

## **ANALYZING MEDICAL REPRESENTATIVES' ROLE IN PRESCRIPTION WRITING HABIT OF THE PHYSICIANS**

Preeti Kumari, Ajay Pise\*, N. Udupa  
Manipal College of Pharmaceutical  
Sciences, Manipal-576104, Karnataka  
Corresponding author: ajay.p@manipal.edu

### **Abstract:**

Study was designed to identify the role of medical representatives in prescription writing habit of the physicians. Identifying the source of information of ADR and to identify the role of hospital pharmacy in the prescription writing habit were secondary objectives of the study. This study is important for Medical Representatives because it gives them the knowledge about the factors which influences the prescription writing habit. This study mainly focuses on the analysis of physicians' prescription writing behaviour. This analysis would help pharmaceutical companies to understand physicians' mindset and to target company's marketing efforts precisely. A questionnaire was designed with open and close ended questions to collect information against the framed objectives. A market research

software (statistics calculator) was used to determine sample size from the population. Convenient sampling process was followed. Government hospitals, private hospitals, private clinics, medical college from Manipal, Udupi, Mangalore and nearby area. Collected data was analyzed by using percentage analysis method to derive results.

### **Objectives of study**

1. To identify the role of medical representatives in prescription writing habit of the physicians
2. To know the pattern of prescription for different types of patients
3. To identify the role of hospital pharmacy in the prescription writing habit of the physician
4. To identify the priority of dosage form in the prescription
5. To identify the source of information of ADR

### **Importance of study:**

#### **1. Medical Representative:**

Medical Representative is the direct source of information for physician about the drug. This study is important for Medical Representatives because it gives them the knowledge about the factors which influences the prescription writing habit of physician.

## **2. Pharmaceutical Industry:**

This study mainly focuses on the analysis of physicians' prescription writing behaviour. This analysis would help pharmaceutical companies to understand physicians' mindset and to target company's marketing efforts precisely.

## **3. Hospital pharmacy:**

As the prescription writing habit of physician are greatly influenced by the medicine present in hospital pharmacy. Hence this study will help the hospital organization to implement some policies for betterment of hospital pharmacy.

## **Research methodology:**

Questionnaire design: A questionnaire was designed with open and close ended questions to collect information against the framed objectives.

Designing sample size: A market research software (statistics calculator) was used to determine sample size from the population.

Total estimate of physicians' population in selected area: 1000

Best estimate of the rate in the population: 50%

Maximum acceptable difference: 9%

Desired confidence level: 95%

Required sample size: 105

Sampling process: convenient sampling

Sampling Unit: Government hospitals, private hospitals, private clinics, medical college from Manipal, Udupi, Mangalore and nearby area

Data Analysis: collected data was analyzed by using percentage analysis method

## **Results:**

Among 187 responses from physicians most (24.06%) of the doctors think that internet is the best source for updating their knowledge about the new drug. 21.93% respondents believe that journals are good source of information for updating their knowledge. 20.86% physicians update their knowledge from the information provided by Medical representatives. Respondents also update their knowledge about drug from text books (15.5%), CIMS(10.16%), Conferences(4.23%), MIMS(3.21%).