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## A Comprehensive Review On Generic Drug Versus Branded Drug

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### ABSTRACT

Generic drug versus branded drug is a general concept this idea is come in our mind because the cost of the medicines is a concern for the patients. Within India cost of medicines varies, by doing the survey of Jan Aushadhi Stores price. Government should distinct price printed on drug as they are much higher than they are sold on whole sell price. Further survey was conducted for following target groups and individuals. The groups are Literate population, Common public and Practicing Pharmacists. The different sets of questionnaire were prepared for each group and survey was conducted. Even if generic medicines are going to be made available free of cost at the government hospitals. The war of prices between branded and generic may not stop. More stringent rules and regulation are required for making the drugs available at reasonable cost for the masses. For the benefit of the patients, if pharmacist needs to change a brand for generic medicine, should be permitted by law. Awareness, knowledge and preference of medication.

**Keywords:** Regulations, Survey review, Branded medicine, Generics.

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## INTRODUCTION

The pharmaceuticals companies not to completely lose their market share because of the threat of new entrants in the market, some of these previously branded medicine companies have now decided to play in the generic medicine sphere and there exist several business models that they have used this approach accomplish this.<sup>15</sup> Some of them have decided to start their own generic medicine division as a way to compete in that market. Pfizer Pharmaceutical, for example, now has its own generic company called Pharmacia, which has enabled it to compete with other generic companies in likes of Sandoz, Adcock-Ingram's generic division, Ranbaxy and Arrow pharmaceutical.<sup>1</sup> According to a survey approximately one quarter of physicians expressed concerns about efficacy, almost half reported concerns about quality, and approximately one quarter do not prefer to use.<sup>16</sup>

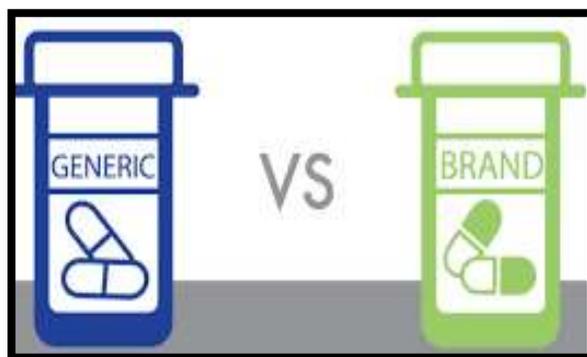


Figure 1: Brand Name Vs Generic+



Figure 2: Brand Name Vs Generic

### Objective of Brand Name and Generic<sup>18</sup>

To analysis this concept the consumers have of generic medicines compared to branded ones.<sup>2</sup> In this survey report, attempt was made to determine the impact that race, income, educational level,

age, availability of medical aid, cost, and safety of medicines have on the use of generic or branded medicine.

### Brand Name Medicines

The concept of a brand, there is a tendency to want to know whether there is an existing brand loyalty.<sup>19</sup> Brand-name medicines are originator products or medicines that have been discovered by a company and are patented to maximize any economic gain that may result from being the sole company producing a new drug treatment for a particular illness or disease condition.<sup>3</sup> This is the avenue for the company their expenditure in the area of Research and Development (R&D) of the drug.<sup>17</sup> One cannot rule out the fact that, there is always a continuous need for brand-name drugs as they always improve the frontiers of good health care delivery. Many of the world's industrialized countries have in place policies encouraging the use of generic medicines, alongside policies that encourage innovation and lead to the fast uptake and use of newer therapies some of the big Pharmaceutical companies that are known for their competence in producing branded medicines are Pfizer, Roche, Eli Lilly Co., AstraZeneca and Merck & Co.

### Generic Medicines<sup>4</sup>

A generic drug is identical to a brand name drug in dosage form and strength, safety, route of administration, quality, performance characteristics and intended use. In principle, generic medicines are bioequivalent to branded medicines.<sup>5</sup> What this means is that when a generic medicine is taken by a patient, the quantity of active ingredient that eventually gets absorbed into the blood of the patient, is similar to the absorption profile of the branded medicines.<sup>6</sup> It is a common knowledge that, generic drugs are typically less expensive than brand-name drugs.



Figure 3: Comparison between Brand drug and Generic drug.

### Basic Requirement for Generic Drug<sup>7</sup>

**Table 1: Content of Brand drug vs Generic drug.**

<b>Branded drug</b>	<b>Generic drug</b>
Labeling	Labeling
Pharma tox	Pharmatox
Chemistry	Chemistry
Manufacturing control	Manufacturing control
Microbiology inspection	Microbiology inspection
Testing	Testing
Animal studies	Bioequivalence
Chemical studies	
Bioavailability	

**Difference between Brand Name and Generic Drugs**<sup>8</sup>

<b>Brand name</b>	<b>Generic drugs</b>
It must contain the same active ingredients	They look different
It must have the same dosage strength	They might have different inactive ingredients
It must be the same dosage form (that is, it needs to be available in the same form as the original—for example, as a liquid, pill, etc.)	Drugs are made up of both active and inactive ingredients. Some people may be sensitive to inactive ingredients. For example, some people have reactions to certain dyes used in some drugs
It must have the same route of administration (the way the medication is introduced into the body).	The generic costs less than the brand name drug.
It must deliver similar amounts of the drug to the bloodstream	The generic costs less than the brand name drug

**CUSTOMER SATISFACTION**<sup>9</sup>

Consumer behavior may be defined as: “the mental, physical, and emotional activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires.

**Why do generic and branded medications have different names?**

Generic medications are identified by the chemical name. Branded medications typically have a unique, trademarked name (in addition to the chemical name) for marketing purposes.<sup>10</sup>

**Why are generics less expensive than branded medications?**

Generic products do not have the initial investment for research, development, legal, marketing, and other business expenses required to create an entirely new medication. Without those upfront costs, generic medications can be produced-and sold-for substantially less.<sup>11</sup>

**How can I get a generic medication?**

Request a generic medication when talking with your doctor about your prescription(s). And you can always remind your pharmacist that you want a generic rather than the brand-name medication before they fill your prescription.<sup>12</sup>

### How do I know if my prescription is a generic or brand-name medication?

To learn if a medication you take is classified as branded or generic, or get answers to other prescription questions, please call the phone number on the back of your Health Plan Member ID card. Our pharmacy representatives can access information from the FDA, pharmaceutical manufacturers, and even your local pharmacy if needed.<sup>13</sup>



Figure 5: Customer Satisfaction.

### Survey Report of Selling of Medicine in Village Area<sup>14</sup>

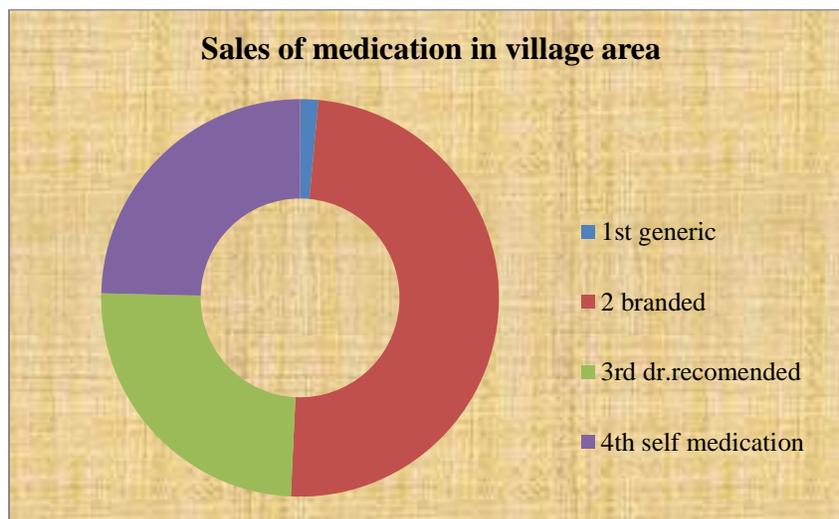


Figure 6: Survey report for sale of medication.

## CONCLUSION

The survey result of educated but non-science background shows that a good number nearly 75%

of population knew about the generic medicine, but more than 58 % of them never asked their physician about generic medicine or cheaper alternative to branded medicine. In a few instances when patient asked doctor about generic medicine physicians replied that branded medicines will act quickly and effectively compared to generic medicine. This shows the attitude of physicians about generic medicines. More than 58% of individuals were not aware about effects of generic medicines while nearly 34% said that generics are less effective than branded. Near about 84% individual thought generics are not as safe as branded, but 92% were ready to know the cheaper alternative to branded. The war of generics versus branded getting popular in country like India and electronic and print media is approaching to this issue significantly. More than 80% people in the survey got aware about OTC and generic medicines via these media and consulted with the physician about these generic medicines rather than blindly following the TV or other advertisements. The data obtained using this research method was received on time to carry out the analysis and was satisfactory for the purpose of the study that was carried out. Indeed, it has helped to confirm the general perception that several patients had of medicines and thus was useful in ascertaining the variables that have been identified for testing in this study and confirming or disputing some of the assumptions from the literature review.

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