



THE STUDY OF GENERAL AWARENESS AND PROMOTIONAL ACTIVITIES TOWARDS GENERIC DRUGS IN JALGAON DISTRICT

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1. Introduction:

‘Knowledge is important, Attitude is essential, but Performance is what counts.’

Production and productivity runs simultaneously. Accordingly performance is equal to knowledge plus attitude plus actual output .Quality and performance are two sides of single coin. Sound knowledge plus negative attitude gives zero performance. Poor knowledge plus positive attitude gives zero performance but sound knowledge plus positive attitude gives splendid performance. It is exactly applicable to generic medicines. As the cost of medication is rising and the medicine plays vital role in medication, it is necessary ti reduce the out-of-pocket expenditure of people. There is huge difference between the prices of branded drugs and generic drugs. So government is also promoting the use of generic drugs. Recently Prime Minister NarendraModi wants doctors to prescribe generic medicines over branded ones.



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In the United States, the Food and Drug Administration notes that the cost of a generic drug is 80%

to 85% lower than the brand-name product on average.

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What exactly has Prime Minister [Narendra Modi](#) said on generic drugs?

Speaking in Surat on April 17, the Prime Minister referred to the Pradhan Mantri Bharatiya Janaushadhi Pariyojana (PMBJP), which aims to provide cheaper medical drugs to the people. “In the coming days, the government will bring a legal framework under which doctors will have to prescribe generic medicines which are cheaper than equivalent branded drugs, to patients,” the Prime Minister said. “...If a doctor writes a prescription, he has to write in it that it will be enough for patients to buy a generic medicine, and he need not buy any other medicine,” he added.

Is this a completely new intervention?

Not exactly. After seeking approval from the central government, the Medical Council of India — which registers doctors to ensure proper standards of medical practice in the country — had

on September 21 last year, notified an amendment in Clause 1.5 of the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002. This clause now reads: “Every physician should prescribe drugs with generic names legibly and preferably in capital letters and he/she shall ensure that there is a rational prescription and use of drugs”. The words “legibly and preferably in capital letters” were not there originally.

Also, the UPA government had from time to time, issued circulars and instructions to government hospitals and Central Government Health Scheme (CGHS) dispensaries to “prescribe generic medicines” to the “maximum extent possible”. In December 2012, the UPA government had issued a “statutory direction” to state governments under sections of the Drugs and Cosmetics Act, 1940 to “grant/renew” licences to manufacture for “sale or for distribution of drugs in proper/generic names only”. This was intended to build a mechanism for wider use of generic drugs.

Most recently, a countrywide campaign has been under way to ensure availability of generic medicines under the Pradhan MantriBharatiyaJanaushadhiPariyojana. A total 861 PMBJ Kendras are functional in 28 states — at which 99 private manufacturing companies, certified by the World Health Organisation, have been empanelled to supply generic drugs, specially manufactured and packed for the PMBJP.

Okay, but what exactly is the difference between a generic drug and brand- name drug?

When a company develops a new drug — often after years of research — it applies for a patent, which prohibits anyone else from making the drug for a fixed period. To recover the cost of research and development, companies usually price their brand- name drugs on the higher side. Once the patent expires, other manufacturers duplicate and market their own versions of the drug. Since the manufacture of these generic drugs do not involve a repeat of the extensive clinical trials to prove their safety and efficacy, it costs less to develop them. Generic drugs are, therefore, cheaper.

However, because the compounds in the generic versions have the same molecular structure as the brand-name version, their quality is essentially the same. The generic drug has the same “active ingredient” as the brand-name drug. This ingredient is the one that cures the patient; and other, “inert ingredients”, which give the drug its colour, shape or taste, vary from the brand-name drug to the generics.

How can the government ensure that generics, apart from being cheap, are also safe for the patient?

Experts say the priority of the government should be to bring a legal framework to ensure “quality” in generic drug testing. No more than 1% of generic drugs sold in India undergo quality tests. Generic drugs should work “therapeutically” and the government should ensure “uniform quality”, experts say — only then can doctors prescribe them with confidence. The number of drug inspectors — approximately 1,500 now — must be increased, they say.

Also, the government has to clarify how it will ensure that once a doctor prescribes the generic drug, detailing its medical composition, the pharmacist or chemist will give the most appropriate drug to the patient. Even on the question of price, studies have shown that it is the retailer’s margin that often plays the key role in deciding how much the patient pays for a drug. To take the example of Cetirizine again, while the difference between the brand-name drug and the generic could be Rs 10 (Rs 35 and Rs 25 respectively), depending on what the retailer keeps in each case, the actual difference in the price paid by a customer of a brand-name drug and that of a generic could be, perhaps, only Rs 4 (Rs 27 and Rs 23).

It becomes very essential to study the attitude and knowledge of doctors as they are the key person who will prescribe generic medicines to patients.

2. Review of Literature:

Shilpa LTodkar¹,Smita A Tiwari²,B.B. Ghongane, (A Study of Knowledge, Attitude And Practice of Generic Drugs Among General Practioners of Pune Region), (Dec.2017)

The authors showed in this study that the physicians are the main resource of prescription of generic medicines. Although MCI (Medical Council of India) made doctors to prescribe generic medicines mandatorily, the authors indicated that the physicians required detailed information about generic medicines. Lack of knowledge replicated in their prescribing performance. It make fascinated in failure of efficacy of generic medicines.

The authors concluded that the doctors should make aware about the knowledge of generic medicines and the proof of bioequivalence study of generic medicine to establish the therapeutic efficiency about generic drugs. By making available all the detailed evidences

about the efficacy of generic drugs would encourage to the doctors to prescribe generic medicines.

A Study on the knowledge ,attitude, and practice of generic medicines among the doctors in a tertiary care teaching hospital in South India (2014)

Sandeep Kumar Gupta, Roopa Prasad Nayak, Surendra Kumar Vidyarthi

In this study ,the authors focused on the knowledge ,attitude and practice of doctors towards generic medicines. The evaluation of doctor's opinion and recognition about the generic medicines may support in identifying the hurdles in wide use of generic medicines. The present study was conducted at tertiary –care teaching hospital of Perambaldur district of Tamil Nadu (India).It was cross-sectional questionnaire based study. Theauthors analyzed that the doctors were aware about generic drugs and also they showed positive attitude towards its efficacy, safety and quality.The study has thrown light on the major issue of safety and efficacy of generic medicines is a prime concern to prescribe to the patients. However, it is also concluded that the doctors should be provided with the applicability and benefits of prescribing generics.

3. Need for the study :

As it is becoming essential to study about the use of generics, amongst the people, doctors and pharmacists there should be proper review about the topic. As the study is the combination of medical healthcare system and management, there are less research articles are available in this field .So it is the need of time, to focus the available research literatures and find out the way it has been presented.To find out the knowledge , attitude with regard to prescription of generic drugs amongst the doctors. It is very much needed that the study should be done in the field of awareness about the efficacy and safety of generic medicines.

4 Objectives of the study:

- 1) To study the general awareness about generic drugs amongst the doctors.
- 2) To study the promotional activities towards generic drugs carried out by Government of India at various levels.

- 3) To analyze the knowledge and attitude about generic drugs amongst the doctors.

5 METHODOLOGY

It was a cross-sectional, prospective, questionnaire-based observational study. The study was conducted in Jalgaon district. The study was taken after preparation of questionnaire during the study period was included in the study to assess the extent of knowledge, attitude and practice of generic drugs whereas the doctors who were not willing to participate in the study were excluded. Self- questionnaire was used to collect the data from the respondents.

The purpose of the study was explained. The questionnaire designed for this study included of 13 questions related to the knowledge, attitude and promotional activities to promote generic medicines.

6 RESULTS

Demographic characteristics

The demographic details of the participants have been summarized in Table 1.

Qualification	Frequency	Percentage
B. D. S, BAMS and MBBS	72	36.00%
M.D (Medicine)	88	44.00%
M.S.(ortho, gen surgery)	40	20.00%
Grand Total	200	100.00%

Year of Practice	Frequency	Percentage
Less 5 years	42	21.00%
6-10 years	75	37.50%
11-15 years	40	20.00%
More than 16 years	43	21.50%
Grand Total	200	100.00%

Type of Practice	Frequency	Percentage
OTHER	40	20.00%
Owner	160	80.00%
Grand Total	200	100.00%

There are two hundred Doctors filled the questionnaire form. Seventy two (36%) of respondent were B. D. S, BAMS and MBBS Doctors, Eighty eight (44%) respondents were M.D. (Medicine), and Forty (20%) of respondent were M. S. (ortho and Surgery). The mean years of practice of respondents was 20.53 years (SD = 11.18). One hundred and sixty (80%) of respondent were practice on own hospital and rest forty (20%) of respondent were practice on others Hospital.

Q.1) Do you think generics are having less therapeutic effect as compared to branded drugs?

Table 1:

Question 1	Opinion	Frequency	Percentage
Do you think generics are having less therapeutic effect as compared to branded drugs?	Strongly disagree	24	12.00%
	Disagree	63	31.50%
	Neutral	41	20.50%
	Agree	52	26.00%
	Strongly agree	20	10.00%
	Grand Total	200	100.00%

Table 1 summarizes doctor's opinions of the statements related to therapeutic effect of the generic and brand drugs. Altogether, 53.5% of respondents disagree statement that generics are having less therapeutic effect as compared to branded drugs, 20.50% of respondents give the neutral response and only 36% of respondents are agree the statement that generics are having less therapeutic effect as compared to branded drugs.

Q.2) In your opinion, what are the major factors responsible for prescribing generics over branded drugs.

Table 2:

Question 2	Responsible Factors	Frequency	Percentage
In your opinion, what are the major factors responsible for prescribing generics over branded drugs.	Comparable cost	111	55.50%
	Efficacy	27	13.50%
	Patient preference	19	9.50%
	Familiarity of patients with generics	22	11.00%
	Others	21	10.50%
	Grand Total	200	100.00%

It has been analysed that doctors opinions on the major factors responsible for prescribing generics over branded drugs. As per doctors opinion, 111 (55.5%) of respondents said that comparable cost is major factor responsible for prescribing generics over branded drugs, 27 (13.50%) of respondent said efficacy is major factor responsible for prescribing generics over branded drugs, 19 (9.5%) of respondent said patients preference is major factor, 22 (11%) of respondents consider familiarity of patients with generic drug is major factor, and 21 (10.50%) of respondents consider other factor responsible for prescribing generics over branded drugs.

Q.3) Do you agree that, generics are at par with FDA (Food and Drug Administration) standards?

Table 3 :

Question 3	Opinion	Frequency	Percentage
Do you agree that, generics are at par with FDA (Food and Drug Administration) standards?	Strongly disagree	20	10.00%
	Disagree	85	42.50%
	Neutral	40	20.00%
	Agree	36	18.00%
	Strongly agree	19	9.50%
	Grand Total	200	100.00%

It has been summarized that doctors opinions of about FDA Standards for generic drugs. Altogether, 52.5% of respondents disagree statement that generics are at par with FDA (Food and Drug Administration) standards, 20% of respondents give the neutral response and only 27.5% of respondents are agree the statement that generics are at par with FDA (Food and Drug Administration) standards.

Q.10) Do you feel that, there is chances of complete medication to all classes of society due to cost effective generics.

Question 3	Opinion	Frequency	Percentage
Do you feel that, there is a chance of complete medication to all classes of society due to cost effective generics.	Strongly disagree	20	10.00%
	Disagree	73	36.50%
	Neutral	40	20.00%
	Agree	47	23.50%
	Strongly agree	20	10.00%
	Grand Total	200	100.00%

It has been pointed out that as per doctors opinion only 33.5% of doctors agree that there is chances of complete medication to all classes of society due to cost effective generics, 20% of doctors are Neutral and more that 46 % of doctors disagree that there is chances of complete medication to all classes of society due to cost effective generics.

Q.4) Generics are less preferred due to neglected cognizance by all levels of medical professionals.

Question 4	Opinion	Frequency	Percentage
Generics are less preferred due to neglected cognizance by all levels of medical professionals.	Strongly disagree	20	10.00%
	Disagree	36	18.00%
	Neutral	25	12.50%
	Agree	99	49.50%
	Strongly agree	20	10.00%
	Grand Total	200	100.00%

As per doctors opinion more than 59% of doctors agree that Generics are less preferred due to neglected cognizance by all levels of medical professionals, 12.50% of doctors are Neutral and

only 28% of doctors disagree that Generics are less preferred due to neglected cognizance by all levels of medical professionals.

Q.5) Do you feel that, there is a need for generics to make available in each area of the region.

Question 5	Opinion	Frequency	Percentage
Do you feel that, there is a need for generics to make available in each area of the region.	Strongly disagree	20	10.00%
	Disagree	20	10.00%
	Neutral	30	15.00%
	Agree	110	55.00%
	Strongly agree	20	10.00%
	Grand Total	200	100.00%

It has been inspected that as per doctors opinion more than 65% of doctors agree that there is a need for generics to make available in each area of the region, 15% of doctors are Neutral and only 20% of doctors disagree that there is a need for generics to make available in each area of the region.

Q.6) Do you agree that, generics are giving same therapeutic effect as that of branded drugs?

Question 6	Only Opinion	Frequency	Percentage
Do you agree that, generics are giving same therapeutic effect as that of branded drugs?	Strongly disagree	20	10.00%
	Disagree	76	38.00%
	Neutral	61	30.50%
	Agree	23	11.50%
	Strongly agree	20	10.00%
	Grand Total	200	100.00%

It has been summarized that doctors opinions of the statements related to generics are giving same therapeutic effect as that of branded drugs. More than 48% of respondents disagree statement that generics are giving same therapeutic effect as that of branded drugs, 30.50% of respondents give the neutral response and only 21.50% of respondents are agree the statement that generics are giving same therapeutic effect as that of branded drugs.

Q.7) What kind of drugs are you prescribing to your patients?

Question 7	Prescription	Frequency	Percentage
What kind of drugs are you prescribing to your patients?	Branded drugs	132	66.00%
	Generic drugs	25	12.50%
	Both	43	21.50%
	Grand Total	200	100.00%

In the light of responses obtained from Doctors it is revealed that out of 200Doctor 132 of them i.e. 66 % are prescribed Branded drugs to their patients whereas only 12.50 % of them are prescribed Generic drugs and 21.50% are prescribing Both drugs to their patients.

Q.8) Are you taking cost concern of medication before prescription to your patients?

Question 8	Cost concern	Frequency	Percentage
Are you taking cost concern of medication before prescription to your patients?	Never	76	38.00%
	Sometimes	35	17.50%
	Occasionally	21	10.50%
	Frequently	30	15.00%
	Always	38	19.00%
	Grand Total	200	100.00%

Above table revealed that out of 200 doctors only 68 (34%) of doctors are frequently and Always taking cost concern of medication before prescription to their patients, 56 (28%) of doctors are sometimes and occasionally taking cost concern of medication before prescription to your patients and 111 (55.50%) of doctors are never taking cost concern of medication before prescription to your patients.

Q.9) In your view, are the patients are aware of generics?

Question 9	Patient Awareness	Frequency	Percentage
In your view, are the patients are aware of generics?	Never	24	12.00%
	Seldom	32	16.00%
	Sometimes	101	50.50%
	Often	23	11.50%
	Always	20	10.00%
	Grand Total	200	100.00%

As per the doctors opinion only 43 (21.50%) of doctors said that patients are aware of generics on the category as often and always, 101(50.50%) of doctors said that patients are aware of generics on the category as sometimes and 56(28%) of doctors said that patients are aware of generics on the category as Never and seldom.

Q.12) What you think, government has not implemented optimum marketing strategies for awareness of generics in society?

Question 12	Opinion	Frequency	Percentage
What you think, government has not implemented optimum	Strongly disagree	31	15.50%
	Disagree	30	15.00%
	Neutral	30	15.00%

marketing strategies for awareness of generics in society?	Agree	90	45.00%
	Strongly agree	19	9.50%
	Grand Total	200	100.00%

Above table summarizes doctors opinions of the statements related to government has not implemented optimum marketing strategies for awareness of generics in society. More than 54% of respondents agree statement that government has not implemented optimum marketing strategies for awareness of generics in society, 15% of respondents give the neutral response and only 30.50% of respondents are disagree the statement that government has not implemented optimum marketing strategies for awareness of generics in society.

7 Findings:

It has been found that there are sixty four percent post graduate doctors under study area.

It has been observed that forty three percent are disagreed with the statement.

It has been found that comparable cost is the major factor responsible for generics.

It has been found that very few doctors are believing on the quality and safety about generic drugs.

It has been found that only thirty three percent doctors are having positive attitude towards complete medication possibilities due to cost reducing generic drugs.

It has been pointed out during analysis that almost fifty percent doctors are agreed and ten percent are strongly agreed that generics are less preferred due to neglected cognizance by all levels of medical professionals.

It has been found that sixty five percent doctors are ready to make available generics in each area of the region.

It has been observed that only twenty one percent doctors are ready to accept the therapeutic efficacy of generics is same as that of branded drugs.

It is found that sixty six percent doctors are prescribing branded drugs to the patients.

It has been observed that only nineteen percent doctors are taking cost concern of medication before prescribing medicines to the patients.

It has pointed out that More than 54% of respondents agree statement that government has not implemented optimum marketing strategies for awareness of generics in society.

8 Conclusion :

- Maximum doctors under study area are post graduate.
- Most of the doctors are agreed that the generics are having same therapeutic effect as compared to branded drugs.
- It has been concluded that to generics reduces out-of-pocket expenditure of patients.
- Doctors are not ready to trust on manufacturing standards of generics.
- It has concluded that it is necessary to develop positive attitude towards generics amongst doctors.
- Maximum doctors are agreed that generics are less preferred due to neglected cognizance by all levels of medical professionals.
- It is concluded that maximum doctors are ready to make available generics in each area of the region.
- Very few doctors are ready to accept the therapeutic efficacy of generics is same as that of branded drugs.
- Minimum doctors are prescribing branded drugs to the patients.
- Very few doctors are taking cost concern of medication before prescribing medicines to the patients.
- Maximum doctors are accepting that government has not implemented optimum marketing strategies for awareness of generics in society.

7 Recommendations :

The researcher has given some recommendations based on the results obtained. The doctors should take into consideration about economical background of the patients before prescribing medication to the patients. The doctors should be updated with the information regarding the

standards of generic medicines with regard to its bioequivalence study. The doctors should make easily available of generic medicines in nearby pharmacists. The Government should provide detailed information about the quality, safety and efficacy about the generic medicines. The Government should give proper training and knowledge about the bioequivalent study of generics.

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