**Factors Influencing Prescribing Decisions of Physicians**

**Main Factors Affecting Physicians’ Prescribing Decisions: The Iranian Experience [1]**

This study was conducted in Iran to determine the factors that influence prescribing decisions (quantitative approach, 385 participants)

Five factors were examined in this study:

1. Patients’ influence (profile such as age, race, gender; co-morbidity and treatment history)
2. Physicians’ experience and product valuation
3. Products’ influence (safety, efficacy, side effect, cost)
4. Marketing activity of pharmaceutical strategies (samples, details, advertising)
5. Payers’ influence (insurance, managed care, …)
6. Environmental factors (relationships with pharmacists and coworkers, seminars and congresses, access to medicine, work place, …)

As a results, the factors that influence prescribing decisions are pharmaceutical products’ characteristics, the patients’ conditions and the insurances coverage. Pharmaceutical Marketing and environmental factors have no effect on prescribing pattern.

**Factors Influencing Prescribing Decisions of Physicians: A Review [2]**

The aim of this study is to highlight the factors that influence prescribing decisions (Selected articles for review=36)

33 factors affecting prescribing decisions were identified.

Physicians’ personal attributes (clinical experience, specialty, continuous professional development and practice decision), cost of treatment, pharmaceutical industries’ and patients’ preferences were the most frequently identified factors to influence prescribing decisions.

Most of the reviewed articles imply the role of the clinical experience in prescribing decisions but one study claimed that the quality of care decreased with increasing clinical experience.

The source of information used by physicians has an important role on prescribing decisions. The information provided by pharmaceutical company increases awareness on available drugs in the market but may turn physicians to high prescribers, high cost prescribers and low prescribing quality practitioners.

Demographic characteristics and socioeconomic factors give a little room for change prescribing decisions but factors such as knowledge, educational level, experience, the number of practicing professionals, cost sharing and guidelines can be modified to influence prescribing behavior.

**Factors that Influence Prescribing Decisions [3]**

The objectives of this study were to determine the degree of influence of drugs, direct, administrative, or indirect, on drug use in community hospitals as viewed by doctors, clinical pharmacists, and members of the prescribing committee and compare the perceptions of physicians, clinical pharmacists and P&T committee members regarding these factors.

150 Participants included physicians, clinical pharmacists, and formulary committee members at community hospitals that were members of Mercy Resource Management Inc. (MRMI)

All physicians considered safety, effectiveness, formulary status, the presence of policies restricting drug use and personal experience significantly influence their prescribing decisions.

Pharmacists and formulary committee members considered recommendations made by clinical pharmacists, prescribing guidelines, and drug cost highly influence the prescribing decision.

Comparison of factors

For physicians, availability of sample drugs, programs making free drugs available for indigent patients, personal experience, and Food and Drug Administration approved indications highly influence their prescribing decisions. In contrary, clinical pharmacists, peer-review by colleagues, provision of drug cost comparisons, and prescribing guidelines lowly Influence their prescribing decisions.

For clinical pharmacists and formulary committee members differed on their ratings of the influence of personal experience (clinical pharmacists rated personal experience higher),displays at professional meetings, and advertisements distributed by sales representatives(both rated lower by clinical pharmacists).

Drug related factors and direct factors such as formulary restrictions greatly affect all the participants.

Indirect factors such as visual reminders offered by pharmaceutical company affect lowly the prescribing decisions of all participants.

Personal experience affects the prescribing decisions of physicians while not affecting prescribing decisions of pharmacists and formulary committee members. On the contrary, the cost of the drug affects pharmacists and prescribing committee members significantly, while physicians are little affected by the cost factors of the drug.

All participants confirmed that the pharmaceutical marketing having low influence on their prescribing decisions with the exception free drugs provision program and the availability of drug samples. But, physicians evaluated these factors much higher than clinical pharmacists or formulary committee members.

Previous investigations have shown that the availability of samples leads physicians to prescribe drugs that differ from their preferred agent.

**The prescribing of specialist medicines: what factors influence GPs’ decision making? [4]**

This study demonstrated six factors that Influence general practitioners to prescribe specialist drugs;

1. The specialist medicine
2. The quality and quantity of information
3. The shared care arrangement
4. The financial arrangement
5. The patient
6. The Practice Decision and GPs’ Specific Areas of Interest

**References**

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