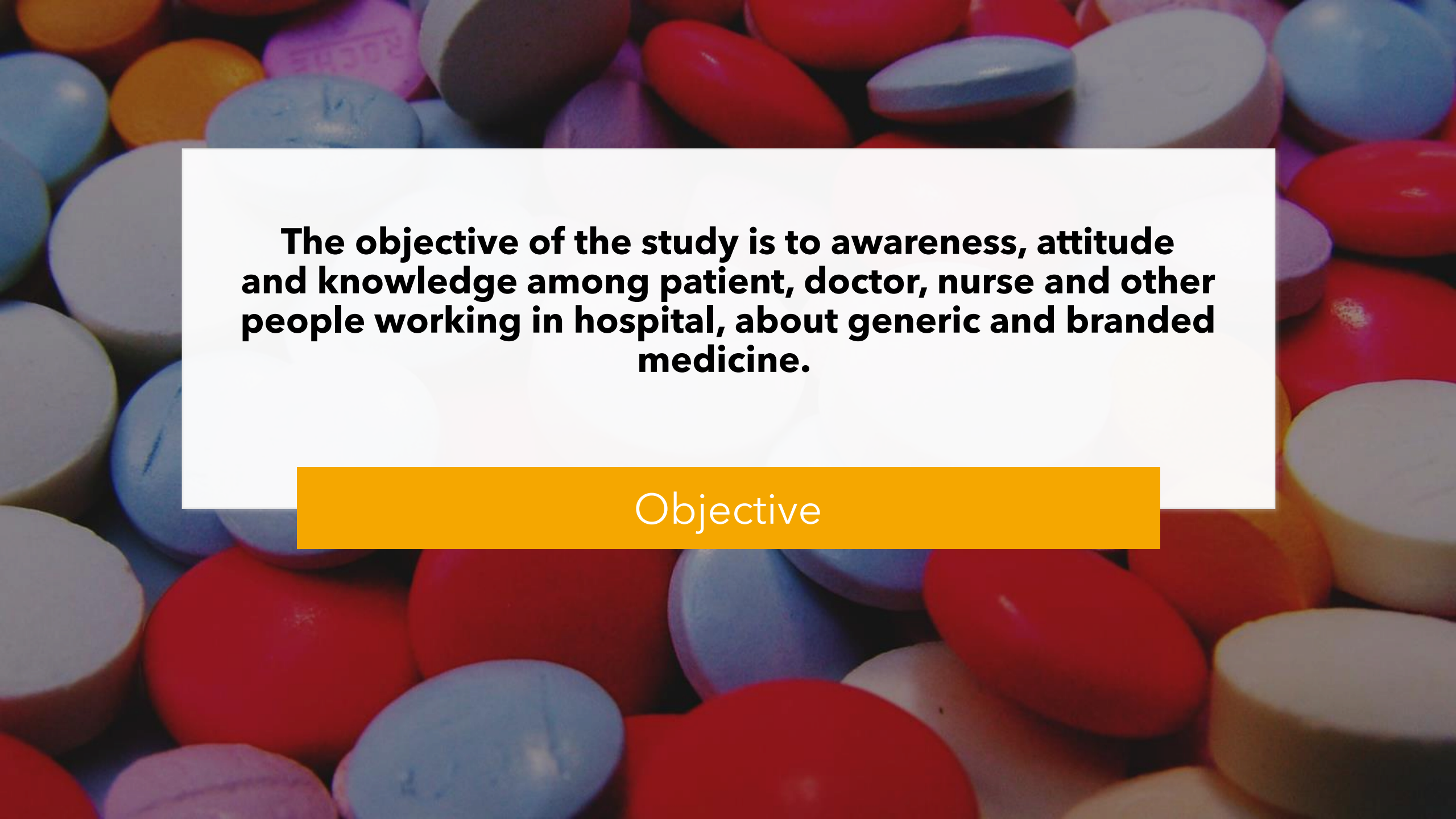




**A study on assessment
of awareness on
generic drugs among
health care
professionals and
people.**



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

Objective

Introduction

- **Generic medicines** are those produced without a licence from the innovator company when the patent or other market exclusivity rights on the innovator product has expired. A striking example of the impact of **generics** is the evolution of prices on the antiretroviral (ARV) market.
- 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.

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 its 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.



Exclusion:

- pharmacist
- students

Inclusion:

- Doctors
- nurse and
- para medical staff of hospital
- Patients

Literature Review

- 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 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

Methodology

- A cross section study was carried out among the patient of Jaipur. The questioner was made, where given questioner to assess their knowledge, attitude and practice regarding generic medicine. The google foam were filled by the target audience, the audience were randomly chosen, 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.

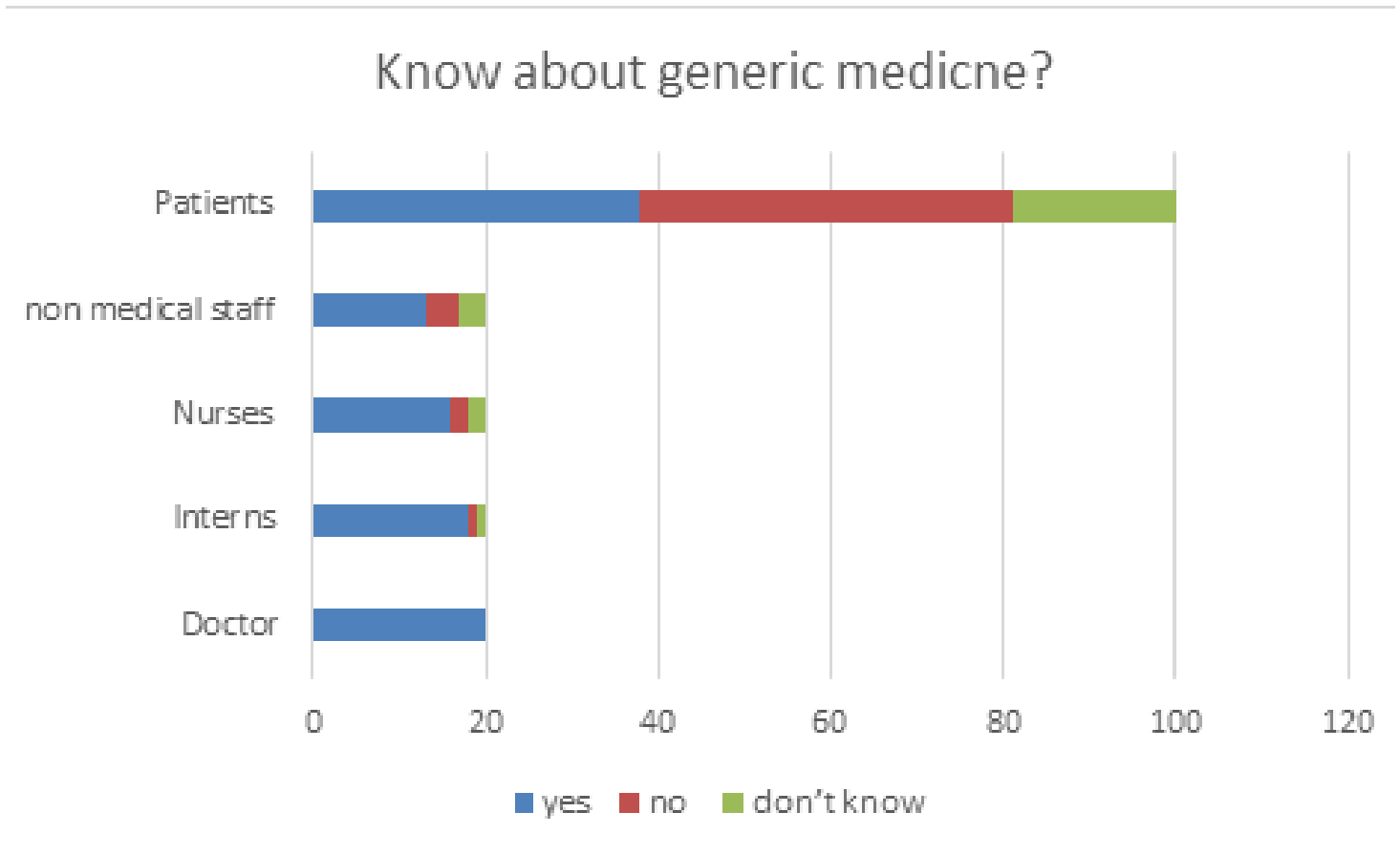


Figure 2. Effective of generic medicine

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.

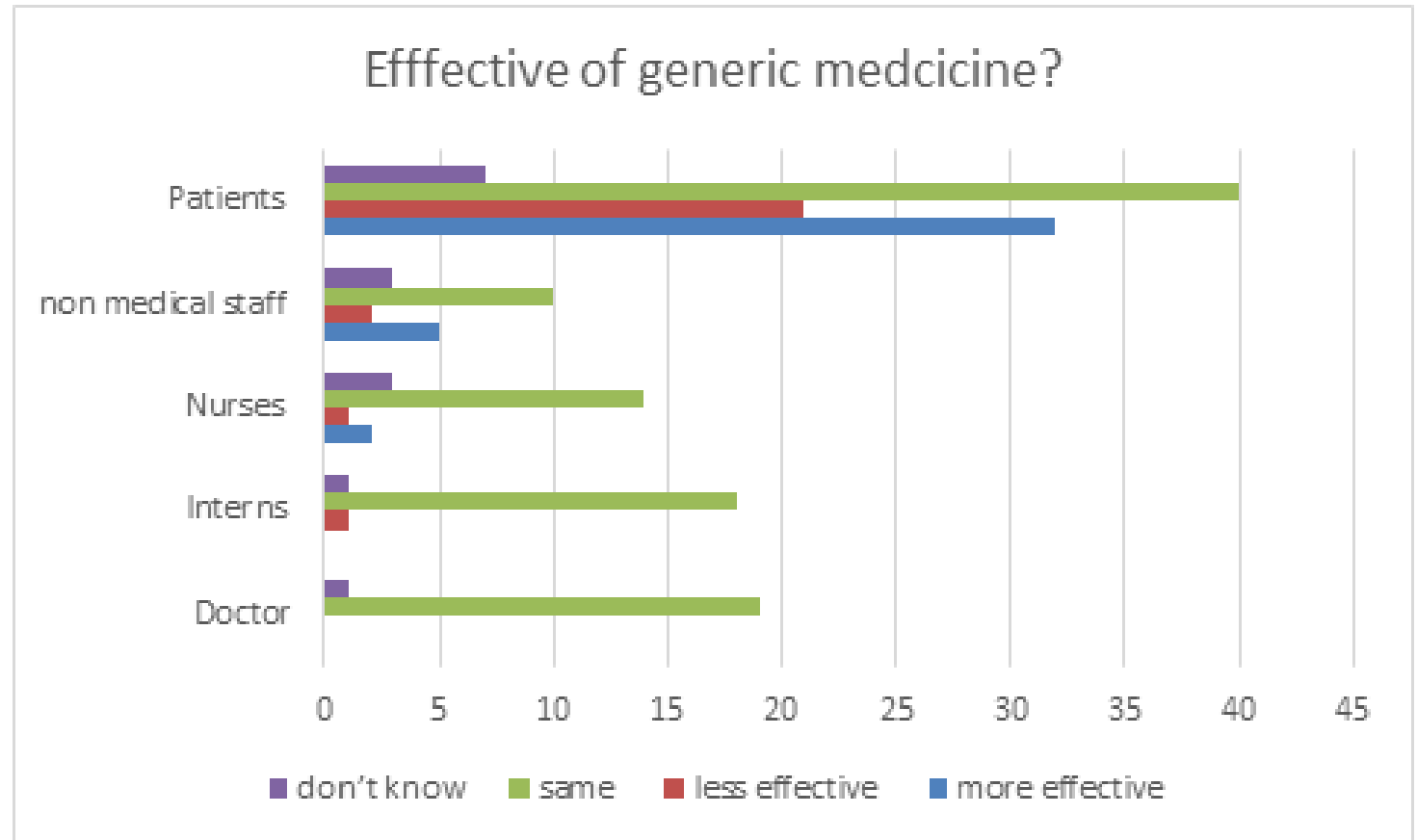


Figure 3. Cost of generic medicine over branded medicine

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.

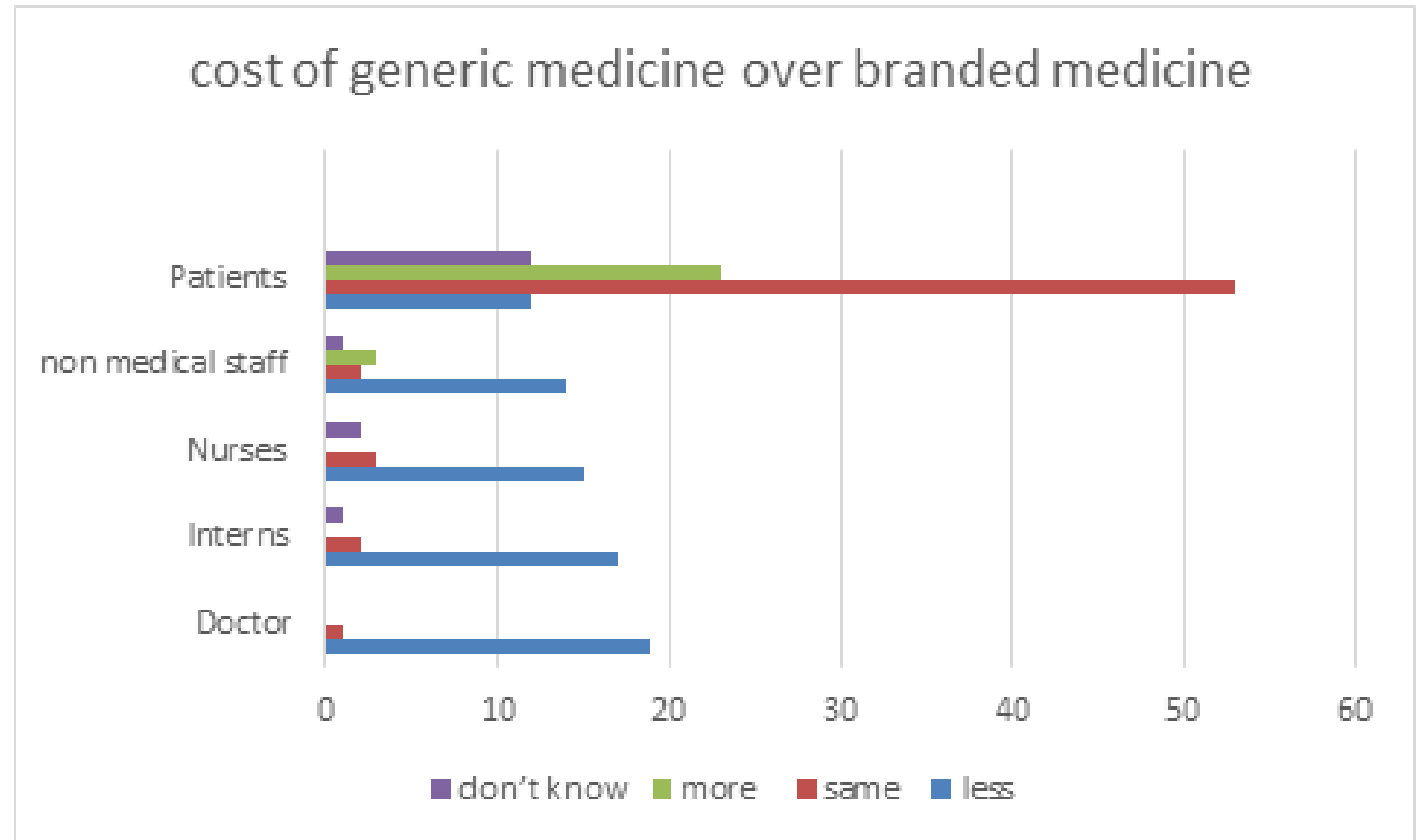


Figure 4. Safety of generic medicine

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.

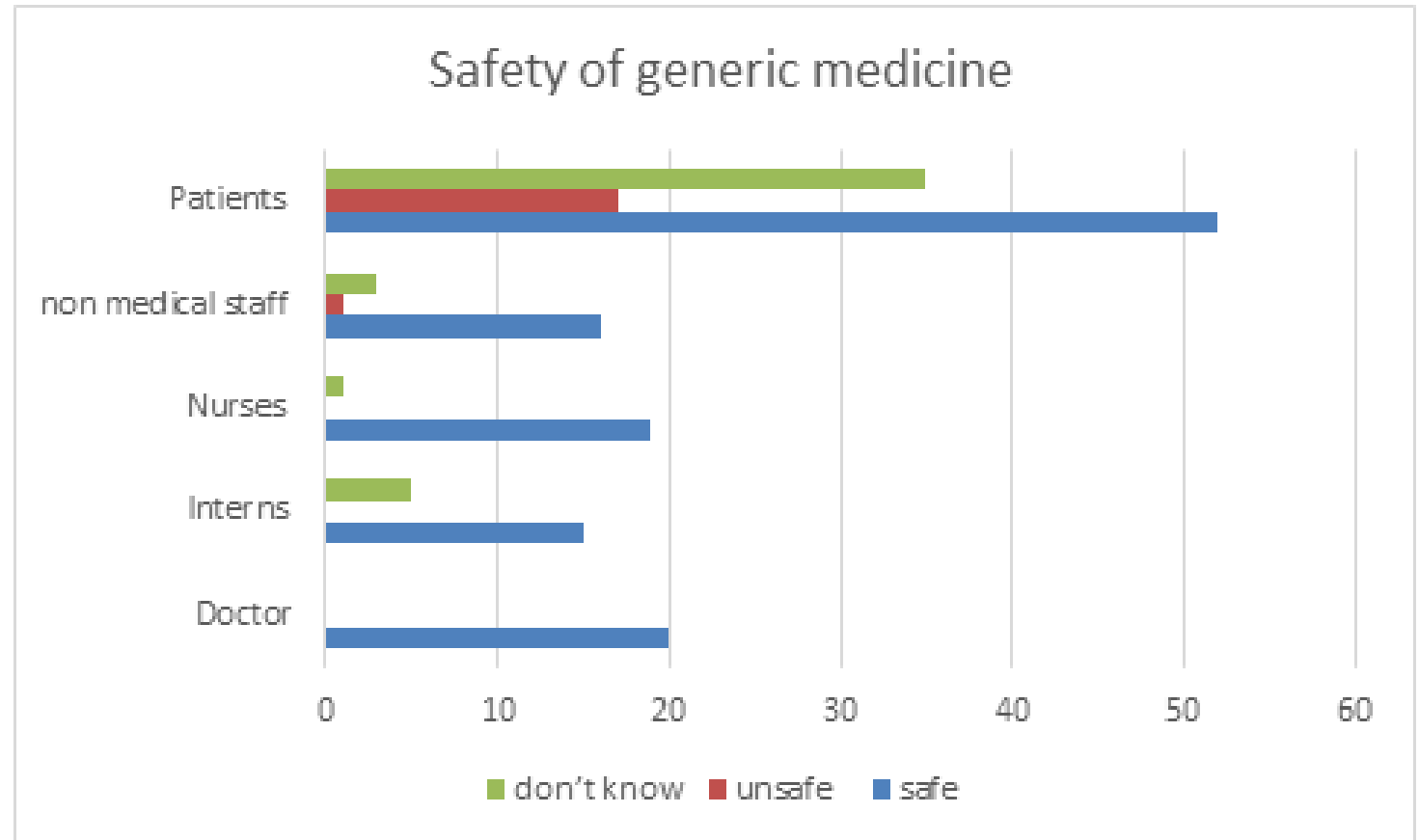
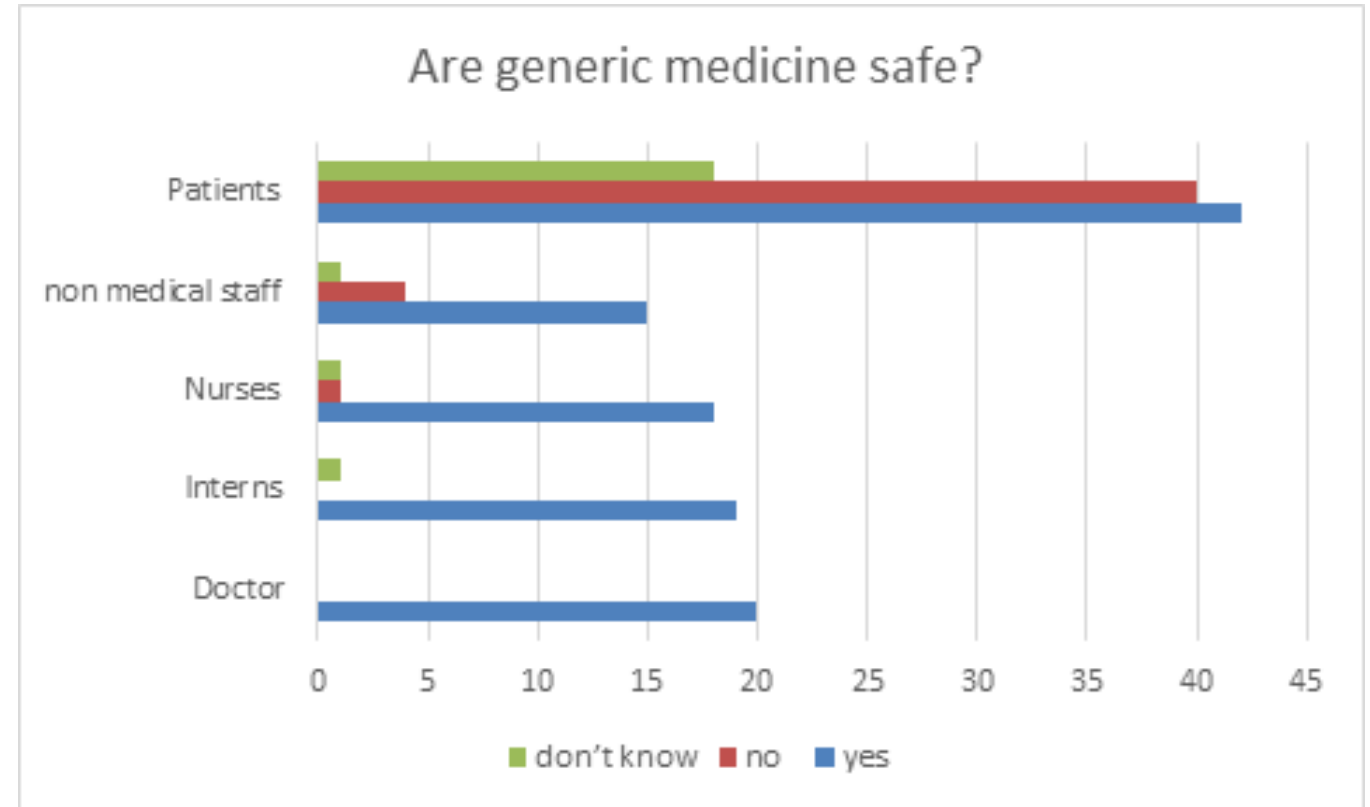


Figure 5. Are generic medicine safe



- 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.

The background of the slide is a dense, close-up photograph of numerous pills. The pills are in various colors including red, blue, white, orange, and purple. Some are round, some are oval, and some have markings like 'ROCHE' or 'E' on them. A white rectangular box is centered over the pills, containing the text 'Thank you'. Below the white box is a solid orange horizontal bar.

Thank you