

PHARMACEUTICALS ADVERTISEMENT

Title: The Effect Of Advertisements used by Pharmaceutical Companies on the Prescription Behaviors of Physicians in Irbid And Al-Ramtha Cities

Author: Abdullah Teljah

Source: Thesis, Jordan University for Science and Technology 1993

Keywords: Advertisement, Prescription

Abstract:

Pharmaceutical Promotion methods available to the industry include medical journal advertising, direct mail, samples of medicines, and medical representatives. The objective of this study was to study the effect of advertisements used by pharmaceutical companies on the prescription behavior of physicians in Irbid, and Ramtha Cities. Physicians in Irbid City and Ramtha City were divided into four groups: face-to-face with medicinal samples, face-to-face without medicinal samples, face-to-face brochures (without medicinal samples) and a control group with the coordination of Jordanian Pharmaceutical Manufacturing Company (JPM). The drug Tenox was chosen. The Tenox medical representative visited the three groups of physicians, during which prescriptions were monitored in coordination with physicians in the area. A questionnaire was prepared and distributed to the physicians in Irbid and Ramtha asking them their opinion about the drug. Findings from the study show distribution of medicinal samples was the most effective method of pharmaceutical promotion, as brochures and scientific information did not have any effect. Visits without medicinal samples also had no significant effect. The thesis has recommended that samples seem to be the most effective marketing instrument in altering physician prescription behavior.