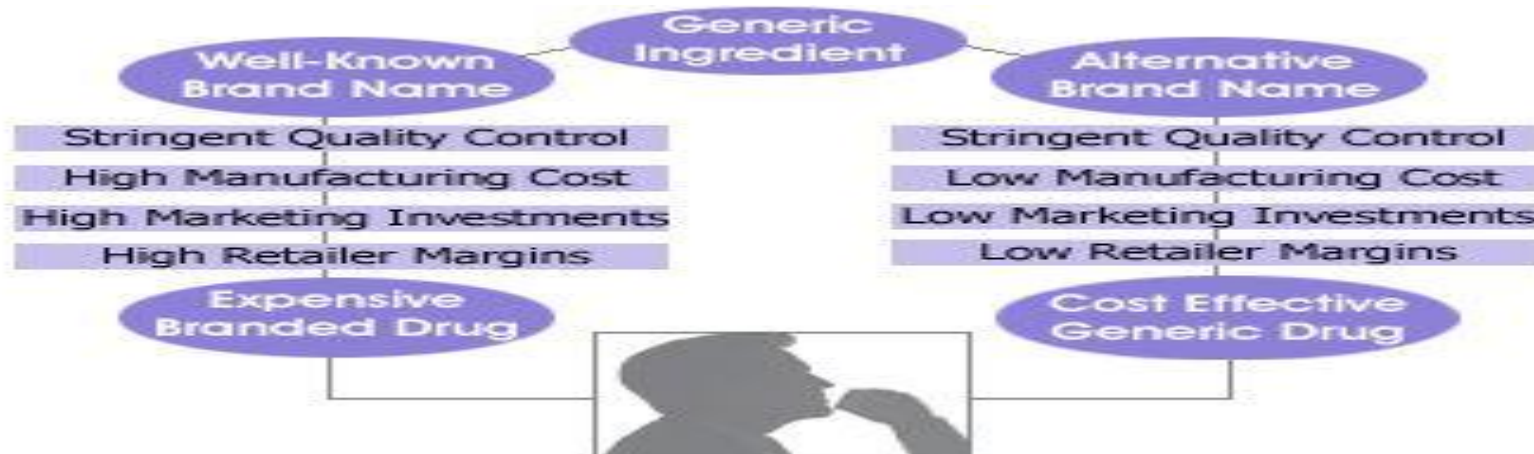


Perception of Healthcare professionals towards prescribing branded and generic medicines.

- ▶ Module Code : SBPD7002
 - ▶ Qualitative Research
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Brand Name Drugs

These drugs are also called as **Innovator Drugs** invented by Pharmaceutical companies to prevent them from being copied or reverse engineered by other companies.

Generic Drug

A generic drug is defined as “A drug product that is comparable to brand/innovator drug in dosage form, strength, route of administration, quality and performance characteristics and intended use”. It should contain the same active ingredients as the original formulation.

According to the FDA, generic drugs are identical or within an acceptable bioequivalent range to the brand-name counterpart with respect to pharmacokinetics and pharmacodynamic properties.

Research Objective

- ▶ To Identify the perception of healthcare professionals towards the branded medicines and generic medicines and how ,when and why they are prescribing different brands and generic medicines to the different patients.

Research Methodology

Identify the target participants and approach of the participants
(Healthcare professionals and Clinical Pharmacist)in Central London

Taken Verbal Consent and than conducted Structured One to One
Interview with Participants (Central London)by using Questionnaire
as a tool

Interview lengths were as follows: minimum—10 minutes
Maximum—20 minutes.

Qualitative Research-Inductive Research-Interviews-Questionnaire

Literature Review

Suzanne S Dunne et Al Study (Family Practice, 2014, Vol. 31, No. 4, 467–474)

- ▶ This study of GPs' attitudes towards generic medicines in Ireland Enlightened that that this key prescriber group has overall positive perception towards both generic medicines and the branded medicines.
- ▶ However, its variable knowledge about generic medicines and concerns regarding patient experience with different brands and generic brands , clinical effectiveness and manufacturing quality were identified the key differentiate factors for the branded and generic medicines.

Results

- ▶ Participating 5 Healthcare Professionals and 3 Clinical Pharmacists prescribed Branded and Generic medicines actively. Branded in Private Prescription and Generic in the NHS Prescriptions.
- ▶ However participants perception and behaviours is that generic medicines are working as effectively and were of the almost same quality as branded or innovator medicines. However, 3 Healthcare professionals have identified and received patient complaints regarding generic medicines and all reported complaints of increased or altered side effects.
- ▶ All healthcare professionals and clinical pharmacists answered that they would like to take a branded medicine if they have option of brand vs generic for their personal prescription or if its in prescribing in the family member.
- ▶ A majority of healthcare professionals and clinical pharmacists were of the view that generics are manufactured to a poorer quality than originators and may be a risk to patient safety.

Limitation and Ethics

- ▶ This Study is Pilot Study and conducted in very Urban Area Central London and Only 8 Participants Interviewed Taken
- ▶ So in Future further Study in same topic with Urban and Rural area of United Kingdom More Number of Participants.
- ▶ Verbal Consent Taken with 5 Healthcare professionals and 3 Clinical Pharmacist.

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Thank You