CHAPTER V
Findings and Suggestion

FINDINGS

1. Prescribing medicine for patients by doctors depend upon the need of the patient. In fact doctors take no chance in prescribing the medicine. They take precaution by prescribing adequate medicine required or rather in some cases it is seen some of them are overdosed with medicine. To be on the safer side majority respondent 91% believed that doctors prescribed branded medicine in fact justifying that these medicine are good and needed for the patient to get well as soon as possible. A paltry 9% believe that doctors to prescribe generic medicine if at all they feel that patient will not be able to bear or sustain too long with the branded medicine available in the market. (Refer table no. 4.1)

2. The prescription of branded and generic medicine as to what percentage it is prescribed, it was found that in branded segment the percentage of prescription of medicine was very high and 71% respondents believe that prescription rate is more than 80%, considering the fact that doctors do not want to take chance with the wellness of patient and that the brands of good companies were prescribed only in 12% cases branded is prescribed or preferred with a mixture while 40% respondents believe that branded medicine is preferred with other lesser known brands or a mixture of brands is prescribed considering the longevity of decease which will be there is taken into consideration for prescribing, Where as in case of generic medicine it was found that maximum 60% generic is preferred with a mix in maximum cases and combination of 36% with a negligible 4% in exceptional cases is preferred by the prescribing doctor. Generic medicines are not of inferior quality but in fact the patient benefits from the prescription of that medicine as compared to branded or a mixture of generic and branded medicine prescribed to the patient. (Refer table no. 4.2)
3. Regarding switching of prescription from branded to generic medicine it was found that majority of respondents believe (i.e. 67%) that doctors were not advised the reason being chemist and M.R’s were fully in favors of marketing of standard products from reputed Pharma companies because of their affiliation as employee/ stakeholder or professional did not allow them and they also did not believe to say go slow because this is an age of competition and that too cut throat competition which restricts professional to be unprofessional in their attitude. finally doctors did not take chance with prescribing or tilting more towards generic medicine as the thought the patient lose their confidence. 33% respondent did say that doctors were told to shift and they did only on few occasions or when they found that the patient or the advisor is close to them and believe that generic will do the same and be effective in the same way as branded medicine would do to patient. (Refer table no. 4.3)

4. Generic medicine is a cost effective solution from the patient point of view. The interest of patients most of the times become secondary and due to this the priority is given to the medicine and that too standard with a reputed brand name, secondly the name of the hospital and its nomenclature also becomes a barrier as they seldom take chance, whereas the fact is that generic medicine are truly cost effective and is manufactures by multiple producers the competition again reduces the prices of medicines ultimately benefiting the end users. Therefore generic medicines although are standard products with a time tested formula due to its low manufacturing cost can prove to be cost effective in majority of diseases and hence the overall treatment will automatically become economical to patients who are treated with medicine of generic nature. (Refer table no. 4.4)

5. Pharmaceutical companies manufacturing branded medicines adopt aggressive marketing activities because they are mostly patented items and they want to generate more and more profit from the time period given for patents in the market depending upon the need / demand and its frequency of use by patients. Hence, when these Pharma companies undertake aggressive marketing campaign they tend to impress upon the physicians also, Physicians are psychologically impressed or in a way motivated to prescribe so that the wellness to patient comes as early as possible creating an overall impact and impress
upon the patient to each goodwill in the market. 89% respondent said yes the physicians are impressed upon marketing activities because these activities are supported equally through free samples / incentives / literature and educating through conferences and seminars. (Refer table no. 4.5)

6. Branded medicines are costlier due to the fact that it has to be recover the amount of expenses it has done in order to develop that particular formula/ process and to prepare the medicine in the patented period it get after going through R &D process. Secondly, after the patent is received than the company aims to maximize sales in the time period of patent due to which they compulsorily undertake aggressive marketing to prompt the product among the masses so that when it reaches in their hands they should rely on that product and also feel that they will get well soon as soon as they consume that product in the process it was also found that though the branded medicine is a lot more costlier than the generic medicine its sales tend to go up as the marketing campaign stresses upon the utility and quality which ultimately gain confidence of the end users is substantiated by 79% respondents while responding to the questions. (Refer table no. 4.6)

7. Doctors prescribe more branded medicine to be on the safer side while undergoing the treatment. The respondents majority of them pointed towards the professional attitude of doctors mentioning incentives as one of the reason for prescribing, followed by 36% responding and mentioning effective marketing as the reason for prescribing more branded medicines here it can be noted that MNCs they need to promote a drug which is patented by their company is an aggressive manner which indirectly also pressurizes the doctor to go for that particular prescription. The least quoted by the respondents is the quality which indirectly means that, when the doctor prescribes the drug which is branded they say that this is the best molecule available for the patient and the patient is psychologically motivated with the branded names of prescription making him respond positive to the medicine prescribed. (Refer table no. 4.7)

8. Branded medicines manufacturing companies go for a aggressive marketing as they have to recover the R & D expenses plus each reasonable profit on the patented drug they have brought in the market, because of this MNC’s, inform, educate and create a goodwill in
the minds of doctors, chemist and the patients so that when they use the branded product produced by multinational pharma companies they are sure to regain their health and will be cured very fast indirectly creating confidence in the positive manner to which doctors also exploit psychologically cure the patients by prescribing the branded medicine form time to time. (Refer table no. 4.8)

9. No, there will not be any impact on branded medicine if the govt. policy initiative will favors generic medicine. 32% said it will have nil effect as far the promotion by Govt. Doctors & Patient will not compromise on the issue of medicine as it concerns their life secondly 56% believe there will be an impact as the patient from Upper/Middle/ Lower Middle & BPL is more comprising of 85% of population will ultimately have an impact on branded medicine sale. 12 % respondent say there will be somewhat effect on the branded medicine sales which will not lead to drastic changes in their marketing policies for promoting branded medicines. The other side is also there on one side Govt’s initiative to promote generic medicine for the benefit of common man and administration slowing the process of implementation and allowing more and more Jan Aushadhi stores to promote generic medicine is hampered due to slow implementation policies. (Refer table no. 4.9)

10. The branded Pharma companies have a very strong marketing strategy. The policy is such it promotes aggressively and through different media vehicles due to which all stakeholders in the chain are informed about the medicines in a systematic manner. The reason for aggressive strategy is patent time. Incentive making goodwill the entire stakeholder in the chain benefit indirectly also contribute to the sales of these branded medicines without any barrier. In fact the transition from the manufacturer to the consumer is so fast that availability or obstacles is barrier seldom heard in the marketing circles. The positive inclination towards the branded company product in itself is an achievement and contributes to make more and more sales with profit (Refer table no. 4.10)
11. Reason for higher cost of branded medicine is due to fact that expenses before manufacturing i.e. in R & D, then during the course of manufacturing the patented drug having different process / formula and output method and the third step after patents to recover all expenses within the stipulated time. Sometimes the third stage due to competition makes or compels branded product manufacturing Pharmaceutical companies to spend huge amount on promotions to stay competitive and maintain the rate of sales to each the targeted profit. This is the reason that majority 91% respondents gave credit to an aggressive marketing than the therapeutic effect of drug on patients. (Refer table no. 4.11)

12. Jan Aushadhi Scheme to open shops of generic medicine was human centric approach so that common man should benefit from already available generic Molecules for a very cheap price. This decision in itself is a very bold in nature and it shows the willingness to implement the measures of the welfare state. 83% respondents are of the opinion that there was lot of red Tapism and Government was not able to implement the scheme in the same spirit for which it was designed to benefit. There was failure at grassroots level and the fruits which were supposed to percolate to the last person in the population did not get the benefit which was expected. (Refer table no. 4.12)

13. The question of government providing legal support with stringent laws to generic medicine was responded with 90% saying yes. It is always necessary when you make good rules and regulations you should provide statutory / legal support of law in order to implement strict rules and regulation in absence of which the law although is very beneficial and helpful becomes handicapped if it is not supported by law. Jan Aushadhi scheme and promotion of generic medicine failed to take-up only because it was not supported by the law which could have taken serious cognizance of the scheme of shops. A classic example is that of 2013 company law makes 2% spending from profit on CSR by big companies but there is loophole if they do not comply there is no penalty for non implementation. This makes the rules regulations handicapped.. (Refer table no. 4.13)
14. Government efforts relating to generic medicine and its propagations poses big question mark as 67% of respondents of cross section said they are not satisfied with the efforts of the government. Govt. is not taking interest in promoting generic medicines is evident and it does not require hard proof because any rules and regulations to lack implemented vigorously is supported by law and in absence of stringent laws it is different for any provision to be fruitful. It seems Govt.’s. will to implement is not there and the reason cited by the respondents was that the Govt. is under pressure from the multinational Pharmaceutical companies not to go all out but instead go slow. (Refer table no. 4.14)

15. Marketing Strategies of Pharma companies varies from company to company and product to product. It was found that medical representatives were considered as the powerful medium of propagation through contract with doctors and chemist. Doctors if they are convinced with the explanation about the drug it configuration or molecule or formula they prescribed that particular medicine more to their patients and expect them to recover fast. Secondly they visit doctors they give them samples so that they can test by giving it to their patients and get the first hand information or rather feedback from them and then they go for prescribing the medicine repeatedly. Many time people in medical line are educated through literature / hand books / posters / stickers etc so that it is easy regain in the memory and the drug goes into circulation , another strategy is by organizing the conferences, such conferences is for specialized doctors sometimes, many a times it is for M.R.’s & Supporting medical staff. The conferences are deliberately organized in such places so that after the conference the stakeholders attending the conference take pleasure of complimentary holiday. This strategy proves to be stronger as it educates and also provides an opportunity for leisure and fun holidays. (Refer table no. 4.15)

16. Drug Positioning is a strategy which every company adopts according to the patent period they get for the recovery of expenses. The strategy or aggressiveness depends upon this period. That is why 60% of respondents believe that organized marketing and services effort makes the difference between two drugs and its use brand positioning is strategic due to the fact that if there is scope for long term planning. Then there is also scope for continuous improvement in the drug form time to time increasing its market
share as compared to its competitors. Branded medicine again has men, money, material and other resources to garner strength from one position to another. That is the reason why branded Pharma Companies go for heavy expenditure on R & D activities. In comparison generic medicine have to be content with the average marketing activities depending upon the competitors and due to this they have inverse relationship with expenses and competitors, more competitors less expenses and less competitors more the expenses to position the brand and increase market share. (Refer table no. 4.16)

17. Problems of branding of generic medicine starts with the attitude of government, 73% respondents opined that Govt’s negligence is responsible for the generic medicine, its schemes and its implementation without the support of government they also find it difficult to counter the ever aggressive marketing strategies of branded companies and in comparison to counter the branded Pharma companies they lack marketing punch as it depends upon the competitors more competitors then less aggressive marketing and vice-versa (Refer table no. 4.17)

18. There is psychological impact on patients taking into consideration price of the drug prescribed. It was found that 89% respondents believe that there is positive impact on the minds of the patients. There is a certain level of generalization of the fact that the drugs if they are expensive patient takes it in positive manner and thinks he/she will get well soon due to the price of drugs prescribed by the doctor. It was interesting to note that not only patients but also the doctors want to play safe by prescribing high priced drugs with high power of healing so that his goodwill will prevail in Market.(Refer table no. 4.18)
SUGGESTIONS

1. More and More Generic Medicine shops like Jan Aushadhi Stores should be opened on priority by the government and they should not succumb to the pressure of multinational corporations manufacturing the drugs.

2. There should be adequate provisions / rules and regulations / legislations in a way a law which will support and protect the sale of Generic Medicine and there stockiest for sale of generic medicine from their outlets.

3. The law becomes effective only when it is implemented and sufficient provision of penalty on non compliance is imposed on the outlets which are not complying to rules and regulations framed by the government.

4. There should be sufficient awareness creation as regards generic medicine and if more and more people comes to know about generic medicine and its sale than more and more poor people or those who cannot afford expensive medicine will opt for generic medicine.

5. Government should make it compulsory or mandatory to all government hospitals and medical officers to prescribed generic medicine in proportion more beneficial to poorest of poor in the society.

6. Media, NGOs, Social Workers and Social organizations should be taken into confidence by the government in popularizing and implementing the generic medicine production and use.

7. The doctors should be made compulsory to recommend generic drugs. The recent directive by MCI is a welcome change but it should be implemented properly.
8. The companies who produce generic medicines must be given concession in taxes and incentives must be given to them to meet losses.

9. Generic medicine can be very well marketed by orienting doctors. The Deputy Director, Health Services should organize such camps at district and regional level.

10. The government should appoint its own public MRs to provide generic medicine. This can be examined properly.

11. Pro-generic policy must be framed by Center and State Governments. The generic medicine regulations policy should be framed.

12. The MRP of generic medicine should be less and rational to meet problems of poor.

13. The Chemists should be directed to make available generic medicine to patients with branded medicine.

14. Code of ethics as well as new law must be passed to curb unhealthy practices by drug manufacturing companies in India.

15. The undergraduate medical courses of MBBS must show the importance of generic medicine in the course content.

16. The Drugs and Cosmetics Act 1940 should be reviewed properly to remove obstacles in the marketing of generic medicine.

17. The D.Pharm and B. Pharm courses should include the JAS scheme to promote generic medicine.

18. The generic medicine should be propagated through TV programs.
19. At public places boards to promote generic medicine must be provided by using proper slogans.

20. Generic drug related printed literature should be provided by Health Department in each language. At least 10 illustrated booklets should be published in illustrations.