





Home ▶ All Journals ▶ Medicine ▶ Expert Review of Pharmacoeconomics & Outcomes Research ▶ List of Issues ▶ Volume 10, Issue 6 ▶ Comparing policies to enhance prescribin ....

Expert Review of Pharmacoeconomics & Outcomes Research > Volume 10, 2010 - Issue 6

262 117

6

Views CrossRef citations to date Altmetric

Research Report

Comparing policies to enhance prescribing efficiency in Europe through increasing generic utilization: changes seen and global implications

Brian Godman, William Shrank, Morten Andersen, Christian Berg, Iain Bishop, Thomas Burkhardt, ...show all

Pages 707-722 | Published online: 09 Jan 2014

**66** Cite this article https://doi.org/10.1586/erp.10.72





Repri

Abstra

Aim: the

measurnation national using ad

reimburs

efficienc

educatic

## We Care About Your Privacy

We and our 887 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting I Accept enables tracking technologies to support the purposes shown under we and our partners process data to provide. Selecting Reject All or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the Show Purposes link on the bottom of the webpage .Your choices will have effect within our Website. For more details, refer to our Privacy Policy. Here

We and our partners process data to provide:

Use precise geolocation data. Actively scan device

I Accept

Reject All

Show Purpose

id-side on cross-

onducted

in

PPIs) and

scribing

enditures

1 Es' -

ns on the

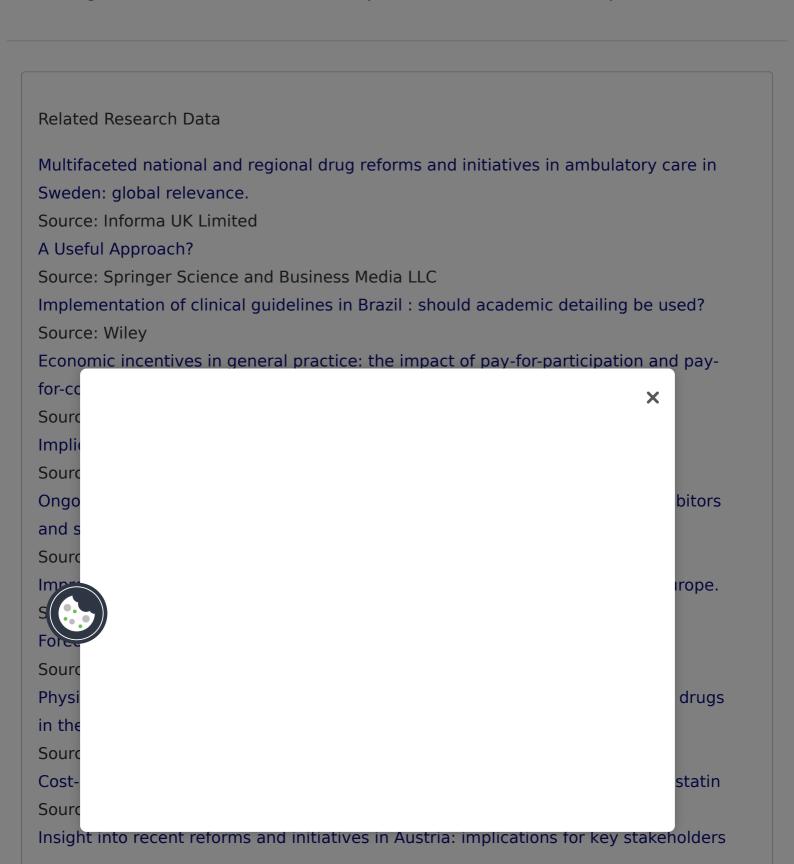
nature and intensity of reforms between countries. Results: there were considerable

differences in the utilization of generics and patent-protected PPIs and statins among Western European countries. Decreased utilization of omeprazole and simvastatin, alongside increased utilization of esomeprazole, atorvastatin and rosuvastatin, was seen in countries with limited demand-side measures to counteract commercial pressures. Prescribing restrictions, or a combination of education, prescribing targets and financial incentives, had the greatest influence on enhancing the utilization of omeprazole and simvastatin. For example, there was a threefold reduction in the utilization of atorvastatin in Austria following prescribing restrictions. Multiple demandside interventions generally had a greater influence than single interventions, with the impact appearing additive. Multiple interventions coupled with initiatives to lower prices of generics considerably enhanced prescribing efficiency. Conclusion: this crossnational study has demonstrated considerable variation in the utilization and expenditure of PPIs and statins across Europe, providing opportunities to further improve prescribing efficiency. The '4 Es' do provide an understandable methodology to document and compare the influence of different demand-side measures, with the influence varying by their extent and intensity. Further reforms are essential given current financial pressures. Consequently, further research will concentrate on the potential to develop a scoring system to help predict the possible impact of different demand-side measures on future utilization patterns.



The majority of the authors are employed directly by health authorities or health insurance agencies or are advisers to these organizations (see affiliations). Morten Andersen has received teaching grants from the Danish Association of Pharmaceutical Industries for providing education on pharmacoepidemiology. The authors have no other relevant affiliations or financial involvement with any organization or entity with a financial interest in or financial conflict with the subject matter or materials discussed in the manuscript apart from those disclosed.

No writing assistance was utilized in the production of this manuscript.



Source: Informa UK Limited

Coping with changes in the Defined Daily Dose in a longitudinal drug consumption

database

Source: Springer Science and Business Media LLC

Influences on GPs' decision to prescribe new drugs—the importance of who says what

Source: Oxford University Press (OUP)

Physicians' opinions and experiences of the Pharmaceutical Benefits Reform:

Source: SAGE Publications

Measures to improve angiotensin receptor blocker prescribing efficiency in the UK:

findings and implications

Source: Future Medicine Ltd

Trends in generic prescribing and dispensing in Europe.

Source: Informa UK Limited

ACHIEVING ADHERENCE TO RECOMMENDATIONS OF ESSENTIAL DRUGS

Source: Wiley

Rimonabant as an adjunct therapy in overweight/obese patients with type 2 diabetes:

reply

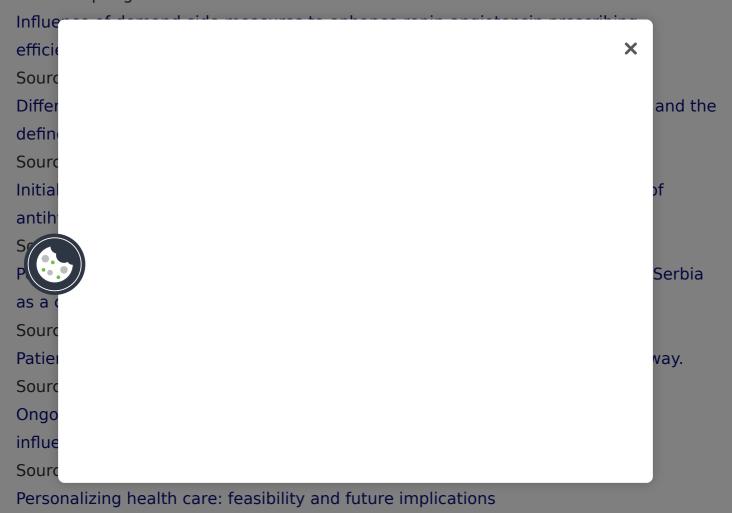
Source: Oxford University Press (OUP)

Potential Savings in Prescription Drug Costs for Hypertension, Hyperlipidemia, and

Diabetes Mellitus by Equivalent Drug Substitution in Austria: A Nationwide Cohort

Study

Source: Springer Science and Business Media LLC



Source: Springer Science and Business Media LLC

**Heart Protection Study** 

Source: Elsevier BV

Brand and generic use of inhalation medication and frequency of switching in children

and adults: A population-based cohort study

Source: Taylor & Francis

Trends in prescribing and utilization of statins and other lipid lowering drugs across

Europe 1997-2003

Source: Wiley

Opinion and behaviour of pharmacists towards the substitution of branded drugs by

generic drugs: survey of 1,000 French community pharmacists.

Source: Springer Science and Business Media LLC

Generic and therapeutic substitution

Source: Wiley

Prescribing patterns of physicians working in both the direct and indirect treatment

sectors in Iran: findings and implications

Source: Wiley

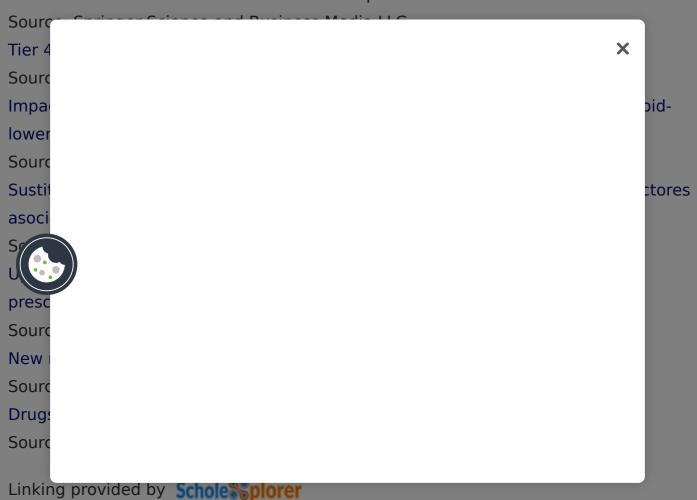
Disinvestment and value-based purchasing strategies for pharmaceuticals: an

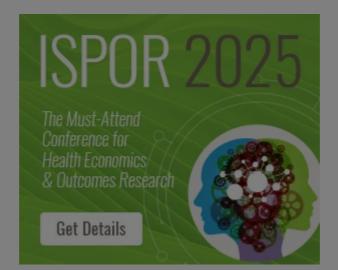
international review

Source: Springer Science and Business Media LLC

Budget Impact of Switching to Biosimilar Trastuzumab (CT-P6) for the Treatment of

Breast Cancer and Gastric Cancer in 28 European Countries





## Related research 1

People also read

Recommended articles

Cited by 117





Information for Open access **Authors** Overview R&D professionals Open journals Editors **Open Select** Librarians **Dove Medical Press** Societies F1000Research Opportunities Help and information Reprints and e-prints Advertising solutions Newsroom Accelerated publication Corporate access solutions Books Keep up to date Register to receive personalised research and resources by email Sign me up X or & Francis Group Copyright