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CONFLICT BETWEEN GENERIC DRUGS VS BRANDED MEDICINES

[1]Pratibha R. Adnaik*, [1]Rahul S. Adnaik, [2]Priyanka S. Gawarkar

[1]Anandi Pharmacy College, Kalambe Tarf Kale, Tal Karveer, Dist Kolhapur

[2]Smt. Kashibai Navale College of Pharmacy, Kondhwa(BK), Pune

ABSTRACT

A Generic Drug (GD) is a pharmaceutical drug that contains the same chemical substance as a drug that was originally protected by chemical patents. (GDs) are allowed for sale after the patents on the original drugs expire. Because the active chemical substance is the same, the medical profile of generics is believed to be equivalent in performance. A generic drug has the same Active Pharmaceutical Ingredient (API) as the original, but it may differ in some characteristics such as the manufacturing process, formulation, excipients, color, taste, and packaging. Branded medicines are medicines which have a name given to them by a company for the purpose of advertising. The names of branded medicines are different from the International Nonproprietary Name (INN), also known as the generic name. Branded medicines may be the original medicine developed by a company or several companies may make the same generic medicine, to which each company gives its own brand name.

Keywords*:* - Generic, Branded, Drugs, Cost.

INTRODUCTION

Generics and Branded medicines

There are some similarities in between generic and branded drugs like bioequivalence is the Area Under Curve (AUC) which is a mathematical calculation based on graph of blood concentration versus time, and it correlates with total drug exposure. AUC of a generic formulation must be no less than 80% or no more than 125% of the brand name formulation. 90% confidence interval of the AUC must also fall within 80% to 125%. Confidence interval is a range of measurements within which we can be confident that the true result lies. Therefore, for the entire confidence interval to fall within the 80% to 125% range, the variance is generally less than 5%. If Generic medicine is bioequivalent, it will presume that it can produce the same therapeutic effect same as branded drugs. It means that new clinical studies are not needed for GDs. Drugs manufactured by brand name companies as GDs are called "ultra-generic" or "pseudo-generics." [1]

GDs are sold for significantly lower prices than their branded equivalents and at lower profit margins. One reason for this is that competition increases among producers when a drug is no longer protected by patents. Generic companies incur fewer costs in creating GDs only the cost of manufacturing, without the costs of drug discovery and drug development and are able to maintain profitability at a lower price. The prices are often low enough for users in less-prosperous countries to afford them e.g., Thailand has imported millions of doses of a generic version of the blood-thinning drug Plavix (used to help prevent heart attacks) from India, the leading manufacturer of GDs, at a cost of US$ 0.03 per dose.

GD companies may also receive the benefit of the previous marketing efforts of the brand-name company, including advertising, presentations by drug representatives, and distribution of free samples. Many drugs introduced by generic manufacturers have already been on the market for a decade or more and may already be well known to patients and providers, although often under their branded name. [2]

Brand name drugs are copies of GDs that have the same dosage, intended use, effects and side effects, route of administration, risks, safety and strength as the original drug. Their pharmacological effects are the same as those of their generic name counterparts.

A brand name drug is a medicine that is 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 chosen to be memorable for advertising, or easier to say or spell than the generic name. Generic and branded drugs look different, different shapes, size and colors. They might have different inactive ingredients. Generic costs less than the brand name drug. Generic can cost between 20-80% less, but 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. [3]

Generics have safety and efficacy. GDs typically cost 30% to 60% less than their brand-name counterparts, and widespread use of generics has the potential to reduce the price of other brand name drugs by creating more competition. Patients taking GDs appear to be more willing to continue therapy than those taking brand-name medications. Lower copays are a key factor. In one recent study of patients with hypercholesterolemia or diabetes, those taking generics had greater adherence compared with patients receiving brand name drugs. It is important to note that many generic medications are produced under the license of the manufacturer of the original brand-name product, with the lower-cost equivalent often introduced after the drug's patent has expired. Even when different manufacturers produce the branded product and the generic, strict standards exist to guarantee the quality of generic drugs. [4]

CONCLUSION

Generic medicines are cheaper alternatives to the costly branded medicines which provide the same medical benefits to the suffering mankind as they certified to be same perfect substitute for the innovator branded product. A generic medicine is identical in dose, strength, safety, route of administration, efficacy and use. These are cheaper than the brand name drug because of much lower marketing and development cost. Generic help the suffering mankind by providing the drug available at affordable prices by retaining the quality.

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