

Intended Learning Objectives

At the end of this lecture, student will be able to:

- Describe community pharmacy
- Explain the scope and limitations of community pharmacy services
- Describe the roles and responsibilities of community pharmacist

Community Pharmacy

- Community Pharmacy - setting through which risk and protective health behaviors can be addressed
- Health behaviors – Smoking cessation, healthy nutrition, alcohol consumption and physical activity
- Pharmaceutical care – Diet, weight loss, weight management, health promotion, education, intervention, prevention, screening or detection
- Accessible site for health promotion

Scope of Community Pharmacy

- Developed countries - Shared responsibility
- Developing countries - Pharmaceutical Trade and Care
- Community Pharmacy - ultimate and vital link
- Educate progressive consumers

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Scope of Community Pharmacy (Contd..)

Rural India:

- Illiterate rural masses
- Non-availability of basic quality medical health care
- Quackery practice in rural areas
- Vast number of drugs (Generic)
- Non availability of qualified pharmacists
- Mainly focused by Indian pharma companies
- Weak regulatory control

Scope of Community Pharmacy (Contd..)

Urban India:

- Educated and progressive consumers
- Emerging quality medical health care in urban centers
- Highly competent medical profession
- Good awareness
- Large turnout of qualified pharmacists
- Focused by Indian/MNC pharma companies
- Efficient State level Drug agencies in control

Scope for Clinical Pharmacy Service in Community set-up

Pharmacist may be asked by customers for advice about

- Minor ailments
- Advice on symptoms
- Medicine by brand name
- General health advice e.g. about dietary supplements, precautions etc.
- Management of the sale of over-the-counter (OTC) medicine
- Measure BP, Blood sugar and advice

Update About The Drugs And Diseases

Educate consumers on proper and safe use of medicines

- Growing OTC segments of products
- Lay press advertisements
- Self medication
- Drug abuse
- Non-compliance of dosage regimen
- Mixing of OTC medicines with prescription medicines
- Changing life style and food habits
- Prevalence of diseases like asthma, tuberculosis, diabetes etc.,

Maintain Proper Statutory Records

- Buy the medicines from authorized sources with proper purchase records
- Maintain sales memos with
 - Patients name and address
 - Batch number
- Find and minimize substandard drugs
- Assist in unsafe drug requiring recall etc



Patient Information Provision

- Pharmaceutical associations
- Manufacturers
- Brochures to patients
- Brochures to health care professionals
- For Immunization

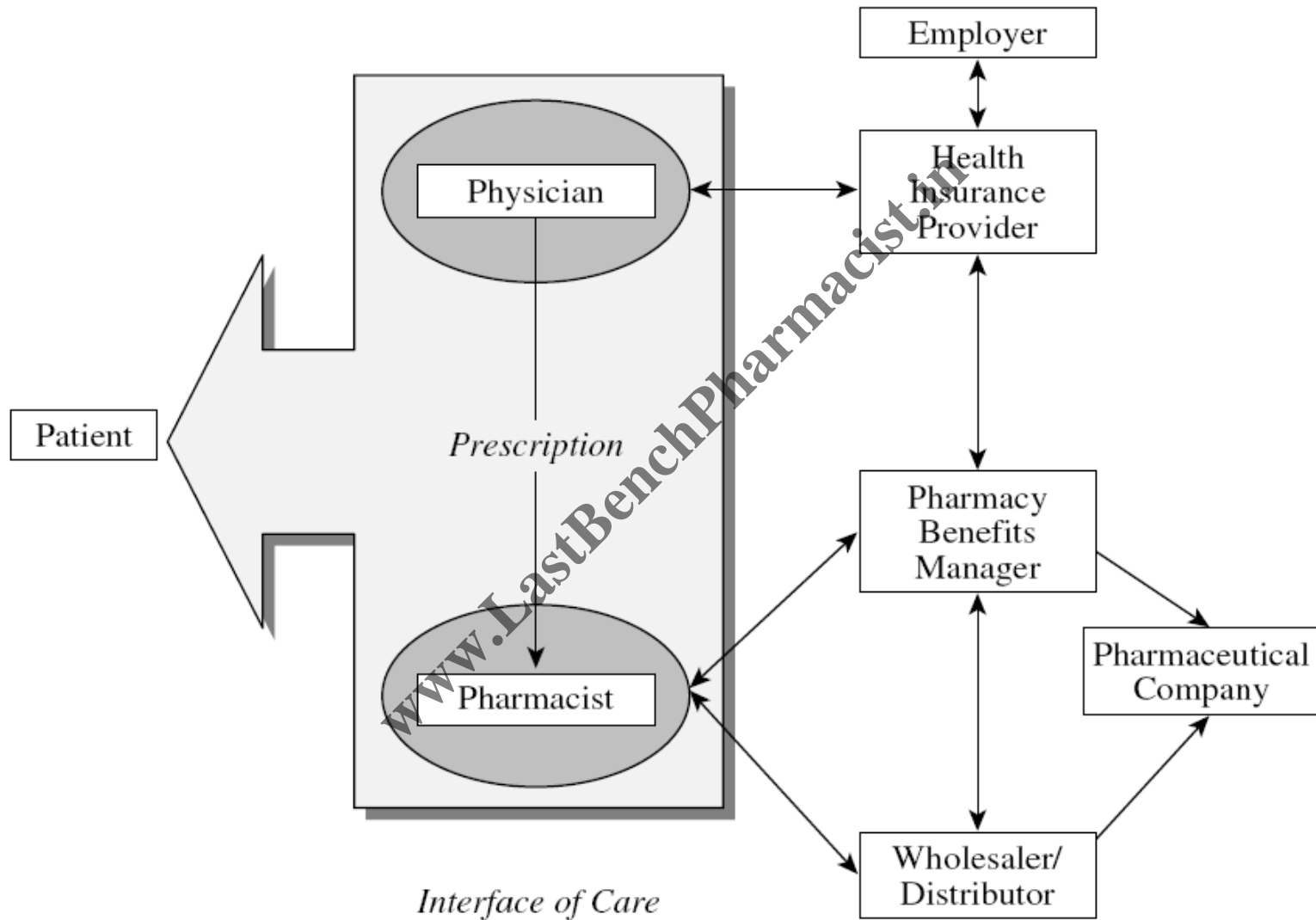


Access to Pharmacy Services

Easy access for

- Drug Information centers
- Reference books
- Internet drug information
- Out come of the discussion forum
- Reviewed and extracted information

Pharmacy Services



Barriers To Community Pharmacy Services

- Lack of organization or support to community activities
- Level of Skills and Confidence
- Lack of regulatory/Government support for health promotional activities
- Remuneration to health promotion services
- Lack of awareness and accessibility

Roles and Responsibilities of Community Pharmacist

Health professional who focuses on the patient's drug therapy

Pharmacists' expertise lies in-

- How medications should be used ?
- How to maximize benefits ?
- How to minimize ADRs of drug therapy ?
- How prescription drugs interact with other medications ?



Pharmacist's Role

- Ensure medications - most effective, safe & most appropriate manner
- Recommend and advise an over-the-counter (OTC) products
- Demonstrate the proper use of Drug/Dosage/Devices
- Help patients to manage their illness
- Coordinate with patients, physicians and other health care providers - achieve their health goals
- Maintaining patients' drug profiles
- Medication history interviews

Pharmacist's Role (Contd..)

- Monitoring ADRs and patients' adherence with treatment
- Assess patients' drug therapy for possible interactions
- Analyze the Prescription and make recommendations
- Educate patients and caregivers
- Manage minor illnesses by advising the patients on self-care
- Provide referrals and advice on health promotion and wellness

Pharmacist's Role (Contd..)

- Clients can also talk to their pharmacist about
 - How to store and take medication?
 - What foods or activities to avoid ?
 - What to do if a dose is missed ?



Community Pharmacists' Responsibilities

- To co-ordinate overall pharmaceutical needs
- To ensure that all drugs are handled properly - storage of investigational drugs
- To participate in cardio pulmonary emergencies
- To provide for in service education and training for the pharmacists, pharmacy items and other health care professionals

Roles In Professional & Trade Associations

- Educate the practicing pharmacists
- Change the mind set to serve
- Prepare community pharmacists by introducing refresher courses

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Summary

- Community Pharmacy and health care services
- Community Pharmacist and expanded level of patient care
- Community Pharmacists in a variety of community services
- Community Pharmacist and disease management activities
- Scope and Developmental requirements