

## **Glossary**

### **Prescription**

According to Subba Rao Chaganti, Prescription is “an order written by the physician, dentist, veterinarian or any other licensed practitioner directing the pharmacist to compound and dispense medication for a patient and usually accompanied by directions for its administration or use”

**Innovative drugs** are usually of a new type. They offer substantial benefits and improved treatment options. Occasionally, new drugs in existing drug classes may also offer substantial benefits.

**Me-too drugs** offer limited or no improvements over already available drugs in the same class and are often minor modifications of existing drugs.<sup>2</sup> It is often difficult or even impossible to distinguish between drugs that offer limited benefits or none at all, especially at the launch of a new drug, as they are usually not tested against existing treatments.

**Line extensions** are approved new indications or improved or altered formulations of existing drugs. Both innovative and me-too drugs usually involve New Molecular Entities (NMEs), also called New Chemical Entities (NCEs) or New Active Substances (NASs).

### **DTCA Direct-to-consumer advertising**

**Generics** Generic drugs come from pharmaceutical companies that have not developed these drugs themselves and are marketing them independently from the originator companies. Normally these drugs are no longer protected by patents.

### **OTC Over-the-counter medication**

**Patent** A patent is a set of exclusive rights granted for a fixed period of time in exchange for the regulated, public disclosure of certain details of an invention industrially applicable.

**R&D (Pharmaceutical)** Research and Development

**WHO** World Health Organization