

3rd International Conference and Exhibition on Pharmacovigilance & Clinical Trials

October 27-29, 2014 Hyderabad International Convention Centre, India

Rational drug prescription: Review of current trends and future implications

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Prescribing is an essential part of physicians' daily work, a professional and ethical responsibility. It implies a complex decision-making process that is conditioned not only by physicians' academic and cultural background but also by other factors such as pharmaceutical market width, medicines promotion by the pharmaceutical industry, access to independent information, medical care context in which the physician works and continuous education programmes or incentives from healthcare provider organisations. Left to pharmaceutical market whims, prescribing is known to be shifted towards newer and usually more expensive medicines. Prescription is the written order of the physician which conveyed to the patient. Rational drug prescription define as rational use of drugs requires that patients receive medications appropriate to their clinical needs in doses that meet their own individual requirements for an adequate period of time and the lowest cost to them and their community". This poster focuses on current irrationality of prescription, factors underlying the irrational use of drugs, impact of irrational use of drugs and criteria to improve rational use of drugs.

Biography

Ankitkumar J Vataliya is pursuing MD in pharmacology at Government medical college, Surat. He has attended many national conferences. Presently he is working on project entitled "Evaluation of cardiac action of Nyctanthes arbor-tristis extract in is oprenaline induced ischemia model of male Wistar albino rat. "

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