Emerging Trends in Knowledge Management: A Case of Pharma Industry

Dr. Vidya Nakhate
Associate Professor
Dr. D.Y. Patil Vidyapeeth’s
Global Business School & Research Centre
Tathawade, India
Email: vidya.nakhate2@gmail.com

ABSTRACT
Central Government has banned 340 medicines which were having more than one medicinal / active ingredient. But recently that ban was removed by High court. This is going to effect on the personal and social health. Even after release of these approved medicines, we need to study their side effects because it is very important. But there is not awareness related to this. Governmental mess related to drug approval, negligible work of Pharmacovigilance, unhappiness of doctors and Hospital services related to maintenance of record related to drug’s adverse effects and less involvement of Pharmacists’ in medical services, this ban is removed. Hence there is a need to find a medicine on the basic problem.

Keywords: Pharmacovigilance, Mixed Drug ingredients, Generic Drugs

SCOPE OF THE STUDY
The report on Marketing Trend is vital for professionals in marketing, product innovation or retail who work with Pharma products. It can spark innovation in product design or marketing concepts for Pharma managers of Novel drugs. The Marketing Trend Report offers insight into current consumer preference for Generic or Branded drugs intake and delivery methods to spark innovative product design and marketing initiatives. This study helps to find out emerging trends in Pharmaceutical Industry and thereby updates the Marketing trends report and also help Pharmaceutical Industries to take strategies decisions.

TERMS & CONCEPT
A generic drug is a chemically equivalent, lower-cost version of a brand-name drug, costing 30-80% less! A brand-name drug and its generic version must have the same active ingredient, dosage, safety, strength, usage directions, quality, performance and intended use. Generic and brand-name drugs must meet the exact same standards for effectiveness, safety and quality. The Food and Drug Administration (FDA) requires generic drugs to have the same quality, strength, purity and stability as their brand-name versions. Generic drugs are thoroughly tested to make sure their performance and ingredients meet the FDA’s standards for equivalency. Generic drugs work in your body in the same way and in the same amount of time as brand-name drugs. Both brand-name and generic drug facilities must meet the same standards; the FDA won’t permit drugs to be made in substandard facilities. The FDA conducts about 3,500 inspections a year to ensure standards are met. In fact, brand-name firms are linked to an estimated 50% of generic drug production. They frequently make generic copies of their own or other brand-name drugs, then sell them with a generic name. When a company develops a new
drug and submits it for FDA approval, a 20-year patent is issued, preventing other companies from selling the drug during the life of the patent. As a drug patent nears expiration, any drug manufacturer can apply to the FDA to sell its generic version. Because these manufacturers didn’t have the same development costs (such as years of expensive research), they can sell the drug at a discount. Once generics are allowed, the competition keeps the price down. Today, almost half of all prescriptions are filled with generics. Patients can use generics with confidence. Although they may look different from their brand-name versions, generics are safe and effective. As always, any medication changes must be discussed with your physician and pharmacist.

DATA ANALYSIS

Patients are having faith on the generic drugs which are quite cheaper & equally effective as compare to Branded drugs. But according to the research selling of generic drugs is lagging behind the branded drugs. Researcher has divided Pune Region in Nine sections/parts. In that, Sinhgad road, Katraj-Dhanakawadi, Yerwada-Vishrantwadi, Hadapsar-Nagar Road, Khadki, Aundh- Baner, Pashan-Sus, Kothrud-Karve Road, Central Region of Pune like Sadashiv, Narayan-Shaniwarwadi are included 20 customers visited in the selected Pharmacy of the above mentioned regions were asked very basic questions related to the 7 topics about generic drugs in the form of questionnaire. So such 180 questionnaire were filled by the customers who had visited the selected Pharmacy in the mentioned areas. Analysis was done with the help of statistical tools & from the analysis very important function related to generic drugs were found out.

1. **Awareness of generic drugs to the customers of Pune:** The patients of rural & urban region are aware about generic drugs. News from the media is the main source of information. Due to this 89% of the customers are aware about generic drugs. Remaining around 10% of the customers were not aware about generic drugs. In that percentages of female customers come to purchase the medicines were more.

2. **Faith on generic medicines:** Customers of Pune have faith on generic medicines. “Do you have faith/trust on generic medicines?” 83% of the customers had given positive answer of this question. 10% of the customers were ignorant and hence had replied “do not know.” And 7% of the customers were replied, “Do not have faith/trust.”

3. **But purchasing branded drugs:** Customers from Pune are aware about basic difference between Branded and Generic drugs but surprisingly they are actually purchasing branded drugs by preference. 92% of the customers purchased branded drugs. 8% of the customers purchased generic drugs.

Prefer Generic drugs: Generic & branded drugs are equally effective. But if they are made available, 91% of them have replied that they will purchase generic drugs. But remaining 9% of the customers preferred branded drugs.

Due to day-to-day increase of the cost of medical expenses though generic drug is the effective solution but physicians are generally allergic to prescribing generic drugs and they preferred to prescribe branded drugs only.

Due to advanced medical technology, the cost of medical expenses is unbearable for common man. In such situation suggestion of generic drugs over branded drug would be possible for physicians but physicians from Urban areas are ignoring this fact. Physicians are not prescribing generic drugs to the patients who are coming for the treatment in the hospital 90% of the customers are carrying prescribing with branded medicines prescribed by the physicians and remaining 10% of the medical equipment. Due to physicians’ dissatisfaction, there is no promotion and awareness of generic drugs.

According to the Pilot study analysis, there is not a single patient who is promoting generic medicines. There is no compulsion from patient-side for the prescription of generic drugs by the physicians. When asked to the patients that why did not they ask for generic drugs? They showed their inability to tell to the physicians about the same. But physicians are not prescribing generics as they are less effective
and hence time of treatment would be more. Generic are cheaper and readily available medicines. Hence, government should promote generic medicines. Patients as well as their relatives have faith on medicine and these medicines are readily available than branded drugs.

But intentionally, in the society, misunderstandings have been developed about generic drugs. Through different medias generic drugs are made available to the customers. Hence, according to the medical observers, there is increase in the demand of generics; but there is no sufficient supply and storage. Though these drugs are available in government hospitals but government system is quite disappointed in providing these generic drugs to the patients. Government should take a lead for promoting and putting faith on these drugs. Majority of the drugs purchased by medical department are generic. Drugs for acute diseases like fever, cough, cold, sneezing for children and for pregnant women are included in the. Crores of rupees are deposited with government due to generic drug selling but to give these medicines to a common man there is no proper system. After promotion of generic drugs, faith on them would increase, misunderstandings about these drugs would decrease and increase of the demand would be its direct effect. It is found that under the name of generic, more cheaper drugs purchased from Pharmacy shop.

Central Government had banned 340 medicines which were having more than one medicinal/active ingredient. But recently that ban was removed by High Court, this is going to effect on personal and social health. Even after release of these approved medicines, we need to study their side effects because it is very important. But there is not much awareness related to this. Governmental mess of doctors and hospital services related to maintenance of record related to drug’s adverse effects and less involvements of Pharmacists’ in medical services, this ban is removed. Hence there is a mess to find a medicine on the basic problem.

Central Government recently released the ban on 340 fixed dose combination medicine centres containing more than one medicinal ingredient. The biggest decision in the period of Indian medicine council is cancelled due to this. Medicines with mixed ingredients are useful due to many reasons. These medicines are manufactured for controlling germs/viruses, reducing the dose of medicine, reduce the number of tables as well as increasing the effectiveness of medicines. Due to decrease in production cost of medicines, these medicines with mix ingredients packaging become economical. Due to these reasons, out of 414 medicines 27 medicines, with mixed ingredients are incorporated in WTO’s 19th lifesaving drug’s list.

**NEED OF THE STUDY**

Though, a perfect percentage is not available, but in India more than 6000 medicines with mixed ingredients are sold and purchased under different brand names. But under drug price control act, such medicines are giving profit more than 3800 crores. But such medicines are not readily available. After approval of such medicines, it is important to study about their side effects. In clinical trials, above lacs of patients are using medicines hence this fourth stage of clinical trial is very much important. Pharma companies, Physicians and Nurses should study about the adverse drug reactions of such medicines and should inform Government under CDSCO (Central Drug Standard Control Organization) for such work Pharmacovigilance Program of India (PVPI) is organized. But in India there are only 240 centers and it is in nascent stage. In 2011, around 14695 adverse drug effects were noted and in 2015 around 60,000 adverse drug effects are not aware about their documentation. Hence there is a need of “Knowledge Management” in this complete process and amongst the elements of this system. Many renounced private hospitals are approves under the name “ National Accreditation Board for Hospital and Healthcare (NABH). But there are only 100 such Hospital working under ‘Pharmacovigilance centres’

**CONCLUSION**

Promotion of the generic medicines by the patients is rare. There is no compulsion from patient-side for the prescription of generic drugs by the physicians. Patients could not tell the physicians about the same. But physicians are not prescribing generics as they are less effective and hence time of treatment
would be more. Generic are cheaper and readily available medicines. Hence, government should promote generic medicines. Patients as well as their relatives have faith on medicine and these medicines are readily available than branded drugs. But deliberately, in the society, misunderstandings have been developed about generic drugs. Through different media, generic drugs are made available to the customers. Hence, according to the medical observers, there is increase in the demand of generics; but there is no sufficient supply and storage.

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