul>	<ul style="list-style-type: none"> <li>The doctor has a very good knowledge about probiotics, their benefits and how they work inside the body.</li> <li><b>He is part of a small minority (2%) of doctors in Iraq who are well familiar with probiotics.</b></li> <li>The remaining 98% of doctors have a huge knowledge gap about probiotics and would largely benefit from more information and clinical studies, especially pediatricians and gynecologists, who have no awareness about probiotics at all. <i>Probiotics not widely used in Iraq.</i></li> </ul>
Perception of Probiotics	<ul style="list-style-type: none"> <li>Good efficacy for some indications: Efficacy rates vary depending on the indication for which probiotics are prescribed.                             <ul style="list-style-type: none"> <li>Classical drugs have an efficacy rate of 60% on irritable bowel syndrome (IBS) constipation type and inflammatory bowel disease (IBD).</li> <li>Efficacy rate of probiotics on IBS diarrhea type is higher than that of classical drugs</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Probiotics described as mostly effective especially for diseases resistant to antibiotics.</li> <li>Probiotics are not widely used in KSA so the comparison with "normal drugs" is not relevant in this case.</li> </ul>	<ul style="list-style-type: none"> <li>The doctor finds probiotics to be very effective, loves them, and starts by prescribing them.</li> <li>Probiotics cannot be compared to more "classical" drugs because probiotics take a long time to work, while other drugs take effect in 2 – 3 days.</li> </ul>

## SANITIZED

# ... are among the top indications for which GETs prescribe probiotics

	UAE	KSA	Iraq
Ideal Probiotic Product	<p>Ideal probiotics characteristics:</p> <p>SANITIZED</p>	<p>Ideal probiotic characteristics:</p> <p>SANITIZED</p>	<p>Ideal probiotic characteristics:</p> <ul style="list-style-type: none"><li>• <b>Ideal form:</b></li><li>SANITIZED</li><li>• <b>Characteristics:</b></li><li>SANITIZED</li></ul>
Indications	<p>Prescribed for:</p> <p>SANITIZED</p> <p>Frequency of prescription:</p> <p>SANITIZED</p>	<p>Prescribed for:</p> <p>SANITIZED</p>	<p>Prescribed for:</p> <p>SANITIZED</p> <p>Frequency of prescription:</p> <ul style="list-style-type: none"><li>• XXX – X% of these cases.</li></ul> <p>SANITIZED</p>

# Gastroenterologists (GETs)- Agenda

---

## 2.2. GETs Insights

2.2.1

Experts Profiles

2.2.2

Probiotics Key Selling Factors

2.2.3

Perception of Probiotics by Healthcare Practitioners

2.2.4

**Prescription Preferences of Healthcare Practitioners**

2.2.5

Market Insights from Doctors

# ... can influence the GETs prescription preferences for probiotics in ...

	UAE	KSA	Iraq
Brands Most Prescribed	<p><b>Preferred brands:</b></p> <ul style="list-style-type: none"> <li>Lacto (high efficacy observed)</li> </ul> <ul style="list-style-type: none"> <li>Doctor can prescribe 1,2 or 3 refills, so no need to re-visit the doctor after the first prescription.</li> <li>Patients need the prescription in order to be covered by insurance.</li> <li>All probiotics can be purchased Over-the-counter (OTC).</li> </ul>	<p><b>Preferred brands:</b></p> <ul style="list-style-type: none"> <li>Pro eight</li> <li>Probiotic complex</li> </ul> <ul style="list-style-type: none"> <li>Probiotics are easy to get OTC. They do not need a prescription.</li> </ul>	<ul style="list-style-type: none"> <li><b>The doctor does not prescribe any particular brand name of probiotics.</b> He only prescribes "a" probiotic and asks the patient to buy whatever is available.</li> <li>No more than 20% of pharmacies in Iraq sell probiotics.</li> <li>All probiotics in Iraq can be sold OTC.</li> </ul>
Probiotics Promotion	<ul style="list-style-type: none"> <li>The doctor would prescribe probiotics promoted on mass media as it helps educate patients and convince them to buy them.</li> <li><b># Representative visits:</b> 2 probiotics companies representatives each month during 2017.</li> <li>Probiotics being recommended in international association's guidelines (American Gastroenterologist Association or British Society of Gastroenterology) would influence the doctor's prescription.</li> <li>Not so much influenced by peers recommendations.</li> </ul>	<p><b>SANITIZED</b></p> <p>"We need to have more medical representative to learn about probiotics" <b>Dr. Douaa Elsayry.</b></p> <ul style="list-style-type: none"> <li>The doctor would not prescribe a probiotic <del>from an advertisement unless she reads about its scientific study.</del></li> <li>Recommendation from a specialist or from a colleague on the choice of a certain probiotic would be followed by the doctor if it's from a well trusted source</li> </ul>	<ul style="list-style-type: none"> <li>The doctor does not mind to prescribe a probiotic if advertised on mass media given that the product is clinically tested, efficient and safe.</li> <li>The doctor never received any sales representatives for probiotics during all his years of practice in Iraq.</li> <li>The doctor would mostly be open to following the recommendations of a gastroenterologist, known to be good in his field.</li> </ul>

# Gastroenterologists (GETs)- Agenda

---

## 2.2. GETs Insights

2.2.1

Experts Profiles

2.2.2

Probiotics Key Selling Factors

2.2.3

Perception of Probiotics by Healthcare Practitioners

2.2.4

Prescription Preferences of Healthcare Practitioners

2.2.5

Market Insights from Doctors

# GETs in KSA and Iraq are ... the key probiotics players in the market and ....

	UAE	KSA	Iraq
Market Structure	<p>Key Players:</p> <p>SANITIZED</p> <p>Top Brands:</p> <p>SANITIZED</p>	<p>SANITIZED</p> <p>Top Brands:</p> <p>SANITIZED</p>	<p>SANITIZED</p> <p>Market accessibility:</p> <p>SANITIZED</p>
Distribution	<p>Full distribution path:</p> <p>SANITIZED</p>	<p>SANITIZED</p>	<p>SANITIZED</p>

# Insurance coverage for probiotic products is more existent in

...

	<b>UAE</b>	<b>KSA</b>	<b>Iraq</b>
<b>Price Structure</b>	<p><b>Retail Price:</b></p> <ul style="list-style-type: none"><li>Lacto (30 capsules box): XXX AED</li></ul> <p>No insights on wholesale prices or pharmacies profit margins.</p>	<p><b>Retail Price:</b></p> <ul style="list-style-type: none"><li>On average from X to X SAR</li></ul> <p>No insights on wholesale prices or pharmacies profit margins.</p>	<p><b>Average Retail Price:</b></p> <ul style="list-style-type: none"><li>XX – XX USD for 20 capsules box</li></ul> <p>No insights on wholesale prices or pharmacies profit margins.</p>
<b>Coverage by Insurance</b>	<ul style="list-style-type: none"><li>Lacto (30 capsules) can be covered by insurance.</li><li>Prescription and medical code are needed to access insurance coverage.</li></ul>	<ul style="list-style-type: none"><li>Most probiotics are considered as food supplements so they are not covered by insurance.</li></ul>	<ul style="list-style-type: none"><li>Probiotics are not reimbursed by any insurance in Iraq nor are they provided in government hospitals either.</li></ul>

# Agenda

---

- 1 Pharmacists Insights – Probiotics Market in the Middle East
- 2 Medical Practitioners Insights – Probiotics Market in the Middle East
  - 2.1 General Practitioners Insights
  - 2.2 Gastroenterologists Insights
  - 2.3 Gynecologists Insights



## **2.3. Gynecologists Insights**

# Gynecologists-Agenda

---

## 2.3. Gynecologists Insights

2.3.1

Experts Profiles

2.3.2

Probiotics Key Selling Factors

2.3.3

Perception of Probiotics by Healthcare Practitioners

2.3.4

Prescription Preferences of Healthcare Practitioners

2.3.5

Market Insights from Doctors

# Expert Profiles

## Career Summary

UAE	
Gynecologist	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> XXXX	
• <b>Current Location:</b> XXXX	

KSA	
Gynecologist	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> X	
• <b>Current Location:</b> X	

Iraq	
Gynecologist	
SANITIZED	
• <b>Current Position:</b>	SANITIZED
• <b>Previous Position:</b>	SANITIZED
• <b>Years of Experience:</b> XX	
• <b>Current Location:</b> X	

# Gynecologists-Agenda

---

## 2.3. Gynecologists Insights

2.3.1 Experts Profiles

2.3.2 Probiotics Key Selling Factors

2.3.3 Perception of Probiotics by Healthcare Practitioners

2.3.4 Prescription Preferences of Healthcare Practitioners

2.3.5 Market Insights from Doctors

# ... is the #1 key selling factor among OB/GYNs in the 3 countries

	UAE	KSA	IRAQ
General Key Selling Factors	<ol style="list-style-type: none"> <li>1. Perception as natural product</li> <li>2. Price</li> <li>3. Country of origin</li> <li>4. Quality of the manufacturing process</li> <li>5. Can be used for children</li> <li>6. Can be used for pregnant women</li> <li>7. Evidenced-based strains</li> <li>8. Efficacy</li> <li>9. Tolerability (well tolerated)</li> </ol>	<ol style="list-style-type: none"> <li>1. Perception as a natural product</li> <li>2. Efficacy</li> <li>3. Evidence-based strains</li> <li>4. Quality of the manufacturing process</li> <li>5. Country of origin</li> <li>6. Price</li> <li>7. Can be used for pregnant women</li> <li>8. Can be used for children</li> <li>9. Tolerability</li> </ol> <p><i>Other: Mentioning that probiotics are a body component, not a pharmaceutical product</i></p>	<ol style="list-style-type: none"> <li>1. Perception as a natural product</li> <li>2. Efficacy</li> <li>3. Price</li> <li>4. Can be used for pregnant women</li> <li>5. Can be used for children</li> <li>6. Quality of the manufacturing process</li> <li>7. Country of origin</li> <li>8. Tolerability</li> <li>9. Evidence-based strains</li> </ol>
Strains-related Key Selling Factors	<ol style="list-style-type: none"> <li>1. Cell count per dose</li> <li>2. Strains not capable to transfer antibiotic resistance to commensal flora</li> <li>3. Strains with antimicrobial properties</li> <li>4. Strains resistant to antibiotics</li> <li>5. Strains with good mucosal adherence</li> <li>6. Number of strains</li> <li>7. Strains gastro-resistant (<i>ranked last because not relevant for the expert as a gynecologist</i>)</li> </ol>	<p><b>SANITIZED</b></p> <ul style="list-style-type: none"> <li>• According to the doctor, all the listed strains related key selling factors are equally important. He did not feel comfortable providing a specific order.</li> </ul>	<ul style="list-style-type: none"> <li>• According to the doctor, all the listed strains related key selling factors are equally important.</li> <li>• She specifically insisted on a probiotic with a high concentration being prescribed in low doses, and on the strains being gastro-resistant.</li> </ul>

# Gynecologists-Agenda

---

## 2.3. Gynecologists Insights

2.3.1

Experts Profiles

2.3.2

Probiotics Key Selling Factors

2.3.3

Perception of Probiotics by Healthcare Practitioners

2.3.4

Prescription Preferences of Healthcare Practitioners

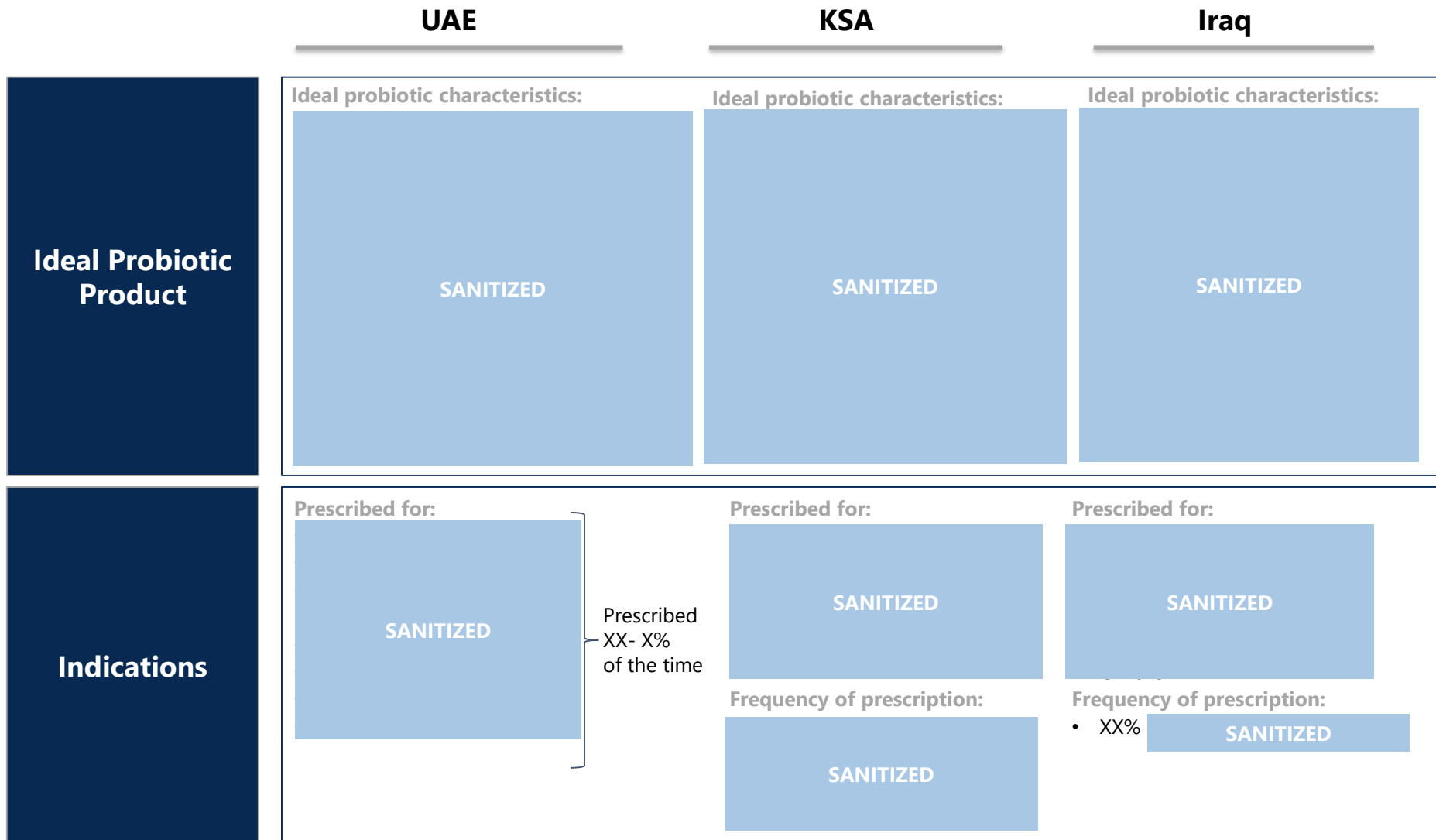
2.3.5

Market Insights from Doctors

# The 3 gynecologists have knowledge about probiotics and consider them...

	UAE	KSA	Iraq
Practitioners Knowledge about Probiotics	<ul style="list-style-type: none"> <li>The doctor has a certain level of knowledge about probiotics, how they work and the way they should be preserved, even though she does not know the finer details.</li> <li>Doctors in the UAE are lacking information about probiotics, and even more about prebiotics. They would benefit from having access to more research, brought by medical representatives, about the latest trends in these products, and what the most relevant strains are.</li> </ul>	<ul style="list-style-type: none"> <li>The doctor has a certain level of knowledge about probiotics, but only prescribes probiotics as food products (yogurt and pickles), not as food supplements or medicine.</li> <li>Receiving more scientific information could help doctors convince patients to use probiotics.</li> <li>Doctor would need to know the clinical data and the product's ingredients to assess safety and efficiency in order to start prescribing a <b>SANITIZED</b> brand.</li> </ul>	<ul style="list-style-type: none"> <li>The doctor is familiar with the probiotics' mechanisms. However, she still feels that her colleagues and she need more scientific conferences and information from experts, regarding the importance of the probiotics.</li> <li>Research and studies should be published to let the general population know about their benefits.</li> <li>No specific knowledge about prebiotics</li> </ul>
Perception of Probiotics	<ul style="list-style-type: none"> <li><b>High Perceived Efficacy.</b>  <p>"I think they are amazing and I do prescribe a lot of probiotics, and I do believe that in long term this is what actually helps."  <b>Dr. Ruprai.</b></p> </li> <li><b>Probiotics cannot be compared to classical drugs</b> as these are used to cure diseases while probiotics are effective in preventing the occurrence of certain indications.</li> </ul>	<ul style="list-style-type: none"> <li><b>Probiotics "make a difference" in preventing certain diseases:</b> <ul style="list-style-type: none"> <li>Yeast Infection</li> <li>UTI</li> <li>Bacterial vaginosis</li> </ul> </li> <li><b>Probiotics cannot be compared with classical drugs because they are "completely different".</b></li> <li>Probiotics have the extra advantage that they can be used in pregnant women and children.</li> </ul>	<ul style="list-style-type: none"> <li><b>High perceived efficacy:</b>  <p>"I think that it is more important to give probiotics than antibiotics."  <b>Dr. Sabri.</b></p> </li> <li>The doctor also recommends taking probiotics before antibiotics, as well as a regular consumption from a young age to support the immune system.</li> </ul>

# OB-GYNs in the 3 countries give importance to ... when it comes to the ideal probiotic product





# Gynecologists-Agenda

---

## 2.3. Gynecologists Insights

2.3.1 Experts Profiles

2.3.2 Probiotics Key Selling Factors

2.3.3 Perception of Probiotics by Healthcare Practitioners

**2.3.4 Prescription Preferences of Healthcare Practitioners**

2.3.5 Market Insights from Doctors

# ... influence prescription preferences of gynecologists in the 3 countries

	UAE	KSA	Iraq
Brands Most Prescribed	<ul style="list-style-type: none"> <li>• <b>Prescribed brands:</b> <ul style="list-style-type: none"> <li>• Pro-Flora (More spread out than Enterogermina and more covered by insurance)</li> </ul> </li> <li>• Probiotics are easy to get OTC. They do not need a prescription.</li> <li>• The doctor is open to trying new products if medical representatives present the clinical data about them.</li> <li>• Doctors in the UAE are lacking awareness about the probiotics brands present on the market and their benefits.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>No preferred brands. Only prescribes food products that have probiotics</b> (yogurt and pickles).</li> <li>• Gynecologists in KSA are all lacking knowledge about probiotics brands available on the market.</li> <li>• Doctor would take into consideration peer recommendations or expert's opinions, but clinical data and evidence of efficacy are considered to be more <b>SANITIZED</b></li> <li>• Probiotics can be purchased OTC.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The doctor barely knows the brands present in the market.</b> She recalled: <ul style="list-style-type: none"> <li>• Nestle (sees in the supermarket)</li> <li>• Acino</li> <li>• Awamedica.</li> </ul> <p>"One day there is a company, one day there is another company." <b>Dr. Sabri.</b></p> </li> <li>• The doctor has a preference for Jordanian, Danish and American products.</li> <li>• The doctor usually follows the recommendation of the sales representatives.</li> </ul>
Probiotics Promotion	<ul style="list-style-type: none"> <li>• Probiotics being advertised on mass media would make it easier for the doctor to prescribe them to patients and to convince them to buy them.</li> <li>• <b># Representative visits:</b> <ul style="list-style-type: none"> <li>• None in the past year.</li> <li>• In the past 3 years, 1 rep. visit every 3 months, only for the brand Bio-Kult.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Advertisement of probiotics in mass media would encourage their prescription, but the technical characteristics of the probiotic are still the most important factor.</li> <li>• More brand awareness and trustworthy brands would help prescribe more probiotics</li> </ul>	<ul style="list-style-type: none"> <li>• If the product is advertised, the doctor would be more likely to prescribe it.</li> <li>• <b># Representative visits:</b></li> <li>• On average 5 medical reps. daily. However, she couldn't precise exactly how many of them are for probiotics only. She only knows that it is less than the other drugs</li> </ul>

# Gynecologists-Agenda

---

## 2.3. Gynecologists Insights

2.3.1 Experts Profiles

2.3.2 Probiotics Key Selling Factors

2.3.3 Perception of Probiotics by Healthcare Practitioners

2.3.4 Prescription Preferences of Healthcare Practitioners

2.3.5 Market Insights from Doctors

# Gynecologists ... main probiotics brands and companies on their market

	UAE	KSA	Iraq
Market Structure	<p><b>Key Players:</b></p> <p>SANITIZED</p> <p><b>Top Brands:</b></p> <p>SANITIZED</p>	<p>SANITIZED</p>	<p>SANITIZED</p> <ul style="list-style-type: none"><li>• <b>Competitiveness:</b></li></ul> <p>SANITIZED</p>
Distribution	<p>SANITIZED</p>		

# GPs, GETs, and gynecologists in KSA and Iraq converge to say that probiotics are ... especially when registered as ...

	UAE	KSA	Iraq
Price Structure	<p><b>Retail Price (X):</b></p> <ul style="list-style-type: none"> <li>• Pro-Flora: ~ X AED</li> <li>• Bio-Kult (bottle): ~XX – X AED</li> <li>• New Life Probiotics: ~XX AED</li> </ul> <p>All 3 products above cover about a month of treatment, but their prices vary considerably.</p> <p><b>No information about probiotics wholesale prices and profit margins.</b></p>	<ul style="list-style-type: none"> <li>• The doctor has no information on the retail prices, the wholesale prices or the profit margins of probiotics in KSA.</li> </ul>	<ul style="list-style-type: none"> <li>• The doctor doesn't have an exact information about the retail prices, the wholesale prices or the profit margins of probiotics in Iraq.</li> <li>• She notes that <b>prices of probiotics remain high in Iraq</b>, with an example of a probiotic for kids sold in the supermarket for more than XX USD.</li> </ul>
Coverage by Insurance	<p><b>Not all probiotics brands are covered by insurance in UAE:</b></p> <ul style="list-style-type: none"> <li>• Only Pro-Flora blue box is covered by most insurance companies.</li> <li>• Enterogermina is covered by less insurance companies.</li> <li>• Insurance companies only cover up to 2 weeks prescription period. During this period they cover 100% of the cost of the product, beforehand (patient does not pay at all).</li> </ul> <p><b>Private insurances are the ones covering probiotics. The doctor is not sure how or if government insurance covers probiotics.</b></p>	<ul style="list-style-type: none"> <li>• Probiotics are not covered by insurance in KSA.</li> </ul> <p><b>SANITIZED</b></p>	<ul style="list-style-type: none"> <li>• Insurance does not cover probiotics in Iraq.</li> </ul>

infomineo

Value added business research