

# CANCER SCIENCE AND THERAPY

July 22-23, 2019 | Brussels, Belgium

Chaudhari Nitin Laxman, J Cancer Immunol Ther 2019, Volume 2



## Chaudhari Nitin Laxman

Jeevan Jyoti Cancer Hospital, India

### BIOGRAPHY

Chaudhari Nitin Laxman has completed his Doctor of Medicine (DM) from prestigious Gujarat Cancer and Research Institute a leading Cancer Hospital of India. He was a well accomplished student and had secured Gold medal for Doctor of Medicine examination from Gujarat University. He is a consultant at Jeevan Jyoti Cancer Hospital Jalgaon. His special interests include breast cancer and lymphoma. His social activities include free service to one of the most remote, backward and tribal areas of India like Nandurbar district.

[drnlchaudhari@gmail.com](mailto:drnlchaudhari@gmail.com)

### STUDY OF RATIONALITY OF PROMOTIONAL DRUG LITERATURE RECEIVED AT A CANCER HOSPITAL

**Introduction:** The drug promotional literature (DPL) of the pharmaceutical companies is important sources of drug information. However, these DPLs are inaccurate and of poor educational value. Hence, authors planned this study to evaluate the DPLs of anticancer drugs for accuracy, consistency and validity of the information presented in it, using World Health Organization (WHO) ethical criteria for medicinal drug promotion.

**Materials & Methods:** This observational study was conducted over six month's duration. The DPLs were collected from OPD at Jeevan Jyoti Cancer Hospital, Jalgaon and evaluated in Department of Pharmacology in a Medical Institute in India. The literature was evaluated based on the WHO ethical criteria for drug promotion.

**Results:** Only 6% of the DPLs fulfilled all WHO criteria and 53% of DPLs were of anticancer drugs. 38% DPLs did not have any brief prescription information about the promoted drug. Majority (92%) of DPLs claimed about the efficacy of product. Out of 132 references, 24% were not retrieved. Brochures presenting irrelevant pictures were 48% whereas statistically significant difference was found between the availability of printed side effects, precautions, contra-indications, warnings, drug interactions, number of quoted references before 2014 and brief prescription information on DPLs of anticancer and other drugs groups with p-value <0.05.

**Conclusion:** Pharmaceutical industries did not follow the WHO guidelines while promoting their products and to reduce this problem, government regulatory bodies must play a pre-emptive role where code of ethics is failing.