STRINGS OF HEW O-14074R BERRETHES OF POTENTIAL BETTMERCROSSEL ACTIVITY

A Thesis

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A total of fourteen consumers were interviewed in order to explore their opinion towards issues related to generic medicines use. Thematic analysis of the interviews identified five major themes: understanding of the term "generic medicine," preference for generic medicine, refusal of generic medicine, generic substitution, and educating the consumers on the use of generic medicines.

Based on the outcomes of the studies conducted in chapter 3, 4 and 5 of this thesis, particularly the apparent knowledge deficits of physicians and pharmacists, the knowledge and perceptions of generic medicines were explored among future medical and pharmacy practitioners in several universities in Iraq. For these studies, two questionnaire surveys were conducted. Chapter 6 and 7 of this thesis present the methodology and the study findings for these two surveys. Analysis of the Responses for both groups indicated that there is also a lack in knowledge regarding generic medicines, especially on the aspects of bioequivalence. In conclusion, this thesis highlights the existing barriers to the usage of generic medicines in Iraq from the points of view of physicians, pharmacists and consumers. In order to overcome these barriers, actions are needed to elevate confidence in generic medicines among healthcare practitioners. This can be achieved by providing appropriate topics at the undergraduate level, clarifying bioequivalence, safety and efficacy of generic medicines which appears to be currently lacking.