

Current Issues in PHARMACY

Qamar Uddin Ahmad



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Current Issues in Pharmacy

Editor

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CHAPTER 4

PHARMACEUTICAL PROMOTION: THE THEORETICAL FRAMEWORK OF REGULATION

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Introduction

Pharmaceutical promotion is persuasive communication (World Health Organization, 2010) which often creates the impression of superior efficacy of a medicine, without awareness of the health professionals (Mansfield & Henry, 2004). Doctors often use pharmaceutical promotion as a source of medicines information (Fischer et al., 2009; McKinney et al., 1990; National Survey of Physicians (2002), Poirier et al., 1994; Prosser et al., 2003; Strang et al., 1996; Uchenna et al., 2010) and it may influence their prescribing pattern (Andersen et al., 2006; Muijrrers et al., 2005). For this reason, it is essential that the medicines information provided in pharmaceutical promotion should be effectively regulated.

Theoretical Framework of Regulation

Regulation plays a key role in maintaining the quality standards of pharmaceutical promotion. It is therefore of utmost importance that regulators operate under an appropriate regulatory framework and exercise their power properly. Regulation of pharmaceutical promotion is