

GLOSSARY OF TERMS AND ABBREVIATIONS

AMA	:	American Medical Association
Apaurushey	:	Not created by man
CME	:	Continuing Medical Education
DPCO	:	Drugs (Price) Control Order
DTCA	:	Direct to Consumer Advertisement
FMARI	:	Federation of Medical Representatives Associations of India
HMO	:	Health Management Organization, a corporate body and an important part of the monitored healthcare in the developed world
IMS HEALTH	:	IMS Health is the world's premier supplier of market research, business analysis, forecasting and sales management services to the global pharmaceutical industry.
MCA-UK	:	Medicine Control Authority of United Kingdom
MCI	:	Medical Council of India
OTC products	:	Over The Counter products, which are available without the prescription of a medical doctor
Panchbhutas	:	Five basic elements, viz. earth, sky, water, light and air, which make a human body.
Pharmacokinetics	:	The science of the study of the movement of a drug, its transformation and elimination from the human body
Pharmacology	:	The science of the study of the collection, cultivation, formulation, actions, side effects, adverse actions, biotransformation and elimination of medicinal products
ROI	:	Return on investment
TGA	:	Therapeutic Goods Authority of Australia
US FDA	:	Food & Drug Administration of the United States