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STUDY ON THE ROLE OF GENERAL PRACTITIONER IN PHARMACEUTICAL ECONOMY OF BOYERAHMAD-IRAN

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Abstract:

Background and objectives: Nowadays one of the largest transactions in the world is pharmaceutical trade. Every day, huge Pharmaceutical companies are trying to manufacture new drugs with better efficacy that lead them to increase great amount of their assets. Doctors that prescribe these products have important role in enhance income of these pharmaceutical industry, so that, the average per capita consumption of drugs is 94 \$ worldwide and 21 \$ in Iran. Also, Iran is among the twenty high drug consuming countries of the world and ranks second in Asia after China in consuming drug too. According to above, this study was carried out to determine the role of Boyerahmad's general practitioners in treatment cost and pharmaceutical economy.

Methods: In this research, using analysis of prescriptions software, the prescription of Boyerahmad's general practitioners was studied according to mean prices of prescribed drugs .This study has also examined qualitative and quantitative level of correlation between the increment in the prices of drugs and number of items prescribed by each physician.

Results: Finding showed that Boyerahmad's general practitioners divided in 4 following groups based on mean prices of prescribed drugs: group A including 6.45% of physicians that the average cost of their prescriptions was between 10000- 19999 Iranian Rial, group B with average cost of 20000-29999 Iranian Rial including 29.04%, group C with average costs of 30000-40000 Iranian Rials(45.16%) and group D with average costs of more than 40000 Iranian Rial included 19.35% of them.

Conclusion: With Respect to results, it can be claimed that the frequency of physician in group D with price of prescriptions more than 40000 Iranian Rials, is more than other groups and also,the number of patients who refer to these physicians is more than other too.