

Impact of Pharmaceutical Policies on Promotional Targeted Drugs

Maneerat R. Layton
S. Chadbunchachai
B. Thinkhamrop
V. Tangcharoensathien

ABSTRACT. The economic crisis in Thailand in 1997 had a tremendous impact on all sectors including healthcare, which resulted in several pharmaceutical policy implementations to curb drug costs. Despite the fact that many promotional targeted drugs (PTDs) have been rapidly adopted within global therapeutic practice, little is known about how different pharmaceutical policies affect drug utilization of the PTDs among Thai physicians. This study was designed to explore the trends in physicians' prescribing of PTDs in two categories—statins and COX-2 inhibitors, before and after implementing the pharmaceutical policies which included the National Essential Drug List (NEDL), the health benefit schemes, and the regulation of the hospital Pharmacy & Therapeutic Committee (PTC). Electronic outpatient prescription records of the PTDs and the established drugs in the same category at a teaching hospital were compared. A time series analysis of prescription data for each drug was constructed and marked for any known phenomena during

Maneerat R. Layton and S. Chadbunchachai are affiliated with the Faculty of Pharmaceutical Sciences, Khon Kaen University, Thailand.

B. Thinkhamrop is affiliated with the Faculty of Public Health, Khon Kaen University, Thailand.

V. Tangcharoensathien is affiliated with the International Health Policy Program, Ministry of Public Health, Thailand.

Address correspondence to: Maneerat R. Layton, Faculty of Pharmaceutical Sciences, Khon Kaen University, Khon Kaen 40002, Thailand (E-mail: lmanee@kku.ac.th).

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