

**AN ANALYTICAL STUDY OF IMPACT OF MEDICAL  
COUNCIL OF INDIA'S AMENDMENT ON  
PROFESSIONAL CONDUCT & ETHICAL BEHAVIOR OF  
HEALTHCARE PROFESSIONALS**

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**ABSTRACT:**

Medical council of India is a statutory body with the responsibility of establishing & maintaining high standards of medical education & recognition of medical qualifications in India. It registers doctors to practice in India, in order to protect & promote the health & safety of the public by ensuring proper standards in the practice of medicine. The M.C.I. through amendment to the "Indian Medical Council (Professional conduct, Etiquette & Ethics) Regulation 2002" came up with the code of conduct for doctors & professional association of doctors in their relationship with pharmaceutical & allied companies which prohibit them from accepting any gifts, travel facility or hospitality from any pharmaceutical company.

With effect from December 2009 medical council of India have decided unanimously by taking into consideration present situation of Indian healthcare market that no practicing member of its association (Medical council of India and /or Indian Medical Association) will accept any kind of gifts or sponsorship from pharmaceutical companies. Those doctors who will accept the gift will have to face the severe action against them.

**OBJECTIVE:**

- 1) To study the impact of amendment on professional behavior of healthcare professional
- 2) To study the response of pharmaceutical industry

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### **HYPOTHESIS:**

- 1) The new amendment formed will bring ethical practices throughout the market
- 2) Pharmaceutical companies will respond to this amendment in a positive way

### **RESEARCH METHODOLOGY:**

The research was conducted by collecting both primary as well as secondary data. Primary data was collected by taking in depth interview of physicians, general practitioners, area sales managers & medical representatives of pharmaceutical companies.

The total respondents interviewed were as follows.

Physicians = 20

General practitioners = 25

Area sales managers = 15

Medical representatives = 40

The secondary data was collected through periodicals, news articles, journals & research papers.

### **FINDINGS:**

- 1) Majority of doctors were reluctant to welcome this amendment because they suggest that except few cases of malpractices every highly qualified doctor is self regulated, working with ethics, and well known to the code of conduct.
- 2) Doctors who responded to the interview conducted support the sponsorship given by pharmaceutical companies only in case of research project sponsored to an individual doctor because conducting research project is a costly matter and it is always not possible for a individual doctor to do it with self investment
- 3) Doctors further suggest that if sponsorship given is appropriate & justified to do so from logistical and security point of view & only to impart scientific or educational information then there is no issue in accepting it.
- 4) Doctors were of the opinion that apart from accepting gift by doctors healthcare services sector do have much bigger problems like illegal practice of government doctors, commission basis

business done by pathology labs & multi specialty hospitals, illegal practice of homeopathic & ayurvedic doctors prescribing allopathic medicines

- 5) Compared to doctor's opinion pharmaceutical companies do hold different opinion about this amendment and they welcomed it positively
- 6) Pharmaceutical companies representatives were of the opinion that in spite of no difference in quality, availability, price like factor of their companies drugs are selling less when compared to their competitor companies drugs who opt for sponsoring & gifting doctors
- 7) Pharmaceutical representative & managerial level respondents expressed their concern if it will work out effectively or it will be just one more declaration made by M.C.I. like many others.

### **CONCLUSION:**

If the Medical council of India will take strict action as per amendment declared it will uproot unethical practices happening in healthcare services market and it will be justice towards sincere & hard efforts put by frontline sales representatives, practicing doctors & ethically operating pharmaceutical companies.

### **REFERENCES:**

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