

## Prescribers Views on Generic Medicines: A Study on Knowledge, Attitude and Practice

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[DOI: 10.18049/jcmad/326](#)

### Abstract

**AIMS AND OBJECTIVES:** Present study was undertaken to achieve following objectives: to evaluate knowledge, attitude and practices of physicians regarding use of generic medicines and to identify key areas, which may act as hurdle to mass scale use of generics and provide recommendations to reduce the same. **MATERIALS AND METHODS:** It was a cross sectional, prospective, questionnaire based study. The study participants were doctors and interns working at NKP Salve Institute of Medical Sciences, Nagpur, (MS), India. A total of 125 subjects participated in the study including 55 junior residents, 35 interns, 15 senior residents and 20 academicians, out of which 84 were males and 41, were females. **RESULTS:** Overall response rate was 100% i.e. all 125 recorded their responses. In the knowledge category of questionnaire, almost all participants believed that generic medicines contain same active substance as the innovator medicine (98.4%). Overall, responses in favor of generic medicines was less, amongst which academicians were more in favor as compared to others and interns gave least favorable responses. **CONCLUSION:** The present study shows that participants had good amount of knowledge about generic drugs. However this was not reflected in prescription rates, thus exposing a cliff between knowledge with attitude and practices.