



Public Opinion on Generic Vs Branded Drugs

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ABSTRACT

Generic medications are copies of branded medications whose patents have expired. Branded medications are unique creations of pharmaceutical companies. People frequently become confused because of the varying packaging and prices even when they contain the same active substances in dose form, quality, etc. Due to a lack of understanding and awareness, generics are the subject of numerous myths in India. Due to their increased concerns over the quality and safety of generic medications, doctors typically do not recommend them. Due to lower commissions on generic drug sales and less consumer demand, chemists no longer administer generic medications. The Jan Aushadhi scheme was introduced by the government to give everyone access to affordable generic medications. The different obstacles in the way of moving towards the generic drugs in India

KEYWORDS: Generics, Branded, Myths, Perception, Survey, Awareness, Barriers

INTRODUCTION

Generic drugs: According to FDA “a drug product that is comparable to branded product is dosage form strength route of administration, quality and performance, characteristics, and intended use. It is a copy of branded drug whose patent has expired which has no longer exclusive rights to produce and distribute medicines.

Branded drugs: It is the original product that has been developed by pharmaceutical company. It has sole right to manufacture and distribution for a period of time (patent). A brand name drug is a small medicine that’s discovered developed and marketed, by pharmaceutical company. One’s a new drug is discovered, the company files for a patent to protect against other companies making copies and selling the drugs. At this point the drug has two names - a generic name and a brand name to make it stand out in the market place.

SIMILARITY BETWEEN GENERIC AND BRANDED DRUGS

- It must contain same active ingredients.
- It must have same dosage form.
- They have same quality and performance
- It must have same route of administration.
- A generic drugs are safe as branded drug.
- It has same bioavailability.

DIFFERENCE BETWEEN GENERIC AND BRANDED DRUGS

- It must contain different inactive ingredients
- Generic drugs are cheaper than branded
- They look different due to difference in shape, size, colors, marking, in generic and branded medicines.

- Branded drug have sole right (patent) to manufacture and distribution for a period of time, while generic drug have not any patent on its manufacturing and distribution.

THINKING OF PEOPLE ABOUT GENERIC DRUGS

- It is safe or not?
- Why the generics are less
- expensive?
- If the cost of the generic is low
- then they may be of inferior
- quality.
- Why they look different?
- Is the generics are effective as
- branded?

VIEW OF PROFESSIONALS

Doctors:

Doctors generally not prescribed the generic because they are not completely satisfied about safe and effectiveness as compared to branded medicines. They have no any commission from manufacturer for prescribing generics like commission on branded. Doctors are also differ in their belief towards and experience with different medications, medical history, preference may also influence doctor's decision. When the doctor prescribed generic medicines they do not give patient health result as compared to branded medicines.

PHARMACIST:

They get minimum profits on sale of generics drugs as compared to branded medicines. There is also an availability issue of generic drug in Indian market. Less demand of generics by consumers due to less quality and result. Patient strictly follow the prescription which mostly contain branded medicines. The pharmacist can dispense any brand of the drugs when the prescriber writes the generic name on a prescription.

MYTHS AND PERCEPTION

A brand name drug work better. But this is false, FDA requires generic to be as effective as their brand name counterparts. □ Brand name drug are safer. The FDA receives very few reports of adverse events from generic making this incorrect too. Generic use low quality of ingredients. No, the active ingredients must be identical to the brand names.

AWARENESS AND COMMUNICATION

- SMS based facility to assist of citizen to finding low price generic versions.
- Catalogue shall be kept at stores for reference by public.
- Web based facility will also be activity to find out generic versions.
- Workshops and seminars with doctors to disseminate and sensitize them on promotion on Protection of low priced generic drugs.
- Use of social media.
- Adequate courage on print and electronic media
- Education

JAN AUSHADHI SCHEME:

Making quality medicines available at affordable prices for all, particularly the poor and disadvantages through exclusive outlets. et al 35 Generic medicines are reasonably priced, as compared to the prices of their equivalent medicines in most other countries, yet a large population of poor people in the country, find it difficult to afford the more expensive branded category of medicines. Accordingly, 'ensuring availability of quality medicines at affordable prices to all', has been a key objective of the Government.

SURVEY

A survey based study in current scenario of generic and branded medicines. A survey was conducted among the following group of people to know about their opinion towards the generic and branded medicines. Literate population – 100 people Local population – 100 people, Pharmacist- 50 people

FUTURE ASPECTS

We have to increase the concept of community pharmacist in India which plays important role in dispensing of medicines, for increase the sales of generic drug in India by increasing the commission on sale of generic drugs can increase the use of generics in India. By increasing the quality control department for testing and controlling the quality of generics in India can increase the doctors and pharmacist opinion towards the generic medicines.

CONCLUSION

On the basis of above presentation we conclude that when people hear the arguments from both sides, there is comfort associated for taking a brand name drugs because quality safety and effectiveness. According to pharmacist most of the patient strictly followed prescription which mostly contain branded drug. People are more doubtful about difference in effect tiveness and quality. In India commission on sales of brand name drug is much higher in supply chain management. Even if generic medicines are going to made available free of cost at the government hospitals the war of prices between branded and generic may not stop