Prescribing Cultures
by the numbers…

- **2 key themes**
  - differences in “prescribing cultures” and physician dispensing; and
  - the challenge of balancing access to drugs with incentives for innovation.

- **7 Asia-Pacific Health Care Systems**
  - China, Korea, Japan, Thailand, Taiwan, Australia, and India

- **22 chapters**
- **30 authors**
- **400+ pages**

The Prescribing Cultures authors, March 2008

Foreword by Michael R. Reich

I. Introduction: Karen Eggleston

II. Pharmaceutical Policy in Seven Asia-Pacific Health Care Systems

- Korea: Soonman Kwon
- Japan: Toshiaki Iizuka; Naoko Tomita
- Thailand: Sauwakon Ratanawijitrasin
- Taiwan: Chee-Ruey Hsieh
- Australia: Hans Lofgren; Mark Johnston and Richard Zeckhauser
- India: Chirantan Chatterjee
- China: Yiyong Yang; Mingzhi Li and Kai Reimers; Qiang Sun and Qingyue Meng; Yanfen Huang and Yiyong Yang; Wilson Wei Zhang and Xue Liu; Michael A. Santoro and Caitlin M. Liu

III. Cross-cutting Themes

- Ayurvedic Pharmaceutical Products: Maarten Bode
- Physician Dispensing in Historical Perspective: Karen Eggleston and Bongmin Yang
- Prescribing Patterns in Australia: Siaw-Teng Liaw
- Access and Innovation
  - Insurance Systems in the Asia-Pacific: Anita Wagner and Dennis Ross-Degnan
  - Debating Drug Access and R&D Incentives: John H. Barton
  - Encouraging Innovation for Neglected Diseases through Priority Review Vouchers: Henry G. Grabowski, David B. Ridley and Jeffrey L. Moe

IV. Conclusion

A Critical Review: F. M. Scherer