GLOSSARY OF TERMS AND ABBREVIATIONS

Apaurushey:Not created by manCME:Continuing Medical EducationDPCO:Drugs (Price) Control OrderDTCA:Direct to Consumer AdvertisementFMARI:Federation of Medical Representatives Associations of IndiaHMO:Health Management Organization, a corporate body and an important part of the monitored healthcare in the developed worldIMS 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:Medical Council of IndiaOTC products: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 bodyPharmacology:The science of the study of the collection, cultivation, formulation, actions, side effects, adverse actions,	AMA	:	American Medical Association
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			formulation, actions, side effects, adverse actions,
biotransformation and elimination of medicinal			biotransformation and elimination of medicinal
products			products
ROI · Return on investment	ROI	•	Return on investment
TGA · Therapeutic Goods Authority of Australia	TGA	٠	Therapeutic Goods Authority of Australia
US FDA : Food & Drug Administration of the United States	US FDA	:	Food & Drug Administration of the United States