The Veeda Newsletter

June 2017

Article of the Month

Quality, Not Price, is the Key Issue When Prescribing Generic Drugs in India

In the absence of a standard drug regulatory mechanism, Indian doctors rely on the reputation of companies who have demonstrated their commitment to quality over time.

The merits of branded drugs versus generic drugs has attracted heated debate among physicians, pharma professionals, media and healthcare activists after Prime Minister Narendra Modi's speech in Surat, where he talked about bringing a law to ensure that doctors must prescribe only generic names of drugs so that patients can access cheaper versions of branded drugs.

Global standards on generics

It is necessary to understand the distinctions between branded drugs and generics, because the nuance is quite different in the Indian context. According to the USFDA, "A generic drug is approved only after it has met rigorous standards established by the FDA with respect to identity, strength, quality, purity, and potency. All generic manufacturing, packaging, and testing sites must pass the same quality standards as those of brand name drugs. The generic drug manufacturer must prove its drug is the same as (bioequivalent) to the brand name drug. For example, after the patient takes the generic drug, the amount of drug in the bloodstream is measured. If the levels of the drug in the bloodstream are the same as the levels found when the brand name drug is used, the generic drug will work the same."

From the above, it is clear that the only difference between a brand name drug and a generic is that brand name drugs are very expensive, while generics are far cheaper and are sold by just the pharmaceutical salt name.

Read More:https://thewire.in/130498/drugs-generics-branded-health/

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