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Effective factors in logical drug consumption in the perspective of pharmacists and physicians of Rasht

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ABSTRACT

Appropriate and effective use by drug guarantees the proper cure and health promotion by patients. Drug consumption pattern on the basis by treatment groups demonstrate that our society does not follow a standardized and logical method in drug consumption. Also, due to its detrimental effects, is trying to rationalize drug use alone of the important drug policy has always been the case. Thin study in a descriptive, cross – sectional and applied study. Study population involves 138 physician and pharmacists working in Rasht hospitals. The research way on the basis by Library studies by receipt card and field step of questionnaire. Professors and experts were studied and monitored the questionnaire. The reliability by questionnaire was computed by test-retest method and Cranach's alpha coefficient ($\alpha=0.739$), and $R=0.924$ were obtained. Data were analyzed by using SPSS software and descriptive and statistical indexed (frequency, percentage and media) was computed. According to research and studies, illogical consumption of drug in our country is much more than other countries, training people, especially through most media, empowering medicine, policy – making and consistent planning in logical consumption of drugs are necessary. Also, changing the culture of self – medication to logical prescription prescribed by physician in necessary, it is important to conduct studies based on evidences in order to reduce the costs and time management.

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1. INTRODUCTION

The purpose of medicine science in to maintain and promote is the level of health in the society and patients. They purpose can be achieved by a number of factors. Drug plays an important role in this continuum (1). Appropriate and effective use of drug guarantees the proper cure and health promotion of patients (2). The pattern of drug consumption based on treatment groups demonstrate that our society does not follow any standardization and logical does not contribute to the health of patient and society. Also, dose to its detrimental effects, it has some serious problems (3, 4). The attempt makes drug consumption. Logical has been considered as one of the important pharmaceutical policy – makings. According to global health department, those drugs having an appropriate effect in terms of cure. It should be consumed in order to achieve propose of logical

drug consumption so that clinical needs of patient will be met in a special geographical Constraint with minimum problems and cost. It should be mentioned that pay attention to doze of drug and the period of its consumption have great importance (5, 6). Inappropriate distribution of drug and lack of supervision follow undesired consequences, and in this case, patients will be bedridden for a long time (7). Inappropriate and indiscriminate use of drugs or self – medication are considered as important problems in health care of the country. If logical consumption of drugs is not taken in to account, then it will have undesired consequences such as the patient unsatisfaction, weakening the relation of physician with the patient, prolonged illness, bedridden of the patients for a long time, increasing treatment costs of individuals, and state and public departments, and finally the waste of financial resources and health of people (8). Dose to detrimental effects of unappropriate use of drug and its economic problems, there is currently a temdemay to limit

the use of drug internationally, especially in developed countries, and in this case planning has been considered. The experts in the Field of pharmaceutical affairs believe that prescription and drug consumption are the reasons of pharmaceutical disorder in the culture of country. Physicians and pharmacists play more important role than other groups in terms of illogical consumption of drugs, orientation and direction of drug- medication culture toward appropriate methods of prescription and drug consumption. It has been tried to present the culture of prescription and logical drug consumption. These methods have been classified in to four main group involving training, managerial, regulatory and financial strategies (5). Although these subjects are very important, the researches show that effective factors in logical consumption of drug in the perspective of physicians and pharmacists have not been much studied in the country or out of the country. There fore, the researcher tries to study and investigate effective factors in logical consumption of drug in the perspective of physicians and pharmacists of Rasht. The hope is that, by carrying out this research, the most important factors affecting on logical consumption of drug can be identified, and, by presenting it to the managers and policy makers in terms of drug consumption and treatment in the country and universities, illogical use of drug can be reduced, and illogical consumption of this strategic product can be prevented.

2. MATERIALS AND METHODS

This research is an applied, description, cross –sectional and analytic study carried out from July 2013 to April 2014. The research is carried out in Rasht, and the research population involves pharmacists and physicians of this city. Data are collected in the section of library studies of receipt card and field step of questionnaire. It involves two parts. The first part consists of 8 questions about demographic and individual characteristics, and the second part involves 19 research questions. The number of samples was confirmed by using questionnaire stability and the opinions of professors and experts. Some parts of this questionnaire was corrected and confirmed. Cluster sampling was considered by normalized distribution of data. There were 138 samples. It was investigated and confirmed by using holmogrovsmirnov test. The questionnaire stability and reliability was investigated by using test- retest method. In this way, the questionnaire questions were presented to ten percent of research population. After two weeks, the questionnaire was again presented to them, and Cranach's alpha coefficient was equal to 0.739, and $R=0.924$. The obtained results should the stability and reliability by this questionnaire. Data was analyzed through using description statistics and SPSS18 software.

3. RESULTS AND DISCUSSION

The research finding, show that 47.8 percent of study population were females and 52.2. Percent of them were males. 17.α percent of them were pharmacist, and 82.6 percent were Physician. 13.8 percent of them worked in private sector. 55.1 percent of them worked in public sector, and 31.2 percent worked in private and public sectors. Their record of service was as follow: 35.5 percent with less than 5 years, 29.7 percent between 5-10 years. 14.5 percent between 10-15 years, and 20.3 percent alone 15 years. 42 percent by study population believed that little Pharmaceutical information is considered as an effective factor in illogical prescription of drug. 34.3 percent considered arbitrary consumption of drug as the most effective factor in illogical consumption of drug. 61.6 percent stated that the most effecting factor in terms of illogical prescriptions of drug by the physician was compulsory prescription. 58 percent by them considered unreliable provider in the system of providing drug as the main reason of illogical consumption of drug. 46.4 percent believe that the weahnes of society general culture as the most effective factor in illogical prescription of drug. 60.1 percent of them considered consumption of drug without any prescription as the main factor. Evidence – based studies (36.2%) had more effects in recognizing logical consumption of drug. 47.1 percent of them believe that improving education and training system and awareness are the most effective factor in logical consumption of drug. There are four strategies: training, managerial, regulatory and financial strategies, Among these strategies, training and education strategy (63.8%) had more effects on presenting the culture of logical drug consumption. 39.1 percent of them evaluated the effect percentage of planning family physician on average logical consumption of drug. 56.5 percent believe that training by using mass media are the most important training program affecting an logical consumption by drug. 34.1 percent by them considered the role of insurance performance in logical consumption of drug. 48.6 percent evaluated the effect of generic plan and considered it in medium level. Among various kind of medicine and pharmaceutical trainings, training (30.4%) had the most effects as logical drug consumption. Little information in terms of drugs has been considered by drug prescribers as the most effective factor in illogical consumption by drug. By increasing pharmaceutical information through training programming and promoting the awareness of people about drugs, presenting this program appropriately along with evaluating and making some probable changes, drugs can be logically prescribed by physicians. Willfully and indiscriminate consumption of drug has been taken into account as the most effective factor in illogical consumption of drug by patients. The most common reasons of self – medication are as follows: the patient does not consider the illness as an important illness, physician's fee is expensive. Some patients do not have health insurance, or they do not have any previous

experience of the illness. There have, ministry of health must take action to reduce the loss resulting from arbitrary use of drugs by presenting practical and comprehensive programs. In addition, designing and executing training programs are necessary to increase the peoples understanding of the danger resulting from willfully consumption by drug. Other actions must be taken in order to reduce self- medication such as forbidding the safe by drugs without the physician's prescription, collecting additional drugs at homes, increasing the awareness by people about drug consumption, and changing the attitudes in terms by drug consumption. Insisting the patient on writing the prescription by physician is the reason of illogical prescription by physician in hospital or clinic. If the patient has appropriate and comprehensive information about the circumstances, illness and prescribed drug, then physician's prescription can be considered reliable, and the physician does not, have to write compulsory prescription. In addition, it's better to hold training workshops for medicine students in terms of suggesting a suitable and useful method to solve some problems such as prescribing more drugs in prescriptions and to present a logical and useful prescription. Unreliable provider in the systems by providing drug is the most effective factor in illogical consumption of drug. Providing drug is the 8th element of PHCC primary health cares, and it is related to government commitments. Each country should part of the society health or hygiene in order to be sure about providing effective, save, high – quality and costly – effective drugs. The weakness of public culture in the society has been placed in higher priority in terms of illogical drug prescription. Hence, the promotion of public culture by health care's of individual. Finally, health and hggiemceleved by the society is promoted. According to the view of most samples participated in the study, drug consumption without physicians prescription cote, is mostly observed. In order to solve this problem, the following solutions are suggested:

1. Expansive presentation of appropriate training programs among various people in the society.

2. Supervising the pharmacy in order to prevent the sale of drug without physician's prescription, POM.

Evidence – based studies have the most effect on improving logical drug consumption. These studies attempt to provide a common and scientific language, and apply the combination of the best available knowledge and clinical experience as well as patient values. The most effective factor in terms of logical consumption by drug is to improve training and education system and awareness about logical drug consumption. At first, training and education system must be promoted in order to core the current culture of drug consumption and prescription. Then, awareness of people and general information of individuals must be increased through presenting and designing training and scientific programs by mass media. Training strategy is the most effective factor in propagation by

culture in terms of providing the performance efficiency of that training activity. If this issue is considered as well as possible, then it will provide more visible base for programming and other activities. The plan by family physician has a medium effect on logical consumption by drug. If this plan is executed, and everybody recourse to the physician, and they refer to experts according to the kind by illness identified by the physician, than the record and file of the patient will be always hept by the Ranisdy physician. This is very important in treatment and drug consumption, and it plays a crucial role in reducing drug consumption. Training through mass media is the most effective factor in logical consumption by drug. In order to promote the awareness and general information by people and individuals in the society, designing and presenting training and scientific programs by mass media can be very effective and useful. In this way, incorrect beliefs of people will be removed, and appropriate and correct information will be transferred to people. The culture by people is considered as the most effective cultured factor in logical consumption by drug. In additions, the following factors are important:

Reinforcing the culture by people by training and presenting are useful advices to physician and pharmacist to promote the awareness by patient about the drug, their efficiency and conditions of the patient. The performance of insurance has a medium effect. Insurer so that drug consumption will be organized. The effect of been considered in medium level. Generic must remain as a revolutionary principle in the new economical structure. The advantages should reinforced while wahnases must be considered on the basis of new systems therefore, we should promote the quality by retaining generic system and accommodate it with new economical structure. Also, the basis of pharmaceutical system must be reinforced by protecting the research and providing a reduction ship between universities and factories.

4. CONCLUSION

Reviewing and investigating the training is the most effective factor in medicine training in terms of logical consumption of drug, with regard to the development by science, specially advances of technology and the effect by tech only on the science in training centers, and procedures reviewing and investigating the general principles and course the important factor in education and training.

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AUTHORS CONTRIBUTION

This work was carried out in collaboration between all authors.

CONFLICT OF INTEREST

The authors declared no potential conflicts of interests with respect to the authorship and/or publication of this article.

APPENDIX

Scale: ALL VARIABLES
Case Processing Summary

	N	%
Cases Valid	19	100.0
Excluded a	0	.0
Total	19	100.0

a. List wise deletion based on variables in the procedure

Reliability Statistics

Cranach's Alpha	N of Items
0.739	19

Correlations

	Sumb	suma
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** . Correlation is significant at the 0.01 level (2-tailed).

Sumb	Pearson	1	0.924**
Correlation			0.000
	Sig. (2-tailed)	19	19
	N		
Suma	Pearson	0.924**	1
Correlation		0.000	
	Sig. (2-tailed)	19	19
	N		

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