

# 3<sup>rd</sup> International Conference and Exhibition on **Biowaivers, Biologics & Biosimilars**

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## Generic vs. branded medicines: A wide gap in curriculum and clinical practice

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Pharmacology lectures and learning chemical names of medicines is often boring and exhausting but medical students have to learn it as a basis of therapeutics. However when it comes to clinical practice, pharmaceutical companies bombard them with brand names with attractive literature and lucrative gestures. Over a period augmentin becomes more efficient than amoxicillin clavulanate. Of course patients ultimately have to pay for these medicinal branding. Now patient care cost is becoming a social problem for everybody including govt. agencies and private sector. At CIIMS Nagpur, a neurospeciality trust hospital, we conducted various studies to bridge this gap in generic and branded medicines successfully which led to better infection control, reduction in hospital stay and patient care costs with good inventory control and hospital profit.

### Biography

Meena Shelgaonkar has completed her PhD at the age of 48 years GMCH and PGDT Nagpur University from Maharashtra. She is a patent holder of- A new treatment for tuberculosis- based on PhD research work in clinical pharmacology from 2003. Now, she is working as Director of Phytobolites Nutraceuticals Pvt. Ltd. Nasik and as Clinical Pharmacologist Consultant at Central India Institute of Medical Sciences, Nagpur a premier neuro-speciality hospital in central India, mainly looking after patient care. She has published two books; one on hospital and clinical pharmacy for pharmacy students and another on IPR. She served as technical head -CRO for Pharma company.