



Awareness of package-insert: Is there a difference between common population & people with pharmacy background?

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ABSTRACT:

Background: The awareness regarding the package insert (PI) is low.

Aims: to assess the level of awareness among the general public and those with pharmacy background.

Settings and Design: This questionnaire-based survey was carried out in the hospital setting and households around a tertiary care hospital.

Methods and Material: We included subjects with at least a graduate degree from the general population and from pharmacy background. The observers randomly visited homes, pharmacies, outpatient departments for prospective participants.

Results: Of 150 respondents (75 in each group), 57.3% were men. Mean age \pm SD was 37.65 years \pm 8.56. Forty-five (30.0%) participants always read the PI while 105 (70.0%) read it only sometimes. The reason for referring PI varied from one (18.66%)-nine (8.0%). Unawareness (26.66%), Small font size (20.66%), difficulty/not understanding medical terminology (17.33%), and extensive information (13.33%), were the reasons for not reading the PI. Drug (72.7%) and disease (27.3%) related information were the most sought details. Only 39.3% considered the language used was simple. Seventy-two (48.0%) agreed that PI ensures safe and effective use of medicine. There was inconclusive opinion on PIs met the regulatory standard requirement with 69 (46.0%) agreeing and 81 (54.0%) disagreeing; 71.3% considered that it is not periodically updated. Fifty (33.3%) opined that there are chance of bias favoring the product but 66.7% differed; 30.0% considered that PI was a way of promoting the products of Pharmaceutical company.

Conclusion: There is a gap in the knowledge and awareness even among those with pharmacy background, which needs to be bridged. There is a need to increase the awareness to promote safe & effective use of the drug.

Keywords: Awareness, general public, knowledge, package inserts, questionnaire based survey

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