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REVIEWER'S REPORT

Manuscript No.: **IJAR-53136** Date: 06-08-2025

Title: EVALUATION OF RATIONALITY IN DRUG PROMOTIONAL LITERATURE USING WORLD HEALTH ORGANIZATION GUIDELINES

Recommendation:
Accept as it is .....YES.....
Accept after minor revision.....
Accept after major revision .....
Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality			✓	
Techn. Quality			✓	
Clarity			✓	
Significance		✓		

Reviewer Name: Dr Aamina

Reviewer's Comment for Publication.

Abstract

The abstract effectively summarizes the purpose, methodology, findings, and conclusion of the study. It identifies the key concern—accuracy and completeness in drug promotional literature (DPL)—and frames the research within the context of WHO ethical criteria for medicinal drug promotion. The methodology is clearly presented: an observational study spanning six months with 120 brochures collected from physicians in a government hospital setting.

The results section presents compliance data in a structured and quantitative manner, distinguishing between high, moderate, and poor compliance. This breakdown provides a clear understanding of where promotional materials meet or fail to meet WHO standards. The conclusion reinforces the importance of regulation and monitoring to ensure ethical practices, highlighting the public health implications of incomplete or misleading information.

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The language is concise, formal, and suited for academic reporting. Key findings such as the 3% full compliance rate and low adherence to safety-related criteria are presented clearly, underscoring the study's relevance.

Keywords

The keywords—*Drug promotional literature, Drug brochures, WHO guidelines*—are precise and accurately reflect the study's focus, ensuring effective indexing for academic and research purposes.

Introduction

The introduction provides comprehensive context on pharmaceutical promotion and the role of DPLs in influencing prescribing behavior. It clearly states that DPLs are intended as informational tools but often act as persuasive marketing instruments. The discussion of global pharmaceutical marketing expenditure (e.g., $30 billion in the U.S.) illustrates the scale of the issue and supports the relevance of the study.

The introduction identifies inconsistencies between promotional materials and ethical standards, citing their potential impact on rational prescribing and drug utilization patterns. By referencing WHO's ethical criteria, the study positions itself within an internationally recognized framework, enhancing its credibility and importance.

The narrative maintains logical flow—from describing the role of DPLs to the ethical concerns and finally the justification for this research. Citations indicate engagement with relevant literature, lending academic rigor to the background section.

Objectives

The study's objective—to evaluate the rationality of DPLs using WHO ethical criteria—is clearly defined and aligns with the global goal of promoting rational drug use. The objective also highlights the significance of ethical compliance in pharmaceutical communication.

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Methodology

The methodology is succinctly described as an observational study with a six-month duration and 120 randomly collected brochures from various hospital departments. The use of WHO ethical guidelines as an evaluation tool ensures standardization and comparability with other studies in the domain. The setting—Government General Hospital, Kurnool—provides a specific institutional context while maintaining relevance to broader clinical environments.

Results

The results are presented with clarity and specificity. Key observations include:

- **Full compliance with WHO guidelines:** Only 3% of brochures.
- **High compliance (≥70%)** for brand/generic names (100%), active ingredients (95.83%), indications (84.16%), dosage form (91.66%), and manufacturer details (74.16%).
- **Moderate compliance (40–69%)** for other ingredients (44.16%).
- **Poor compliance (≤39%)** for critical safety details—side effects (25.83%), precautions/contraindications (24.16%), drug interactions (15.83%), and references (20%).

These findings indicate a clear pattern: while basic identification details are well-documented, crucial safety and reference information is underrepresented, potentially impacting clinical decision-making.

Language and Style

The language throughout the abstract and introduction is formal, precise, and scientifically appropriate. Terms such as *observational study*, *ethical criteria*, and *compliance* are used accurately. The tone is objective and avoids subjective bias, consistent with academic standards.

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Overall Assessment

The study addresses an important ethical and clinical issue: the accuracy and completeness of drug promotional literature. By applying WHO ethical guidelines, it provides a standardized assessment framework and contributes to the discourse on rational prescribing and pharmaceutical marketing ethics. The inclusion of quantitative compliance data and structured results enhances the credibility and utility of the findings for policymakers, clinicians, and regulatory authorities.