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Diploma in Pharmacy 2nd Year
Community Pharmacy & Management
Chapter 1 : Community Pharmacy Practice

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COMMUNITY PHARMACY & MANAGEMENT

Chapter 1

Community Pharmacy Practice

COMMUNITY PHARMACY

- Community pharmacy is a branch of pharmacy that deals with varied areas of patient care, drug dispensing, and advising patient on safe and rational use of drug.
- Community pharmacy (or retail pharmacy) is by far the most popular form of pharmacy that provides medication and health advice to the general people.
- Community pharmacy deals with compounding, counselling, and dispensing of drugs to the patients.
- The above responsibilities are deals with care, accuracy, and legality.
- Community pharmacy also involves proper procurement, storage, dispensing and documentation of medicines.

A community pharmacist should :

- Have a good understanding of pharmaceutical care, pharmacotherapy, and health promotion strategies,
- Have good skills of communication with patients and healthcare providers,
- Maintain high standards with respect to products, services, and Communication, and Document everything in order.

History of Community Pharmacy

- In ancient time pharmacy practice was not recognized as today , and was no scope .
- there was no need of community pharmacy because Yunani or aurvedic doctors dispense medicine by themselves or by their workers .
- there were no professional courses for community Pharmacy practice .
- when allopathic medicine system started in beginning doctors dispense the medicines themselves but with the passage of time they started having workers with them and then doctors prescribe the drugs and workers compound and dispense the drugs to patients , from there the word "Compounder " coined .
- before 1948 Act many of people started to sell drugs without any drug license and this was not a crime .
- After Drugs And Cosmetic Act 1948 enforced , it was compulsory that the pharmacist are working in India , must a Pharmacist Registration Certificate issued by the state in which they wish to practice , but no qualification was required .
- After the pharmacy education have become effective , now it was compulsory to pass a approved examination to become a new registered pharmacist .
- the minimum qualification required is diploma in pharmacy or any other qualification approved by PCI .

Development of Community Pharmacy

- ❖ Community pharmacist play a vital role in today's world .
- ❖ Pharmacy Education is evolving to better train Pharmacists for their duties and responsibility.
- ❖ The function of pharmacist has changed over the last 50 years as community health demand has increased
- ❖ Today pharmacists are giving services as medical counselor , educators , compounder , and also dispense the prescribed and non prescribed drugs.

International Scenario

- ❖ In England community pharmacy play an important role in primary care .
- ❖ In England there are about 11700 community pharmacies and 106 million people use them every day .
- ❖ People want to go to pharmacists for primary care because they are easily available and no appointment required , and their services are economical .

Indian Scenario

- In India there are about 600000 lincensed retail stores for selling and supplying the medication but all the registered pharmacists don't have sufficient knowledge about medicines and diseases and practicing , which is very dangerous for Indians.
- There is a problem in India to break the rules . In India all the drugs even those listed in schedule H of drugs and cosmetic Act are sold without prescription.
- People want to go to pharmacists for primary care because they are easily available and no appointment required , and their services are economical .

Scope of Community Pharmacy

- ⇒ Patient Counselling and Evaluation
- ⇒ Drug Distribution
- ⇒ Drug Selection
- ⇒ Drug Utilisation
- ⇒ Drug Development

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Diploma in Pharmacy 2nd Year
Community Pharmacy & Management
Chapter 2 : Good Pharmacy Practice

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Chapter 2

Good Pharmacy Practice

Professional Responsibilities of Community Pharmacists

- A community pharmacist is a practitioner who has direct contact with the public and whose services are in high demand by both the public and patients.
- He provides medications with a prescription, and in some situations, without prescription (ie., OTC drugs)

Professional Responsibilities

Professional Responsibilities of Community Pharmacists

1. **Drug Related Responsibilities** : A community pharmacist ' s responsibility is very important in the field of disease prevention and promotion of health . He should guide people about proper use of OTC (over the counter = non prescribed drugs) and prescribed drugs .
2. **Counseling The people** : The pharmacist have better knowledge about drug , diseases and good health care centers , so they should guide the people about them .
3. **Communicable Diseases** : A community pharmacist has knowledge about communicable diseases and methods to control them . so he should pay efforts to controle them.
4. **Chronic Disease Control** : If any patients is suffering from a chronic disease the pharmacist should send him to an appropriate physician for treatment.
5. **Health Education** : A community pharmacist must promote good heath by teaching people about key points to maintain good health.
6. **Drug Information Awareness Programme** : It is also a responsibility of a pharmacist to held this type of programme to aware the people about side effects of OTC and other drugs like Narcotic , psychotic etc.
7. **Environmental Health** : It is also a responsibility of a pharmacist to aware the people about the benefits of good environment and harm effects of bad environment on the health . He should guide them how to improve the environment.
8. **Disaster management** : A pharmacist should help people in disaster condition . He should provide them proper guidance and healthcare services.

Good Pharmacy practice

→ It is a pharmacy Practice that responds to the need of people who use the pharmacist 's services , to provide them optimal (best) and evidence based care.

Requirement of Good Pharmacy Practice

The main Important part of pharmacy activity to help patients through :

- The supply of medicines and healthcare products.
- The provision of appropriate information and advices to the patients.
- The administration of medicines.

Roles of Pharmacists in Good Pharmacy Practice

➤ Roles of pharmacists in GPP are to prepare , obtain , secure , distribute , administer , dispense and dispose of medical products.

Some Principles of GPP / Structure Guidelines

1. Facilities :

→ The pharmacy must have following facilities :

- **Premise** : The pharmacy must be easily found and recognised by the general people .
- **Furniture** : The pharmacy should have clean shelves for storing medicines and other products in a neat , dust free , moisture free place.
- **Equipments** : The Pharmacy should have the basic equipment required in pharmacy like refrigerated storage facilities , sphygmomanometer , stethoscope , weighing machine etc.

2. Guidelines :

→ Some important guidelines should be given by Chief Pharmacist to the staff and make them adhered to follow them :

- Procurement and inventory management
- Storage inventory management
- Prescription handling
- Dispensing
- Information for patients
- Patients Counseling
- Profession Interaction

3. Procurement & Inventory management

- ◆ The Pharmacist should have the list of authorised suppliers as well as their specimen signature.

- ◇ Before buying a product the Pharmacists should check if the product has been sold or present in stock.
- ◇ All the new purchased items must added in inventory.

4. Storage

- A pharmacy should maintain storage policies :
 - **Storage Management** : The products entering in pharmacy should be quarantined in a separate place , before being verified for quality , batch No , expiry etc.
 - **Disposal Of Expired Pharmaceutical Products** : The expired drugs should be listed and returned to the vendor / distributor , and he will send them back to the manufacturer , if this is not possible , the medicines should be disposed .

5. Prescription handling

- When a client enters the Pharmacy , he must be made to feel welcomed and encourage to express his / her demand for prescribed and non prescribed drugs or for advice.
- Upon receiving the prescription the pharmacist should confirm and care :
 - The doctor's name , address , and registration nom.
 - Patient's name . potency , dose , and total to be given.
 - Signature of prescribing doctor.
 - Instruction for patients.

6. Dispensing

- The pharmacist should remove the medicines from the storage area , count them , make an invoice / bill and do the final review .
- He should neatly pack the medicines .
- He should give proper counseling to the patients .
- The dispensed medicines should be provided with following point in written form :
 - Patient's name
 - Instructions on the dosage and usage
 - Delivery date
 - Instruction on storage
 - Name and address of pharmacy .

7. Information For Patients

- The pharmacist informed the patients about proper use of medicines and other healthcare products.

8. Enhancement Of professional role

- The pharmacist should be aware of the latest development in Pharmacy Profession .
- The pharmacist should maintain healthy relationship with other health care providers .

SOPs (Standard Operating Procedure)

- A standard operating procedure is a set of written instructions that document a routine or repetitive activity followed by an organization.
- The use of SOPs is a necessary part of a successful system , it provide a proper information to perform a job properly.

Some important objectives of SOPs

- To enhance the quality of services .
- To promote uniformity in the provided services .
- To eliminate errors

On the varying the circumstances the SOPs may be different , and a pharmacist can make SOPs in the light of these principles :

- ✚ Name and address of pharmacy .
- ✚ SOPs No. , date of SOP prepared
- ✚ Aim of SOP
- ✚ Steps to carry out the SOPs
- ✚ Who is responsible for specific SOP

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Diploma in Pharmacy 2nd Year
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Chapter 3 : Prescription & Prescription Handling

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Chapter 3

Prescription & Prescription Handling

PRESCRIPTION

- A medical prescription is a written order from a doctor to a chemist that includes instructions for preparing and dispensing medicines to a patient
- A prescription order may be written and issued by a physician, dentist, veterinarian, or other properly licensed medical practitioner.
- The prescription for each patient is a unique entity, designating a specific medication for a specific patient at a specific time.

Types of Prescription

There are mainly two types of prescriptions:

1) Compounded Prescription:

- These prescriptions are also known as formula magistralis, a Latin word meaning extemporaneous prescription or teacher.
- In these prescriptions one or more active ingredients are mixed with one or more pharmaceutical additives (vehicle, suspending agent, preservatives, etc.).
- Drug, doses, and pharmaceutical forms required by the patient are selected by the physician and thereafter the medication is prepared accordingly by the pharmacist.
- Each drug in the prescription is written on a separate line in a sequence.

2) Non-Compounded Prescription:

- These prescriptions are also called formula officinalis, a Latin word meaning workshop. In order to obtain a finished product, two or more ingredients are not required to be mixed in these prescriptions.
- It is a pre-compounded order comprising of either a single drug or a mixture of drugs provided by a pharmaceutical company.

Parts of Prescription

A proper prescription has following information.

- 1) **Date** : The prescriber must mention the date on prescription.
- 2) **Name , Age , Sex , and address of the patient** : Name , Age , Sex , and address of the patient must be mentioned on the prescription.
- 3) **Superscription** : Rx is used to denote superscription , it is mentioned at beginning of the prescription . (it was used to prayer Jupiter the (God of healing) for the recovery of patient).
- 4) **Inscription** : It is the most important part of prescription , it contains the name and quantity and other information of prescribed drugs .(active constituent , adjuvant , vehicle).
- 5) **Subscription** : In this part prescriber provide directions for Pharmacist such as drug administer timing , like bd (twice a day).
- 6) **Sign. address , and registration no. of prescriber** : The name and the signature should be hand -written . All other parts of prescription may be hand written , printed or typed.

Name: Mr. Amit Singh

Age: 38 yrs. Sex: Male

Date: 18-8-2018

Address: Sec-16, Indira Nagar.

R_x (Superscription)

Sodium bicarbonate	3 gm
(Inscription) Compound tincture of cardamom	2 ml
Simple syrup	6 ml
Water q.s.	90 ml

Fiat mistura (Subscription)

Cochleare magnum ter in die post cibos sumenda. (Signatura)

Refill: _____

Dr. Pradeep Singh
M.B.B.S., M.D. -Mh-
Regd. No. 17553

Legality of Prescriptions

The minimum requirements for a legal prescription are as follows:

- ❖ Written or printed clearly with a permanent ink.
- ❖ Contains correct date.
- ❖ Contains inked signature of the prescriber.
- ❖ Bears address and qualification of the prescriber.
- ❖ Contains name and address of the patient.
- ❖ Contains age of children below 12 years.

Prescription Handling

Prescription handling is a part of Good Pharmacy practices, following steps should be followed during prescription handling.

1. **Receiving** : It is the duty of pharmacist to receive the prescription from the patient with a good facial expression.
2. **Reading And Checking carefully** : it is duty of pharmacist to check prescriber's signature, date, and prescribed drugs.
3. **Collecting the Materials** : Now the pharmacist gather all the prescribed materials at a clean place.
4. **labeling And packaging** : After collecting all the material are to be dispensed, should be labeled and packed.

Labelling of Dispensed Medication

- Labelling means to display some things .
- Labeling dispensed medicine is a pharmacy practice in which all the medicines are dispensed by a pharmacist are provided with some essential information in written form that a consumer needs to take his / her medicine safely and effectively .
- Three Types of labelling is commonly used in pharmacy are :
 - Main Label
 - Ancillary Label
 - Pictograms

1) Main Label

- Following Information are provided by main label :
 - ◇ Name And Address of patient
 - ◇ Name And Address Of supplier
 - ◇ Prices And Quantity Details
 - ◇ Storage And Shelf Life
 - ◇ Instructions to the patients : like shake before use , take with milk .

2) Ancillary Labels

- Ancillary Means to support . The ancillary labels provide essential information that helps a patient to take his /her medicine in a safe and effective way .
- These type of information are given in ancillary labels
- For External Use Only , Drowsiness Warning , Interaction with food or drinks

3) Pictograms

- Pharmaceutical Pictograms are tools in the form of picture that reduce the misunderstanding on a drug treatment , and attract attention to remind drug related information .

Brief Instructions On medication Usage

- The medicines are being prescribed or given OTC to a Patient , he should get a brief knowledge of the medicines like :
 - What conditions it will treat ?
 - How and when it should be taken ?
 - What side effects it can produce ?
 - How it should be stored ?
 - what are its contraindications ?
 - for how long it is to be taken ?
 - What to do if a dose is missed ?
 - Whether it is to be taken with food or without food ?
- The above-mentioned information is provided to a patient by the doctor and pharmacist verbally, in the patient information leaflets, and in Consumer Medicine Information (CMI) leaflets about a specific medication
- The patient should put forth the following questions when a doctor prescribes medication or when buying OTC drugs from a pharmacy:
 - ▲ What is the effect and benefit of taking the medicine?
 - ▲ What is the dose, frequency, and time of taking the medicine?
 - ▲ What to do if a dose is missed?
 - ▲ Whether the medicine is to be taken with or without food?
 - ▲ Whether the medicine is to be crushed, chewed, or swallowed whole?
 - ▲ For how long the medicine is to be taken?
 - ▲ If it is necessary to finish all the medicines?
 - ▲ What is the active ingredient of the medicine?
 - ▲ Is there any generic brand of the medicine that could be taken to save money or any other alternative if it does not produce the desired effect?
 - ▲ What are the possible side effects of the medicine, and how can they be managed?

Good Dispensing Practices

- Good dispensing practices are to deliver right medicines of desired quantity to the right patient in right dose , strength , frequency and dosage form with clear instruction in written form and orally with appropriate packaging for maintaining the medicine quality and efficacy .

Dispensing Process

- Dispensing is the process of preparing and delivering prescribed medicines to a patient, along with clear instructions, suggestions, and counselling (if needed) on the use of such medicines.
- It involves precise understanding of the prescribed medicines and accurate preparation and labelling of medicines to be used by the patient

Following steps are dispensing process :

1. Receiving and Validating the prescription .
2. Understanding and interpreting the prescription .
3. Preparing (gathering) and labeling items for issue
4. making a final check .
5. Recording the actions taken
6. Issuing medicine to the patient with clear instructions

Step 1 :

Receiving and Validating the Prescription :

→ On receiving prescription, the concerned staff member should confirm the patient's name avoid mixing up of prescriptions. The patient's name and identity should also be cross-checked while issuing the medicines. Matching numbers or symbols (one attached to the prescription and one given to the patient) may also be used ensure that the right patient gets the right medicines, especially if more than one patient has the same surname.

Step 2 :

Understanding and Interpreting the Prescription :

- A prescription should be interpreted by a staff member who can
- Read the prescription
 - Understand the used abbreviations correctly
 - Confirm that the doses prescribed are in the normal range for the patient as per the gender and age
 - Correctly perform any dose calculations and issue quantity
 - Detect any common drug interactions.

Step 3 :

Preparing and Labelling Items for Issue :

→ This forms the central part of the dispensing process, including self-checking or counter-checking for accuracy Item preparation and labelling is done only after understanding the prescription and calculating the quantity. It is a good practice writing the label as a self-check

Step 4 :

Making a Final Check :

→ Another staff member should check the dispensed medicines against the prescription and the stock containers. In the final check, the prescription should be read and understood before looking at the dispensed medicines; the suitability of prescribed doses and drug interactions should be checked; the identity of dispensed medicine should be checked; the labels should be checked; and the prescription should be counter-signed.

Step 5 :

Recording the Action Taken :

- The issued medicines should be recorded to efficiently run a dispensary, to verify the stocks used in dispensing, and to trace any problems with medicines issued to patients.

Step 6 :

Issuing Medicine to the Patient with Clear Instructions and Advice :

- The medicine should be issued to the patient or his/her representative, with clear instructions and any required advice about the use of medicine. Level of informational detail about potential side effects varies. Verbal advice should be given as illiteracy and poor labelling can cause problems.

Dispensing Errors

- Dispensing Error is a discrepancy (mismatching) between a prescription and the medicine that a pharmacy delivers to the patient or to the ward on the this prescription .

Causes Of Dispensing Errors

- Wrong understanding of prescription.
- Poor hand writing of prescriber .
- Look -Alike and Sound Alike (LASA) drugs .
- Similar packaging and similar labelling of different drugs .
- Non cooperative staff
- Incorrect labeling of drugs .
- Misunderstanding of abbreviations .

Strategies To Minimise Dispensing Errors

- The strategies used to minimise dispensing errors are bellow
 - Ensuring Correct Entry of the prescription
 - Being careful about LASA drugs
 - Being careful with decimal points , zeros and abbreviations.
 - reducing distractions
 - Reducing stress and balancing heavy workloads.
 - Storing drugs properly
 - Carefully checking all prescriptions
 - Providing Detailed Patient Counselling

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Chapter 4 : Communication skills

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Chapter 4

Communication skills

- The term communication is derived from the Latin word 'communicare' which refers to sharing, contributing, informing, popularising and spreading
- Communication can be expressed as a process in which individuals (two or more) share their views, suggestions, evidences, thoughts and feelings.
- The individuals involved in this process are known as sender and receiver.
- Communication is a process which includes the sharing of information and mutual understanding among the persons at same or different levels.

Elements of Communication skill

1. **Sender / encoder :-** The creator of message or ideas. A sender may be a single person or a group or individual who is delivery message from a group.
2. **Message :-** This is the thing that sender wants to share to the receiver.
3. **Medium/ channel :-** It is a source that helps the sender to share his message to the receiver. A medium maybe words (orally or in written) or electronic devices.
4. **Receiver /decoder /listener :-** The person who receives the message of sender via any medium.
5. **Feedback /reply :-** It is very important element of communication to make is successful it is the reaction or reply from receiver, it confirm that the receiver has understood the message or not.

Types communication

- Verbal communication
- Non Verbal communication

Classification of Communication



Verbal Communication

- Verbal Communication is the Communication in which some types of language is used.
- It is the Communication in which words are used to deliver the message orally (through mouth)
- It is more Natural and informal
- Peoples spend 85 % of their working time in Communication

Oral Communication

- Oral communication is a type of verbal communication in which people communicate to each other through mouth, either direct conversation or telephone conversation.
- Oral communication Includes : lectures , speech , Group discussion , Interview , conferences , Meeting.

Forms of oral communication

- ◆ One to One (face to face) Communication .
- ◆ Telephonic Communication . (on internet) .

Advantages :

- ✓ Facial expression and gesture make the communication effective.
- ✓ It is best medium for discussion and interview.
- ✓ communicator can know the reaction of message on receiver through his facial expression and gestures.
- ✓ It provides immediate feedback.
- ✓ It saves time.
- ✓ listener can get immediate clarification of any doubt in his mind.

Disadvantages :

- ▲ It is not suitable in every condition.
- ▲ It is not suitable for large number of people.
- ▲ Low retention by listener the listener may not concentrate upon everything that has been delivered in oral communication.

One to One Communication

- One to One Communication is also called face to face communication
- One to one communication is a oral type of communication in which one person talk to another directly .
- One to One Communication has three basic elements :
 - words
 - tone
 - body language

- ⇒ **Words :** Words play an important role in communication to deliver the message to the listener . we should choose respectful words in our communication and we should care the level of listener to make the communication useful.
- ⇒ **Tone of Voice :** The tone of voice is a mixture of various verbal feature such a s volume (sound) pitch (vibration level) speed , pace (break) and vocal quality(fluency and pronunciation) etc.
- ⇒ **Body Language :** It is a source of non-verbal communication , in which various physical behaviors are used to deliver the message . Like Gesture , facial expression etc.

Advantages :

- ✓ Facial expression and gesture make the communication effective .
- ✓ It is best medium for discussion and interview .
- ✓ Communicator can know the reaction of message on receiver through his facial expression and gestures .
- ✓ It provides immediate feedback.
- ✓ It saves time.
- ✓ listener can get immediate clarification of any doubt in his mind .

Disadvantages :

- ▲ It is not suitable in every condition.
- ▲ It is not suitable for large number of people.
- ▲ Low retention by listener the listener may not concentrate upon everything that has been delivered in oral communication.

Telephonic communication

- The communication is done over a telephone, mobile phone, electronic device is known as telephonic communication.
- Telephonic communication is more challenging task (more difficult work) then face to face communication because the absence of helping factors in communication, such as facial expression , Eye contact , gesture.

Some points should repair before telephone communication

- ❖ Set topics that you have to discuss
- ❖ Get correct details of the person you are calling
- ❖ Should have a piece of paper and pen or pencil
- ❖ If possible a script should be prepared make sure you your phone has enough battery and balance.

Some points during call

- Start communication with greeting
- Introduce yourself
- Take the permission
- Use simple language
- Discuss important point
- Do not refuse the clarify on the doubts of listener.

Advantages

- ✓ **Time saving** : It saves a lot of time like , travelling to receiver.
- ✓ **Convenience** : Sometimes it is not possible to conduct One to One meeting in such cases telephone conversation provides a platform for communication.
- ✓ **Cheaper** : It is cheaper than One to One communication some examples like travelling fair ,hotel expenses etc.

Disadvantage

- ⤴ **Lake of personal touch** : personal contact increase the effectiveness of communication which is not possible in telephonic Communication.
- ⤴ **Dependency on voice only** : it depends only on voice and facial expression, body gesture are absence which decrease the effectiveness.
- ⤴ **Poor connectivity** : due to poor connectivity voice may break down which decrease the effectiveness.
- ⤴ **Privacy** : the communication can recorded by receiver and shared anywhere by receiver , in the same way service provider companies also record the communication so telephonic communication is not safe.

Written communication skill

- It is a type of verbal communication in which messages are delivered with the help of words or symbols , either hand written or printed .
- It is most formal form of communication.
- Written form of communication are generally preferred , when formal communication is required.
- This type of communication is generally used for documentation .
- The institutions and companies use written form for documentation of important decision and to maintain records .
- There is no need to present at the same time of receiver and sender

Advantages

- ✓ **Less chances of misuse** : There are less chances to misuse the written communication.
- ✓ **Documentation**: Documentation and maintaining record is easy and less chances for destroy.
- ✓ **Decoding time** : It provides a desirable time for decoding understanding the message which is not possible in oral form of communication.

Disadvantages

- ⤴ **Formal** : this is a formal type of communication and every person does not have ability of communication in this form .
- ⤴ **Time consuming** : it takes a lot of time to write the message in comparison to oral communication .
- ⤴ **Difficulty in amendment** : it is not so much easy to correct the mistake if it has been send to receiver such as a book published and sold
- ⤴ **Misunderstanding** : there are chances for miss understanding in written communication and not easy to remove the misunderstanding because sender is not available to clarify the doubt .

Non Verbal communication

- It is a special type of communication in which no words are used to send or receive the message. non verbal communication it is the most powerful form of communication ,in which We can share emotions and feelings to others which are unable to express in words.
- It is also called wordless communication.
- People use 35% verbal communication and 65% non verbal communication

In non verbal communication the messages are delivered through :

- Body language / Kinesics
- Sign and symbol
- Paralanguage
- Proxemics / space language
- Silence
- Time language
- Haptics /touch language
- Appearance

Body Languages / Kinesics

- It is a source of non-verbal communication , in which various physical behaviors are used to deliver the message.
- Following Behaviors are used in body language :
1. **Gesture** : It is a behavior of body to express the message , it is a movement of body parts like limb's legs etc.
 2. **Facial express** : It is saying that the face is the Index of the heart in face to face communication can deliver show different type of emotions like happiness sadness anger .
 3. **Eyes contact** : Eye contact is a powerful behaviour of body language. It occurs when two people look at each other's eye at the same time . Eye contact has a great importance in the communication skill , the movement of eyes , contraction and relaxation give a deepest feeling of once mind .
 4. **Posture** : The way of a person stands , walk s, and sits is called posture . The posture of a person give an Idea about him , like tiredness , nervousness etc.
 5. **Dress code** : It also induces an impact on others , dress includes the clothes, hair style , perfumes etc.

Advantages of Non verbal communication

- ✓ It is helpful in telling ideas related to geography and maps etc . like traffic police use .
- ✓ It is helpful in sending message to illiterate people through symbols .
- ✓ It is very very helpful to send and receive the message to those people who are physically disable .
- ✓ Someone can use this form of communication for privacy purpose that he can set a symbol for special meaning .
- ✓ Non verbal communication is very useful to share feelings and emotions.

Disadvantages of Non verbal communication

- ▲ Sometime it does not provide accurate meaning just like verbal communication.
- ▲ The structure and topics of non verbal communication are limited to express the message , but this limitation is not in verbal communication.
- ▲ There are not alternate symbols to clarify the doubt.

Interaction with professionals and patients

- It is responsibility of health care professionals to inform the patients about the ways of healthier lives and to explain about diagnosis treatment and medication.

Medical professionals or pharamasicst can following ways to communicate effectively with the patients

- **To listen the patient carefully and do not interrupt** : The pharmacist should listen first the patient problems carefully and then ask any question.
- **Do not talk to fast** : The pharmacist should not talk too fast that patient can't understand.
- **Use suitable and easy words** : The pharmacist should use suitable and easy words that pharmacist can understand easily, and does not use jargons and terms.
- **To use body language** : To make the communication effective he should used body language like Eye contact , facial expression etc.
- **Patients engagement** : The pharmacist should confirm that form patient is listening his talk carefully.

Barriers to Communication

- Physiological Barriers
- Psychological or Emotional Barriers
- Gender Barriers
- Cultural Barriers
- Language Barriers

Patient interview techniques

→ Interview : Interview is a face to face communication between two persons in which one asks questions and other is expected to answer them.

Some points for patient interview

- **Listen the patient carefully and do not interrupt** : It is very necessary to listen the patient carefully and let him tell his all problems in detail .
- **Asking clinical questions** : After listening the patient problems the pharmacist should ask clinical question if needed .
- **Non verbal communication** : During interview with patience the pharmacist should care the body language like eye contact , facial expression etc .
- **Sympathy ,validation** : The pharmacist should show sympathy to patient such as offering chair to him and should validate his statement like I understood ,you are right .

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Diploma in Pharmacy 2nd Year
Community Pharmacy & Management
Chapter 5 : Patient counselling

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Chapter 5

Patient counselling

- Patient counselling is defined as providing medication information to the patients or their representatives on directions of use, side effects, precautions, storage, diet, and life style changes either verbally or in written form.
- Patient counselling is the process in which the pharmacist gives information and advises the patients or their care-taker regarding the proper use of medications.

Benefits of Patient Counselling

- A patient receives a better and sufficient knowledge about the drug.
 - It clears patient doubt about using drug
 - It decrease medication mistakes
 - patient feel courage to ask question
 - It decrease the chances for Interaction of drug to drug or drug to food .
 - It provides the route of administration of drug
 - It decrease the chances for degradation of drug
 - It provide storage condition
 - It provides non pharmacological management disease
 - It provide a knowledge about adverse effect in case of adverse effect patient will not panic
 - It provides a knowledge , what to do if a dose missed .
 - It provides satisfaction to patients about medication .

Stages of Patient Counselling

- Following are the steps to be followed for Counselling :
 1. Preparation For Counselling Session
 2. Opening of the counselling session
 3. Counselling Content / Counselling Process
 4. Closing Session

Stage 1

Preparation For Counselling Session

- ⇒ A successful counselling depends on the skill of counsellor (pharmacist) before counselling pharmacist should know about patient condition and his treatment details as much as possible
- ⇒ In community pharmacy resources of information includes patient , prescription and record of previous dispensing
- ⇒ If the pharmacist is unfamiliar to the drugs that patient is taking then Pharmacist should obtain appropriate information before counselling.
- ⇒ He should consider the physical and mental condition of patient

Stage 2

Opening Session (Introduction)

- In this session pharmacist should consider following things :
- The pharmacist should greet the patient by name and introduce himself
 - it is best to use prefix like Mr or Mrs or Ms
 - Pharmacist should tell the purpose of counselling
 - The pharmacist should gather information from patients about their understanding of disease and drug treatment
 - The pharmacist should ask open ended questions rather than close ended questions for example what did your doctor tell you about your disease ? what do you know about your disease ?
 - During counselling pharmacist should avoid those questions and activities that can embarrasses the patient.

Stage 3

Counselling Content

- This is the most important part of the counselling session in the session the pharmacist will explain about medication and changes in lifestyle
- following information should be deliver during counselling
- ❖ Name and dose of medication
 - ❖ Reason why it is prescribed
 - ❖ Route of administration
 - ❖ Duration of drug administration
 - ❖ Expected benefits
 - ❖ Expected duration of treatment
 - ❖ Possible adverse effects
 - ❖ Storage recommendations
 - ❖ What to do if a dose is missed
 - ❖ Minimum duration required to show therapeutic benefit

Stage 4

Closing Session

- Before closing the counselling session it is essential to check the patient understanding this can be achieved by feedback questions for example
- How long will you take this medication ?
 - When will you take this medication ?
 - What will you do if you missed any dose
 - The Pharmacist should Ask the patient have you any doubt ?
 - Before closing pharmacist should summarise the main points if time permits for that.
 - Pharmacist can share his contact number.

Barriers To Effective Patient counselling

→ The things decrease the effectiveness of Counselling are called Barriers to Effective Counselling . Three types of Barriers are following :

1) Pharmacist - Related - Barriers :

- Lack Of Knowledge about patients
- Lack Of Knowledge about patient 's disease condition .
- Lack of Confidence
- lack of skill
- Age differences
- Difference Gender
- Inappropriate communication
- Language Differences
- Lack of listening .
- Lack of Time
- lack of Preparation

2) Patient - Related Barriers :

- lack of trust
- Poor listening
- lack of time
- Physical or mental condition
- Gender Differences
- language Differences
- Misunderstanding of Information
- Lack of Literacy
- lack of expression .
- Poor communication

3) System -Related Barriers :

- ⇒ Lack of privacy
- ⇒ lack of pharmacist in pharmacy
- ⇒ lack of time
- ⇒ Heavy patient flow for prescription filling

Strategies to Overcome barriers

- ✚ Increasing skill
- ✚ Body language
- ✚ Increasing Number of Pharmacist
- ✚ Proper communication
- ✚ proper listening of patients
- ✚ Checking for understanding
- ✚ Using pictograms
- ✚ Avoiding anger
- ✚ Security of privacy
- ✚ Preparing before Counselling .

Patient Counselling Points For Chronic Disease / Disorders

Hypertension

- He should counsel about non pharmacological management also.
- He should advise on weight loss ,regular exercise , decrease salt intake , increase dietary fibres and avoiding smoking, alcohol etc.
- The pharmacist should advise the patient for measuring blood pressure weekly or twice in a week.
- The pharmacist should advise the patient to follow the directions of doctor
- The pharmacist should counsel that stopping and starting of drugs on self desire is not good.

Diabetes

- The pharmacist should give an overview of diabetes.
- The pharmacist should advise for weight loss daily exercise
- The pharmacist advice to avoid sweets in foods having big amount of carbohydrate
- The patient should be advised for checkup of blood sugar level
- The pharmacist will tell the patient about hypoglycemic condition
- He will counsel he patient regarding storage condition of insulin
- He should advise the insulin dependent patient to have chocolates or other sweets with him or her on the trip and not to skip meals.

Asthma

- He will advise the patient to avoid allergence smoking tobacco etc.
- He should council de patient to take prophylactic drug before exercise
- He will train the patient on the use of metered dose inhaler and dry powder inhaler.
- He should advise about sustained released from not crush or chew.
- He will advise that medication must be taken on regular basis.
- He will advise the patient for gargling of mouth after using inhaled drug.

Tuberculosis

- ⇒ The pharmacist should give an overview of diabetes . and some advices that pharmacist should give to the patients of TB :
- ⇒ To stay at home
- ⇒ Should stay far away from other as much as possible.
- ⇒ Should wear mask while going outside.
- ⇒ Separate bed should be advised
- ⇒ To Cover mouth and nose while coughing or sneezing.
- ⇒ DOT (Directly Observed Therapy) is highly advised.
- ⇒ DOT workers should wear a better mask (N95 mask).
- ⇒ To take medication until doctor stop.
- ⇒ Pharmacist should inform the patient that stopping therapy too soon or not taking regularly , can allow TB germs to develop resistance to drug.
- ⇒ A clinical test should be performed to check that drugs are effective or not.

COPD

- ◇ Pharmacist should advise the patient suffering from COPD about :
- ◇ To avoid allergens.
- ◇ To inhale Oxygen
- ◇ To avoid mites and dust
- ◇ To stop smoking
- ◇ To protect him from Cold
- ◇ To exercise regularly to make strong heart and lungs .
- ◇ The pharmacist will train the patient on use of Metered Dose Inhalers (MDI) , Dry Powder Inhalers (DPI) and nebulizer.

AIDS

- ▲ If someone has symptoms of HIV The pharmacist advise him for test.
- ▲ If someone HIV Positive He should disclose the test , this help to take PMTCT (Prevention of Mother to Child Transmission) services.
- ▲ The HIV Positive Mother should be informed about feeding alternatives.
- ▲ The Patient should be advised for ARV Therapy.
- ▲ The patient should follow the directions of doctors.

Patient Package Inserts

- Patient package insert is a FDA approved document in the form of leaflet or booklet(now it is available in electronic form also) that has essential drug information . Like drug use , dose , contraindication , storage condition ,adverse effects , duration of medication etc.
- It is regulated by legislative health authority of the nation. It should be written in simple language and misleading should be avoided.

Content of PPI

- Brand Name & Generic Name of the product.
- Clinical Pharmacology
- Indications and Usage
- Contraindications
- Warnings
- Precautions:
- Adverse Reactions:
- Drug Abuse
- Over Dosage etc,

Importance and benefits

- ✚ It provides many essential information related to prescription in written form
- ✚ when it is in written form it can be used anytime and no chances to forget, just like oral counselling
- ✚ It is approved by FDA and legislative health authority so there is less chances for wrong information.
- ✚ This is beneficial for health care providers and patient also.
- ✚ It has all those contents that are provided by counselling.
- ✚ It is evidence based information and updated time to time on the basis of clinical data available.

Scenarios of PPIs

India :

- The drug and cosmetic act 1940 and rules 1945 has provisions for PPI and this provisions are listed in section 6 of schedule D second .
- According to these provisions PPI must includes information in English language On:
 - Therapeutic indications
 - Posology (dose)
 - Method of administration
 - Contraindication
 - Special warnings(major adverse effects
 - Precautions
 - Drug interaction
 - Contraindication in pregnancy and Lactation
 - Undesirable effects
 - Antidotes for over dosing

In other Countries :

- Many Industrialised Countries adopted it in more effective ways .
- In US (since 1968) It is Known as Patient Oriented Package Inserts , In European Union It is Known as Patient Information Leaflets .
- And now PPI is available in these country in printed and electronic form in US
- It is available at : [http:// www. Pdr.net](http://www.Pdr.net).
- In European union available at: [http:// www.medicines.org. UK](http://www.medicines.org.uk).
- In South Africa it is available at: [http:// home. intekom.com /Phar](http://home.intekom.com/Phar)

PIL (Patient Information Leaflets)

- PIL is a written document it contains all the clinical experiments and essential information for prescribed and non prescribed drugs and it is provided by manufacturer companies with drugs
- It also contains information that are not related to therapy .Like Registration number , batch.

Contents of PIL

- Name of Ingredients are used
- Pharmaceutical forms
- Therapeutic uses
- Precautions

- Interactions
- Administration route
- Adverse effects
- Contraindications
- Excipients details
- Registration number
- Pack size
- Manufacturer name and address etc

Uses of PILs

- The purpose of the Patient Information leaflet is to communicate important information from the Manufacturer to the patient in order to ensure that the medication is taken correctly and used as intended etc.



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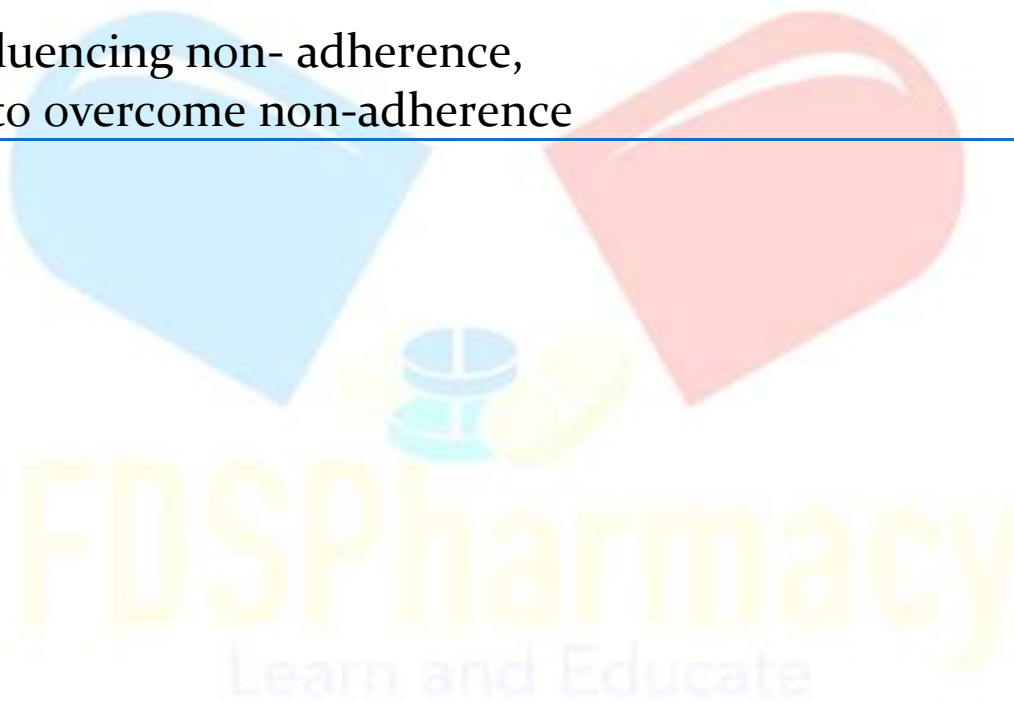
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Diploma in Pharmacy 2nd Year
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Chapter 6 : Medication Adherence

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Chapter 6

Medication Adherence

MEDICATION ADHERENCE

→ Medication adherence or patient adherence means obeying medical instructions for administration of medicine by patient.

Non Adherence

➤ **Non adherence or Non Compliance** : If patient dose not obey the instructions for administering the medications as directed is it called non adherence .

Factors influencing Non Adherence

→ **Health care system related factors** : According to Makaryus et . al . the patient are discharged from hospital and not educated properly and Non adherence occurs .

→ **Patient related factors** :

- Younger age ,
- Patient is not taking the disease seriously,
- Lack of symptoms,
- Misunderstanding regarding medication,
- Patient forgets to take medicines,
- He has Mental problems.

→ **Drug related factors** :

- Too much adverse effects (patient fear to take medicines),
- Cost of drugs many poor patients do not afford the drugs,
- Too much medication,
- Root of administration

→ **Therapy related factors** : Exact medications are not administered or prescribed

→ **Education related factors** : Factors of medication non adherence includes lower education level and low health education level.

Strategies to overcome Non-Adherence

- Many of studies explain that most of factors of Non Adherence are patient oriented (related) although we consider following strategies to overcome the Non Adherence :
- ✚ It includes educating healthcare workers(pharmacist nurses) they should be taught communication skill and counselling points properly.
 - ✚ If staffs are not sufficient they should be increased according to the needs.
 - ✚ Cheap and best medicine should be prescribed.
 - ✚ Patients should be counselled properly.
 - ✚ Counselling should be orally and in written form also.
 - ✚ Pictograms should be used.
 - ✚ feedback questions should be asked.
 - ✚ clearing patient 's doubt .
 - ✚ listening the patient with patience.
 - ✚ Simple and easy language should be used.
 - ✚ Counsellor should avoid anger

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Chapter 7 : Health Screening Services in Community Pharmacy

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Importance of various health screening services - for routine monitoring of patients, early detection, and referral of undiagnosed cases	4

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Chapter 7

Health Screening Services in Community Pharmacy

- Health Screening is a process to Look for / Identify the unrecognised disease , which are not identified properly with symptoms and to identify the diseases which have no symptoms.
- Screening is described as the use of rapid tests or examinations to presumptively identify people with unrecognised disease so that prompt treatments can be made to stop the disease from progressing.
- Early screening can lead to early treatment. such as intense hyperglycaemia and hypertension control: and hence a better illness prognosis.
- Health screening services are defined as services provided by healthcare professionals to the general public and patients;
- for example, blood glucose measurement using a glucometer, blood pressure measurement with a sphygmomanometer, and so on.

Scope of health screening services

1. A person has knowledge of health screening he can work in hospital
2. he can work in pathology laboratory
3. he can work in hospital and community pharmacy
4. he can run his own laboratory .
5. Many of companies providing door to door health screening services he can join these companies
6. he can provide services in disaster management
7. he can provide his services in Pandemic condition .

Importance of Various Health Screening Services

- I. It helps in identification of exact problem in early stage
- II. It reduces the mortality rate
- III. It reduces the severity of disease
- IV. It increases the effectiveness of treatment
- V. It reduces the cost of treatment
- VI. It Provides peace of mind
- VII. It prevents the occurrence of high risk disease
- VIII. It saves the time of patient
- IX. With the help of early screening chronic condition can be avoided.
- X. Adverse effects also be avoided in case of referral of undiagnosed cases in early stage

Health screening services - for routine monitoring of patients

- Health screening services are an important aspect of routine monitoring of patients.
- These services can help healthcare providers identify potential health problems at an early stage, when they are more treatable and less likely to cause serious complications. Some examples of health screening services that can be used for routine monitoring of patients include:
 1. **Blood Pressure Screening** : Regular blood pressure checks can help identify individuals with high blood pressure, which is a major risk factor for heart disease, stroke, and other health problems. Early detection of high blood pressure can help individuals receive appropriate treatment and make necessary lifestyle changes to reduce their risk of developing serious health problems.
 2. **Cholesterol Testing** : Regular cholesterol testing can help individuals identify their risk of developing heart disease and make necessary lifestyle changes to reduce their risk. This is especially important for individuals with a family history of heart disease or who have other risk factors.
 3. **Blood Glucose Monitoring** : Regular blood glucose monitoring is important for individuals with diabetes to monitor their glucose levels and adjust their treatment as needed. This can help prevent complications associated with uncontrolled blood sugar levels, such as nerve damage, kidney damage, and eye damage.
 4. **Body Mass Index (BMI) Screening** : BMI screening can help individuals identify if they are at a healthy weight or if they are at risk of developing obesity-related health problems. This can help individuals make necessary lifestyle changes to improve their health and reduce their risk of developing chronic diseases.
 5. **Immunizations** : Immunizations are an important aspect of preventive health and can help protect individuals from infectious diseases such as influenza, pneumonia, and shingles.

Early Detection

- Health screening services can help detect health problems early on, before symptoms even appear.
- This is especially important for diseases that can be silent, such as high blood pressure or high cholesterol. Early detection can lead to earlier treatment, which can improve outcomes and reduce the risk of complications.

Referral of Undiagnosed Cases

- Health screening services can help identify individuals who may have undiagnosed health problems and refer them to a healthcare provider for further evaluation.
- For example, a pharmacist may perform a blood pressure screening on a patient who has not had their blood pressure checked in some time and discover that the patient has hypertension.

The pharmacist can then refer the patient to a physician for further evaluation and treatment



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Chapter 8 : Over the Counter (OTC) Medications

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OTC medications in India, counseling for OTC products	4
Self-medication and role of pharmacists in promoting the safe practices during self-medication	5
Responding to symptoms, minor ailments, and advice for self-care in conditions such as - Pain management, <ul style="list-style-type: none">▪ Cough,▪ Cold,▪ Diarrhea,▪ Constipation,▪ Vomiting,▪ Fever,▪ Sore throat,▪ Skin disorders,▪ Oral health (mouth ulcers, dental pain, gum swelling)	5

Chapter 8

Over the Counter (OTC) Medications

- OTC drugs mean Over the Counter drugs. They are also known as non-prescription drugs, and can be sold or purchased without a prescription order.
- OTC drugs have minimal abuse potential of the controlled constituents and contain formulations with limited amounts of few narcotic drugs, usually for anti-tussive and anti-diarrhoeal purposes.
- The most significant difference between non-prescription and prescription medicine is established on the availability of acceptable ways for use under which a layman can use the medicine safely.
- OTC drugs are those drugs which can be purchased without a prescription. Few OTC drugs relieve aches, pains, and itches, whereas few of them prevent or treat diseases, such as tooth decay and athlete's foot. They also help to manage migraine conditions.
- Few examples of OTC drugs are painkillers (like ibuprofen and acetaminophen), decongestants, anti-fungal creams, laxatives, acne creams, and sunscreens.

Need and role of pharmacist in OTC medication dispensing

- While providing otc medication the pharmacists should analyse the patient symptoms /conditions to decide whether the medicines are suitable or not.
- The pharmacist should provide drug related information while dispensing OTC drugs .
- They should guide on choosing otc medication .
- They should advise the patient to contact doctors /physicians or medical staff for medical treatment
- The pharmacists should advise the patient to contact Health care professionals if any drug show severe adverse effect.
- The pharmacist should advise the patient to verify the drugs active constituent if they are taking multiple otc drugs .
- pharmacists are the person whom people contact for OTC medication generally , so there is great demand of pharmacist for OTC medication
- When they are initial point of contact for OTC Medication they should be careful regarding their responsibilities of otc medication.
- They should track the uses of otc medication .
- They are required to limit to the frequency of otc medications.
- The pharmacists should raise awareness about the importance of otc medication's safety, correct usage , dosage and storage.
- They should aware the people about disadvantages of otc medication

OTC medications in India

- In India, over-the-counter (OTC) medications are widely available and commonly used by the general public for self-treatment of minor ailments and health conditions.
- Some examples of OTC medications in India include pain relievers, cough and cold medications, antacids, and anti-allergy medications.
- The regulatory framework for OTC medications in India is overseen by the Central Drugs Standard Control Organization (CDSCO), which is responsible for ensuring the safety, efficacy, and quality of pharmaceuticals in India.
- In addition, pharmacists play an important role in advising patients on the proper use of OTC medications and checking for potential interactions with other medications.

Counseling for OTC Products

- Counseling for over-the-counter (OTC) products is an important part of the role of pharmacists and healthcare providers. Here are some key points that may be covered during counseling for OTC products:
 1. **Indication and dosage** : The pharmacist or healthcare provider should explain the indication for the product and the recommended dosage based on the patient's age, weight, and medical history.
 2. **Potential side effects** : Patients should be informed of potential side effects associated with the product and advised on how to manage them.
 3. **Precautions and warnings** : Patients should be advised on any precautions or warnings associated with the product, such as avoiding certain activities or foods while using the product.
 4. **Interactions with other medications** : Patients should be advised on potential interactions between the product and other medications they may be taking, including prescription medications, OTC medications, and supplements.
 5. **Duration of use** : Patients should be advised on the recommended duration of use for the product, and when to seek medical attention if symptoms persist or worsen.
 6. **Storage and disposal** : Patients should be advised on proper storage and disposal of the product, including keeping it out of reach of children and disposing of it properly according to local regulations.

Self Medication

- The use of medicinal products to treat self diagnosed disorders or symptoms without the advice of a Health Care Professional.(WHO)
- Self-medication is the practice of treating illnesses and disorders with OTC drugs that are licensed and available without a prescription and are safe and reliable when used as intended

Role of pharmacist in promoting safe practice during self Medication

- The pharmacist should advise the people that it is not good idea to treat self without proper knowledge otherwise it may be dangerous.
- The pharmacist should provide safe and good quality of medicine .
- The pharmacist should provide drug related information.
- The pharmacist should advise the patient to visit the doctors / physicians if self medication is ineffective .
- The pharmacist should consider the condition of patient if patient is not present, he should ask about the symptoms of the patients .
- If pharmacist seems that the drugs being asked are not suitable for the patient he should suggest the appropriate medicine .
- The pharmacist should ask some key questions related to patient condition and medication history.

Responding to symptoms minor ailments, and advise for self-care in conditions such as:

- Pain management,
- Cough ,
- Cold ,
- Diarrhoea ,
- Constipation ,
- Vomiting,
- Fever,
- Sore throat ,
- Skin disorders ,
- Oral health (Mouth ulcer , Dental pain , Gum swelling) .

Pain

→ Pain is a broad term that encompasses a wide range of unpleasant body sensations. It is caused by nerve system activity. It may be irritating or unbearable. It might be a sharp stab or a dull ache. Throbbing, pinching, stinging, burning, or pains are some names for it

Symptom

- Restlessness
- Moaning and groaning
- Muscle spasm
- Difficulty in sleeping
- Difficulty in Concentrating

Self-care

- ✓ A towel wrapped Cold pack or ice should be used to reduce painful swelling and inflammation caused by injury.
- ✓ To relieve muscles stiffness heating pads should be applied or warm bath should be taken.
- ✓ The things trigger should be avoided like noise , sharp light , stress lack of rest and sleep.
- ✓ Light exercise should be done on a regular basis.
- ✓ Analgesic balms should be used.

Cough

→ Cough is a normal reflex that occurs as the body attempts to remove irritants from the upper (throat) and lower (lungs) airways. Coughing aids the body's ability to recover and defend itself.

Symptoms

- Congested or running nose
- Coughing
- Sore throat
- Breathing difficulty
- Wheezing
- Coughing out blood or sputum

Self care

- ✓ Inhalation of warm Steam,
- ✓ Taking warm Beverages such as Black tea,
- ✓ Use of Ginger , Clove , Cardamom , Lemon with Honey .
- ✓ Use of Lozenges Like strepsils , vicks , etc.

Cold

→ Cold is an infectious upper respiratory illness of the nose, throat, sinuses, and trachea. It can be caused by more than 200 different viruses; however rhinoviruses are responsible for causing majority of colds.

Symptoms

- Sneezing
- Runny nose
- Sore throat
- Cough
- Headache
- Fever
- Nasal Congestion

Self Care

- ✓ Gargling with salt water
- ✓ Inhalation of warm Steam
- ✓ Use of topical ointments Like Vicks VapoRub.
- ✓ Taking enough water to replace the fluid loss.

Diarrhoea

→ Diarrhoea can range from a little inconvenience to a potentially fatal illness.

→ Diarrhoea is characterised by excessively loose or watery faeces. Bacteria,

→ viruses, and parasites are the most common causes of diarrhoea. Chronic

→ diarrhoea can also be caused by digestive system issues.

Symptoms

- loose or watery stool more than times a day .
- In severe diarrhoea these symptoms may be observed :
- Fever
- Weight loss
- Severe pain in stomach
- Blood in faeces .
- Dehydration

Self-Care

- ✓ Drinking enough water to avoid dehydration.
- ✓ BRAT diet should be taken : B: Banana R: Rice A : Apple Sauce T : Toast (bead)
- ✓ Laxative things should be avoided like (Tea , Coffee , fig ,etc)
- ✓ Curd , mint , may be used.

Constipation

→ Constipation is a condition in which bowel motions become less frequent and faeces become harder to evacuate. Changes in food or lifestyle, as well as lack of fibre, are the most common causes.

Symptoms

- Less than three time defecation a week .
- Dry, hard stool .
- Difficulty in passing stool (pain)
- Pain in stomach or cramps.

Self-care

- ✓ To increase water intake,
- ✓ Intake of high Fibre diet.
- ✓ Intake of more vegetable , fruits in diet.
- ✓ Avoiding intake of high - fat foods , meats eggs , etc.
- ✓ Exercise at daily basis.
- ✓ Walking after taking meals.

Vomiting

→ Vomiting is forcible voluntary or involuntary emptying of stomach contents through mouth. Issues in stomach and intestines (infection, damage, and food irritation), inner ear (dizziness and motion sickness), and brain (head injury. brain infections, tumours, and migraine headaches) are potential causes of vomiting.

Symptoms

- Emptying of stomach content through mouth Voluntary or involuntary . symptoms
- Before vomiting
- Abdominal Pain
- Excessive sweating
- Rapid pulse

Self - Care

- ✓ Taking liquids gradually
- ✓ Solid food should be avoided.
- ✓ Citrus fruits should be taken in low amount.

Fever

- Fever can be defined as a body temperature that is higher than normal. It can be a symptom of the body's natural defence mechanism
- The average body temperature is 98.6° Fahrenheit (37° Celsius). 2) A fever can be defined as a temperature of more than 100.4°P in adults.
- A fever in children can be defined as a temperature of 100.4°F (measured rectally), 99.5°F (measured orally), or 99°F (measured axillary)

Symptoms

- High temperature (More than 100.4°C)
- Chills , trembling .
- Fatigue
- Weakness .
- Headache

Self -Care

- ✓ Drinking more water than usual
- ✓ Taking Paracetamol , aspirin,
- ✓ Taking rest.

Sore throat

- Sore throat is a condition in which the throat becomes swollen, itchy, painful or
- Excessive dry due to bacterial or viral infection, allergies, acid reflux, overuse
- And straining of vocal cords, or keeping mouth open for a long time while
- Sleeping. Severe pain in throat may be experienced while swallowing

Symptoms

- May be different Because of different Causes :
- Itchiness
- Burning in throat
- Irritation .

Self care

- ✓ Intake of lemon tea .
- ✓ Lozenges
- ✓ Gargle with salted water .
- ✓ Taking water time to time to prevent dryness of throat .
- ✓ Taking rest , (teaching , too much speaking should be avoided)
- ✓ Allergens should be avoided like dust , pollen etc.

Skin Disorders

→ Skin disorders are conditions which clog, irritate or inflame the skin, resulting in rashes or changes in skin appearance.

Symptoms

- Dryness of skin
- Open sores , ulcers .
- Rashes
- Red , white pus filled blisters
- Discoloured patches

Self care

- ✓ Sugar or dairy products should be avoided .
- ✓ Skin Hygiene should be maintain .
- ✓ Fats , and high protein diet should be avoided .
- ✓ Boiled water with neem leaves should be use to wash the affected area .
- ✓ Taking enough water to prevent dryness .
- ✓ Different types of creams and soaps should be avoided

Oral Health (mouth ulcer , Dental pain , Gum Swelling)

→ Oral health is a disease free condition of teeth, gums, and overall oral-facial system responsible for smiling, speaking, and chewing. Oral health can be affected by certain diseases, like tooth decay (cavities), gum (periodontal) disease, and oral cancer.

Mouth Ulcer

→ Mouth ulcer (or aphthous ulcers or canker sores) is a condition in which yellow or red coloured lesions form in the mucus membrane (soft tissue lining) of tongue, gums, inner cheeks, lips, or palate, and cause mild pain.

Symptoms

- Pain in mouth
- Increased sensation while brushing teeth.
- Feeling of pain and irritation on eating specially spicy and salty foods.

Self -Care

- ✓ Mouth should be rinsed with warm salt water
- ✓ Spicy foods should be avoided.
- ✓ Oral Hygiene should be maintained
- ✓ Topical anaesthetics should be used like Orajel or Anbesol.

Dental Pain

→ Dental pain or toothache occurs in or around a tooth. Minor toothaches occur due to a temporary gum irritation and can be treated at home. Severe toothaches occur due to dental and mouth problems that can be treated by a dentist.

Symptoms

- Pain in tooth
- Headache
- Swelling around tooth .

Self Care

- ✓ Gargle with warm saltwater (half teaspoon of salt in a glass of warm water)
- ✓ A towel wrapped Cold pack or ice should be put to painful are fore 20 minutes to reduce pain and swelling.
- ✓ Placing Clove in mouth . or Clove oil in Cotton .
- ✓ Household medication like Paracetamol , ibuprofen or aspirin may be used

Gum Swelling

→ Swollen or inflamed gums often bleed and appear bright red in colour due to increased blood flow to the affected site. Red and puffy gums do not heal by themselves

Symptoms

- Swollen gum that bleed easily , even during brushing or eating something like Banana , apple
- Bad odour.

Self- Care

- ✓ Brushing of teeth at least twice a day .
- ✓ Mouth should be rinsed with warm saltwater to remove swelling and bacteria .
- ✓ Intake of vitamin C should be increased .
- ✓ Brushing with Neem Twig .

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Diploma in Pharmacy 2nd Year
Community Pharmacy & Management
Chapter 9 : Community Pharmacy Management

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Community Pharmacy Management

- Community Pharmacy Management refers to the practice of overseeing and coordinating the daily operations of a community pharmacy, including financial management, inventory control, staff management, and customer service.
- Community pharmacy managers are responsible for ensuring that their pharmacy is run efficiently and effectively, and that it meets the needs of its patients and the community it serves.

Legal requirements to set up a community pharmacy

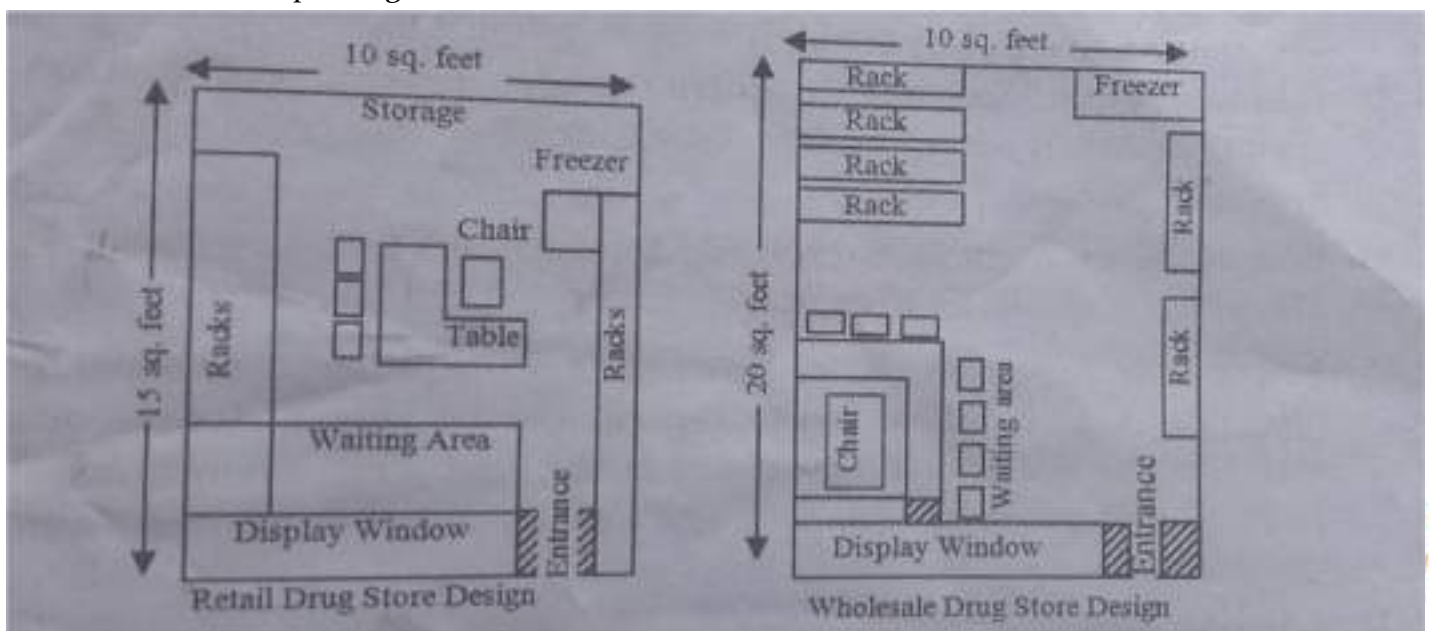
- Community pharmacy requires compliance with legal requirements and regulations set by regulatory bodies such as the Pharmacy Council of India (PCI).
- The following are some of the legal requirements to set up a community pharmacy in India :
 1. **Registration** : Before setting up a community pharmacy, the owner must register the pharmacy with the PCI. The registration process involves filling out an application form and providing documents such as proof of ownership, pharmacy layout plan, and educational qualifications of the pharmacist.
 2. **Location** : The pharmacy must be located in an easily accessible area with adequate space for storage, dispensing, and patient counseling. The pharmacy must also be located at least 200 meters away from another registered pharmacy.
 3. **Infrastructure** : The pharmacy must have proper infrastructure and equipment such as air conditioning, refrigeration, computer, and software to manage inventory and patient records.
 4. **Pharmacist** : A qualified registered pharmacist must be present in the pharmacy at all times during working hours. The pharmacist must have a D.Pharm or B.Pharm degree from a recognized institution and a license to practice.
 5. **Drug Storage** : The pharmacy must have proper storage facilities for drugs and other products. The storage area should be clean, well-lit, and well-ventilated.
 6. **Dispensing** : Drugs should be dispensed only on the prescription of a registered medical practitioner. The pharmacist must ensure that the drugs dispensed are of the correct dosage and formulation.
 7. **Record Keeping** : The pharmacy must maintain accurate and up-to-date records of drugs dispensed, drugs received, and inventory management.
 8. **Adherence to Regulations** : The pharmacy must comply with all regulatory requirements set by the PCI and other regulatory bodies, such as the Drugs and Cosmetics Act.

Site Selection requirements

- Site selection means selection of place or area for opening community pharmacy . Good site selection is the key of success of any shop
- following areas are considered good for community pharmacy :
- 1) **Hospital or Nursing Home** : A community pharmacy location near hospital or nursing home is considered quite good , because drugs are prescribed there and pharmacy business mostly depends on prescription filling . so a pharmacy near to hospital can attract the patient .
 - 2) **General Market** : A pharmacy in general market also attracts people , where people go for their general needs , this location is also good .
 - 3) **Drug store market** : Many of developed cities have a separate market for drugs and other things so if there is drug market it suitable location for a pharmacy .
 - 4) **Parking Facility** : On a road of high traffic , the those location are preferable where parking facility is available .
 - 5) **Near by a famous place** : A pharmacy near to a famous place is considered good which people commonly visit like park , hotel , school , play ground etc.
 - 6) **High population area**

Pharmacy Designs and Interiors

- The organisational structure of pharmacy may vary with the size and type of the business .
- But some main parts should be available in every pharmacy like
- General drug store.
 - Dangerous and schedule X drugs store.
 - Cold room or refrigerator area.
 - Bulk drug store area.
 - Waiting area.
 - Dispensing area etc



Vendor selection and ordering Procurement

- Vendor selection and ordering procurement in pharmacy involves the process of identifying and evaluating potential suppliers, selecting the best supplier(s) to meet the pharmacy's needs, and placing orders with the chosen vendor(s) for pharmaceutical products, medical supplies, and other related items.
- Here are some steps involved in the procurement process for pharmacies :
1. **Determine the pharmacy's needs** : The first step in the procurement process is to identify what the pharmacy needs. This includes identifying the types of pharmaceutical products, medical supplies, and other related items required to meet the pharmacy's needs.
 2. **Identify potential suppliers** : Once the pharmacy has determined its needs, the next step is to identify potential suppliers. This can be done through research and networking with other pharmacies, industry associations, and trade shows.
 3. **Evaluate potential suppliers** : After identifying potential suppliers, the pharmacy should evaluate them based on their reliability, quality, pricing, delivery time, and other factors that are important to the pharmacy.
 4. **Select the best suppliers** : Based on the evaluation, the pharmacy should select the best suppliers that meet its needs and requirements.
 5. **Negotiate contracts** : Once the pharmacy has selected the suppliers, it should negotiate contracts with them. This involves agreeing on the terms and conditions of the agreement, including pricing, delivery time, payment terms, and any other important details.
 6. **Place orders** : After the contracts have been negotiated, the pharmacy can begin placing orders with the selected suppliers.
 7. **Track orders and performance** : The pharmacy should track the orders placed and monitor the performance of the suppliers to ensure that they are meeting the agreed-upon terms and delivering the expected quality of products and services.

Procurement

- Procurement means " purchasing " and procurement is a process of purchasing right quality and quantity of drugs at right time and right price . Good procurement is necessary for running the community pharmacy efficiently principal of procurement is " you buy a product cheap and sell that with reasonable margin

Process of procurement

- 1) Purchase requisition : The list of product to be purchased is made on the basis of product flow and patient request and needs.
- 2) Selection of supplier : selected right suppliers considering quality , time and price .

- 3) Placing order : after preparation of requisition slip and selection of supplier the order is placed in desired date , time and amount
- 4) Receiving in checking products
- 5) Checking of invoice and bills
- 6) Recording of bills
- 7) Releasing the payment to the supplier

Inventory control methods

→ Effective inventory control is an essential aspect of managing a pharmacy. Proper inventory control can help reduce costs, minimize waste, and ensure that the pharmacy has the necessary medications and supplies on hand to meet the needs of patients.

Here are some common inventory control methods used in pharmacies

1. **First-In-First-Out (FIFO) Method** : This method involves using the oldest stock first to minimize expiration or spoilage of medication. It is particularly useful for managing perishable items like vaccines.
2. **Minimum-Maximum Method** : This method sets a minimum and maximum inventory level for each medication or supply. When the inventory level falls below the minimum level, the pharmacy orders more stock to reach the maximum level.
3. **ABC Analysis** : This method involves categorizing items based on their level of importance or usage. Class A items are the most important and highest in usage, while Class C items are the least important and lowest in usage. This helps prioritize inventory control efforts.
4. **Continuous Review Method** : This method involves monitoring inventory levels on a regular basis and placing orders to replenish as needed. It is suitable for managing fast-moving items with a predictable demand.
5. **Barcoding and Scanning** : This method involves using a barcode system to track inventory levels and manage stock. Barcodes are scanned to identify products and monitor their usage, allowing for accurate inventory management and minimizing the risk of errors.
6. **Automated Inventory Management Systems** : This method involves using computerized software to manage inventory levels and automate the ordering process. It helps streamline the inventory management process and ensures accurate stock levels.

Inventory management

→ Inventory management is crucial in the pharmacy setting to ensure that the right medications and medical supplies are available when needed. Proper inventory management can help to reduce the risk of stockouts, minimize waste, and ensure that the pharmacy is able to meet the needs of its customers.

Here are some key strategies for effective inventory management in a pharmacy

1. **Set par levels :** Determine the minimum and maximum levels of inventory that you need to maintain for each medication or supply. This will help you to order products in a timely manner and avoid running out of stock.
2. **Track expiration dates :** Ensure that you have a system in place to track expiration dates and remove expired products from your inventory. This will help you to avoid dispensing expired medications or supplies, which can be dangerous and lead to legal liability.
3. **Conduct regular inventory checks :** Schedule regular inventory checks to ensure that your actual inventory matches your records. This will help you to identify any discrepancies and take corrective action.
4. **Use a computerized system :** Consider using a computerized inventory management system to help you track inventory levels, order products, and manage expiration dates. This can help you to save time and reduce errors.
5. **Monitor trends :** Monitor trends in medication usage and adjust your inventory levels accordingly. This can help you to avoid overstocking or understocking certain products.
6. **Work with suppliers :** Establish relationships with suppliers and work with them to ensure that you receive timely deliveries and can quickly address any issues that arise.

Financial Planning and Management

→ Financial planning and management are essential skills for pharmacists who want to run a successful pharmacy business. Here are some key areas to consider :

1. **Budgeting :** Creating a budget is the foundation of financial planning. Pharmacists need to know how much money they have coming in and going out each month. This allows them to allocate resources effectively, set financial goals, and monitor their progress.
2. **Cash flow management :** Managing cash flow is critical for pharmacies, as they need to maintain adequate cash reserves to pay suppliers and cover expenses. By tracking cash inflows and outflows, pharmacists can identify potential cash shortages and take steps to prevent them.
3. **Inventory management :** Managing inventory is crucial for pharmacies, as they need to balance maintaining enough stock to meet demand while avoiding excess stock that ties up cash. Implementing an inventory management system can help pharmacists track stock levels, monitor expiration dates, and identify slow-moving items.

4. **Cost control** : Controlling costs is vital for pharmacy businesses. Pharmacists need to be mindful of expenses such as rent, utilities, wages, and supply costs. By keeping a close eye on these costs, they can identify areas where savings can be made and take action to reduce expenses.
5. **Revenue management** : Pharmacists need to monitor revenue closely to ensure that they are earning enough to cover expenses and generate a profit. This requires careful management of pricing, billing, and payment processes, as well as identifying opportunities for new revenue streams.
6. **Financial reporting** : Pharmacists need to be able to generate financial reports that provide an accurate picture of the pharmacy's financial health. This includes generating balance sheets, income statements, and cash flow statements. Regular financial reporting allows pharmacists to track their progress towards financial goals and make informed decisions about future investments

Accountancy in community pharmacy - day book , cash book

- Accountancy or accounting is a process of recording the financial transactions in books of account.
- Accountancy is necessary to run any business smoothly and it is helpful in many aspects like :
 - In financial management
 - In settlement of taxation liability
 - In financial analysis
 - To check profit and loss
 - To reduce and detect fraud
 - To maintain evidence .

Day book

- Day book is an original entry book in which all the transactions and drug related activities are recorded on a daily basis including all the transactions buy and sale
- Details of medicines sold , quantity , price of per unit and total amount of money collected for each transaction . Details of product purchased by the pharmacy including drug and equipments

Cash Book

- It is a dairy in which all the business related transaction s are recorded , It includes :
 - All the payment done for purchase and sale of products or any equipment for pharmacy
 - Bank deposits and withdrawals .

Introduction to Pharmacy operation softwares - usefulness and availability

→ Pharmacy operation softwares are softwares programs or apps which help a pharmacist to manage pharmacy activities effectively in less time . there are a lot of softwares available in market that meet the needs of Pharmacy management.

Key features of Pharmacy operation softwares A Pharmacy operation software should have following features :

1. **Billing** : A good software should have billing facility and recording the billing data , including patient's and medication information.
2. **Inventory management** : It should have inventory management system to keep record of stock level and indicate the re-ordering of products .
3. **Prescription processing (scanning) facility** : A good pharmacy operation software has the scanning facility of description , this feature saves the pharmacist's time of typing the items name .
4. **Accounting** : It should have accounting facility of Pharmacy transactions
5. **Reporting** : A good pharmacy software has the reporting facility , this feature reports the business performance .
6. **Point of sale functionality** : This facility allows the pharmacist to accept payments from customers.

Usefulness

- They provide fast services
- They save time of pharmacists and patients
- They recognise Expired items
- They improve pharmacist efficacy.
- They record patient's medical history.
- They prevent medical fraud.

Availability

- EnterpriseRx
- Cerner Retail Pharmacy
- PioneerRx
- Logic ERP
- eVitalRx etc.

Customer Relationship Management (CRM)

- Customer Relationship Management (CRM) software is designed to help businesses manage their interactions with customers and improve customer satisfaction.
- In the context of pharmacy operations, CRM software can help pharmacies keep track of customer orders, preferences, and history, as well as track customer feedback and complaints.
- CRM software can also help pharmacies improve communication with their customers by providing tools for email marketing, automated messaging, and appointment scheduling.
- This can help increase customer engagement and loyalty, leading to increased revenue and a stronger reputation in the industry.
- Many pharmacy operation software providers offer CRM features as part of their package, making it easy for pharmacies to adopt this technology.
- Some of the most popular pharmacy operation software programs with CRM features include PioneerRx, PrimeRx, and QS/1.

Audits in pharmacies

- Auditing or financial audit is an official examination and verification of a business 's financial record which are presented by management.
- Auditing gives the business partners , shareholders and government a confident and satisfaction that financial records are present by management are true and fair.

Type of auditing

- 1) **Internal Audit** : An internal audit is an audit performed by a qualified auditor or accountant who is part of your company.
- 2) **External Audit** : An external audit is an audit of your financial statements made by an independent, third-party professional.
- 3) **ISR Audit** : Internal Revenue Service (IRS) audits, or tax audits, are government reviews conducted to a business to ensure that financial data has been reported in compliance with tax laws.

SOP of Pharmacy management

- A standard operating procedure is a set of instructions and guidelines are prepared and documented by an organisation to help workers , to carry out the repeated operations (works) safely and effectively .
- Pharmacies make their SOPs according to their business size and needs but some key points should be included in SOPs which are following :
 - SOP for drug list
 - SOP for procurement of medicines
 - For drug receiving into a Pharmacy

- For storage of drugs
- For vaccine storage
- For temperature control
- For dispensing of drugs
- For Patients counselling
- For compounding of Medicines
- For disposal of expired drugs
- For training of new pharmacists

Introduction to Digital Health

- Digital health is the use of digital technologies, tools, and platforms to enhance healthcare delivery, patient care, and public health.
- It encompasses a wide range of digital tools and services that enable healthcare providers, patients, and caregivers to access, share, and analyze health information.
- The key topics include Learning Health Systems and Electronic Health Records and various types of digital health technologies to include mobile applications, wearable technologies, health information systems, telehealth, telemedicine, machine learning, artificial intelligence and big data.
- These technologies are assessed in terms of the key opportunities and challenges to their use and the evidence of their effectiveness in the field of digital health in relation to public health and healthcare globally.
- The use and application of digital health for COVID-19 forms a case study demonstrating the use of different types of digital health technologies to address key aspects of the response to the virus globally.

mHealth and Online pharmacies

- mHealth (mobile health) refers to the use of mobile devices, such as smartphones and tablets, to support healthcare services and improve health outcomes.
- Online pharmacies, on the other hand, are digital platforms that allow patients to order medications online and have them delivered to their doorstep.
- Both mHealth and online pharmacies have the potential to improve access to healthcare and medication for people who may face barriers to traditional healthcare services.
- For example, people living in rural areas or those with mobility issues may find it difficult to visit a physical pharmacy or healthcare provider. With online pharmacies and mHealth, they can order medication or access healthcare services from the comfort of their own homes

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