

The following terms are also utilized:

Generic name - The established or official name given to a drug or drug product.

Brand name - The registered trade-marked name given to a specific drug product by its manufacturer.

Molecular "manipulation" - A minor modification in the molecular structure of a chemical, yielding a new and patentable product.

"Me-too" or "duplicative" drug - A new drug, often made by means of molecular manipulation, which offers no significant therapeutic advantage over a related drug already on the market. (Chemical equivalents, since they are chemically identical, are not considered to be "me-too" products.)

Rational prescribing - Prescribing the right drug for the right patient, at the right time, in the right amounts, and with due consideration of relative costs.