

# Generics Adoption in Lebanon: a response to the Lebanese economic, social and, political crisis

Luna El Bizri (1,2), Maha Sabagh (1), Joumana Merhi (1), Bassima Hazimeh(1)

1: Institut Supérieur de Sante Public, Saint Joseph University 2: Lebanese International University

## Introduction

**Pharmaceuticals in Lebanon: major item in health spending (2018)**

93% of 1.93 billion \$ market is imported  
Out of Pocket (OOP) expenditure/capita on pharmaceuticals: 33% of total health expenditure

**Perceived quality of generics relatively low & low adoption of generic in the market**

Absence of a central laboratory

Emergence of smuggled and

counterfeited products

Lack of trust in generics

Prescription habits

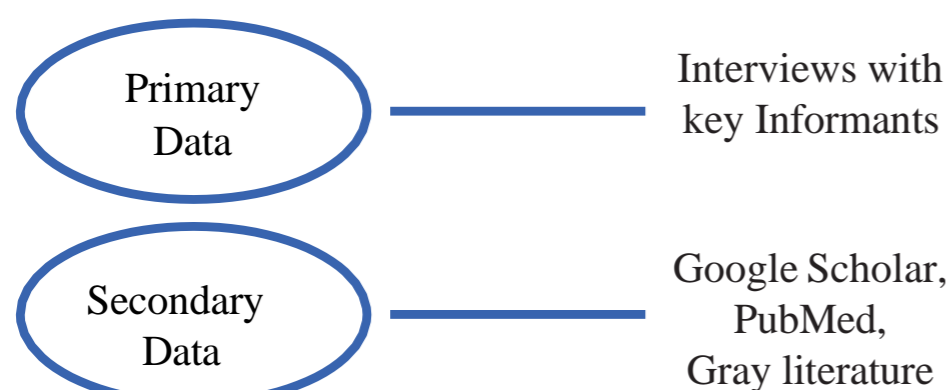
Fierce competition from multinational companies

Insufficient regulations reinforcing generics adoption

## Purpose

**Main Objective:**  
Increase Generics Adoption.  
With the ultimate goal of achieving Universal Health Coverage

## Research Methodology



**References:**  
Kaplan W. et al. (March, 2016): Policy Options for Promoting the Use of Generic Medicines in Low and Middle-income Countries; <https://pubmed.ncbi.nlm.nih.gov/22694970/>  
OECD 2021  
El-Jardali, F., Fadlallah, R., Morsi, R.Z. et al. (2017): Pharmacists' views and reported practices in relation to a new generic drug substitution policy in Lebanon: a mixed methods study. Implementation Sci 12, 23. <https://doi.org/10.1186/s13012-017-0556-1>

**Acknowledgement:** Professor Walid Ammar / Dr Rasha Hamra Corresponding Authors: All authors contributed equally

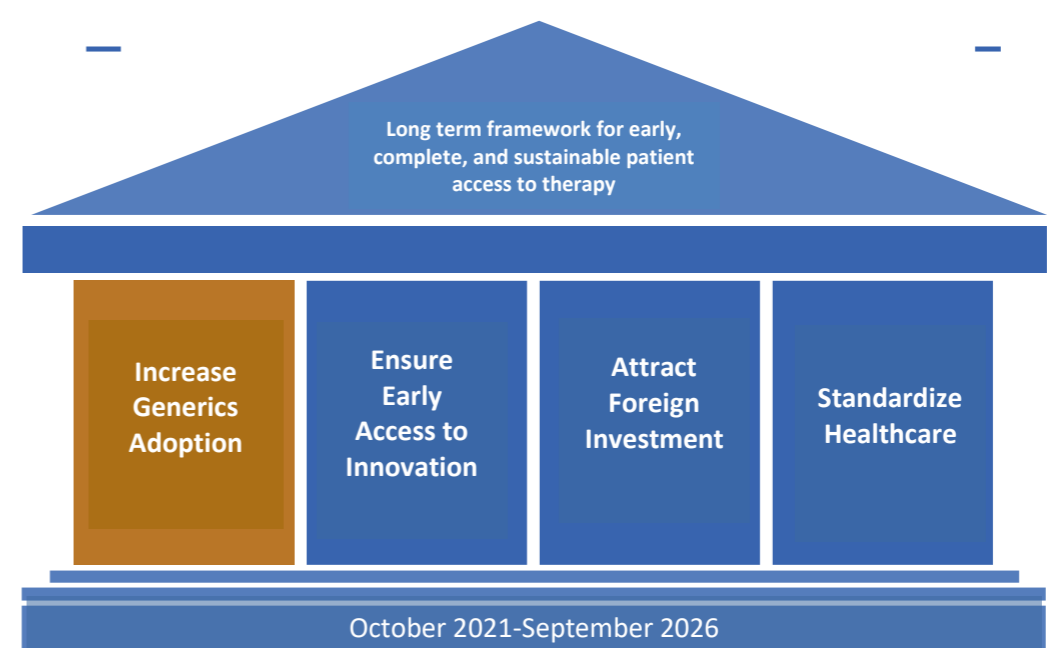
Luna.bizri@net.usj.edu.lb maha.sabbagh@novartis.com joumana.merhi@net.usj.edu.lb Bassima.hazimeh@net.usj.edu.lb

## Proposed Strategy

**SECURE project**

Sustainable Early Care & Universal coverage

5-year plan



## Results

**Quality: Enhance & standardize Quality**  
Full implementation of the QAPP.  
Establish a central laboratory

**Increasing Trust**  
Increase Trust in generics and ensure continuous education for Healthcare Professionals and Patients

**Regulation & Digitalization**  
Enhance Regulations and Digitalization to achieve adoption  
Use of MediTrack the MoPH Track & Trace software

**Recommendation: Implementation under Good Governance Principles**



## Conclusion

Generics adoption in Lebanon is essential to achieve:

Better allocation of resources.

Reduction in healthcare & OOP expenditures on pharmaceuticals.  
Improvement in access to medication.

Ultimate goal: achieving Universal Health Coverage.

Key success factors:

Strategic partnerships

Robust policies, programs, and tools  
Sustainability and, Implementation of Good Governance Principles.

