

The Influence of Promotional Activities of Pharmaceutical Companies on Prescribing Habits of Physicians in Egypt

Summary:

Pharmaceutical promotion activities in low and middle income countries are often not regulated nor monitored by the state. Egypt has a large population and its per capita use of prescription drugs is among the highest in the world. The influence of pharmaceutical promotion on various stakeholders of the Egyptian health sector has not yet been assessed.

We aim to investigate the influence of pharmaceutical companies promotional activities on prescribing habits of physicians in Egypt.

We will conduct 27 semi-structured, in-depth interviews with physicians, pharmacists, policy makers to explore the perspectives of different stakeholders over 4 weeks in Cairo, Egypt

Principal investigator:

Tinnemann, MD, MPH

Project coordinator:

Kamal

Research associate:

Data management:

Project coordination office:

Project duration:

2013 - ongoing

Project status:

publication phase

Funding:

Publication: