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**Ethical Evaluation of Pharmaceutical Marketing
 in Uttar Pradesh State**

¹Deepika Gupta, ²Neelkanth M. Pujari*

¹Assistant Professor, Rajarshi Rananjay Singh College of Pharmacy, Amethi (U.P.)

²Principal, Spectrum Hi Pharmacy College, Sultanpur (U.P.)

*Corresponding Address: *Dr. Neelkanth M. Pujari, Principal, Spectrum Hi Pharmacy College, Sultanpur (U.P.)-228151*

Email Id: serviceheb@gmail.com

ABSTRACT

Drug is important for the progress of human health and is also a key factor, considered as prolongation of our life extent. Now a days the advertisement of medicines affects the understanding, attitudes and expectations of patients brutally in relation to the specific drug for specific treatment. Therefore, ethical evaluations of pharmaceutical marketing is important to maintain good laboratory, clinical, manufacturing as well as packaging and storage practice. The promotion of drugs must be done in an ethical way including, evaluation of opportunity, analysis of market segment, positioning and strategy, execution of marketing plan and control and review, while not being misleading. The proper gauging of the risks and benefits of the product use must be ensured. For doctors the well-being of patients should be the first priority. While prescribing, prescribers need to always consider evidence-based medical facts and scientific knowledge, to avoid prescribing specific drugs uncritically and under the influence of the pharmaceutical industry. Considering these facts, a survey has been carried out to evaluate the ethical status of the pharmaceutical marketing in different cities of Uttar Pradesh state, using a questionnaire. The results of the study revealed the fact that patients, prescribers as well as marketing executives of the pharmaceutical manufacturing units are not aware of ethical practice or they are neglecting the ethical aspects knowingly.

Keywords: drugs, prescribing, ethics, marketing

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