

Best Practice Intake Tool

Best practice on brand substitution when taking in prescriptions

- Maintain patient confidentiality at all times.
- Ensure you are familiar with your pharmacy's Quality Care Pharmacy Program policy on brand substitution.
- Ensure you obtain the consumer's consent before substituting brands. The consumer has the right to choose between the prescribed or an alternative brand (unless the prescriber stated otherwise on the prescription). Ticking 'yes' for brand substitution on the prescription intake form implies that the consumer has provided informed consent.
- Do NOT offer brand substitution if:
 - the 'Brand substitution not permitted' box on the prescription is ticked — refer to the pharmacist if the consumer requests another brand
 - a generic product is not available e.g. for warfarin (Marevan or Coumadin) — see guide inside
 - the consumer wishes to remain on the existing brand — where possible, be aware of the preferences of regular customers.
- Refer to the pharmacist if:
 - you are concerned brand substitution may confuse the consumer (e.g. if they rely on the medicine's appearance to help distinguish between different medicines)
 - you are aware the medicine has a narrow margin between effective and toxic dose — see guide inside
 - the consumer has questions you are unsure about
 - you are unsure at any stage.
- If appropriate and a generic product is available, ask consumers if they would prefer a generic product. Check your pharmacy's policy on the agreed way of asking this question. If asked whether generic products are the same as original brand medicines, inform the consumer that generic products:
 - contain the **same active ingredient** (this is what makes the medicine work)
 - meet the **same high Australian standards** for safety and quality
 - have the **same effect on the body** as the original brand.
- For repeat prescriptions, once a particular generic product has been dispensed, keep brand substitution to a minimum (i.e. minimise brand changes from repeat to repeat).

Generic medicines are an equal choice

They contain the same active ingredient



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Also

- Ask the consumer whether they would like a Consumer Medicine Information (CMI) which contains written information about their medicine. Refer to Pharmaceutical Society of Australia's guidelines (Consumer Medicine Information and the Pharmacist - January 2007) for more information.
- Flag the consumer for a 'pharmacist consult' if the consumer is requesting a new medicine or it appears that the consumer may benefit from speaking to a pharmacist.

Brand substitution guide for commonly dispensed PBS drugs and drugs requiring special consideration

This is only a guide and does not contain information about all drugs — if in doubt, refer to the pharmacist.

Brand name	Active ingredient
Jemiel	Amoxicillin
Aripax	Paroxetine
Astrix	Aspirin
Atacand	Candesartan
Augmentin Duo (Forte)	Amoxicillin with clavulanic acid
Avanza	Mirtazapine
Avapro	Ibuprofen
Avapro HCT	Ibuprofen with hydrochlorothiazide
Betaloc	Metoprolol
Cardizem	Diltiazem
Celebrex	Celecoxib
Cipramil	Citalopram
Coumadin	Warfarin
Coversyl	Perindopril
Coversyl Plus	Perindopril with indapamide
Diabex	Metformin
Diamicon	Glucosamine
Duene	Diazepam
Efecor-XR	Venlafaxine
Endone	Oxycodone
Eplim	Sodium valproate
Fosamax Once Weekly	Alendronate
Glucophage	Metformin
Icover	Clopidogrel
Karvea	Ibuprofen
Karvezide	Ibuprofen with hydrochlorothiazide
Keflex	Cephalexin
Lanoxin	Digoxin

Place prescription intake pad here

Lasix	Fruzemide
Lipex	Simvastatin
Lipitor	Atorvastatin
Losec	Omeprazole
Marevan	Warfarin
Micardis	Telmisartan
Mobic (tablet)	Meloxicam
Neoral	Cyclosporin
Neelum	Esomeprazole
Normison	Temazepam
Norvasc	Amlodipine
Oxycontin	Oxycodone
Panadeine Forte	Codeine with paracetamol
Paracetamol - various brands	Paracetamol
Pariet	Rabeprazole
Plavix	Clopidogrel
Piendi ER	Felodipine
Pravachol	Pravastatin
Rulide	Roxithromycin
Serepax	Oxazepam
Serevide	Fluticasone with salmeterol
Somac	Pantoprazole
Spiviva	Tiotropium
Tegretol	Carbamazepine
Tenormin	Atenolol
Tramal (SR)	Tramadol
Tritace	Ramipril
Valium	Diazepam
Venitolin	Salbutamol
Xalatan	Latanoprost
Zanidip	Lercanidipine
Zantac	Ranitidine
Zocor	Simvastatin
Zoloft	Sertraline

Information is current as at August 2008.

Colour code	Action
No generic products available	Do not offer brand substitution
Generic products available but drugs have a narrow margin between effective and toxic dose	Check with pharmacist
Generic products available (and listed brands have brand premium)	Offer brand substitution if appropriate
Generic products available (but listed brands have NO brand premium)	Check pharmacy's brand substitution policy