

Short Communication on- Generic versus Branded drugs

Patil Swapnil Shankar
Vasantidevi Patil Institute of Pharmacy,
Kolhapur, Maharashtra, India.
swapnil.patil0707@gmail.com

ABSTRACT

Our paper is focuses on how the generic drugs are beneficial to human use and what the drawbacks of branded drugs are. Now government of India is giving permission to sell the generic drug in the market with prescription of physician. Or any pharmacist can open the generic medical drug store. Day by day the patients are aware about benefits and use of generic drugs. It is important that we consult our doctors before deciding if a generic is right for us. Many prescriptions medicines are available to treat depression and bipolar disorder the pharmacist might ask if you want your prescription filled with the brand name medicine or the generic medicine. Each option has pros and cons to consider. This brochure gives you the information you need to help you decide what's right for you in your treatment and recovery plan. The present article giving the information regarding generic drugs versus branded drugs.

Keywords: Generic, higher price, high quality, branded

GENERIC DRUG

Generic drugs are copies of brand-name drugs that have exactly the same dosage, intended use, effects and side effects, route of administration, risks, safety, and strength as the original drug. In other words, their pharmacological effects are exactly the same as those of their brand-name counterparts. (DBSAlliance.org, Davit BM)

- Stringent quality control
- Low manufacturing cost
- Low marketing investment
- Low retailer margin

BRANDED DRUGS

A brand name drug is a medicine that's discovered, developed and marketed by a pharmaceutical company. Once a new drug is discovered, the company files for a patent to protect against other companies making copies and selling the drug. These is chosen by the company that makes it several companies may make the same generic medicines, each with their own brand name. The name is often chosen to be memorable for advertising, or to be easier to say or spell than the generic name. (DBSAlliance.org 2018, Davit BM 2009)

- Stringent quality control
- High manufacturing cost
- High marketing investment
- High retailer margin

A generic drug is the same as a brand-name drug in Dosage, Safety, Strength, Quality, the way it works, the way it is taken, the way it should be used.

DIFFERENCES BETWEEN GENERIC DRUGS AND BRANDED DRUGS

Both look different, different shapes, size, colors. Might have different inactive ingredients (Drugs are made up of both active and inactive ingredients. Some people may be sensitive to inactive ingredients.)

Generic costs less than the brand name drug (the cash price and insurance co-pay is usually lower. Generic can cost between 20-80% less, but keep in mind that cost is only one factor when considering the right medication for your condition.

Generics vary by manufacturer, which means you could receive different versions based on where you purchase your medications and what type of generic they dispense. (Gaither C.A , 2001)

Why do brand name drugs cost more than generics.

It takes several years, costly, scientific development and many clinical studies to get a drug approved. Manufacturers of new brand name drugs usually take on the research and development costs for new medications these research and development costs

along with marketing costs, account for most of the higher prices we pay for brand name drugs. (Davit BM 2009, Pereira J.A 2005)

Why do generic drugs cost less?

Generic drug companies don't have the expense of researching and developing a new chemical entity. There is usually competition among generic drug manufacturers. Generic drugs have less research and development costs since the original manufacturer has already done many studies to make sure the drug is safe. These savings are passed on to the consumer.

The most important thing to note down between branded drugs and generic drugs is

- 1) Both contains the similar active ingredients and generic drugs are equally effective and safe as the branded ones. So it can be said that there is no major difference between the two drug types.
- 2) However generic drugs are available at a lower price and thus it makes it affordable for most of the people.
- 3) There is difference in the color of generic drug and the branded drugs. (Pereira J.A 2005)

Acknowledgement: I would like to express my special thanks of gratitude to my student Mr. Pankaj Narwade, Miss. Ankita shinde, Miss. Swapnali Thorave, and Miss.Snehal Chougule who helped me a lot in finalizing and doing the Survey research on this topic within limited time.

Conflict of interest: None.

Why doesn't any doctor automatically prescribe generic drugs?

Not all medication has a generic form available. Some doctors might not be aware of recently approve generics. Doctors also differ in their beliefs towards, and experiences with, different medications. Our medical histories, insurance and personal preferences may also influence our doctor's decision. It's important that we consult our doctors before deciding if a generic is right for us. If you are interested in trying a generic drug, first find out if it is available. Ask your doctor. Also your pharmacist will have a list of generic drugs and can usually tell you how much they will cost on your insurance plan. (Davit BM 2009)

CONCLUSION

The idea that "higher prices = higher quality" is not true for pharmaceuticals. Generic medications meet the same quality standards as brand-name medications. Many newly approved medications are minor reformulations of generic products that are older, but still effective. Generic medications have longer clinical safety records compared to newer, branded medications. For most plan members, generic medications provide the best overall value.

REFERENCES

1. Davit (2009); Comparing generic and innovator drugs: A review of 12 years of bioequivalence data from the United States Food and Drug Administration; *Ann Pharmacother*; 43(10); 1583-1597.
2. Gaither C.A., Kirking D.M., Ascione F. and Welage L.S (2001); Consumers views on generic medications; *J. of the American Pharma. Asso.*; 41(5); 729-736.
3. <https://www.DBSEAlliance.org/Rxassist> (accessed 01 December 2018)
4. Pereira J.A., Holbrook A.M., Dolovich L (2005); Are brand-name and generic warfarin interchangeable? A survey of Ontario patients and physicians. *Cana. Jour. of Clin. Pharma.*; 12(3); 229-239.
5. Terry Damm. (2013), "Generic vs. Brand Name Drugs: What are the differences?" working paper, College of Pharmacy and Nutrition University of Saskatchewan, 01 December.