## 2. AIMS

- To gain a greater understanding of current patient consultation patterns and antibiotic prescribing behaviour in order to educate patients on additional self-management and provide advice on effective, appropriate, cost-effective antibiotic use.

## 3. METHOD

- In total, an online multi-country consumer research study was conducted across 15 countries in 2013 – India, France, Russia, and the UK – with 3,257, 1,000, and 1,000 respondents, respectively. The study involved a total of 15,297 consumer responses from the aforementioned countries.

## 4. RESULTS

### 4.1. ROLES OF HEALTHCARE PROFESSIONALS

- **Primary role in antibiotic prescribing:**
  - In 15,297 consumer responses, 6,135 consulted an HCP, such as a general practitioner (GP), otorhinolaryngologist, pharmacist, pharmacy assistant or technician. Among the key drivers for HCP consultation was patients' desire to talk with someone they trusted and with expertise in respiratory tract infections.

### 4.2. PATIENTS' MANAGEMENT BEHAVIOURS

- **Perception of antibiotic efficacy:**
  - Respondents were asked if they had visited an HCP for information, advice or treatment, what type of HCP they had consulted, and for what purpose. The results showed that 62% of respondents had consulted an HCP for respiratory conditions, with 38% of respondents visiting a general practitioner.

### 4.3. HCP CONSULTATION OUTCOMES

- **Consultation outcomes:**
  - Overall, 11,261 subjects globally experienced an URTI in the previous 12 months, a total of 24,561 episodes representing different demographic and healthcare systems around the world.

## 5. CONCLUSIONS

- **Implications:**
  - The data highlight the need for greater patient education on URTIs and appropriate self-management.
  - Healthcare professionals should also be educated on the potential harms of antibiotic overuse and underuse.
  - The study calls for a need to educate patients on the importance of antibiotic stewardship and management.

### References


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