Relavence Of Perception In Health Care Industry

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Abstract: This paper will try to highlight the relevance of perception in the Health care sector. An attempt is made to present three dimensional view of this sector to have holistic view of health care industry. Will try to bring to the surface the perception in this triangular view where three points of intersection are represented. One as health care professional (Doctor), two pharmaceutical industry (the medical requirements provider), and three the most important around which this sector live i.e. patients (consumer of products and services), how each one in this triangular angle perceive about other two and what is its impact and image of the whole in our society. Where indirect customers (Doctors) are in communication with pharmaceutical companies and direct consumers (patients) cannot have access to companies offering and drug information as per protocol unless approved by medico legal department of companies and laws governing medical sector. In such background how the perception is relevant in this industry where consumer and Drugs offering pharmaceutical companies are depended solely on the doctors decision. Where in at one end medicines are consumed for cure and wellbeing of alleging patients and at other marketed for sole commercial purpose. commercial pursuit of doctors - decreases in emotional attachment and caring touch with patients during treatment not only perceived by the patients to leave consultant buten serve as source to word of mouth which may have multifold impact on his or her practice. Constant and continuous CRM practices from pharmaceutical companies compelling for business support put significant pressure for its share day in and day out on these consultant. Failing to reciprocate will leads to close of doors to companies sponsored- medical conferences, scientific meeting, value adding medical textbooks, diagnosis supporting medical instruments losing chance to get latest updates in current therapy area and negative image of consultant at pharmaceutical companies. In this delicate and trust centric circumstances how perception is created, nurtured and plays pivotal rule to decide upon which medicines to prescribe to relieve the suffering of patients is of utmost importance. Is the integrity of health care fabric is intact and exist in words and means.

Keywords: Pharmaceutical, doctors, patients, CRM and perception.

1. INTRODUCTION
Perception amalgamation of all these - organization, identification, and interpretation of information received by sense organs in order to rearrange and understand the perceived.

The studies, on perceptual processes, exhibits that their functioning is impacted by three variables classes – the events or objects are perceived, the environment which serves as medium for perception, and the individual going through state of perceiving. As perception is depended on the complex functions of nerves systems and specifically seems to be since these processes occurs outside conscious awareness. B.V.H. glimmer advocates "perception is the process of becoming aware of situation adding meaning associations to the sensations."

Joseph Reitz states “perception includes all those process by which an individual receives information about his environment-seeing, hearing, feeling, tasting and smelling.

So, perception is complex process which is outside of consciousness. And the strength of perception depends on the extent of awareness gain of particular object, event or situation. In other words perception is multidimensional in its nature. As perception is complex and multidimensional creating & nurturing perception requires great efforts and energies from all these aspects.

OBJECTIVES OF THE STUDY

- To study the relevance of perception in health care industry.
- To understand the perception and image of Doctor from patients view
- To know the perception and image of pharmaceutical companies from patients point of view
- To find out perceived image of patients and doctors by pharmaceutical companies.
- To evaluate the perception and image of patients and pharmaceutical companies at doctors.

DEFINATION OF PERCEPTION
Schacter and Daniel (2011) described the origin and meaning of Perception; (from the Latin perceptio) is the organization, identification, and interpretation of sensory information in order to represent and understand the presented information, or the environment. R. S. Cohen et al. (eds.) 1969. Advocates: Perception is man’s primary
form of cognitive contact with the world around him. As all conceptual knowledge is based upon or derived from this primary form of awareness, the study of perception has always had a unique significance for philosophy and science”. Uday Pareek (Feb 22 2019) professed: perception is process of receiving, selecting, organizing, interpreting, checking and reacting to the sensory stimuli. From the above definitions it can be concluded perception is an art of seeing what is there to be seen, at same time that is seen will be influenced by the perceiver, both the object and environment it is presented or present.

STUDY BACKGROUND

“The eye sees only what the mind is prepared to comprehend.” — Robertson Davies, Tempest-Tost So, preparing mind to comprehend is the key to create the perception about the perceived object/thing/situation. In such background how perceptions of Health care professionals (Doctors), patients and pharmaceuticals companies made to comprehend and respond in health care industry, what is over all perception interrelation and its image in society is the Aim. whole health care industry is standing on the back bone of trust ; Trust is build on the vertebra of Honesty, sincerity, tolerance, patience, helping attitude, value for relationship, doing what is right and understandable communication etc. whereas each vertebra have to be comprehended on the feel of positivity of perception. Any breach in this will lead to serious consequences if patient than lose of Money, time, health and some instance life too. If doctor than Respect towards profession, self image, practice and physical abuse , some time suits and legal consequences. If pharmaceutical company than lack of reputation, un-willingness to prescribe and consume products offering, business lose, commercial viability often suits and hampered reputation of company etc. To maintain integrity and sovereignty of health care it principled to administration of medical oath to doctors, concept- medicines are made for wellbeing of patients where profit will fallow to pharmaceutical companies. To trust doctors they are your well wisher for patients.

patients view: Perception and image of Doctor

Trust is the integral part to any treatment, it is trust which is instrumental to subject patients body for intervention at doctors hand, trust carries healing power when it is in full strength on treating doctor. Is that important element is intact in health care in present world, patients have that un scattered perception and image of doctor in today’s world.

Doctor has to be an active listener, this give patients feel of comfortable sharing every piece of information, including sensitive topics, assumptions, related myths and much more. To have best patient-doctor relationship, patients must find doctor trustworthy enough to talk about other factors that may affect their health. If patients are not opening than required trust is lacking. Other aspect with closed eyes patients must believe the proposed diagnoses test and procedures is in best of patient’s interest rather than feel of helpless to do and undergo it since no option at curial junction of illness. For every patient irrespective of ailments doctor is the only source of hope and confidence, there are enough of examples with and around us. Soothing words and caring attitude of treating doctors have built the willpower ultimately resulted to recovery and health where it was considered as bad and gone case. The extent the right diagnosis and best treatment hold importance to that extent patient’s perception in doctor will support for recovery. there are numerous studies explained about positive perception impact and influence in various situation of life, At times it only was positive perception and those positive energies surrounding played role that bring back life in patients heard and read where many such cases of similar magnitude lost but this have survived. With this known and felt importance let’s explore is the fabric of positive perception in tact in present scenario. “Trust, in each other and in institutions, is vital for our social and economic well-being,” but research shows trust in the health care industry has been declining for decades—and "the most tangible and immediate damage may be to public health and safety,” Dhruv Khullar(16 Feb 2018) writes for the New York Times “The Upshot.” Further explains on finding of study According to Khullar, a physician at NewYork-Presbyterian Hospital and a researcher at the Weill Cornell Department of Healthcare Policy and Research, the proportion of Americans who “had great confidence in medical leaders” has dropped from more than 75% in 1966 to just 34% today. In fact, Americans are less likely than those in other developed nations to trust their physicians, with just 25% of Americans overall saying they feel confident about the health system. Robert J. Blendon, Sc.D., John M. Benson, M.A., and Joachim O. Hero, M.P.H. (Oct 2014) professed: Among 29 industrialized countries, the United States ranks high in patients' satisfaction with their own care but low in public trust in the country's physicians. If the U.S. medical profession wants to influence health policy decisions, it must improve public trust.

<table>
<thead>
<tr>
<th>Country</th>
<th>All Things Considered, Doctors in Your Country Can Be Trusted (Strongly Agree or Agree) Rank</th>
<th>Satisfaction with the Treatment You Received When You Last Visited Doctor (Completely or Very Satisfied) Rank</th>
</tr>
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<tbody>
<tr>
<td>Switzerland</td>
<td>83(81-85)</td>
<td>164(61-67)</td>
</tr>
<tr>
<td>Denmark</td>
<td>79(77-81)</td>
<td>261(59-64)</td>
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<tr>
<td>Netherlands</td>
<td>78(75-80)</td>
<td>1147(44-50)</td>
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<tr>
<td>Britain</td>
<td>76(73-79)</td>
<td>751(48-55)</td>
</tr>
<tr>
<td>Finland</td>
<td>75(73-78)</td>
<td>949(46-52)</td>
</tr>
</tbody>
</table>
France 5 75(73–77) 18 38(36–40)
Turkey 5 75(73–77) 15 41(38–43)
Belgium 8 74(73–76) 5 54(52–56)
Sweden 8 74(71–76) 10 48(45–51)
Australia 10 73(71–76) 4 55(52–58)
CzechRepublic 10 73(71–75) 16 39(36–41)
Norway 12 72(70–74) 5 54(51–56)
Taiwan 12 72(70–74) 27 17(15–18)
Iovenia 14 70(68–73) 14 44(41–47)
SouthAfrica 14 70(68–72) 7 51(49–54)
Portugal 16 69(66–72) 23 26(23–29)
Philippines 17 68(65–71) 16 39(36–42)
Israel 18 67(64–70) 12 46(43–49)
Germany 19 66(64–68) 12 46(44–48)
Slovakia 20 62(59–66) 22 28(24–31)
SouthKorea 20 62(60–65) 24 25(23–28)
Lithuania 22 61(58–64) 28 13(11–15)
Japan 23 60(57–63) 20 30(27–33)
Croatia 24 58(56–61) 19 31(28–34)
UnitedStates 24 58(55–61) 3 56(54–59)
Chile 26 56(52–59) 25 23(20–26)
Bulgaria 27 46(43–49) 20 30(27–33)
Russia 28 45(42–48) 29 11(9–13)
Poland 29 43(40–46) 25 23(21–26)

Data are from the International Social Survey Programme, 2011–2013.
If this is the revelations of that country which is considered as most caring and supplication to human values and deserved place for health care and its patient’s perception rate of depletion recorded, than coming to consensus its situation in developing and underdeveloped countries not difficult task, how alarming and breathe holding it will be.

patients view; Perception and image of pharmaceutical companies
It is fact millions of lives are saved by pharmaceutical drugs manufactured by these companies each year, than why pharmaceutical industry struggles against an enduring bad reputation. It is matter of concern, It’s not difficult to find statistics attesting to this regard, the frustration found in many consumers about rising drug prices, corruption, and other real challenges that pharmaceutical companies face is also known fact.
Almost half of those surveyed (47%) have a negative or very negative view of pharmaceutical or drug companies in the United States. In fact, just 5% of respondents said they have a very positive view. It wasn't surprising to find that almost half of our respondents have a "negative" or "very negative" view of pharmaceutical companies. But it's sobering to realize that only a tiny fraction would consider their opinion of the industry to be "very positive." This is a sobering revelation for an industry that revolves around healing people.

Doctors view: Perception and image of pharmaceutical companies

As sole power to prescribe is lying in the hand of doctors for commercial viability of the pharmaceutical companies than what is the perception of doctors in regard to this pharmaceutical companies is the jewel to be discovered. When there was trust doctors hold pharmaceutical companies in high regards. As both the medical profession and the pharma industry were partners in curing disease and disorders, and with the supporting of R&D pharma did helped doctors to take better care of their patients. Medical representatives were seen with dignity and respected, as they were only source of reliable scientific information about the latest invention of molecules and formulation which the pharmaceutical companies had discovered. With advent of 20th century IT & commercialization swiped in this industry things have changed completely. It's easy for doctors to get access to updated reliable medical information from the internet. A perception has created why doctor would respect someone whose primary agenda is to induce to prescribe their product. The doctor-pharma relationship has become a solely commercial transaction, with passage of time we are noticing increasing number of doctors attached pharmacies and attached counters where availability of prescribed brands only seen there in and hard to get outside pharmacies is example in itself.

By Lacie Glover, July 15, 2015; In her article- How doctors make money from pharma companies enlist these 1-

Source; Our consumer perceptions of Pharma survey: Top ten findings By; Gunjan Bhardwaj

Speaking for Pharmaceutical Companies; Many doctors earn money from pharmaceutical companies for speaking formally about a specific drug, either to a group of patients or to other doctors. According to that database, the highest payment made in the category of "compensation other than consulting," which includes speaking fees, was $4.25 million in 2013. That category includes other educational services, so it may not necessarily be a speaking engagement. Consulting and Honoraria; Doctors who aren't interested in public speaking may offer their expertise directly to pharmaceutical companies or professional groups. Physicians may advise on clinical trial design for drugs or on the specifics of an implantable device or surgical tool, and are compensated for their time. "Honoraria" payments are like consulting fees, but are generally one-time compensation for advice on a panel or a professional survey about a new drug or device. According to CMS data, the highest payment for consulting in 2013 was $1 highest single payment under honoraria was just over $51,000.

Clinical Research- Research work for pharmaceutical companies on this list is much more heavily controlled, and takes a lot more. Clinical research, the investigation of the safety and effectiveness of yet-unapproved drugs and devices, is primarily done at large universities with extensive staffs. However, many physicians in private practice make use of their facilities to conduct a research trial or two alongside treating their regular patients. That research payments are some of the largest in the available databases. Several doctors and institutions in the ProPublica database received more than $3 million in a given year from one or more pharmaceutical companies, and 500 payees on the list received more than $485,000 in one year. Amitava Guha, who works with Jan Swasthya Abhiyan (JSA), says in 2015 he had sent DoP copies of airline tickets that were booked by Sun Pharmaceuticals for nine doctors for round trips from Kolkata to Srinagar, and similar trips to Goa. He attached hotel bills paid by the firm and gave day-to-day schedule of doctors, which clearly showed the tours involved exploration of cities and had nothing to do with medical conferences. His complaint also accused USV Limited of paying for a trip to Vancouver for 13 doctors, hotel bills of 258 doctors for attending a diabetes conference in Chennai, giving six doctors cash for a pleasure trip to Australia, and paying up to Rs 3 lakh each to 58 doctors. Macleod Pharmaceuticals gave cash to 23 doctors in Uttar Pradesh and 13 in Karnataka, while Abbott India gave money to 300 doctors, JSA had complained. The list is long. It will be appropriate to coin the perception of doctors on above mentioned revelations that pharmaceutical companies are easy source (soft targets) to enchase for personal greed in reciprocal to prescribe support i.e. Pharmaceutical companies are cash cows perceived.

Doctors view: Perception and image of patients

The doctor-patient relationship is sacrosanct. Patients rely on doctor to help them make life-saving decisions. There has been erosion seen happening in this relationship over last decade. Doctors are no longer held in such high esteem as they were decades ago. As featured in Magazine physicians weekly under the topic of Top 10 harms patients experience in hospitals states following up on last month's post on the fallacy of medical error as the third leading cause of death, here is another wrinkle on the topic.
A website called “Health Exec: For Leaders of Provider Institutions” published a brief article entitled “Top 10 Harms Patient’s Experience in Hospitals.” It begins with this: “Medical mistakes are one of the leading causes of death in the US.” As professed by Dr. Girgis in a live #PWChat TweetChat at 3:00pm (ET) on November 30, 2017- Even our own Commander-in-Chief, President Obama, alluded to the fact that doctors have financial incentive to do more surgeries. The public is losing their trust in us. They see us as driven for profit. They feel we don’t listen to their concerns anymore and don’t care what they want or need. Futher elaborates Outlier doctors have been gaming the system. Most doctors truly put patients’ care first, before profit. But, there are a few who inappropriately use their medical degrees for profit. Just look at Dr. Oz trying to get rich promoting weight loss products with no proven benefit. These doctors make us all look bad. Christina Sterbenz-2015 In his article-Cancer doctor who prescribed $35 million worth of unnecessary chemotherapy gets 45 years in prison Bring the perception of present era doctors as If you stay in medicine long enough, you will encounter physicians who seem to care more about the paycheck than the patient in front of them, There are people who set out on a health care career purely for the paycheck from the very beginning. molecule has changed the facets of this industry with invade of technology advancement and diagnosing instrumentation invention not just facilitated early detection of disorders and diseases but created new avenue for enchancing on human emotional to a large extent. Visualisation of guaranteed returns on investments has created intense competition in these two decades in this industry which paved way mushrooming of many MNC, Indian and regional pharmaceutical companies , since number of these companies kept multiplying year by year and month on month intensity to sell prepared medicine has become the prime motto of this industry, preparation of medicine at one point of time was considered as noble activity to relive suffering ,agony and pain of humanity with minimal gains has changed to solely commercial activity. so, with passage of time it even lost the concept on which this industry was built, medicines are for patients where profits fallow to medicines are for profits where patients fallow. In background of prevailing circumstances where single drug with numerous companies marketing it prevails, one can understand the misuse and abuse will become common aspect for commercial gains.

Patients Or ATM Machines? | The Iranian

Corporate hospital polices and commercial interest of doctors led this noble professional money making business at the cost of patient’s lives, forfeiting fact that victim of their greed is human. Lack of trust in disarray patients their attends restore to violence which is common scene in India, A recent IMA surveys reveal that 75% of doctors have complained of verbal abuse and 12% of physical violence. At India’s top hospital, the All India Institute of Medical Sciences (AIIMS) in New Delhi, doctors became so fearful that the Resident Doctors’ Association began providing self-defence classes in 2017. Recently 800,000 doctors across India went on strike i.e. July 2019 to demand better working conditions, following years of complaints about violent attacks from patients’ families. Patients are perceived as money generation machines where aliments, emergencies and diseases are currency paper now for these professionals.

pharmaceutical companies view :Perception and image of Doctors

For health care professional a pharmaceutical company should be helping hand to treat the suffering humans, since in allopath from its inception medicine preparation and treatment are two different entities and it has gone long way in specialization of it. Which lured many capitalist to invest in this wast field of medicine preparation resulted in birth of pharmaceutical companies .The journey of it which started from formulating medicine from chemical active ingredients (API) has entered in to research and development of new
be made that there's harm to the patient. The cost of employing whole pharmaceutical sales team to manage these accounts is also significant and contributes to the high cost of health care. In addition, Larkin says pharmaceutical representation may contribute to the potentially dangerous phenomenon of overprescribing. "The thing I'm concerned about is that pharmaceutical detailing to doctors might sometimes cause doctors to prescribe in situations where they otherwise wouldn't. All drugs have side effects, and you do wonder whether the side effects might not harm some patients." However, he says the evidence isn't entirely clear yet whether doctors are prescribing in situations where maybe it's not warranted. From a patient care perspective, Larkin says he's "less worried about choices between a generic drug and a branded drug," but he's continuing to investigate the potential harms of overprescribing, which some researchers say has contributed to the current therapy. Therefore Doctors perceived as the source for commercial gains and channels to reach and surpass pharmaceutical companies targets, it will not be inappropriate if mention they are the partners of pharmaceutical companies whose interest is taken care at the cost of patient's interest.

pharmaceutical companies view :Perception and image of patients

There is ample of evidence advocating that these marketing strategies and activities influence physician prescribing and leads to patient attitudes and behavior. Interactions with the pharmaceutical industry increase the likelihood of physicians prescribing inappropriately or making formulary requests for the company's product. Which often includes inaccurate, misleading, or unbalanced information, leading source of emotional appeals to targeted about illness, surely underplays risks, omits mention of costs, and tends to promote the need to "medicalisation" of normal health and minor ailments which would be not real aspect of concern but a caution to consider. Thus the patients are perceived and sketched as victims of a profit-seeking pharmaceutical industry.

CONCLUSION
Cooperation between doctors and the pharmaceutical industry has evoked interest in researchers, journalists and patients for many years. The conflicts of interest that can arise through such cooperation lead to a number of risks to health care sector, the positive perception and trust which is backbone of this industry in these triangular intersecting points as represented one as doctor, pharmaceutical companies and patients not just overlapped for personal gains but crippled, crushed and destroyed to irreparable extent. The relevance of positive perception which once encircled this industry has become irrelevant. Only commercialization and commercialization at the cost of patients lives seen, heard and felt. The fabric of health care which was weaved with threads of integrity, trust, clemency, hope and humanity lost tensile strength of togetherness.

REFERENCE;


