

INTRODUCTION TO OTC MEDICATION

OTC drugs are those drugs which are safe and effective for use by the general public without a doctor's prescription.

- It is also called **prescription de controlled** drugs
- These drugs are the non prescription or over-the-counter drugs

- These have little significant pharmacological activity and therefore the physician need not to be very much concerned about their use by the patients themselves
- It is used primarily for symptomatic relief and not as substitutes for prescription drugs

OTC drugs
are for

SIGNIFICANCE OF OTC MEDICATION

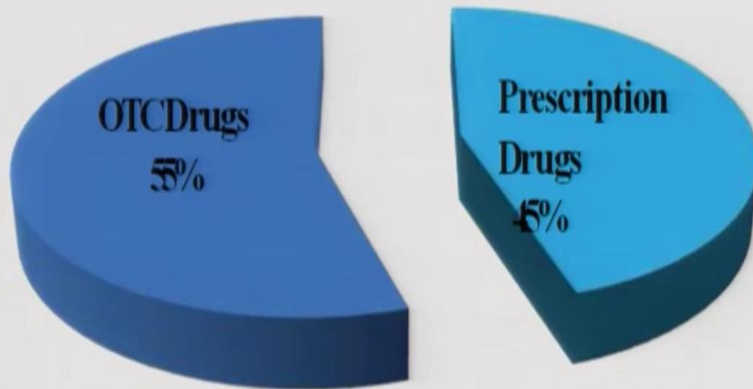
- Comparatively cheaper
- Chemist himself may prescribe OTC
- Consumers are able to
 - Self diagnose
 - Self treat
 - Self manage
- OTC considered as time saving medications. Some patients do not want to spend much time at physicians clinic.
- Lesser number of side effect compared to prescription medications.

SIGNIFICANCE OF

➤ Comparatively cheaper

MARKET ANALYSIS OF OTC MEDICATION

Drugs Used by Indians



“Over-the-counter drug products account for 55 percent of drugs used by Indians.”

OTC MEDICATIONS

- ANALGESICS
- ANTIBIOTICS
- COUGH SUPPRESSANTS
- ANTI ACNE DRUGS
- NSAIDS
- ANTISEPTICS
- DECONGESTANTS
- ANTACIDS
- ANTIFUNGALS
- ANTI HISTAMINES
- SMOKING CESSATION DRUGS

OTC MEDICATIONS

Topical Antibiotic: Topical antibiotics are medicines applied to the skin to kill bacteria. They are used to treat or prevent infections that occur on minor cuts, scrapes, and burns due to presence of bacteria.

Cough Suppressants: Cough suppressants are medicines that prevent or stop coughing. A cough suppressant is used for treating dry coughs (antitussives). It helps to suppress the body's urge to cough.

Anti Acne Drugs: Anti-acne drugs are medicines used in the treatment of various acne problems like pimples, whiteheads, blackheads, and other serious forms of acne.

Nonsteroidal Anti-Inflammatory Drugs: Nonsteroidal anti-inflammatory drugs are medicines that are used to treat inflammation, mild to moderate pain, and fever. They are basically drugs with analgesic and antipyretic effects and with higher doses, they have anti-inflammatory effects.

Antiseptics Medicine: Antiseptics in the form of lotions, creams, ointment are medicines that slow or stop the growth of germs and help prevent infections in cuts, scrapes, and burns.

Analgesics Drugs: Analgesics are medicines that relieve pain.

Decongestant: Decongestants are the drugs or medicines to relieve nasal congestion, which in common terms, is a stuffy nose.

Antacids: Antacids are the medicines or drugs that neutralizes the stomach acids.

Antihistamines: Anti-histamines are medicines that relieve or prevent the symptoms of allergy like Hay Fever, itchy eyes, sneezing, runny nose and other kinds of allergy.

Anti Fungal Drug: Anti-fungal drugs are used to treat infections caused by a fungus.

Smoking Cessation Drug: Smoking-cessation drugs are medicines that are used to help people stop smoking cigarettes or using other forms of tobacco .

OTC MEDI

RULES FOR THE PROPER USE OF OTC DRUGS

- Always know what you are taking.
- Know the effects.
- Read and heed the warnings and cautions.
- Don't use anything for more than 1 to 2 wks.
- Be particularly cautious if also taking prescription drugs.
- If you have questions, ask a pharmacist.
- If you don't need it, don't use it!

SPECIAL PATIENT GROUPS

Many patient groups may be particularly susceptible to adverse events that are caused by OTC products.

They include:

- Children
- Women who are pregnant or breast feeding
- Geriatric patients
- People taking prescription drugs & people having health problems

OTC MEDICATIONS ARE SAFE BUT NOT RISK-FREE

As with all medications, there can be risks with use. The risks of OTC

- Delay in seeking medical advice for a serious illness.
- Risk of drug-drug/herbal/dietary supplement interactions.
- Risk of adverse events.
- Potential for dependence, misuse and abuse.

MISUSE AND ABUSE OF OTC DRUGS

- Physical dependence
- Psychological dependence
- Nonprescription products that can be severely habit-forming: decongestants, laxatives, antihistamines, sleep aids, antacids and ephedrine.
- Only 16% reads the entire product label.
- If they read them they do not follow the directions on the label. Abuse is most common in adolescents aged 10-17 years. Adolescents are 18% times more likely to die from an OTC overdose than from a illicit drug dose overdose.

RATIONAL USE OF COMMON OTC MEDICATIONS:

Rational Use of Drugs (RUD) is at the core of pharmaceutical best practice. Rational use of medicines refers to the correct, proper and appropriate use of medicines. Rational use requires that patients receive the appropriate medicine, in the proper dose, for an adequate period of time and at the lowest cost in addition to this use of an appropriate, efficacious, safe and cost effective drug given for the right indication in the right dose and formulation, at right intervals and for the right duration of time.

Irrationality is:

- Ineffective and unsafe drug treatment.
- Inappropriate self-medication.
- Worsening or prolonging of illness,

Incorrect use of medicine occurs in all countries, causing harm to people and wasting resources. Consequences include:

- **Antimicrobial resistance:** Overuse of antibiotics increases antimicrobial resistance and the number of medicines that are no longer effective against infectious disease.
- **Adverse drug reactions and medication errors:** Harmful reactions to medicine caused by wrong use or allergic reactions to medicine can lead to increased illness, suffering and death.

- **Lost resources:** Most of national budget are spent on medicines. Out of pocket purchase of medicines can cause severe financial hardship to individuals and their families. If medicines are not prescribed and used properly, billions of dollars of public and personal funds are wasted.
- **Eroded patient confidence:** Exacerbated by the overuse of limited medicine, drugs may be often out of stock or at unaffordable prices and as result erode patient confidence. Poor or negative health outcomes due to inappropriate use of medicine may also reduce confidence.

Factor Contribute to Incorrect Use of Medicines

- Lack of skills and knowledge.
- Inappropriate unethical promotion of medicines by pharmaceutical companies
- Profit from selling medicine.
- Unrestricted availability of medicines.

Examples of OTC Drugs:

- 1. Topical anti-bacterial, anti-fungal OTC drugs:** Bacitracin, Clotrimazole (vaginal, topical use), Miconazole 2% ointment, etc.
- 2. Pain OTC drugs:** Acetaminophen, Aspirin, NSAIDs, Ibuprofen, Naproxen, etc.
- 3. Smoking cessation OTC drugs:** Nicotine patch.
- 4. Topical dermatological (skin, scalp) OTC drugs:** Capsaicin, Doak tar distillate oil, Hydrocortisone, Permethrin, Pyrethrin, Zinc oxide ointment.
- 5. Diabetes OTC drugs:** Insulin OTC vials (Humulin 50/50 vial, Humulin N, Humulin R Novolin 70/30 vial, Novolin R vial etc.), Glucose chewable tablet.
- 6. Anti-diarrheal drug:** Loperamide.
- 7. Anti-ulcer drugs:** Cimetidine, Famotidine, Ranitidine, Nazitidine.
- 8. Proton pump inhibitors:** Omeprazole.
- 9. Laxatives and Cathartics:** Bisacodyl, Docusate, Glycerin, Psyllium, Sorbitol.
- 10. Other digestion drugs:** Aluminium hydroxide gel, Antacid liquid suspension, Calcium antacid tablets, Simethicone drops, etc.
- 11. OTC Vitamins:** Calciferol, Ergocalciferol drops, Calcium carbonate, Calcium carbonate, Calcium citrate, Ferrous fumerate, Ferrous gluconate, Ferrous sulfate, Magnesium oxide, Multivitamins, etc.
- 12. Anti-histamine:** Cetrizine, Diphenhydramine, Loratadine.
- 13. Anti-histamine/Decongestant combinations:** Brompheniramine – Pseudoephedrine elixir.