

ASSESSMENT OF DRUG PRESCRIPTIONS AT A PRIVATE PHARMACY STORE USING WORLD HEALTH ORGANISATION PRESCRIBING INDICATORS

**Dissertation submitted to
The IIHMR University, Jaipur
for the partial fulfilment for the award of the degree of Master of Business Administration
(MBA) in
Pharmaceutical Management**

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INTRODUCTION

- The prescribing of medicines is an integral part of the provision of health and represents a relatively safe, effective, and inexpensive mode of treatment.
- Third-world countries spend 30-40% of their total health budget on drugs, many of which are prescribed irrationally. These countries double their expenditure on drugs every 4 years while the GNP (gross national product) doubles every 16 years.
- Effective utilization of the resources spent on drugs.

LITERATURE REVIEW

- According to “the rational use of drugs” report of the conference of experts. WHO Geneva: Irrational use of medicines is a major problem worldwide.
- The overuse, underuse or misuse of medicines results in wastage of scarce resources and widespread health hazards.
- Holloway K, et al stated Rational use of medicines involves their correct/proper/appropriate use so that their selection, dose, duration is according to the guidelines, suitable for clinical needs, at the lowest cost to the provider, community, and the patient, and are dispensed correctly and taken properly.

OBJECTIVES

- **To access drug prescription at private pharmacy store using world health organisation prescribing indicators.**

METHODOLOGY

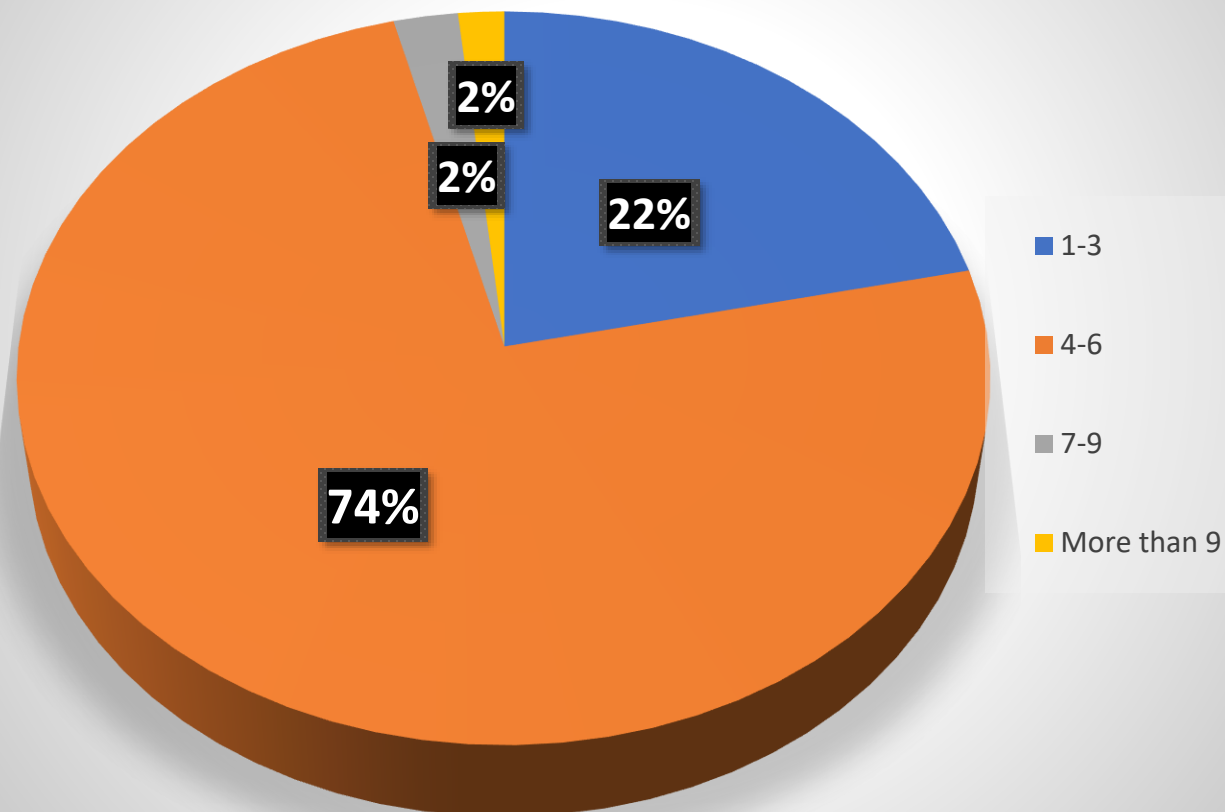
- **Type of research:** Primary research
- **Study:** Descriptive study
- **Duration:** March 22 to June 19,2021
- **Data analysis:** The data analysis in the present study is done by using simple statistical tools like frequencies, percentage, average etc are used as per the requirement of data. In this study, appropriate statistical study tool used is EXCEL.
- **Sample size:** 300 prescriptions
- **Data collection:** Data collected from private pharmacy in Bhopal and Khandwa (M.P)

RESULTS AND DISCUSSIONS



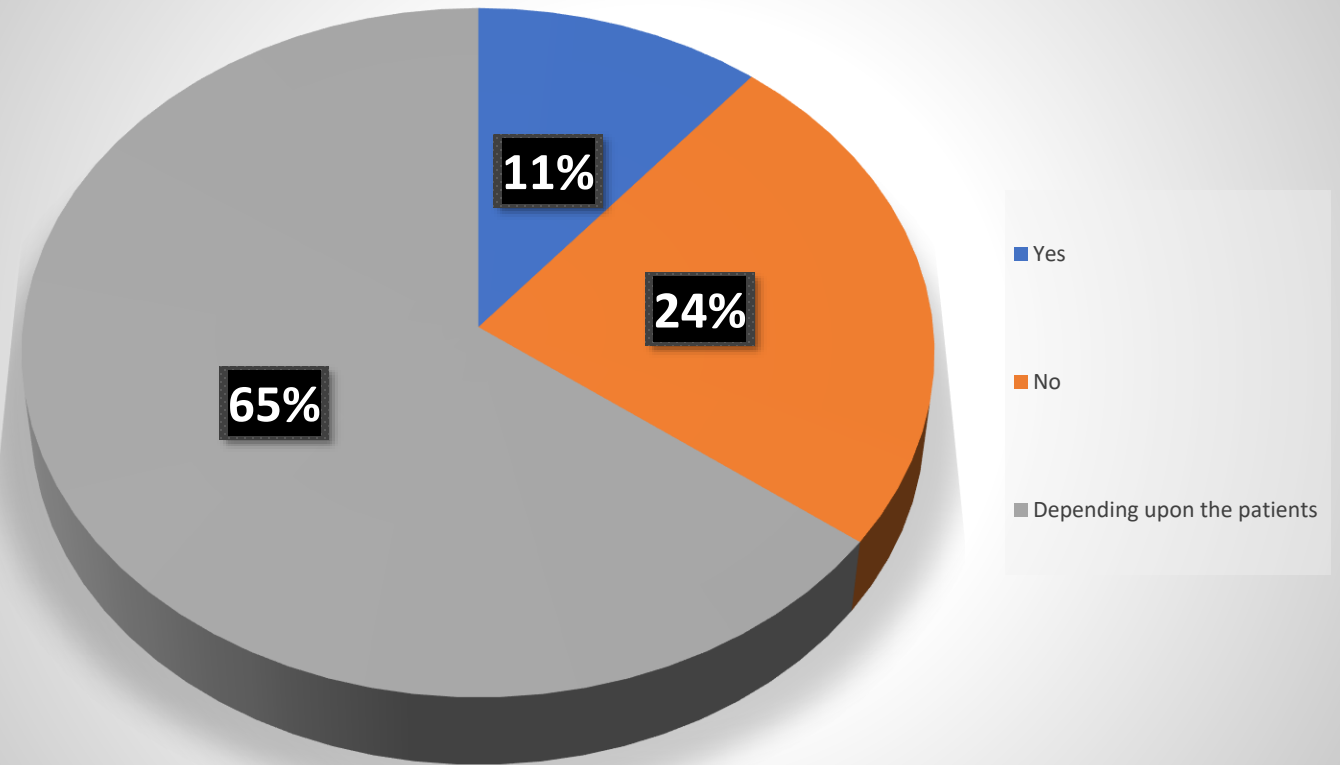
Average
number of
drugs
prescribed
per
prescription:

What is the average no of drugs prescribed
per prescription?



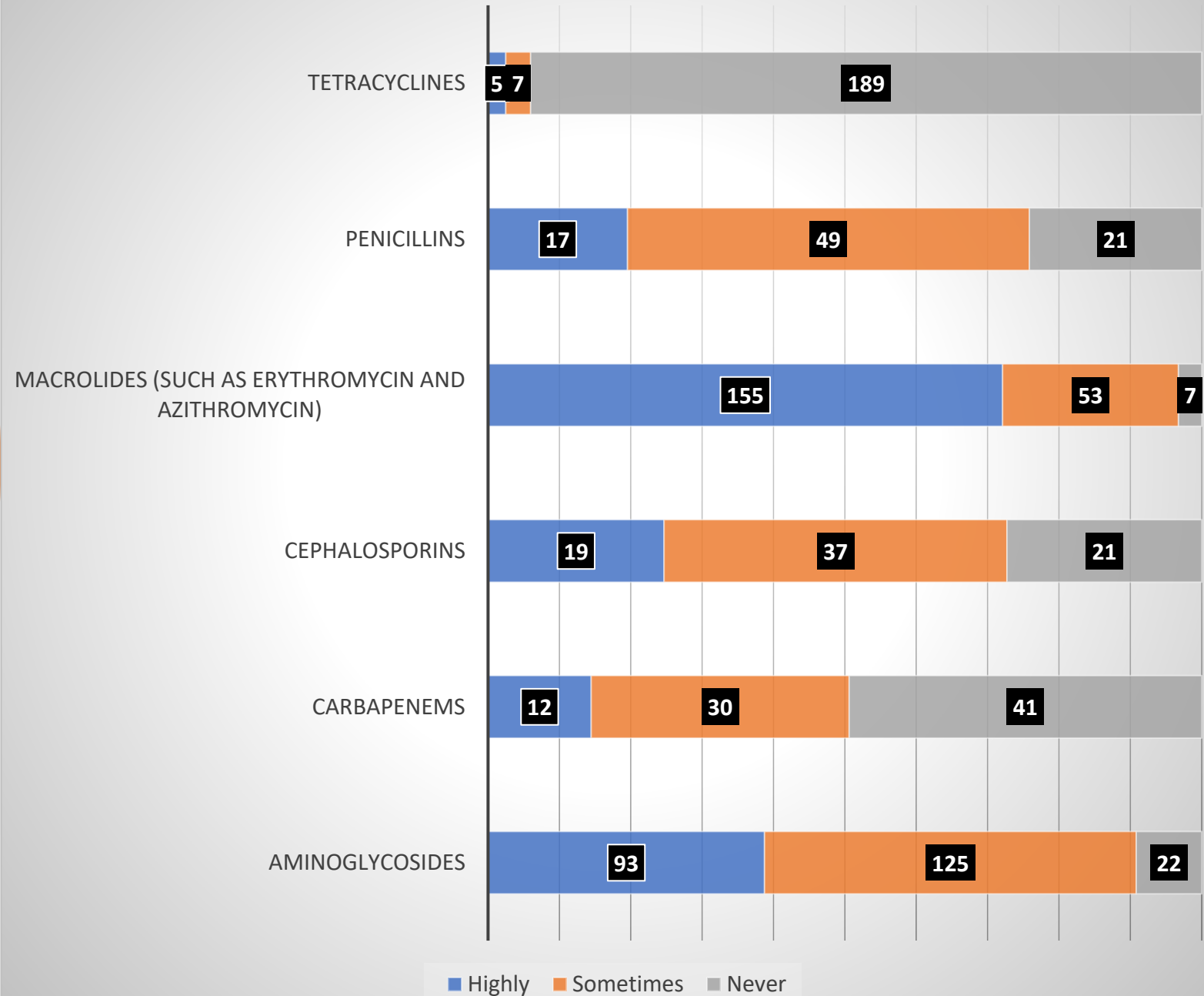
Antibiotics
prescribed
by doctors
per
prescription:

Antibiotics prescribed by doctors per prescription



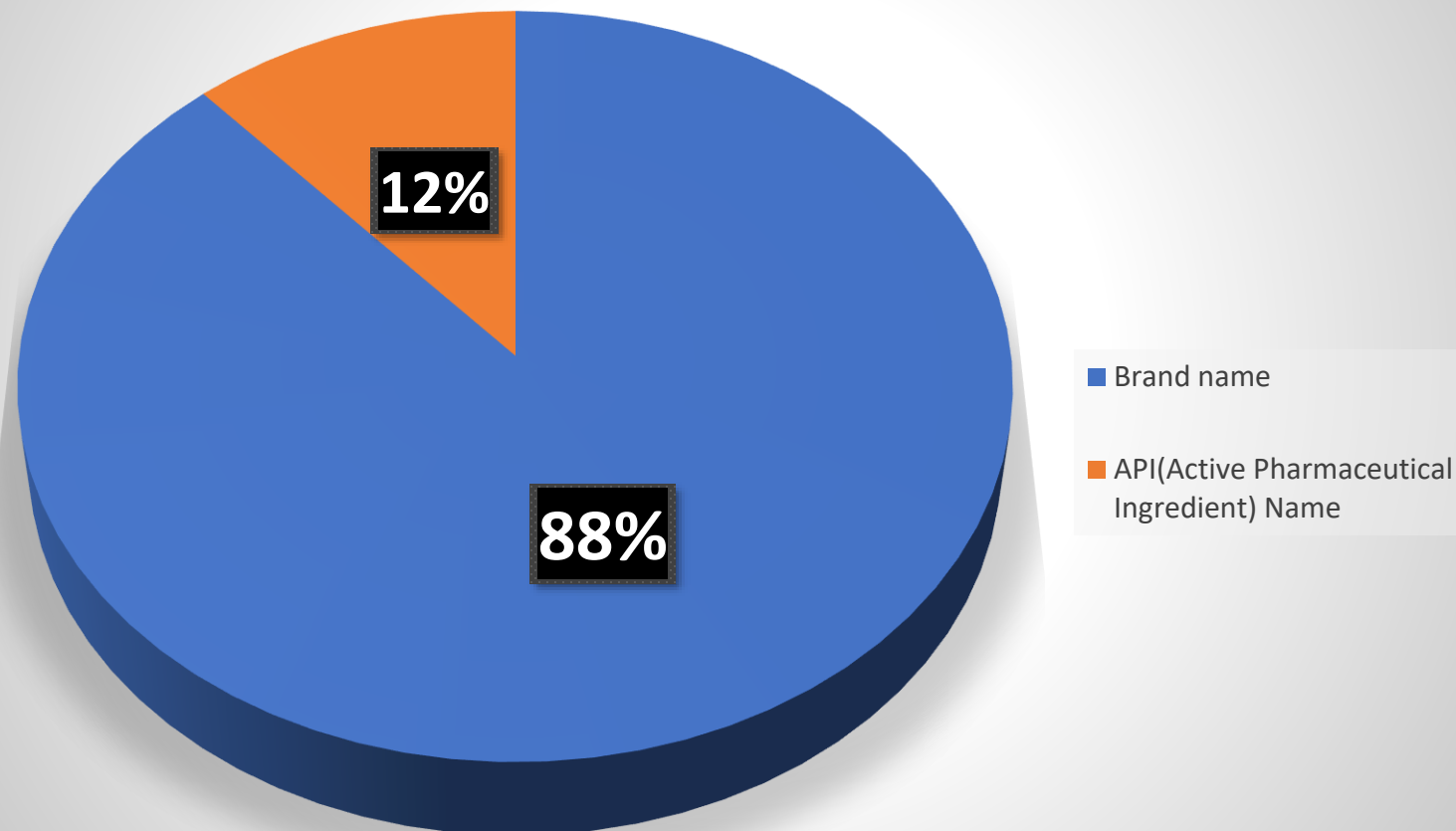
Class of antibiotics prescribed per prescription:

Class of antibiotics prescribed per prescription

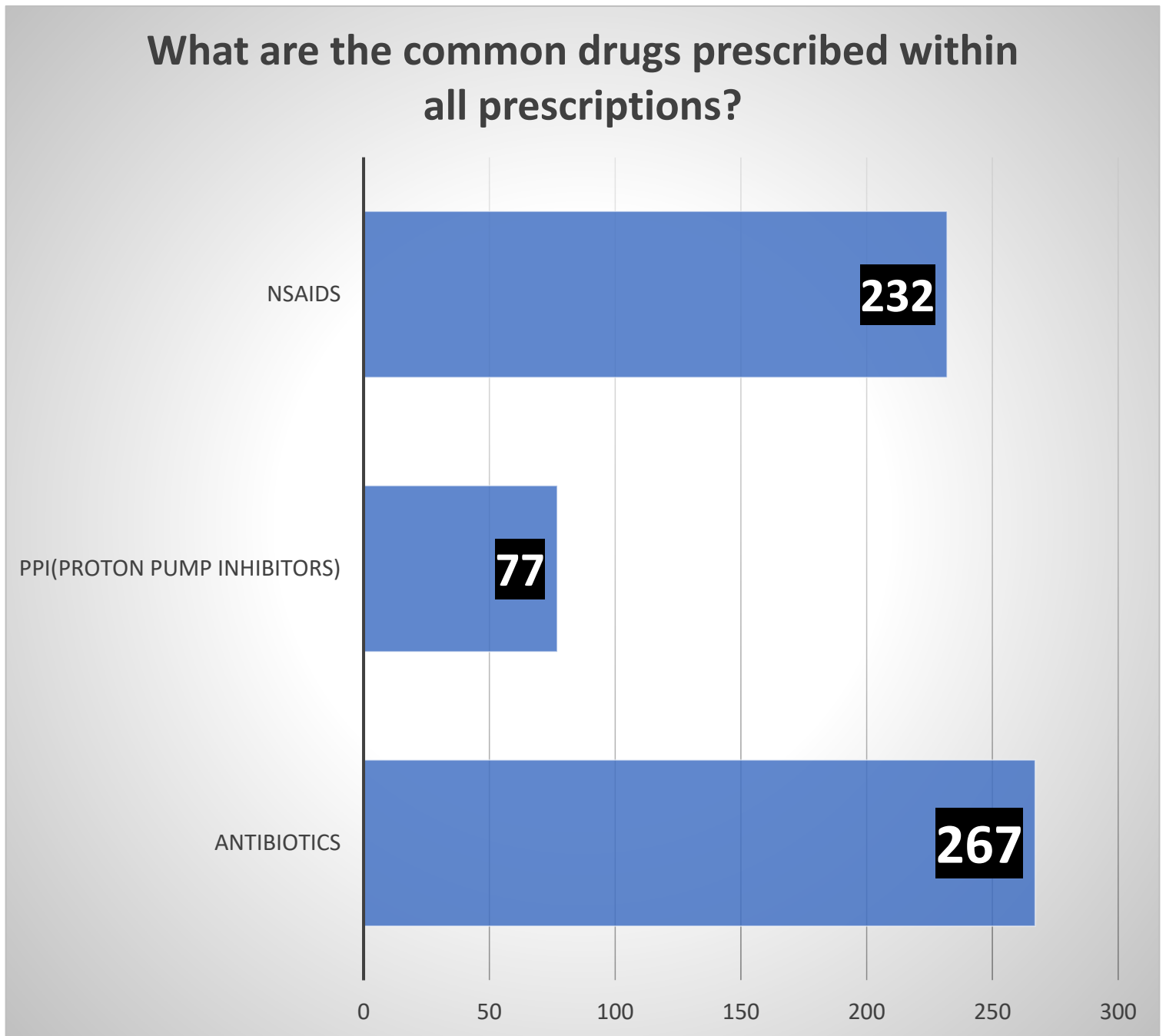


Drugs are
prescribed
as brand
name or API
name?

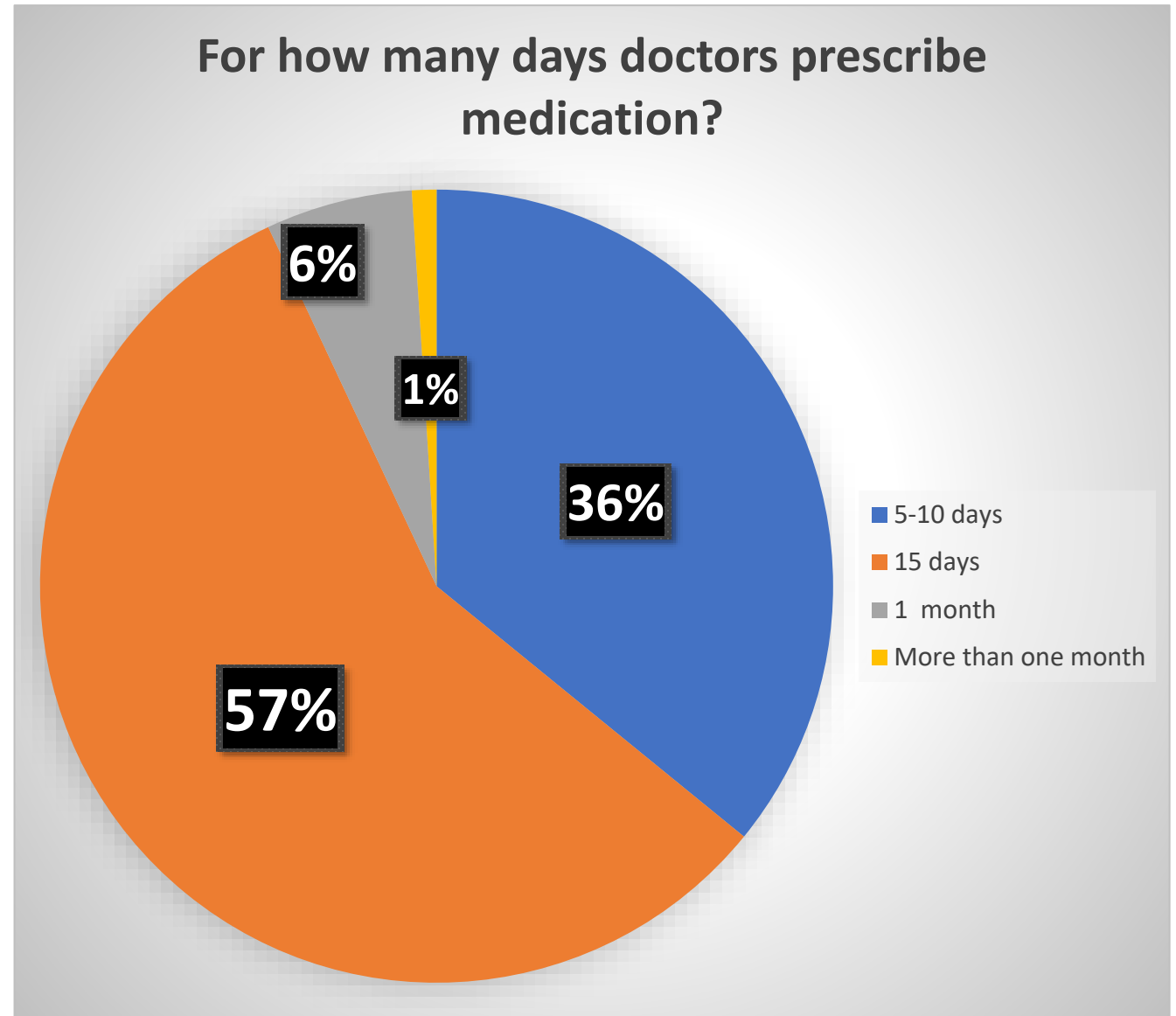
Drugs are prescribed as brand name or with API name?



Common
drugs
prescribed
within all
prescriptions:

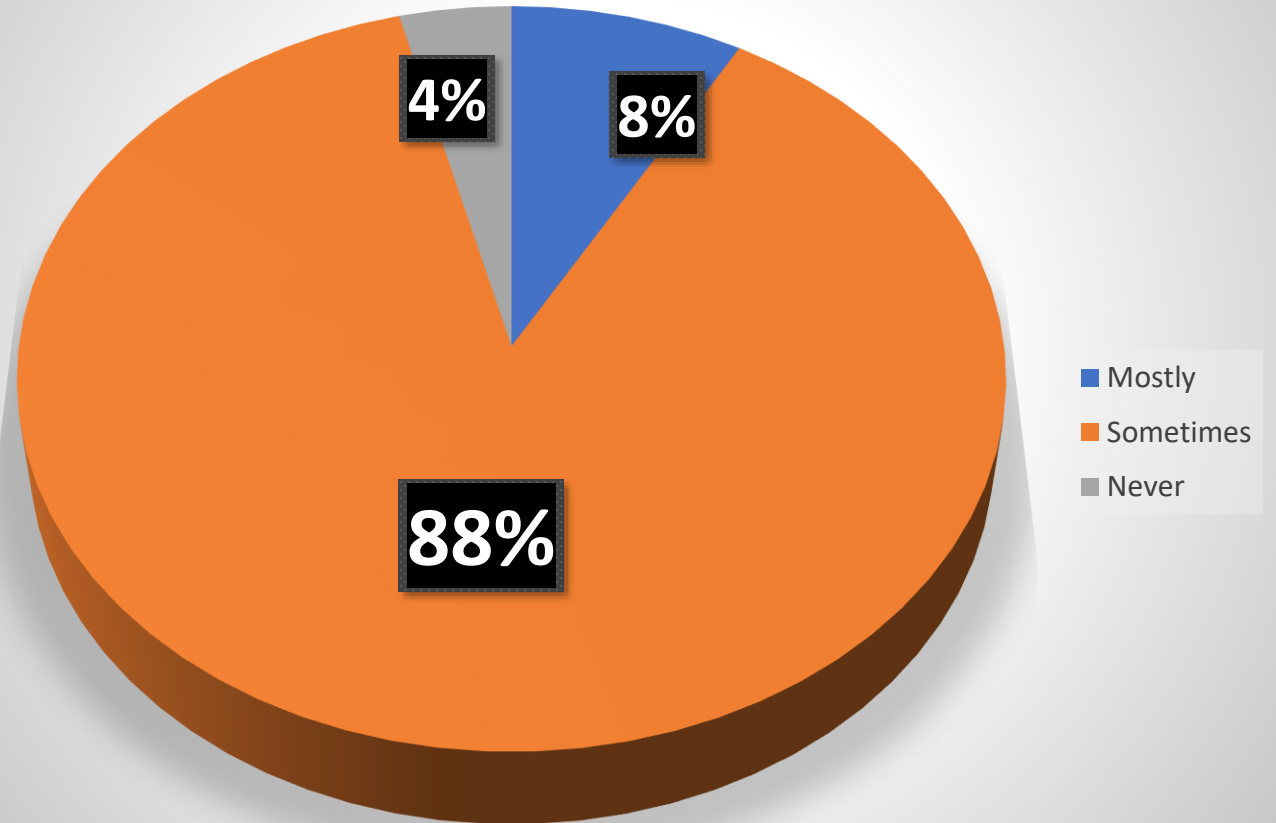


Number of days doctors prescribe medications



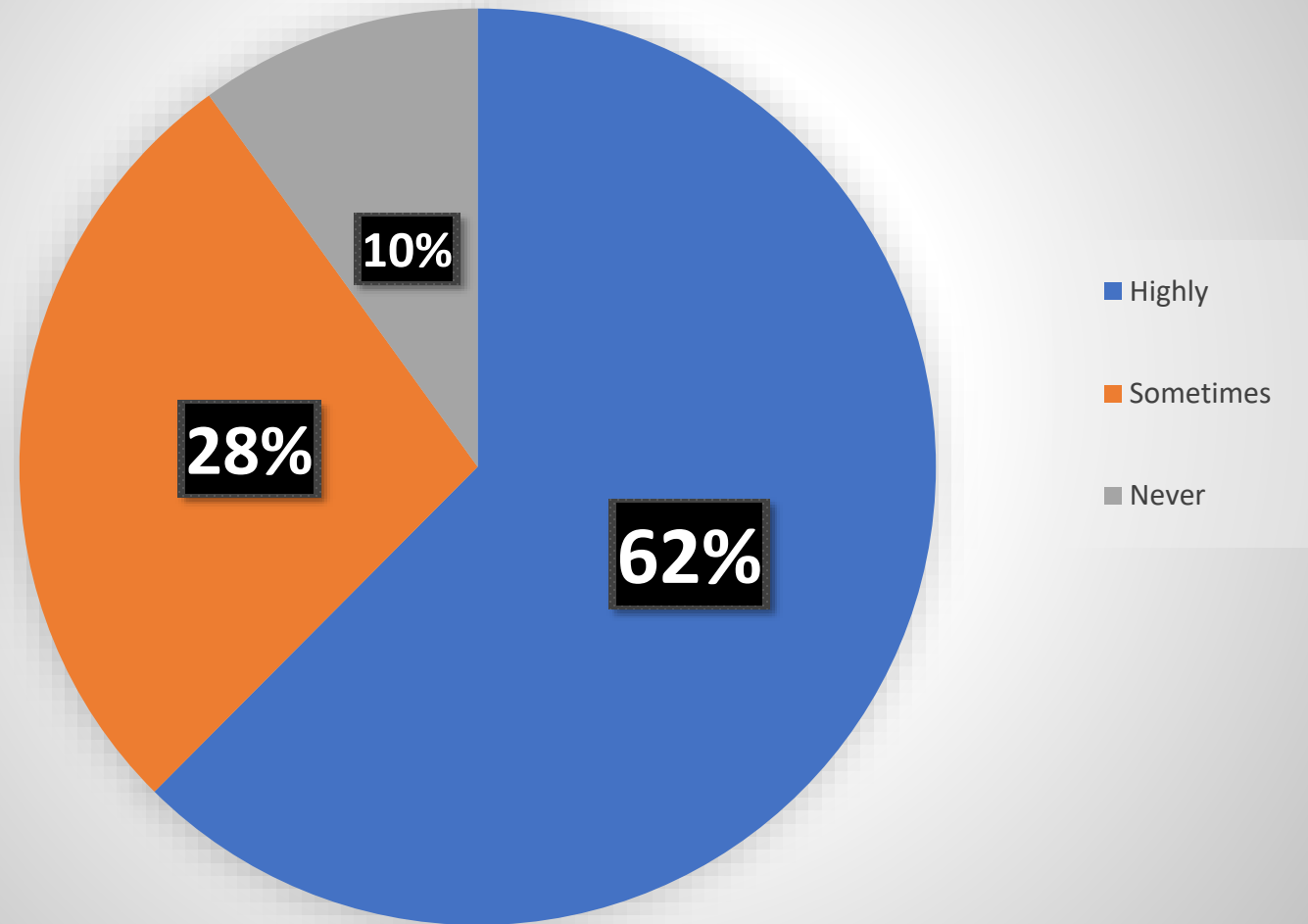
Side effect
occurs after
consuming
certain
medication:

Does patient suffer side effect after
certain medication?



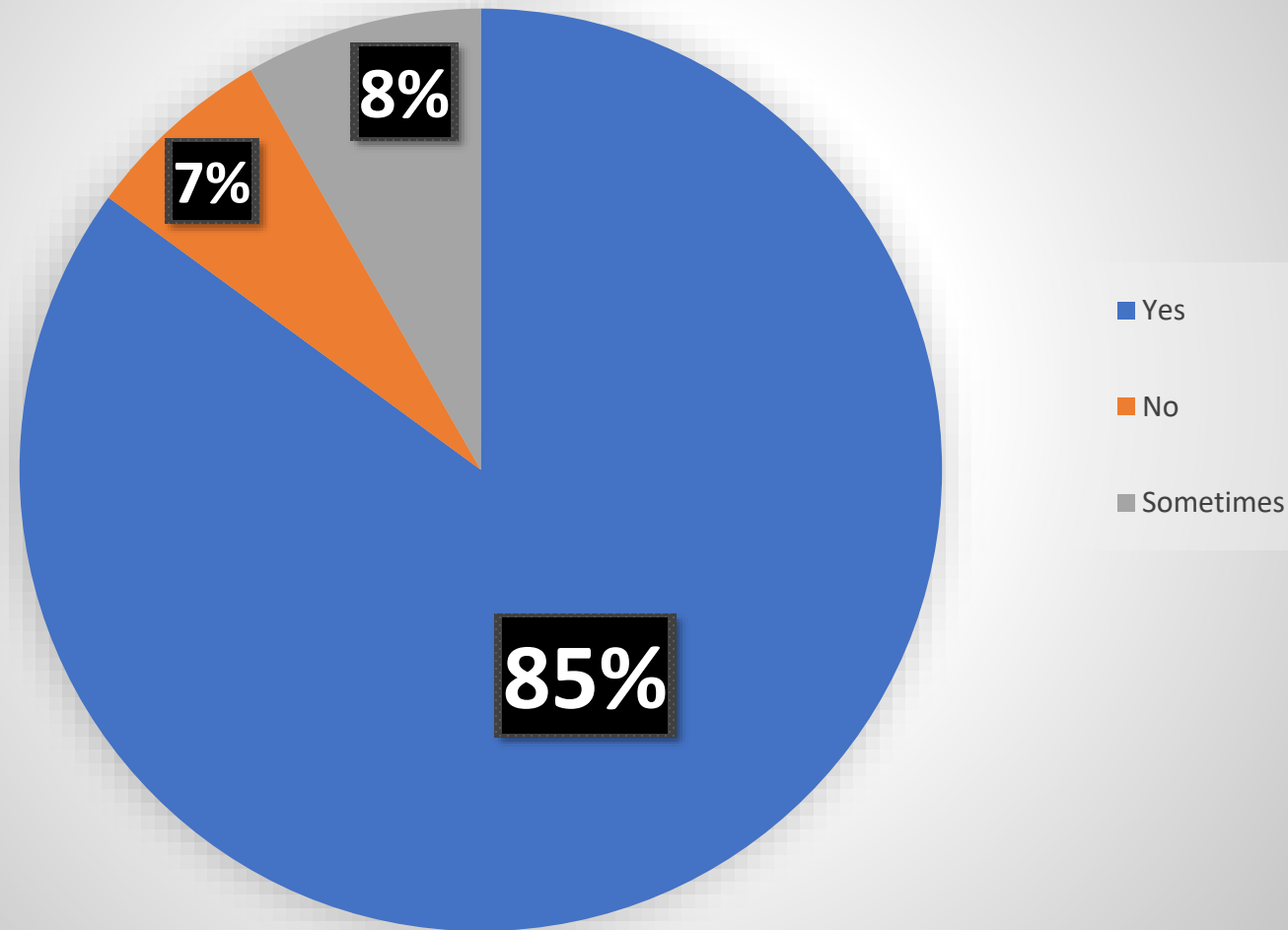
Combination
drugs
prescribed
by doctors
per
prescription

Combination drugs prescribed by doctors per
prescription



Use of drugs
by doctors
which are
under NLEM
(National List
of Essential
Medicines)

Use of drugs by doctors which are under
NLEM(National List of Essential Medicines)



CONCLUSION

- This study of prescription analysis gives us the thorough knowledge of prescribing habit of doctors.
- After survey of 301 prescriptions, most doctors prescribe 4-6 drugs in which most of them prescribe antibiotics with different categories within this antibiotic category such as macrolides(azithromycin) was highly dominating over other categories among all prescription. Antibiotics were included in almost 240(80%) prescription.
- Counselling by brand name was practically common and API name were of just 35(11.6%) drugs. The recommending design likewise showed polypharmacy which means almost 74.4% prescription contain 4-6 drugs per prescription.
- Common drugs which were prescribed were antibiotics, NSAIDS and PPI (such as pantoprazole).
- Almost 58% prescription were prescribed with 15days treatment. Analysis of after effects of medications, 8.3% shows minor side effects.

REFERENCE

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Thank You
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