

# Promotion, advertising, and the rational use of drugs in Panama. 2014

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## INTRODUCTION

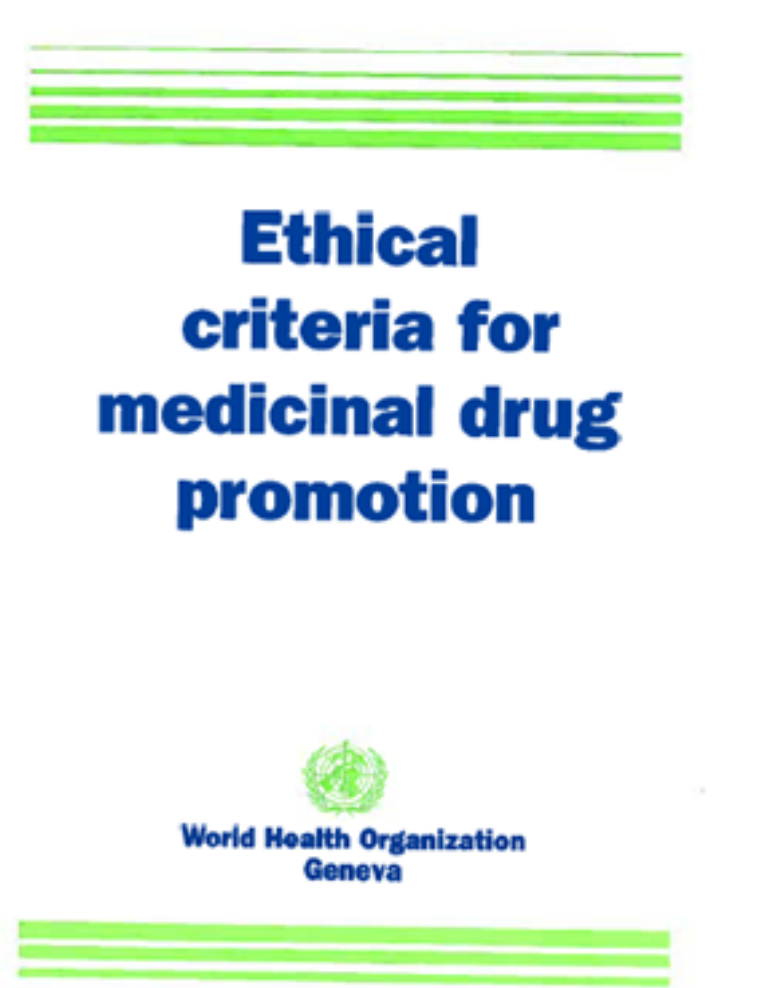
Scientific and objective information about drugs is inadequate and imperfect even in developed countries, and, therefore, healthcare professionals and end users find it difficult to rationally use the broad therapeutic offer which encompasses risks of problems because of misuse.

## AIM

To relate ethical criteria compliance and national legislation regulating the promotion, advertising, and its rational use in Panama.

## METHODS

Information was collected through data collection instruments (survey) and advertising flyers in pharmacies and medical clinics. Ads in local mass media were identified and tagged. Insert information in drug packages was evaluated.



- 1. Advertisements in all forms to physicians and Health related professionals.
- 2. Advertisements in all forms to the general public.
- 3. Medical representatives.
- 4. Symposia and other scientific meetings.
- 5. Information for patients: package inserts, leaflets and flyers.

World Health Organization  
Geneva

The study variables were the ethical criteria of the World Health Organization and the national legislation governing the promotion and advertising of drugs in Panama. Staff and students from School of Pharmacy of the Latin University of Panama supported the study as data collectors.

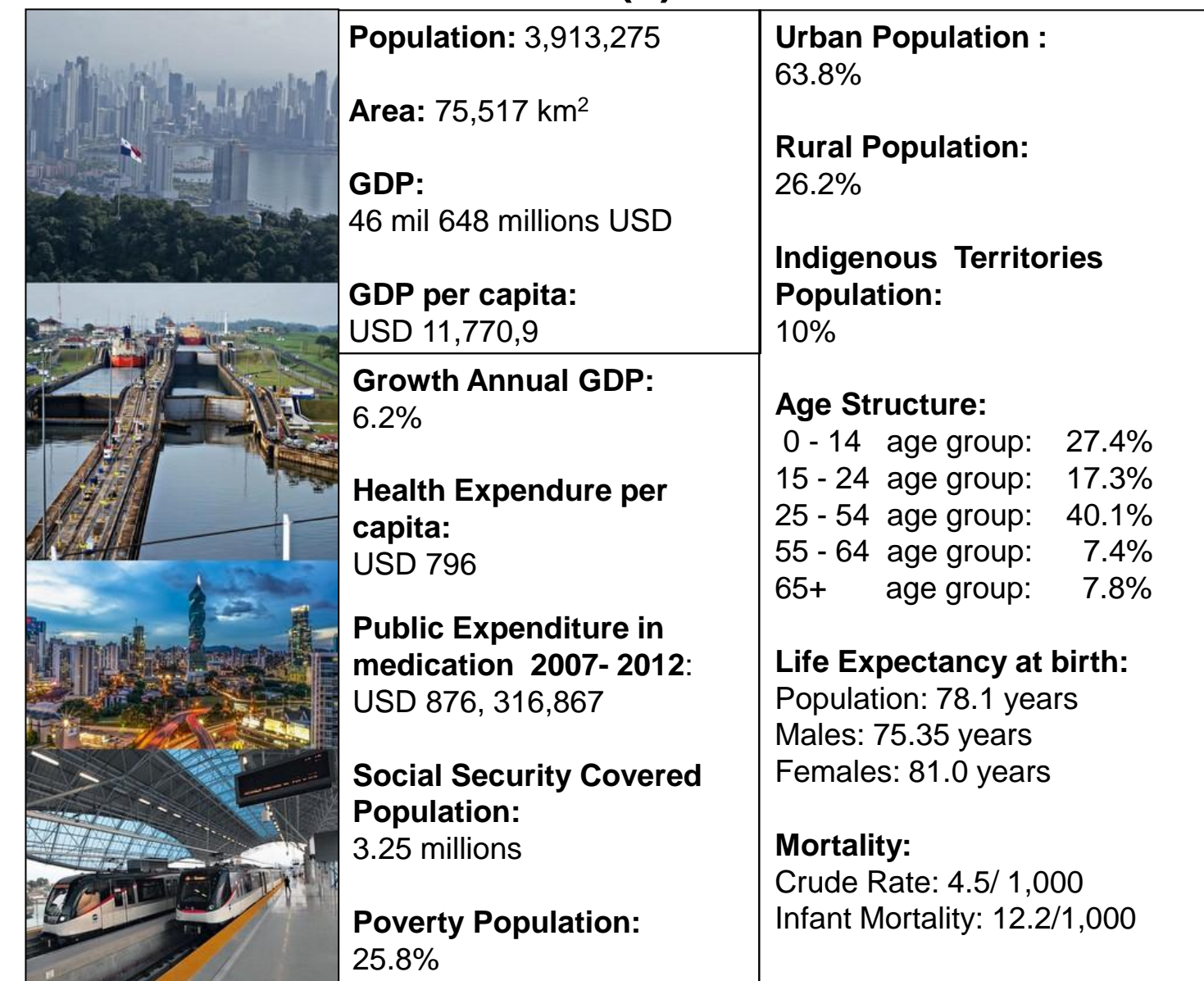
## RESULTS

In total of 133 sites visited, 204 promotional pieces were collected, such as flyers, foldable pamphlets, brochures and posters.

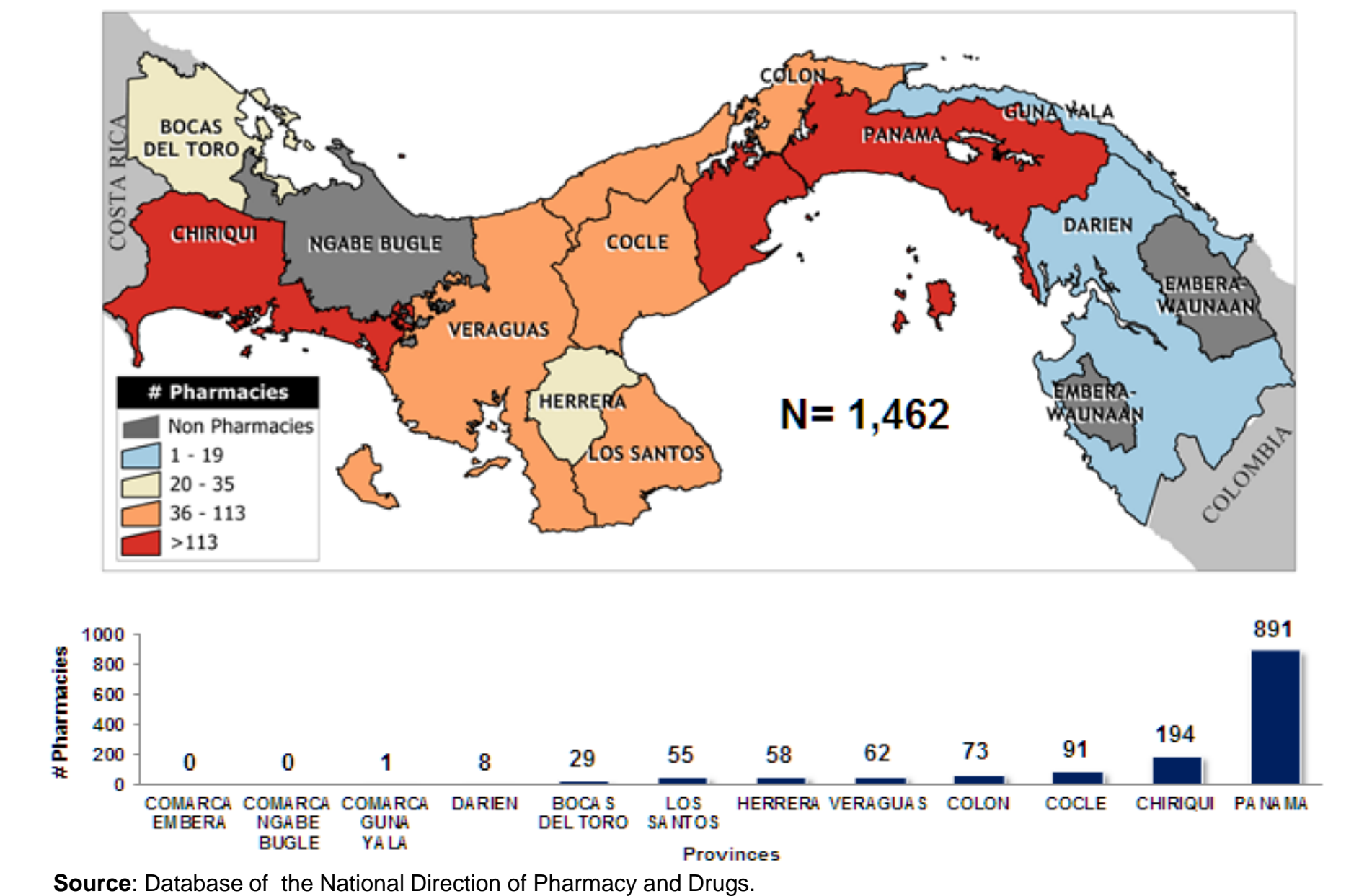
Of the 99 advertisements on TV, radio and newspapers promoting drugs for ailments diseases, 35% were sexual enhancers.

Out of 33 inserts, 72% did not have information on the condition of sale; 61% was the information of pharmacokinetics; and 58%, on the patient information. Also, it was found that 92% of the information for health care professionals was not scientific.

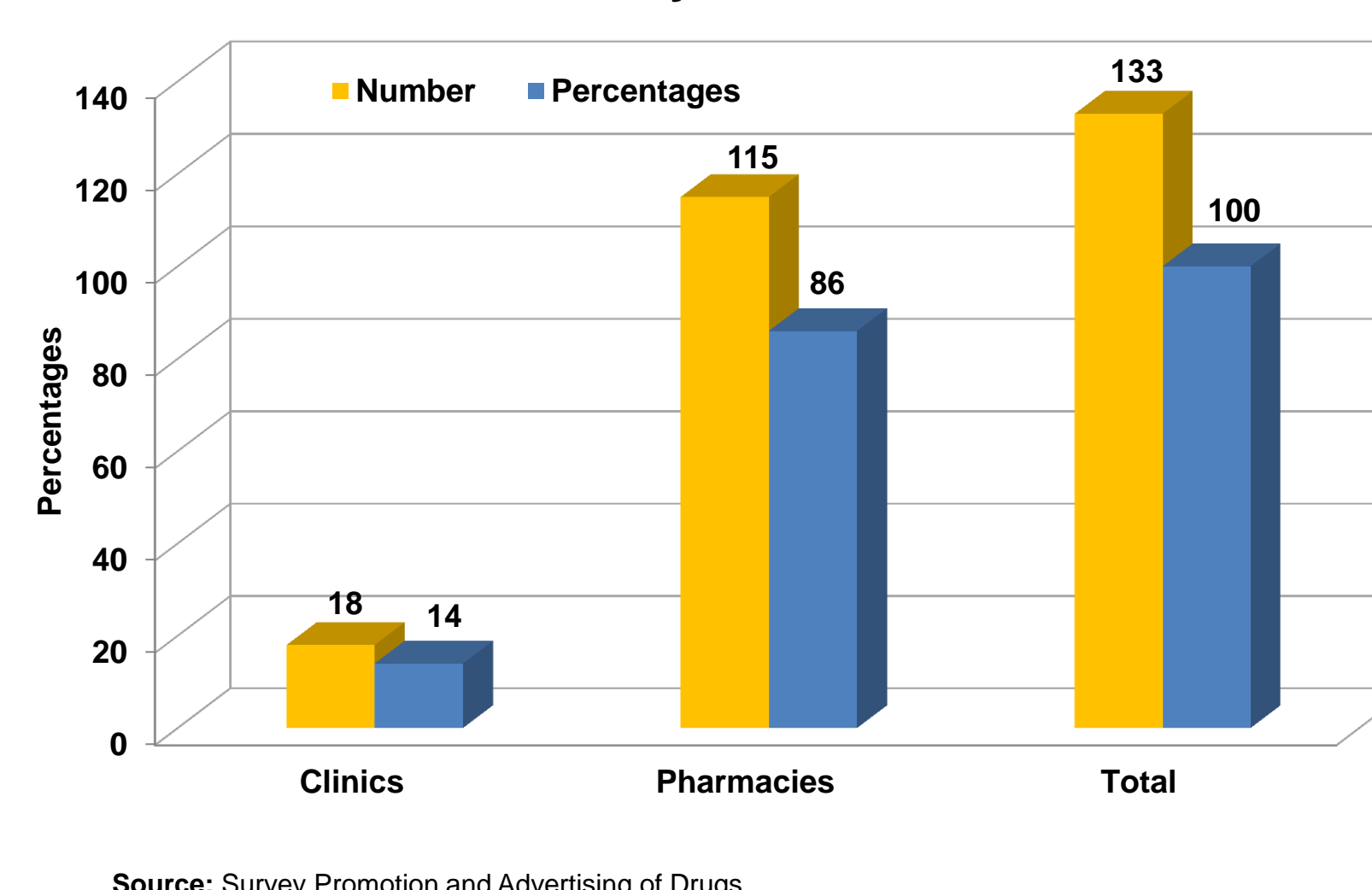
Economic, Social, and Health Indicators of the Republic of Panama (3)



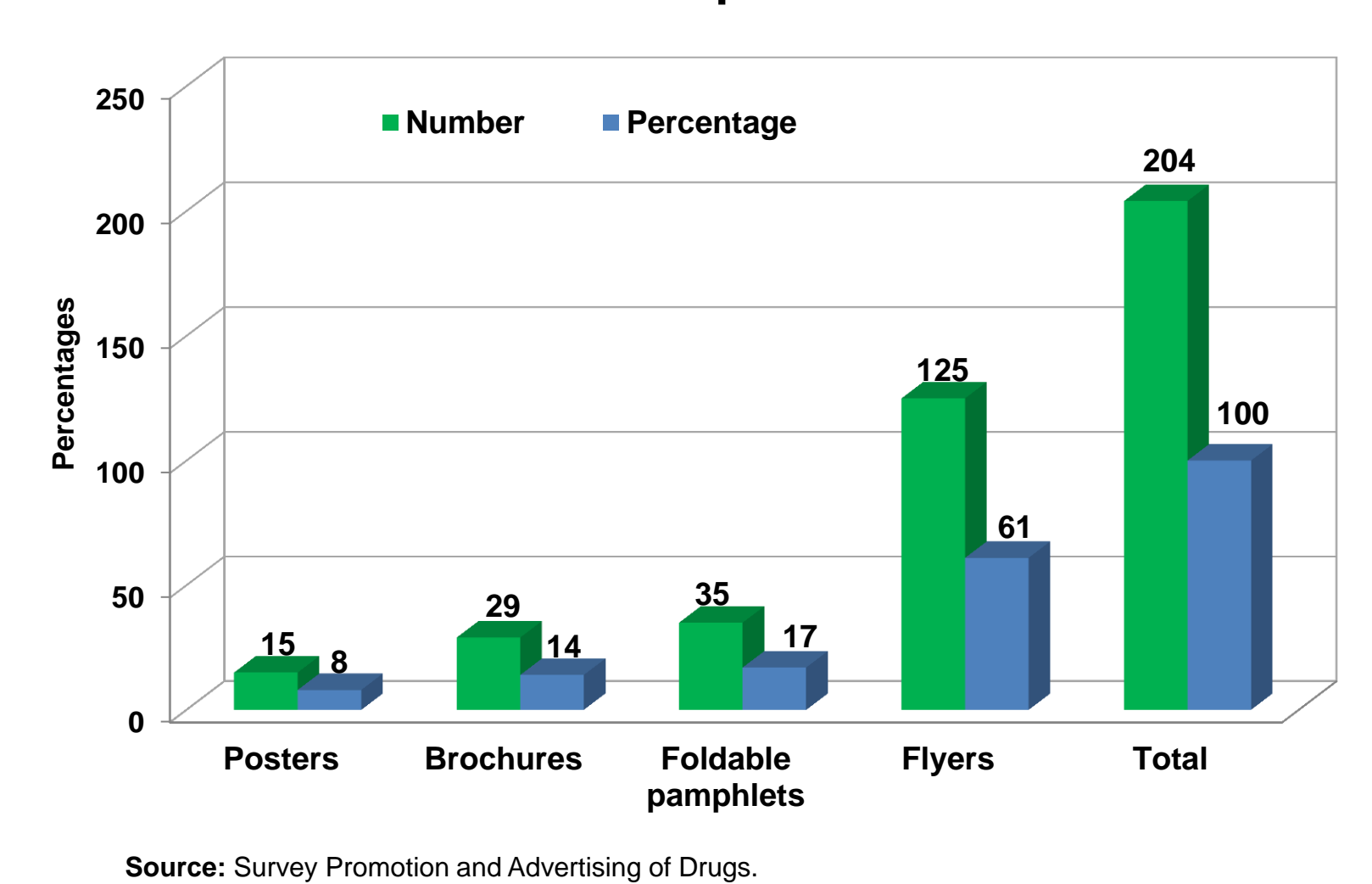
Public and Private Pharmacies Distributed by Province. Panama. 2014 - 2015



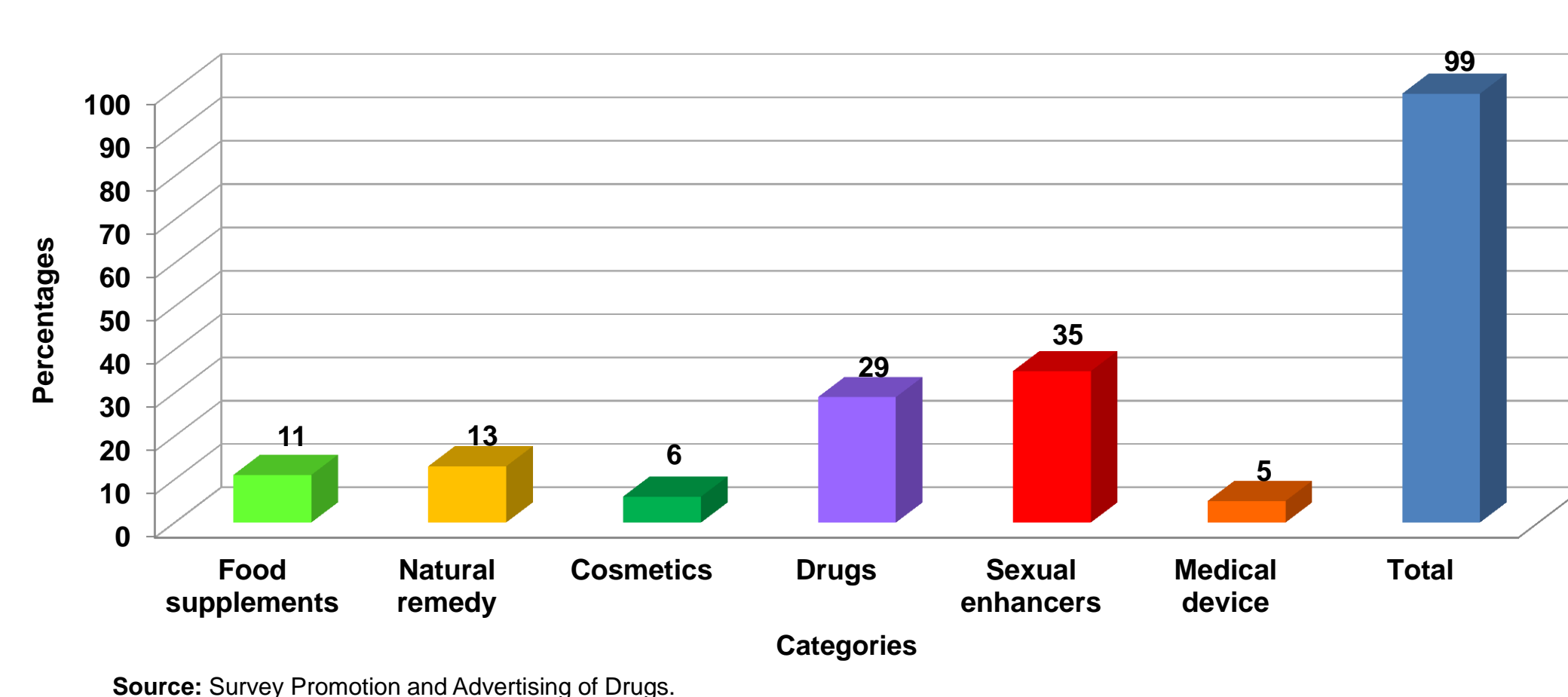
Results by Use Sector



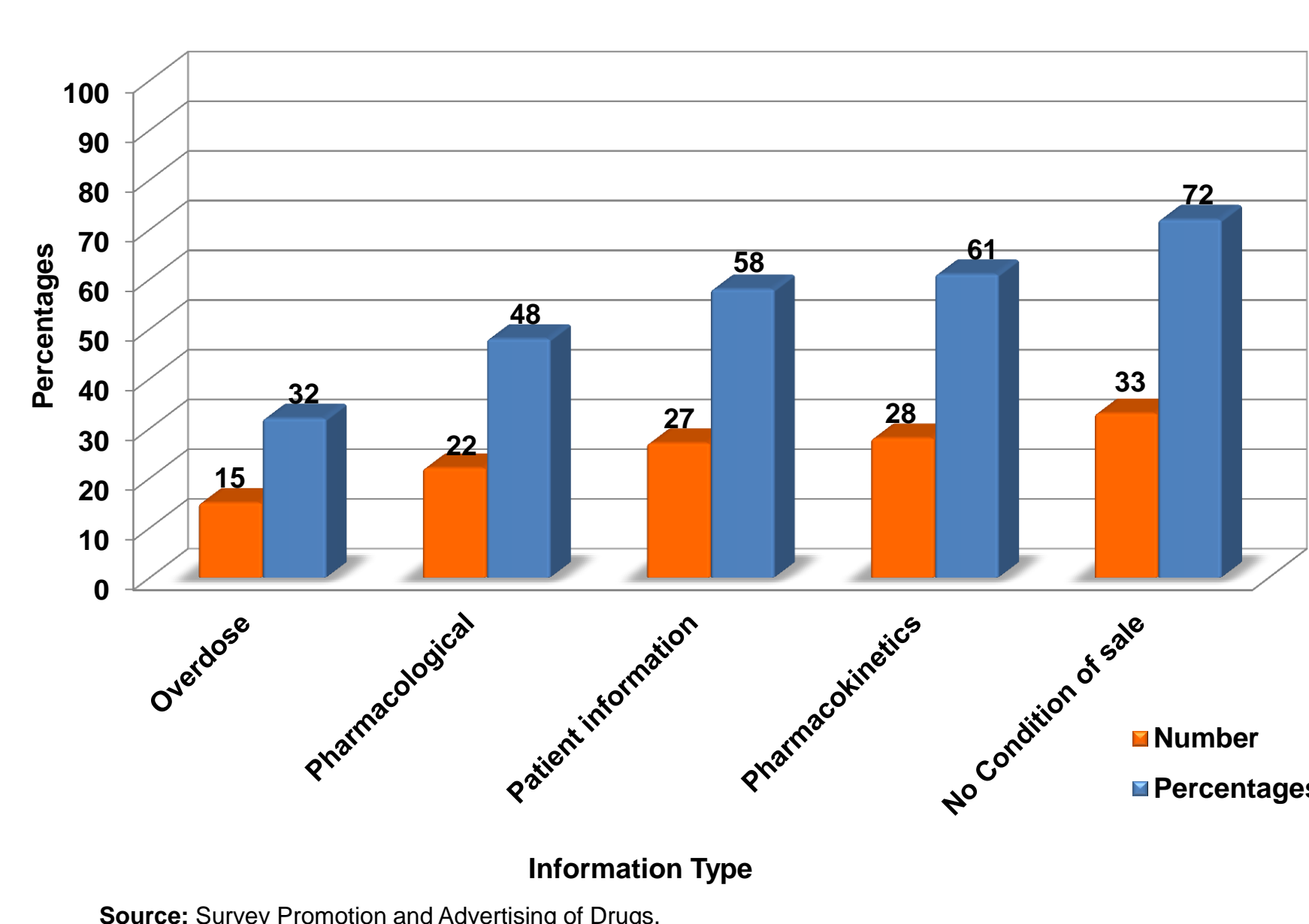
Promotional pieces collected



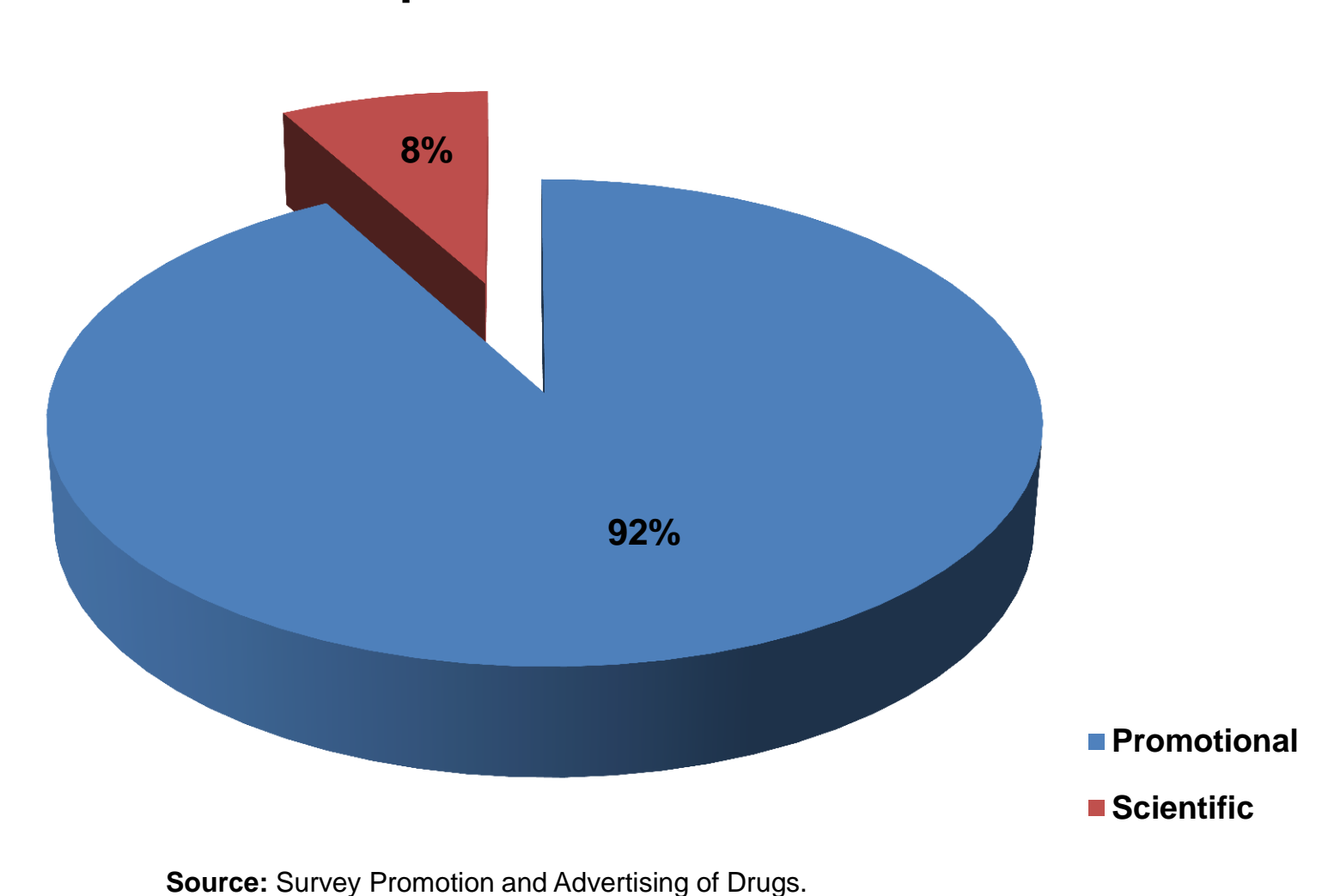
Classification of advertisements on radio, television and newspapers



Patient information no available in the inserts



Type of information provided to healthcare professionals



## CONCLUSIONS

There should be a compromise between the pharmaceutical industry, health care professionals and the State for the promotion of a rational use of medicines, based on scientific information and ethical criteria rather than other aspects.

## REFERENCES

- Ethical criteria for medicinal drug promotion. World Health Organization.
- Law 1 January 10, 2001, The national legislation governing of drugs in Panama.
- Economic, Social, and Health Indicators of the Republic of Panama. Data World Bank. 2013 - 2014. Instituto Nacional de Estadística y Censo 2013-2014. Análisis de Situación de Salud. Panamá. 2015