

Generic medicines: Perceptions of Physicians in Basrah, Iraq

Abstract

Background: The use of cheaper generic medicines is a strategy promoted in many countries to reduce rising health care costs. The objective of this study was to investigate generic medicine dispensing trends and substitution practice from the perspective of pharmacists in Basra,Iraq. **Methodology:** A qualitative approach was used to gather information from the pharmacists in the city of Basrah, Iraq. A purposive sample of ten pharmacist practicing in Basrah was interviewed face to face using a semi-structured interview guide. **Results:** A total of ten pharmacists were interviewed. Thematic content analysis of the interviews identified five major themes: Generic Medicines substitution practices, Knowledge about generic medication, Quality and safety of generic medicines, Patient education by pharmacists regarding generic medicines, and Strategies to improve generic medicine utility. **Conclusion:** The present study suggested that, in general pharmacists interviewed in Basrah city were positive towards the use of generic medicines. Patient should be educated to increase the use of generic medicines in the future.