

**Stopping Unethical Drug Promotion:
 To Prevent Economic Loss from Rising Healthcare Costs**

Targets

1. Thailand to stop unethical drug promotion to reduce economic losses and promote the health of the patients
2. Thailand to have in place an effective monitoring system for drug promotion abreast of the situation and equipped with a long-term problem-solution system.

Strategies: 3 areas

1. Strategy for coordination with networks of education institutes and clinics/hospitals to stop unethical drug promotion through pedagogical means
2. Strategy for coordination between health professional organizations to stop unethical drug promotion
3. Strategy to monitor unethical drug promotion by the civil society sector

1. Strategy for coordination with networks of education institutes and clinics/hospitals to stop unethical drug promotion

Education institutes and clinics/hospitals join hands to do the following:

- 1.1 To altogether develop a national ethical criteria for drug promotion following WHO Ethical Criteria for Medicinal Drug Promotion for further development of a more specific criteria for each institute
- 1.2 Enforce the developed criteria in 1.1 to effectively control unethical drug promotion
- 1.3 Develop and review the developed criteria in 1.1 on a regular basis to keep abreast of the situation
- 1.4 Hospital Accreditation Institute to join hands to ensure that the ethical criteria for drug promotion in 1.1 and the use of generic names in prescription form part of the consideration of the hospital accreditation along with criteria/standard for rational use of medicines
- 1.5 For hospitals, request Pharmacy and Therapeutics Committee to report the result of unusual drug prescription so that the prescribing doctor concerned is aware of the situation and improve his/her practice, taking into account possible connection with various activities on drug promotion

2. Strategy for coordination between health professional organizations to stop unethical drug promotion

Health professional organizations, e.g. Medical Council and Pharmaceutical Council, join hands to do the following:

- 2.1 Develop and specify ethical criteria for drug promotion as part of the ethic or code of ethic of health professionals in each branch
- 2.2 Develop a transparent system in the monitoring of unethical drug promotion
- 2.3 Monitor the unethical drug promotion behaviors and strictly follow compulsory/punishment measure of professional institutes once the unethical drug promotion has happened

2.4 Introduce Recognition and Reward measures to support professional practice of suitable drug use

3. Strategy to monitor unethical drug promotion by the civil society sector

Civil societies shall join hands with relevant agencies to do the following:

- 3.1 The National Health Security Office, Social Security Office, and The Comptroller General's Department of the Ministry of Finance allocate budget to support the joining together of civil societies in the monitoring, inspecting and surveillance of unethical drug promotion and in their disclosure to the public.
- 3.2 Civil societies develop a surveillance plan and monitor the progress and evaluation of the work to the public on a regular basis.
- 3.3 All sectors to jointly develop surveillance plans and monitor their implementation, progress and evaluation of the work to the public on a regular basis.
- 3.4 The mass media to play a role together with the civil society sector in educating the public to promote suitable drug use and to become alert to the movement of unethical drug promotion.