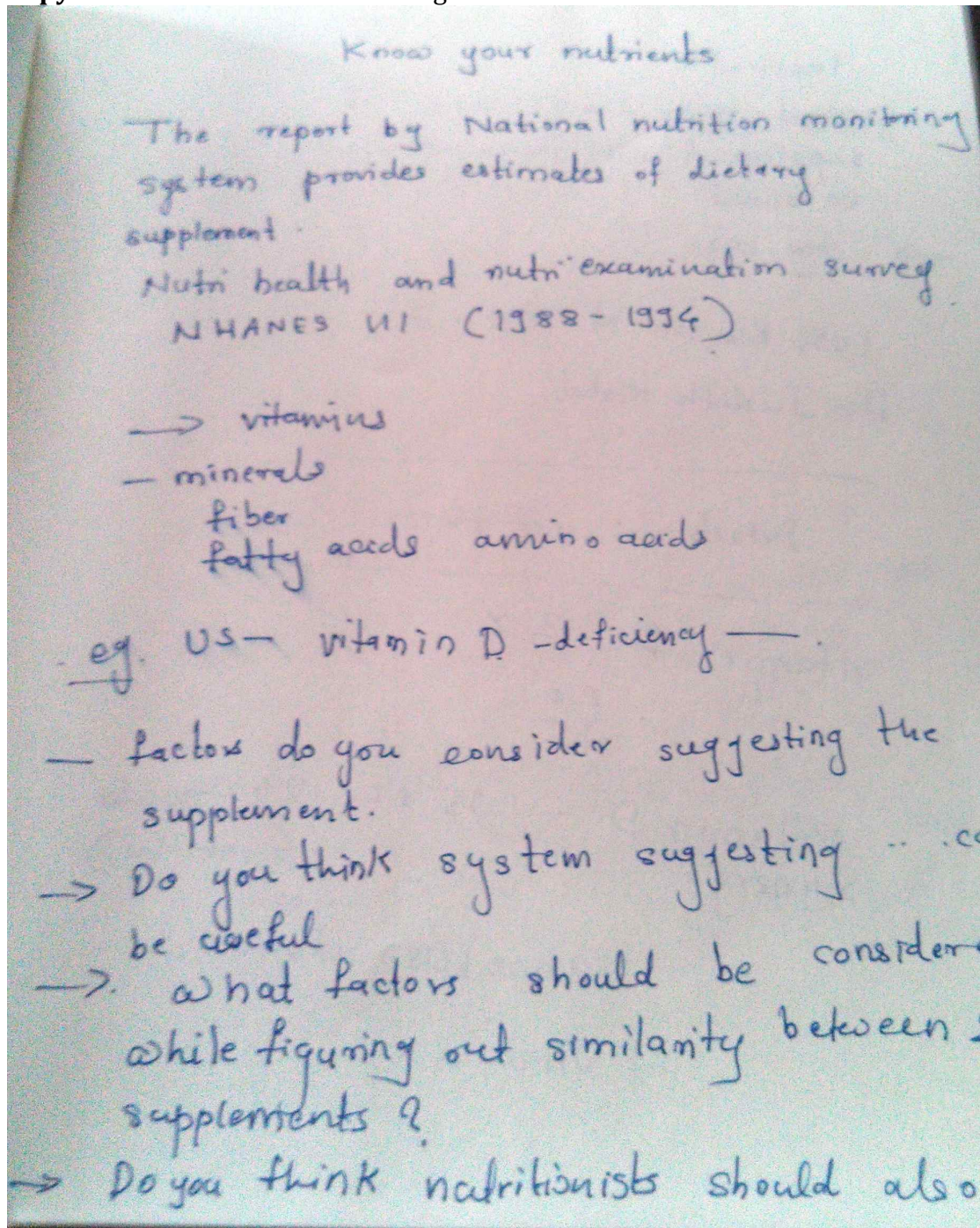


Name : Poonam Bhide

Team : Team 3 : Know your Nutrients

Copy of field notes: Check the images below :



interesting
dogs - } glucosamine & chondrine

in humans x ✓
glucosamine + sulphate
chondrine + MSM

fish oils → brand
vitamin world ↓
whole food ↑

has it been tasted?
product

consumer lab - analysing

involved?

→ what risks do you see if
supplement with same vitamin is
consumed.

→ Any case?

1051 Beacon St Room 511

Dr. Judith Kibel

Details — are there

Vitamin D 27

20

15

Vitamin D — 15\$ — 120 cap
Synergy (4 month
good
of vitamin

2000 IUS

7 vitamin K

vitamin D3	5000 IU	200 tablets
Physiologics softgels	20	

Innate
 vitamin D3 60
 whole food 2000 IU
 natural.

vitamin D — blood level
 how much you need!

Magnesium — cheapest doesn't get
 dissolved in body
 waste.

easy way to recommend what
 supplement for what
 problems?

→ what kind of
headache —

make it easy
useful —

The patients Book of
Natural Healing

Jonathan V Wright.

ALAN R GABY

Family guide to
Natural medicines & healing
therapies

Ayurvedic

Brief Idea of project and the reason to choose particular group:

Maintaining a strict diet is definitely one of the important requirements to maintain the perfect balance of nutrients. To fulfill this requirement dietitians and nutritionists prescribe several supplements. However, the costs of these supplements are generally very high. However, people are not aware of the alternatives available for the same supplement from other manufacturers with same generic ingredient and content. Know your nutrients mainly focus on suggesting generic alternative supplements for the given supplement.

For this idea we as a team chose to talk to various people like sportsmen, people who frequently go to gym, nutritionists. As a part of this activity I decided to go the nutritionist, as it is necessary to validate few of our generalized assumptions like:

- There is availability of cheaper supplements in most of the supplements.
- People would normally choose to go for cheaper one supplement.

Also we had few questions like:

- What factors that should be considered while suggesting similar supplements?
- What are the prerequisites that should be checked?
- Are there enough generic supplements available in market?
- Can there be any other side effects if generic supplement is consumed?

Hence for these assumptions and questions it was necessary to get the feedback from the nutritionist. Hence I decided to go to a nutritionist.

The interview questions that your team has developed:

1. Have you ever taken supplements and when, what was the purpose, whom did you consult?
2. How much do you know about nutrients, if yes - what factors do you consider while buying a supplement? How effective do you think they are?
3. Have you ever had any trouble with the supplements as in side-effects? Could you elaborate on that please? What measures did you take to heal them?
4. How many times it has been that you ended up buying an expensive supplement due to lack of knowledge of alternate supplements?
5. If you had knowledge about alternative supplements with cheaper price and safe effect, will you buy alternative supplements?
6. If given a chance to do all of this online on a website, what features would you like the web site to include to help you?
7. If there has been any case where similar looking supplement has had some side effects?
8. What are are the general factors that should be considered while determining similarity between the 2 supplements? (Contents, side effects, some prior medical background)

Field notes:

For this task first requested nutritionist and checked if she was ok to have discussion. Once she approved booked an appointment with her. The nutritionists whom I approached were:

1. Dr. Judith Mabel RD,PhD
Optimal Nutrition for Life
NutritionBoston.com
2. Ms. Beck
www.nutritionrx.com

Ms Beck was out of town for a week so she was not available so I had a discussion with Dr. Judith Mabel at 1051 Beacon St. Room 511.

The appointment with Dr Mabel was scheduled for 30 minutes.

Following were the observations when I went inside her clinic:

Dr. Mabel's clinic was full of bottles of supplements, vitamin supplements and also many books.

Q1.

I explained in brief about the "Know Your Nutrients" Idea and asked if this idea would really be realistic. Initially she said it really sounds interesting to have a cheaper generic supplements.

She gave me couple of examples.

1. She consumes supplements, which are worth \$100 each, and there are no generic supplements available. She has been searching for them for long time.
2. The second example she gave me for this was Glucosamine and Chondroitin. In early 80's there was a case when dogs were given Glucosamine and Chondroitin due to which they were able to run faster and were able to make movements easily. The drug was cheaper so many people thought of using it but later it was proved human beings needed a glucosamine sulphate tablets or glucosamine msm instead of the cheaper version of it. The cheaper drug with similar effects proved in-effective. Hence she suggested that it varies from case to case.

From the above discussion the key observations were :

- a. Generic drugs may not be always available
- b. Even if they are available they may not always work.

Q2

The next question I posed was "What factors should be considered while figuring out similarity between the two supplements"

Her answer was : It is not only ingredients that should be considered.

There are factors that must be checked were:

1. Effectiveness:
For this she gave me an example of Magnesium supplements whose many cheaper variants are available. But if cheaper one's are consumed then they do not dissolve inside the body so they just act as waste product. In that case the supplement would not be effective.
2. Has the product been tasted and is it pure?

For that she gave example of various companies who produce supplements. As per her knowledge she said that companies like Whole Foods do the quality check and make sure if it pure. Where as there are companies like VitaminWorld who sell cheaper supplements but she was not sure if they do the quality check. But for that she suggested that one can always approach consumer lab for testing the purity and quality of the supplement.

3. Pre-requisites like consumers blood level.

For this she gave me an example of Vitamin D variants and told me how some prerequisites decide a particular Vitamin and also showed that getting cheaper drug can be helpful in some cases.

- a. Vitamin D Synergy Cost : \$15 Tablets : 120 (For approx. 4 months)
IUs : 2000 IU + Vitamin k
- b. Vitamin D3 Physiologics soft gels Cost : \$20 Tablets : 200
IUs : 5000 IUs
- c. Innate Vitamin D3 Whole Foods Cost:\$60 Tablets : 60
IUs : 2000IU made from natural organic material

If blood levels are checked and they are high option b. would be the most effective. If blood levels are not know a. and c. can be taken by anyone but it would depend on individual choice to go for a. that is the cheaper one or to go for c. that is costly but made from natural organic matter. So in this case the cheaper supplement would work. So prerequisites like blood level check would be must and would be an added advantage.

Q3. Should the nutritionists be involved here in suggesting the alternative supplement?

She said yes if you want the best results.

Overall,

Her opinion and suggestion was : instead of developing a system that would give generic cheaper supplement it is better to have a system that takes “Your problem” as input and gives the all possible supplements. For example she said “One has headache one would not always go to a doctor instead if your system asks what kind of headache and suggests list of supplements with their prices and side-effects would be helpful”. She also mentioned that I have not come across any such system that would suggest the supplement online.

She also showed me some books and suggested that for developing such a system these books would be really very helpful:

1. The patients book of natural healing : By Jonathan V. Wright, Alan R Gaby
2. Family guide to Natural Medicines and healing therapies.
3. Taylor’s : Honest Herbal : Steven Foster ,Varro E Taylor

She also suggested that you can also add some “Ayurvedic natural supplements” which would have less side effects and also some quick home remedies are available. She showed me one Ayurvedic supplement she prescribes for tooth pains.

From the interview the conclusion and key observations were that:

Having generic medicines may not always work. Also in many cases they are not available but there are some cases when cheaper drugs can be helpful. (Vitamin D example). There are many factors that should be considered while suggesting a supplement.(Effectiveness,Prerequisites,Quality).

Instead of suggesting an alternative supplement better is to suggest a supplement when user inputs problems and then give all sorts of options.

This interview was really helpful in understanding the availability of generic drugs. Also got some examples, which would help, in re-stating the project goals. So this interview gave an overall insight of how much would it really be useful to consumers and how can it be altered.