

FACTORS IMPACTING THE CHOICE OF GENERIC VS BRANDED DRUGS AMONG PHYSICIANS IN INDIA

BACKGROUND.....

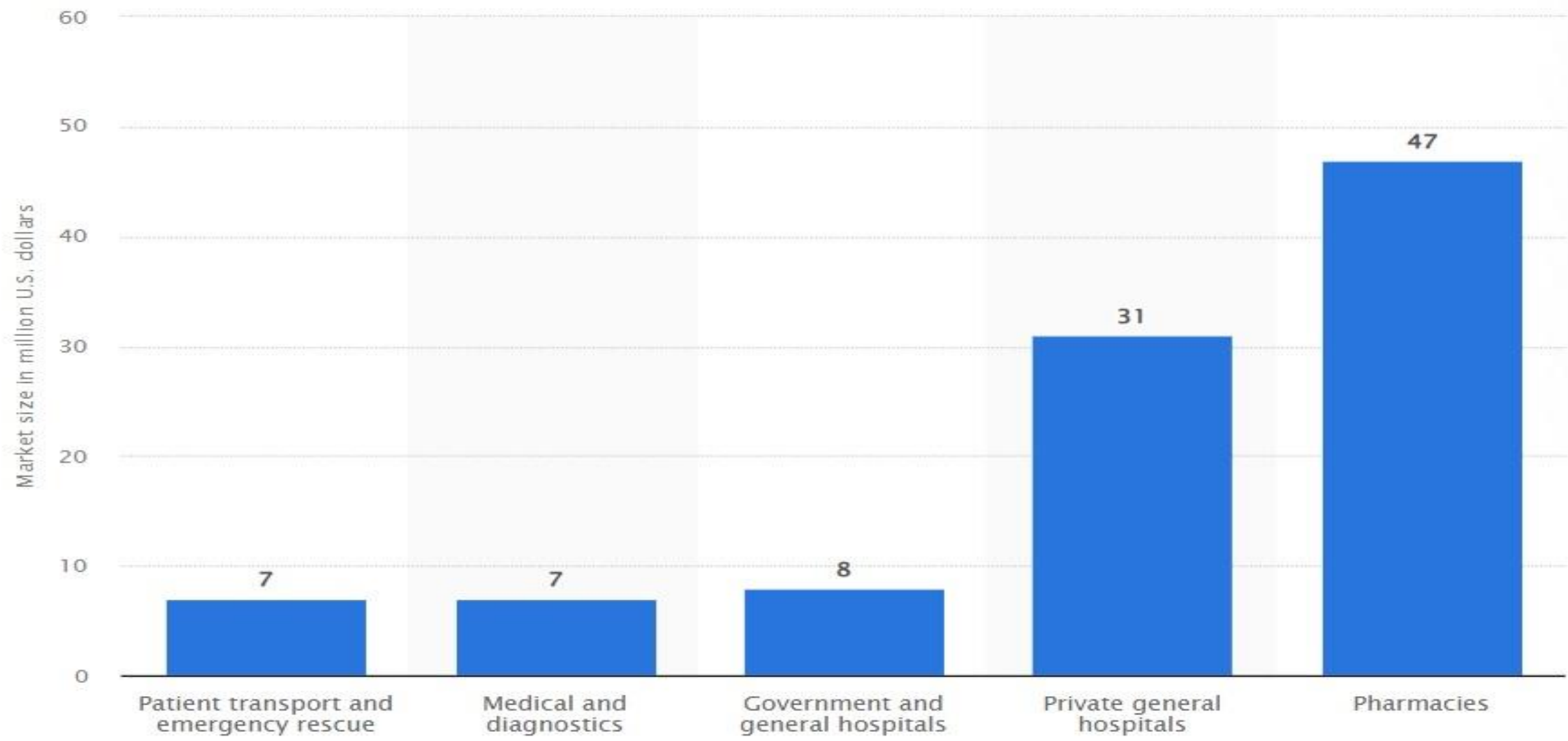
- Generic drugs are the drugs that sold off the label which have same value as its branded counterparts and are less expensive.
- The use of generic medicine has the potential to reduce out of pocket expenditure.
- in India generic medicine use is not universally accepted due to mistrust in the effectiveness and quality of generic medicine by the Physicians.

LET'S LOOK AT SOME FIGURES

According to national health accounts estimates of India 2017-18 report out of total health expenditure incurred , 33 percent incurs by the pharmaceutical products.

In financial year 2020 in India, 47 percent of out-of-pocket spending for medical purposes was made at pharmacies. The next leading category for out-of-pocket medical expenditure was private general hospitals, accounting for 31 percent of out-of-pocket spending.

MAJOR CATEGORIES OF OUT- OF POCKET MEDICAL EXPENDITURE IN INDIA IN FINANCIAL YEAR 2020



THE PROBLEM

- The problems lies in the belief system and perception of physicians regarding the efficacy and safety of generic medicine as compare to the branded medicine.
- This study aims to map out the factors which plays an important role in influencing the prescription practices of the physicians.

Objectives

1.To examine the beliefs and attitude of health-care providers in a tertiary-care hospital toward generic and branded drugs.

Methodology

Study design

This is a descriptive study.

Sample size

69

Nature of respondents

For this study the respondents were practicing doctors (MBBS/BDS/BAMS/PG)

Sampling technique

Convenient sampling

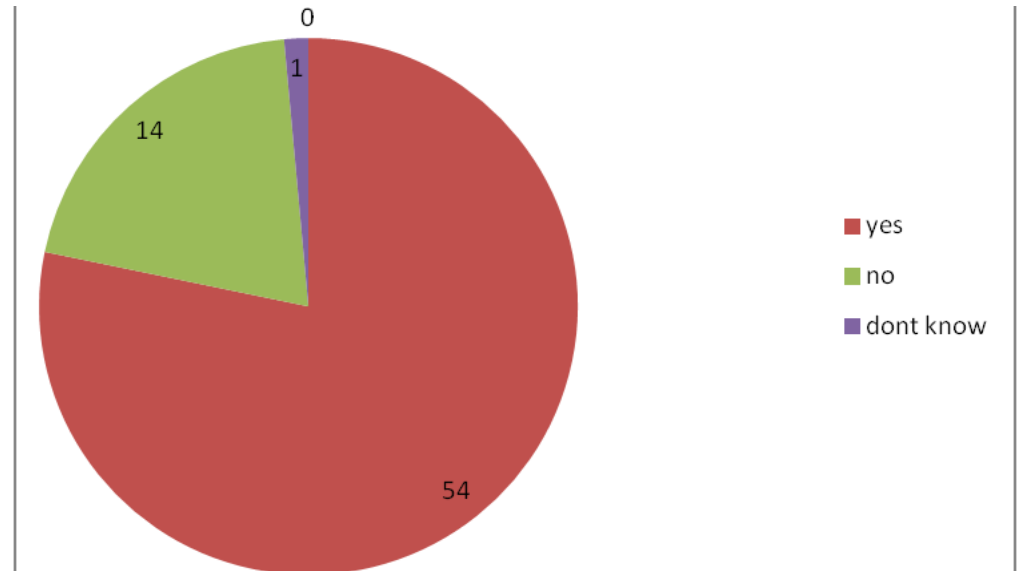
Methods of data collection

The questionnaire contains questions to examine, beliefs and attitudes, knowledge about the generic and branded medicine use.

Statistical Analysis The data was entered entered into the Microsoft Excel and descriptive statistics was applied to evaluate the socio-demographic characteristics, educational qualifications and to measure knowledge, attitude, and perceptions of the

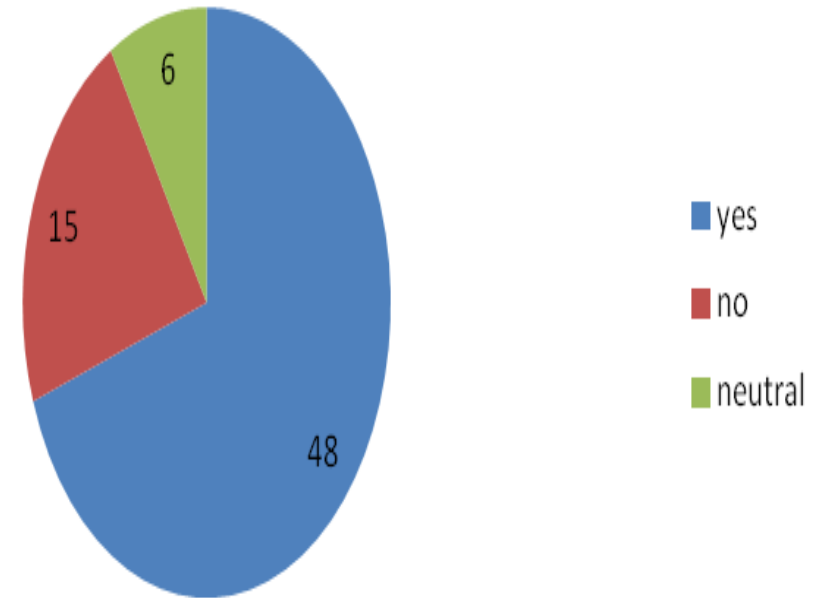
RESULTS

statement “The
generic medicine are less
expensive than
the branded medicine.”

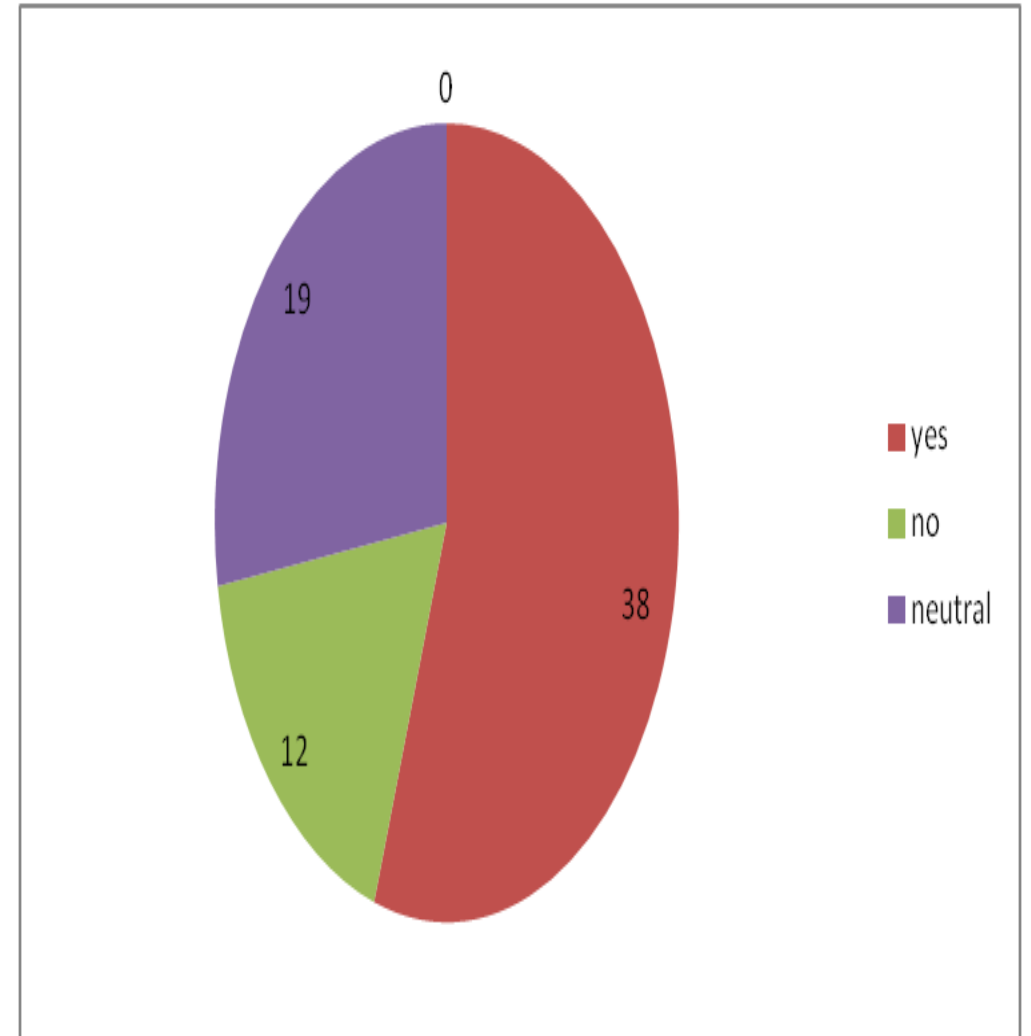


**STATEMENT ‘I BELIEVE
GENERIC MEDICINES ARE
AS EFFECTIVE AS
BRANDED DRUGS’**

I believe generic drugs are as effective as branded drugs

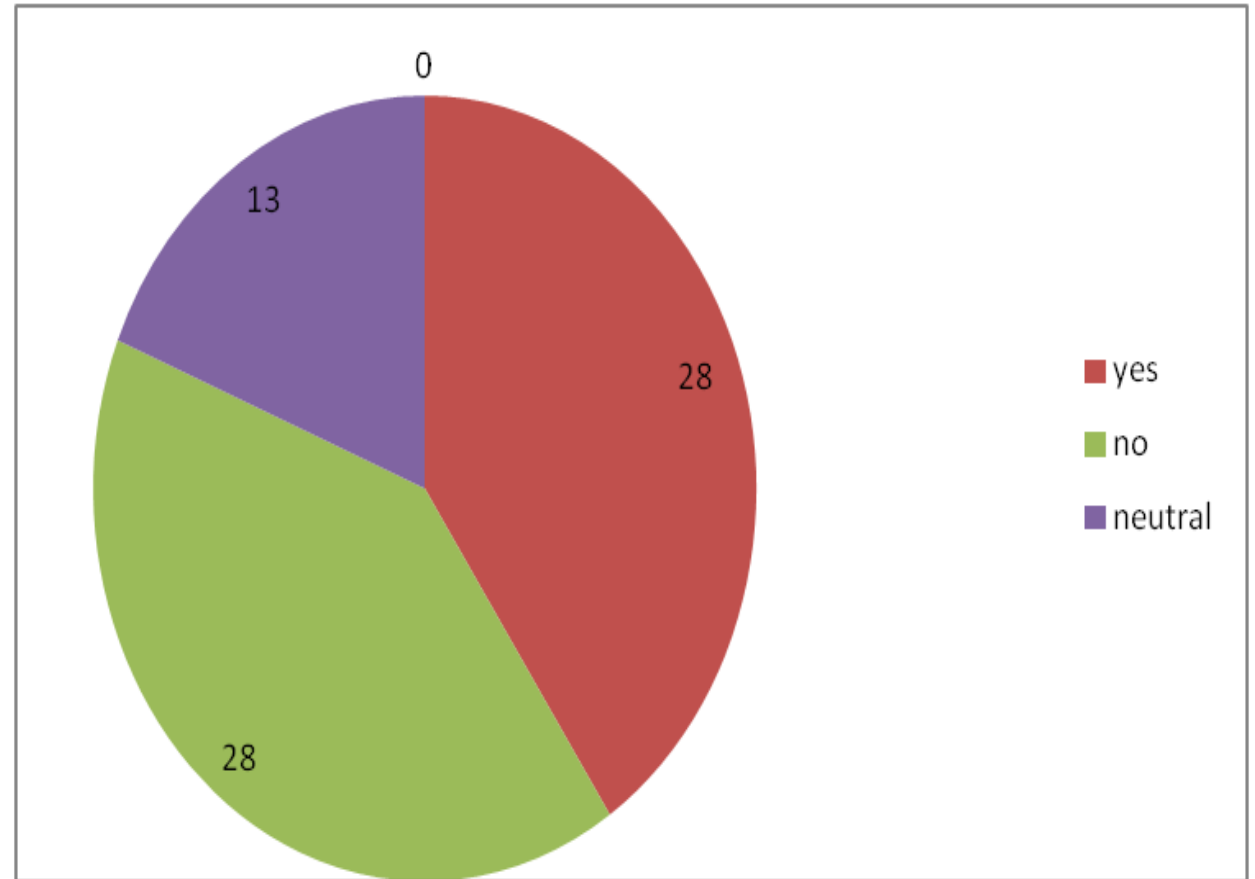


**Statement “local companies
are as reputable generic
drug
companies” Statement “local
companies are as reputable
generic drug companies”**



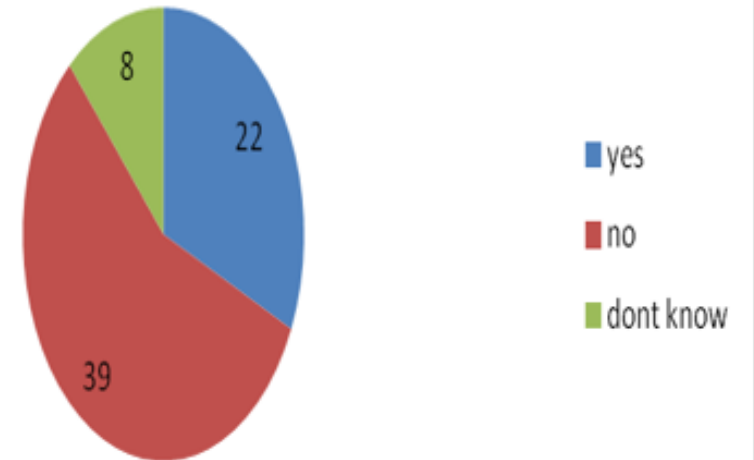
**STATEMENT “ I BELIEVE
GENERIC DRUGS ARE
OF LOWER QUALITY
WHEN COMPARED
WITH THE ORIGINAL**

DRUGS” ■

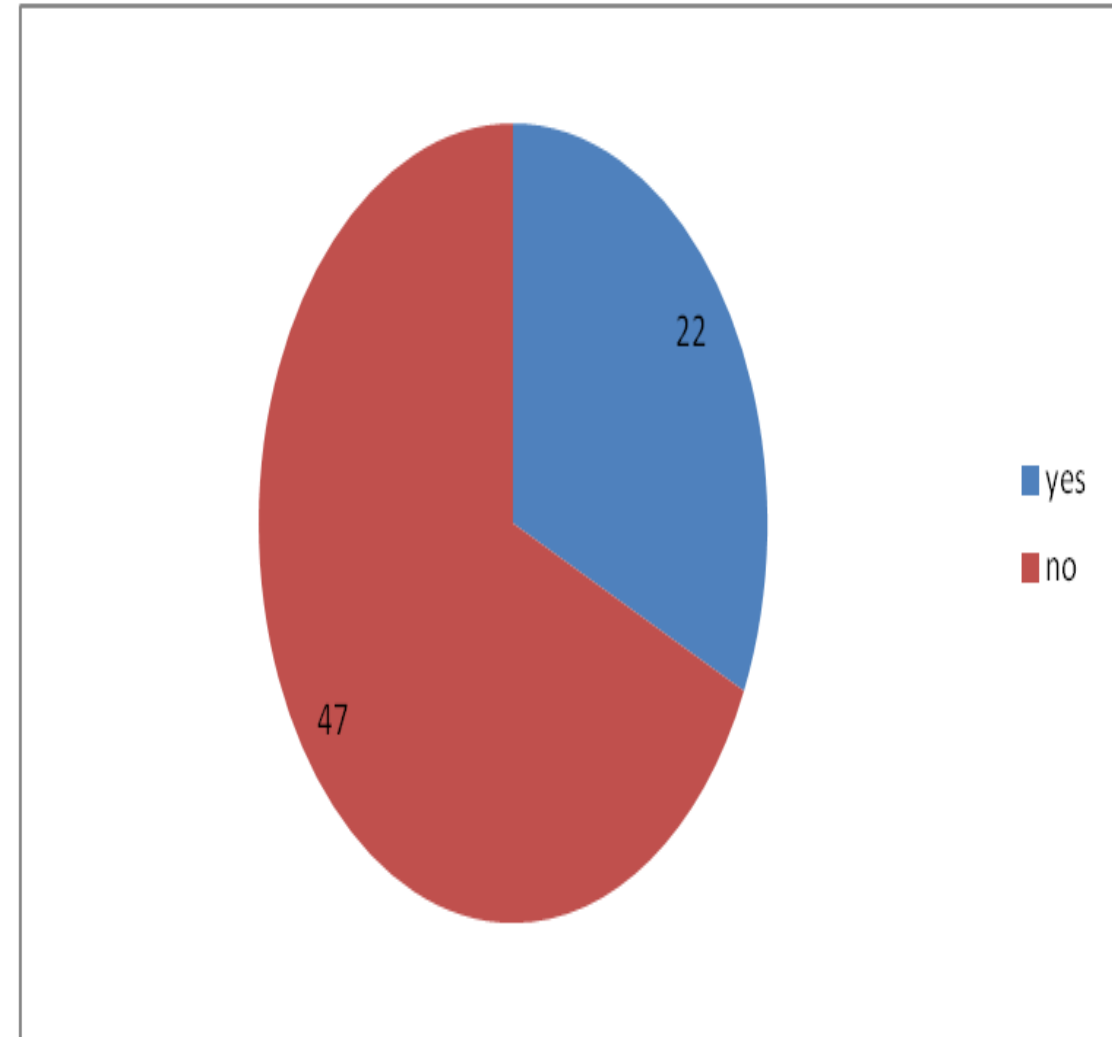


**STATEMENT “ARE YOU AWARE
OF ANY LITERATURE WHERE
ORIGINAL AND GENERIC
DRUGS SHOWED EFFICACY”?**

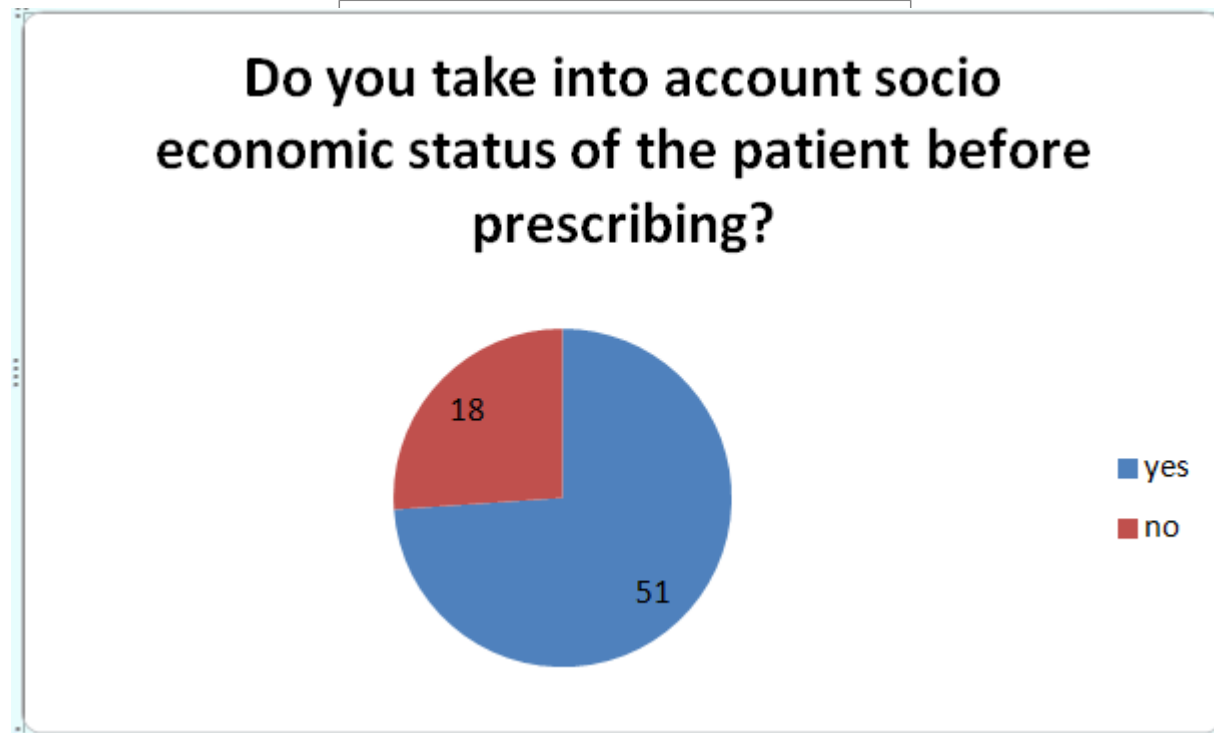
Are you aware of any literature
where original and generic drugs
showed difference in efficacy?



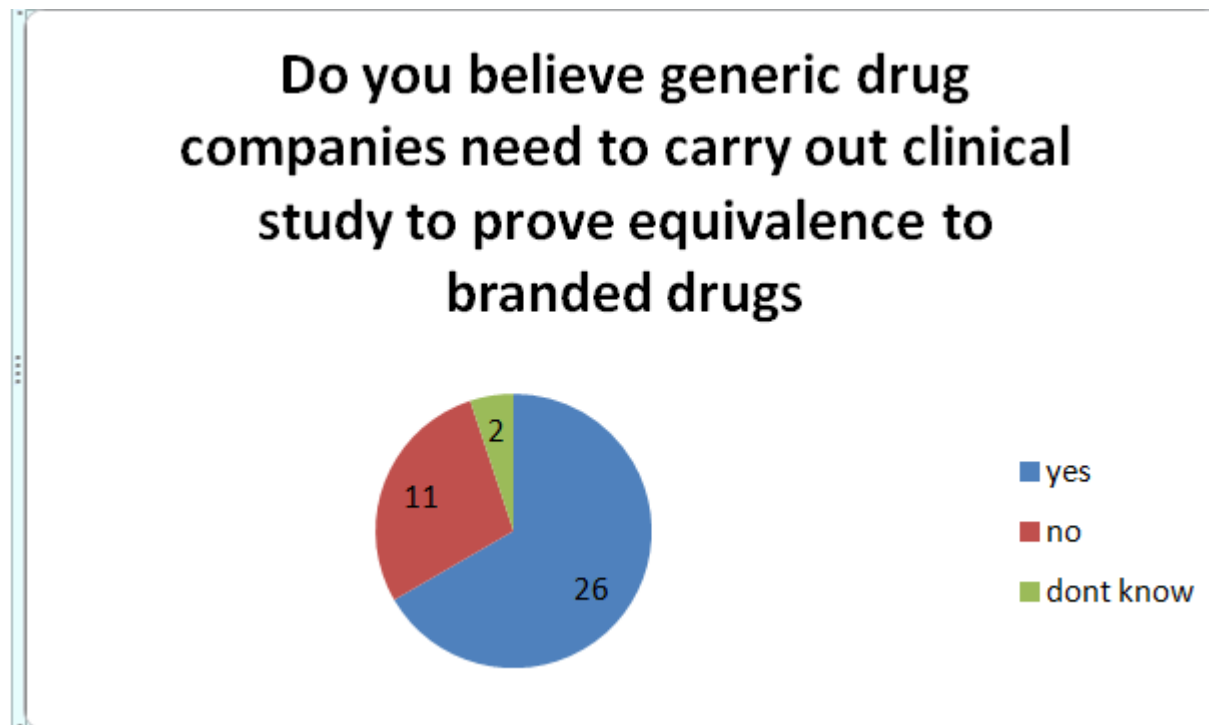
**STATEMENT “ARE YOU AWARE
OF ANY LITERATURE WHERE
ORIGINAL AND GENERIC
DRUGS SHOWED EFFICACY”?**



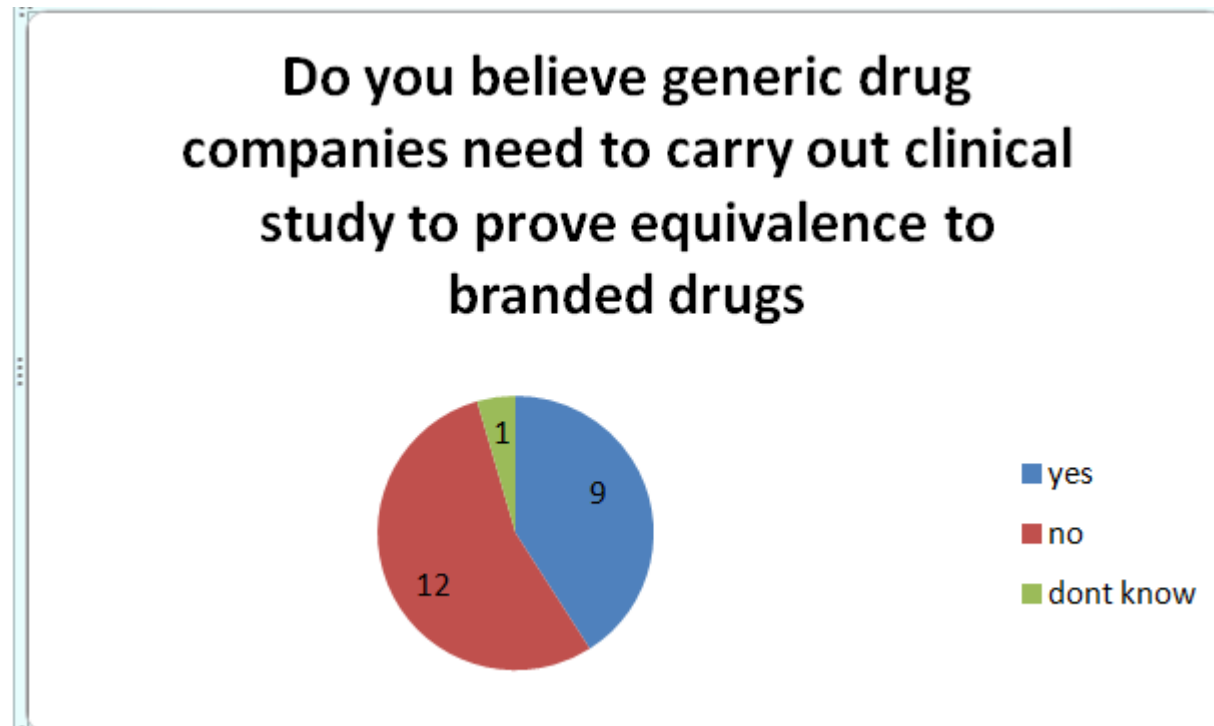
STATEMENT “ DO YOU TAKE INTO ACCOUNT SOCIO-ECONOMIC STATUS OF THE PATIENT BEFORE PRESCRIBING”?



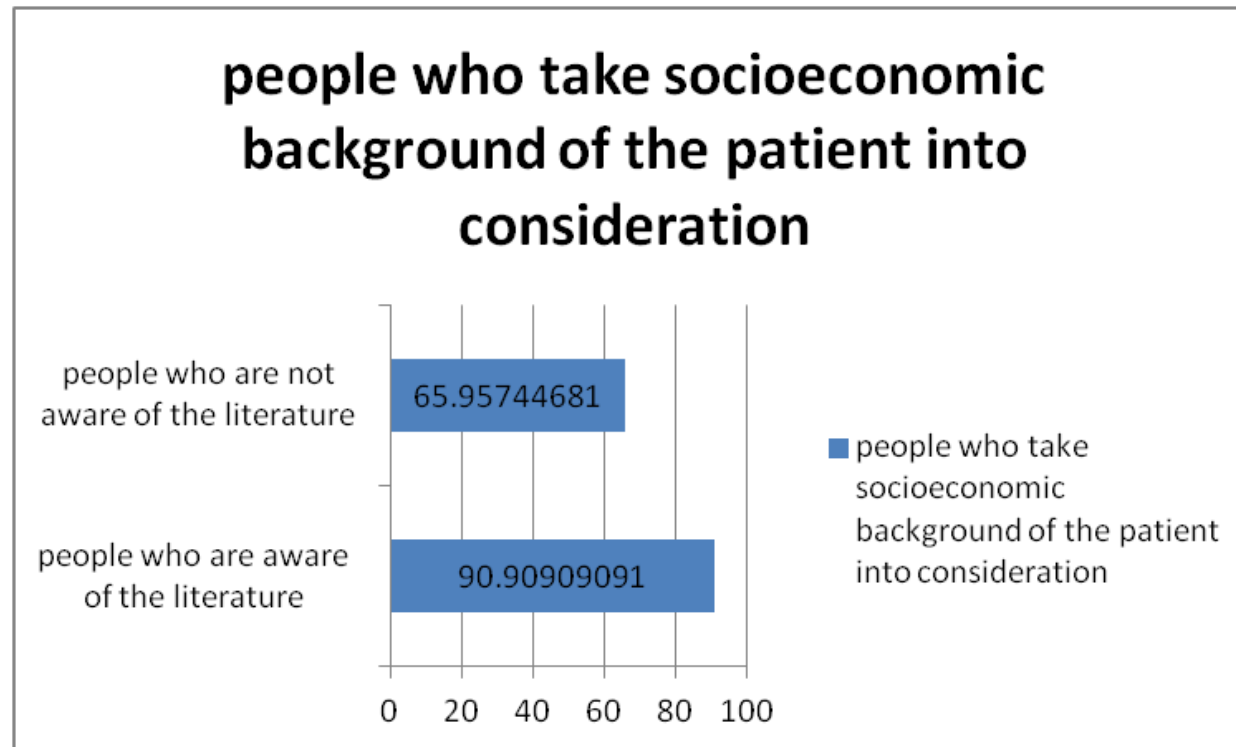
RESPONSES FOR THE PEOPLE WHO DISAGREED WITH THE STATEMENT “ ARE YOU AWARE ABOUT THE LITERATURE THAT TALKS ABOUT DIFFERENCE OF EFFICACY OF GENERIC AND BRANDED DRUGS”



RESPONSES FOR THE PEOPLE WHO AGREED WITH THE STATEMENT “ ARE YOU AWARE ABOUT THE LITERATURE THAT TALKS ABOUT DIFFERENCE OF EFFICACY OF GENERIC AND BRANDED DRUGS”



RESPONSES FOR THE PHYSICIANS WHO TAKE SOCIOECONOMIC STATUS INTO ACCOUNT BEFORE PRESCRIPTION



CONCLUSION

Study stresses the need to conduct more clinical research which could prove the effectiveness of the generic drugs against branded ones. From the data we can see that acceptance towards the generic drugs was more for the physicians who have the awareness related to literature that speaks about the effectiveness of the generic drugs which states the importance of literature as a scientific evidence in changing the belief system of the generic drugs

ETHICAL CONSIDERATIONS

Ethical considerations Ethical Considerations The study was carried out with proper permissions and ethical clearance from the respective authorities. All the key information of the physicians were de identified

Thankyou

