



UNIVERSITY OF THE PHILIPPINES SCHOOL OF ECONOMICS

and

PCED | Philippine Center for
Economic Development

present a seminar on

**Examining the demand for prescription drugs:
Physician prescribing behavior for lipid-lowering and cardio-selective blocking drugs**

by

Cielo Magno, PhD

U.P. School of Economics

08 September 2017, Friday

4:00-5:00 p.m. – Rm 303

Abstract:

This study examines the factors that influence physicians' choices of medication for their patients. Using the 2013 IMS Health Physician Medical Data Index (PMDI), we estimate a discrete choice model of demand to analyze the relationship between physician prescribing behavior and patient, physician and drug characteristics. Drugs in two major therapeutic classes – lipid-lowering drugs and beta-adrenergic blocking drugs – were classified as generic, breakthrough and me-too drugs and analyzed separately.

The findings suggest physicians to be price sensitive. Physicians are more likely to prescribe cheaper drugs. Physicians with more years of experience also tend to prescribe breakthrough and me-too drugs relative to generics. Physicians that practice in public settings are less likely to prescribe branded drugs. Patient characteristics were found to influence prescription patterns but were more class-specific.

About the author:

Dr. Cielo Magno is an Assistant Professor in the UP School of Economics. She has a Master's Degree in Economics from UPSE and as a Fulbright Scholar, earned her PhD in Law and Public Policy at Northeastern University in Boston. Her research interests include behavioral industrial organization, environment, law and economics, taxation, and governance.



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