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An Empirical Study on Generic Medicine and Branded Medicine

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Abstract: *In a person's mind, there are certain myths and misconceptions regarding generic medicines and their uses, safety, and potency, due to the information prevailing in the community. But the actual facts are totally different from that, and this is based on scientific evidence. The purpose of this review is to create awareness and increase knowledge about generic medicine as well as prescribe generic medicine in India. Generic medicine is the same as branded medicine, and it has the same quality, safety, and efficiency as branded medicine. Both medicines undergo rigorous regulatory testing, and after compliance with regulatory requirements, they get approval for marketing. Generic medicines are less costly as compared to branded ones because they do not undergo drug discovery, preclinical studies, advertisements, and so on. Due to this reduction in all processes, billions of dollars are saved, and manufacturing costs are low. Instead, all processes for generic medicine Bioequivalence and bioavailability studies prove that medicines are safe, effective, and as similar as branded products in terms of therapeutic effects and any side effects. To increase generic prescribing and acceptance in India, healthcare professionals have created an awareness program, given knowledge, and promoted generic prescriptions. The prescribing of drugs by a registered medical practitioner with the best utilization of practice and experience according to the disease condition of patients.*

Keywords: Bioequivalence, Regulatory Authority, NDA, ANDA, Drug Development, Generic Medicine, Drug Discovery

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