

A CROSS SECTIONAL STUDY ON AWARENESS ON GENERIC MEDICINE AMONG HEALTH CARE PROFESSIONALS AND PATIENTS

By

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**TO WHOMSOEVER MAY
CONCERN**

This is to certify that Srushti Patidar, student of MBA Health and Hospital Management from The IIHMR University, Jaipur has undergone Internship Training at Dawaa Dost Pharmacy from 22 March, 2021 to 22 June, 2021.

The candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific, and analytical,

The internship is in
fulfilment of the
course requirement. I
wish her all success in
all her future
endeavors.

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A study on assessment of awareness on generic drugs among health care professionals and people.

ABSTRACT

Background:

In the present-day world, the consumption on branded medicine is extremely high. The greater part of individuals in nations is to think that it's hard to manage the cost of costly medicines. One of the actions to chop down the consumption on prescriptions is to utilize conventional medications. As India is one of the greatest per capita cash based consumption country, utilization of generic medications will set aside a ton cash which can be utilized for other medical problems.

generic medication has a similar quality and viability as of the marked medication and also gives a similar remedial result however at a less expensive expense. The insight, information and acknowledgment of generic medication among end client is a significant factor to improve and use of generic medication. The advancement of nonexclusive medication in numerous nations is imperative to contain drug use and support medical care framework. Subsequently the examination was taken up to know the mindfulness, disposition and inclination for generic medications among clinical and non-clinical people. Techniques: The examination was done on 180 members. 20 medical interns, 20 doctors, 20 nurses, 30 non-medical staff of hospital and 100 patients were incorporated. They were given a poll to know the mindfulness and information on nonexclusive medications.

Methods:

A cross sectional investigation will be done among the patient going to the clinic through questioner. The examiner will be configuration to survey the information, insight and acknowledgment of generic medication. The investigation was done on 180 members. 20 medical interns, 20 doctors, 20 nurses, 30 non-medical staff of hospital and 100 patients the investigation period was multi month from May-June 2021.

- **Exclusion:** pharmacist and students of pharmacy

- **Inclusion:** Doctor, nurse and para medical staff of hospital

Results:

This study showed that all medical person i.e.. doctor, nurse and nurse knew about the generic medicine whereas 60% of non-medical staff and 95% of the patients were not aware about the generic medicine. All good doctor have good knowledge about generic medicine as they prescribe it also. 70% of patients depended on what doctor prescribed and never asked for generic or branded medicine, also some doctor also educate to take generic medicine.

Conclusion:

The awareness among non-medical staff and patient has poor knowledge about generic medicine among the survey people. Hence adequate measure should be taken to increase awareness and knowledge among people so that they can ask doctor to prescribe generic medicine. Hence this can help to decrease healthcare expenditure.

Keywords:

Awareness, Generic drugs, Branded medicine, knowledge.

Objectives

The objective is to study knowledge, perception and acceptance about generic drugs among patient

Introduction:

Medications assume a part in wellbeing assurance and recuperation, as well as keeping up and improve the personal satisfaction Around 33% of the total populace experiences challenges in getting to medicine, because of exorbitant costs, with this extent ascending to half in the non-industrial nations. Subsequently, generic medications are a choice to reference drugs in numerous nations everywhere on the world. As indicated by WHO Generic medication is characterized

as "A pharmaceutical product usually intended to be interchangeable with the originator brand product, manufactured without licence from the originator manufacture and market after the expiry of patent or exclusivity rights" generic medication are typically less expensive than the branded medication, generic medicine is made by equivalent to a current supported brand name drug, in a similar dose structure, strength, security, quality and course of administration.

India, that load of medications without brand name and less evaluated are called nonexclusive medications. These medications are produced by authorized specialists and are accessible at sponsored cost. There are extremely less private clinical shops which sell generic medicine Hence, the examination was taken up to evaluate the mindfulness on generic medicine among clinical experts and lay people (non-clinical staff and patients).

In spite of the fact that utilization of nonexclusive prescriptions has expanded quickly in the previous twenty years, in ongoing public reviews around 33% of patients, doctors, and drug specialists were as yet named doubters about the wellbeing, viability, and nature of conventional meds. Negative insights may lead patients to switch back to the brand-name item after conventional replacement. To be sure, exchanging back to the brand-name item after a brand-name to conventional switch is profoundly predominant. Exchanging back to the brand-name item when more affordable conventional choices are free can bring about pointless expenses for patients and the medical services framework. Utilization of minimal expense nonexclusive choices instead of brand-name drugs saved the US around \$1 trillion in the course of the last decade. Results from few studies shows that our viability examination recommend that clinical results with utilization of generics and brand items for genuine constant conditions like diabetes, hypertension, osteoporosis, and despondency and uneasiness are extensively same. These outcomes may advise clinical practice by directing the advancement of instructive mediations to address doctors' and patients' negative impression of generics and to build mindfulness with respect to the proportionality of nonexclusive and brand-name drugs

Literature Review:

- A study by Alian A Alrasheedy Mohamed Azmi Hassali Kay Stewar, David CM Kong, Hisham Aljadhey, Mohamed izham, Saleh karmah om Patient knowledge, perception and acceptance of generic medicine the study shows that patients and medicine consumer tends to prefer branded medicine over generic medicine, many countries there is still a considerable proportion of patient who lack adequate knowledge or have insufficient information about generic drugs.
- *Study by Mehul Y. Choulera, Dashputra Amruta V., Archana S. Borkar, Amit P. Date on Knowledge and perception about generic drugs in patients coming to OPD of tertiary care centre the conclusion of the study is that only 18.85% participants had taken generic medicine and limitation of knowledge and perception of generic drugs among participants*
- Study by Shailesh Tripathi, Sudip Bhattacharya Visiting Faculty, Lucknow University, Resident, PGIMER, Chandigarh, INDIA, Study on Patient Perception about Generic vs. Branded Medicines Prescribed in a Tertiary Care Hospital in Northern India -A Descriptive Stud, the findings were poor knowledge and wrong information about generic medicine, and hence the conclusion was implementation and sustainability of Jan Aashaadha scheme was not good sign.
- Study on Gneeric vs branded medicine: an overview by Nikita R. Nikam*, Rohan R. Vakhariya, Dr. C. S. Magdum the objective was to study about the generic medicine, the conclusion was . Patient care should focus on accessibility, health care, and quality infrastructure. Incentives and tax cuts are needed for research to promote human health. By using cost-effective and sustainable technologies and methods, entrepreneurs need to reduce the cost of drugs

- Study on An observational comparative study of cost between branded medicines and generic medicines by *Meenu Pichholiya, Abhijit Basu, Arvind Kumar Yadav, Nitin Kothari, Jameela Tahashildar* the conclusion of the study was Most of the drugs available in the market have brand names whether they are branded or generic medicines. Hence, doctor should write a cheapest known brand with the name of the generic salt in bracket so that the patient can buy another if that brand is not available.
- Study by Ahire et al in Pune, among educated but non-science background showed 75% of population knew about the generic drugs.⁹ Most of the patients in our study were educated up to primary schooling and were from rural background. This could be one of the reasons for less awareness among them in our study

Objectives:

The Aim of the study is to test the awareness, attitude and knowledge among patient, doctor, nurse and other people working in hospital, about generic and branded medicine.

Methods:

A cross section study was carried out. The questionnaire was made, where given questionnaire to assess their knowledge, attitude and practice regarding generic medicine. The questionnaire were filled by the target audience, the questionnaire form were floated among colleagues working in hospital and the patients of the doctors were selected for the study. The investigation was done on 180 members. 20 medical interns, 20 doctors, 20 nurses, 30 non-medical staff of hospital and 100 patients the investigation period was one month from May-June 2021.

Results:

This study showed that all medical persons that are doctor, interns, nurse knew about the generic medicine whereas 62% Of non-clinical staff and 74% Of patients did not know about generic medicine.

Figure 1. Percentage about how many people know about generic medicine

Interpretations: The graph shows that Doctor, nurse are people from medical field have good knowledge about generic medicine where as generic people who are taking medicine do not know about the generic medicine or have little knowledge about generic medicine.

Figure 2. Effective of generic medicine

Interpretation: The graphs shows that people know the effectiveness of generic and branded are same but few people from medical background also have lack of awareness regarding effectiveness of generic medicine.

Figure 3. Cost of generic medicine over branded medicine

Interpretations: The graphs shows that people normal people usually think that the cost of generic medicine is less hence the effectiveness or quality will be degraded, only few people know what exactly is generic medicine and why the cost of generic medicine is less than branded one. People form medical background also adequate knowledge about the pricing of generic drugs.

Figure 4. Safety of generic medicine

Interpretations: The graph shows that majority of patients think that the safety is less as the cost is less, but people from medical background have good knowledge about what exactly is generic medicine, so they believe that safety of generic drugs are similar that of branded one.

Figure5. Are generic medicine safe

15% of doctor always preferred to prescribe generic drugs to their patients and 80% intern always ask patient to prefer generic drugs over branded medicine, among all people who were part of our study where 20% of doctors and 15% of intern and preferred it always for personal use. But 70% of patients are depend on what doctor prescribe and never ask dr about generic or branded medicine.

60% of individual form our study with background of science said that generic are as effective as branded medicine but 58% of them never asked their physical for generic medicine and 70% of patients depends on what doctors prescribed for them and never asked for generic or branded medicine.

By addressing about issues and increase the consumer behaviour towards generic medicine is important through media, newspaper and also by doctor, and physician should always ask or tell patient about generic and branded medicine.

Conclusion:

Individuals from clinical foundation has great information about conventional medication, individuals from non-clinical foundation have helpless information about nonexclusive medication, Adequate measures ought to be taken to expand mindfulness and information among individuals so they can get some information about conventional medication and furthermore it assists with decreasing medical care use. The study suggest that people are having lack of awareness of generic medicine, non-only non-medicinal people but also people from medical background also have not proper either they have wrong or little knowledge regarding generic medicine.

The study suggest that hospital should conduct awareness session on generic medicine and also doctor should aware people about generic medicine while prescribing the medicine,

at pharmacy the pharmacist should always ask customer about which one the customer need generic or branded and of the customer does not know about generic medicine then its pharmacist duty to aware customer about generic medicine.

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