COMMUNITY PHARMACISTS’ PERCEPTIONS OF GENERIC MEDICINES

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Objectives
Pharmacists, as an important component of health system, have contributed a lot to the increase in the cost of health care systems and generic substitution deemed as a effective policy to cost containment.

Pharmacists can play main role in generic substitution due to their effect on both sides of supply and demand, hence their perception is important in implementing generic policy. Generic substitution by pharmacists can decrease medicine expenditures insofar as maintaining the efficacy of treatment because they actually are in a position to advise both physicians and patients on the proper selection of generic medicines. Moreover, researches show that patients are more likely to accept generic substitution if they are given reassurance by pharmacists, whose advice can also increase the physicians’ rate of generic product prescription. This fact motivated the authors to evaluate Iranian pharmacists’ perception regarding generic substitution and assess its relationship with their demographic and professional characteristics.

METHODS
Questionnaire and data collection: This is a descriptive cross-sectional study where the data was gathered in 2014. All community pharmacies in Tehran were considered as the unit of analysis. The self-administrated postal questionnaires that were targeted to pharmacists were posted to all 2000 pharmacies in Tehran. The questionnaire which its validity confirmed by experts and statistically method, was developed based on the literature and experts’ opinions to find pharmacists perception about generic medicine substitution and it included 49 statements in a 3-point Likert scale that, in four sections, pointed to pharmacists, physicians, patients and government role concerning generic medicine besides respondents’ demographic characteristics and background data.

Statistical analysis: In order to be able to provide a primary view of the data, descriptive statistics including the frequency, mean, and standard deviation of the responses were determined for each question using SPSS 16. For factor analyses, the Kaiser-Meyer-Olkin measurement and Bartlet’s test were employed so as to sample adequacy and determine the sufficiency of common variance shared by items respectively. Further, confirmatory factor analysis was applied as a useful technique to confirm the unidimensionality of the main factors. Finally, the correlations between each dimension and demographics characteristic were evaluated.

RESULT
Response rate: Out of 2000 distributed questionnaires, 1215 questionnaires were completed with a response rate of over 60% and no response bias detected.

"Pharmacists' perception regarding generic substitution"

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"Main Pharmacists’ concerns regarding generic substitution"

They almost worry about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw materials and less than 40% of them are concerned about treatment failure by generics due to the low quality of raw ma...