

CHAPTER: 10

A CROSS SECTIONAL STUDY ON AWARENESS ON GENERIC MEDICINE AMONG HEALTH CARE PROFESSIONALS AND PATIENTS

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INTRODUCTION

In the contemporary world, there is a substantial reliance on branded medicines, resulting in challenges for many individuals who find it difficult to afford expensive medications. One approach to reduce prescription costs is by promoting the use of generic drugs. Given that India has one of the highest per capita cash-based medication consumption rates, adopting generic medications can save a significant amount of money that could be allocated to address other health issues [1].

Generic medications offer comparable quality and effectiveness to branded drugs, producing the same therapeutic outcomes but at a more affordable cost. The awareness, knowledge, and acceptance of generic drugs among end-users play a crucial role in enhancing their utilization [2]. Promoting the use of generic medications is essential in various countries to control drug expenditures and sustain healthcare systems. Consequently, this study was undertaken to assess the awareness, attitudes, and preferences for generic medications among both medical and non-medical individuals. Methods: The research involved 180 participants, including 20 medical interns, 20 doctors, 20 nurses, 30 non-medical hospital staff, and 100 patients. A questionnaire was administered to gauge their awareness and knowledge of generic medications [3].

RESEARCH OBJECTIVE

The aim of the study was to test the awareness, attitude and knowledge among patient, doctor, nurse and other people working in hospital, about generic and branded medicine.

RESEARCH METHODOLOGY

A cross-sectional inquiry was conducted among patients visiting the clinic using a questionnaire. The survey was designed to assess data, awareness, and acceptance of generic medication. The study involved 180 participants, comprising 20 medical interns, 20 doctors, 20 nurses, 30 non-medical hospital staff, and 100 patients. The research spanned one

month, conducted from May to June 2021.

RESULT & DISCUSSION

The findings of this study revealed that every healthcare professional, including doctors and nurses, possessed knowledge about generic medicines. In contrast, 60% of non-medical staff and 95% of patients lacked awareness regarding generic medications. Competent doctors demonstrated a good understanding of generic medicines, often prescribing them. Notably, 70% of patients relied on the doctor's prescription without inquiring about generic or branded alternatives. Some doctors also provided education on the benefits of opting for generic medicines.

CONCLUSION

The awareness among non-medical staff and patients has poor knowledge about generic medicine among the survey people. Hence adequate measures should be taken to increase awareness and knowledge among people so that they can ask doctor to prescribe generic medicine. Hence this can help to decrease healthcare expenditure.

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