Pharmacovigilance
Pharmaceutical preparations marketed with the same brand name but different active substances

The commercial brand name by which a pharmaceutical substance is marketed by an industry is unique and legally protected. Failure to follow the procedure can seriously jeopardize a patient’s health. I refer to the case of a patient with hypertension, who, after serving for three years in Cyprus as an officer of the Hellenic Navy, returned to Greece (Crete). Visiting the Outpatient Clinic of the Department of Internal Medicine of the Naval Hospital of Crete, he requested a prescription for the anti-hypertensive pharmaceutical product called “Vivace”, which he had received for the first time in Cyprus, in order to continue his long-term medication. The medicinal product was prescribed, but fortunately, after its purchase, the patient discovered that it was different from that which he had been taking. After being informed of this by the patient, we found that while the pharmaceutical formulation prescribed as “Vivace” in Greece is marketed by the pharmaceutical company Chiesi Hellas in a single preparation consisting of the combination of delapril (30 mg) and manidipine (10 mg), in Cyprus a preparation of the same name is available as three dosages of ramipril (tablets of 2.5 mg, 5 mg, and 10 mg) and is manufactured by the company Actavis Group PTC EHF, Iceland. Our patient had been taking the Vivace tablets of 2.5 mg prescribed in Cyprus. It is certain that if he had taken the medication which we prescribed in Greece, it would have caused him a severe hypotensive episode with possible serious clinical consequences. This not only raises questions about observance of the procedures for the naming and circulation of a medication by drug companies, but also it is reported here to draw the attention of doctors to the possible dangers when prescribing any medicinal product with its brand name. It is acknowledged that medical errors during the provision of health care services, such as that reported here, can cause serious complications or even death.

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References

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