



Date:

**PRACTICAL 18****COMPETENCY PH3.6**

Demonstrate how to optimize interaction with pharmaceutical representation to get authentic information of drugs

**Objectives**

At the end of the practical class the student should be able to:

- Enumerate different sources of drug information
- Demonstrate to get authentic information of drugs from pharmaceutical representation.

**Domain:** Skill

**Level:** Shows how

**Teaching learning methods:** Small group discussion, role play

**Aligning assessment methods:** Skill assessment, viva voce

**Number of procedure to be done independently for certification:** None

**Materials Needed**

Simulated medical representative.

Acquiring knowledge regarding drug is a dynamic process as new drugs due to arrival of new drugs and revealing of new indications and adverse effects in existing drugs after their utilization. So it is the duty of good professional to be aware about the changes and should know how to access authentic, up-to-date, unbiased and well documented scientific knowledge. There are many commercial and non-commercial sources of drug information which can provide large amount of drug related data within certain limits of their own. Hence a medical professional should be skilled for how to access and use judiciously the available information; depending on the type of information required.

**Non-Commercial Sources**

These provide educational and reliable information based on experimental evidence.

- Textbooks
- Drug compendia like Indian pharmacopeia (IP), British pharmacopeia (BP), etc.
- National formulary of India
- National list of essential drugs
- Good indexed journals with high impact factor
- Unsponsored CMEs, Seminar and Conferences
- Govt websites like [www.cdsc.nic.in](http://www.cdsc.nic.in), [www.fda.gov](http://www.fda.gov), etc.

**Commercial Source**

These are containing unverifiable statements and are persuasive to encourage drug use.

Information from pharmaceutical companies: These industries try to acquaint physicians about their products by contacting physicians by direct mailing and through medical representatives in form of brochures, by sponsoring and displaying their products in conferences, seminars and symposia and drug advertising in journals and websites.

Physician should ask for both positive and negative aspects of drug from medical representative (MR) with clinical evidences and references. He/she should then decide whether to prescribe that company drug or not. Pharmaceutical expenditures are rising rapidly, and entanglement between doctor and MR may influence doctors' behaviours which can lead to irrational prescription. To avoid this, doctors should not

- Accept direct gifts of equipment, indirect gifts through travel, or accommodation
- Accept samples of drugs for use by himself/his family members/relatives/friends. If accept them, he/she will use them only for needy patients

- 

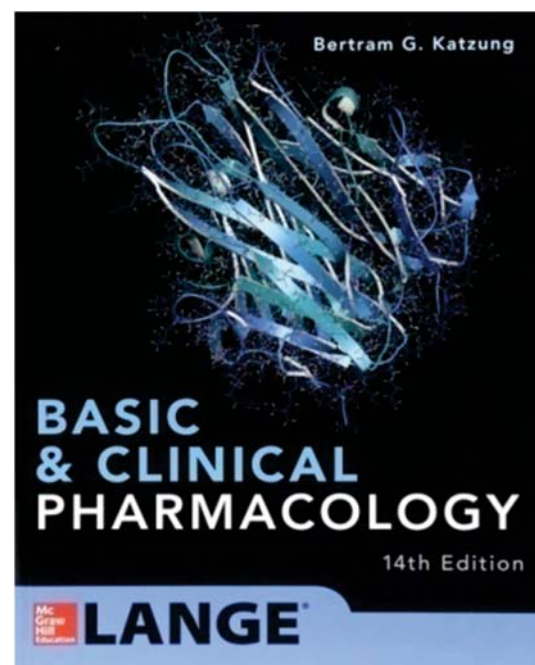
- 
- 
- 

- 
- 
- 
- 
- 

- [illegible]



The NEW ENGLAND  
JOURNAL of MEDICINE





- #### 4. Comments on this scenario of Doctor interaction with MR.

A medical representative came to visit for promotion of their pharmaceutical drug to Dr. Kailash from XXX Pharmaceutical company, with 50 sachet of their newly developed multivitamin, Y as free samples and claimed that this multivitamin will give good results in their patients. The company's representative also informed Dr. Kailash that if the medical store near his clinic received minimum 1000 prescriptions of this multivitamin every month, he would be given a free tour with his family anywhere in India. All the expenses would be borne by the pharmaceutical company. Dr. Kailash gave his patients this multivitamin only at ₹ 50/- per sachet, which was otherwise available in the market at a cost of ₹ 100/.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

5. Perform role play in simulated environment with MR. Few students will observe and comments on the activity done. At the end teacher will give his/her suggestion to improve upon.

