

ABSTRACT

Physician's Perception on Generic Drug in Surabaya Hajj General Hospital

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Objectives: To determine the physician's perception practicing in Surabaya Hajj General Hospital on generic drug (GD).

Methods: A cross sectional study was conducted by implementing purposive sampling for selecting the physician (general physician, specialist, dentist, and specialist dentist). The sample size was 52 respondents from 107 physicians in Surabaya Hajj General Hospital. A questionnaire survey was conducted on June 2012.

Results: The result was categorized into three stages of perception's formation, which are selection, organization, and interpretation. On 'selection,' majority of physicians knew GD as INN-named drug (75%). They got information about GD mostly from reference book (84,6%). On 'organizing,' most physicians recommended GD to their patients (98,1%), though only 40,4% of them prescribing more generic drugs than brand-name drugs. Preferred to the majority of the physicians prescribing GD was 'GD is cheaper' (98,1%). On 'interpretation,' 88,5% physicians stated that promotion of GD to society was important. According to the physician's clinical experiences, they argued that GD oftenly effective in addressing patient's illness (53,8%) and sometimes caused adverse effects (57,7%). In their opinion, improvement on substantial, namely efficacy (94,2%), safety (46,2%), and availability (61,6%) should be done.

Conclusion: The majority of physicians were supporting the existence of GD and the Government's project in promoting GD. On the other hand, physicians expected an improvement over some substantial aspects of GD. including efficacy, safety, availability, cost, and package.

Keywords: generic drugs, physician, perception, Surabaya Hajj General Hospital