

Editorial

Dear Readers,

At the outset, the entire team of ijopp wishes you all **A Very Happy and Prosperous New Year 2011!**

It would be a good idea to make **RESEARCH** as one of the resolutions of the New Year.

To start with, one of the objectives of any healthcare research is to focus on patients' problems and provide solutions to overcome the same.

Currently, one of the problems that the patients' are facing is affordability of medicines.

Medicines have variable prices, often high and unrelated to countries' income levels. They are often unaffordable for individuals and are a major burden when it comes to government budgets. This burden frequently falls on patients in developing countries while in developed countries insurance often covers the cost of medicines.

Health economics is the science of assessing cost and benefits for a given amount of money or resources. It has two faces, first one looks at government provision and market structure issues and has been termed "macroeconomic" issues. The second face is that of health economic evaluation which is multidisciplinary. Many clinicians and pharmacists are involved in this.

Pharmacoeconomics, applies the principles and techniques of health economics which compares the costs and consequences of treatments involving pharmaceutical products.

To give a very simple example, the therapy with **drug A** may be cheaper than with **drug B** for the same disease condition due to its smaller dosage, different dosage form and less frequent dosing pattern without compromising the effectiveness.

Pharmacoeconomic research helps the hospital authorities to make optimal distribution of limited resources. It helps in making decisions regarding the choice of treatment method without compromising the efficacy which will ultimately benefit the patients.

Considering the above facts, research in the area of pharmacoeconomics is the need of the hour for a developing country like ours.

How about choosing Pharmacoeconomics as one of the areas of research in the New Year?

So get going ...

Cheers!

Dr. Shobha Rani R. Hiremath

Editor-in-Chief