

SNS COLLEGE OF PHARMACY AND HEALTH SCIENCES

Affiliated To The Tamil Nadu Dr. MGR Medical University, Chennai

Approved by Pharmacy Council of India, New Delhi.

Coimbatore -641035

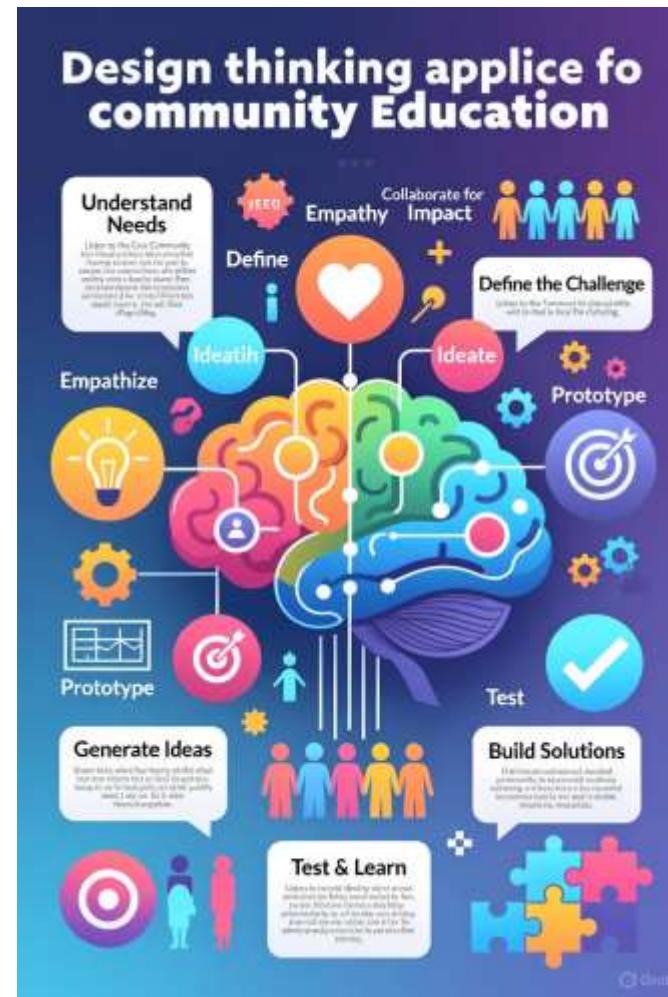


COURSE NAME : PHARMACY PRACTICE (BP703T)

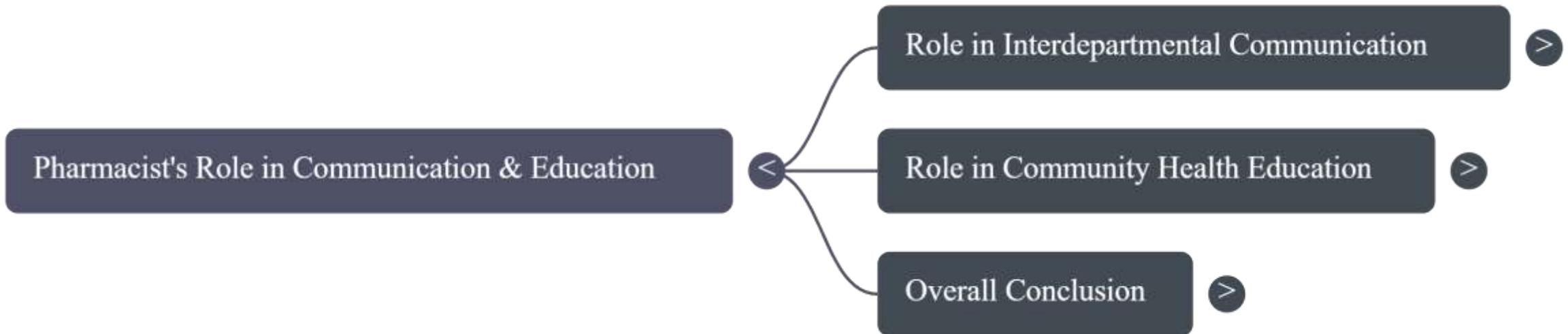
VII SEM / IV YEAR

TOPIC 1 : COMMUNICATION AND COMMUNITY EDUCATION

DESIGN THINKING IN COMMUNITY EDUCATION



MINDMAP



INTRODUCTION

Empathize

Role of Pharmacist in Interdepartmental Communication & Community Health Education



Empathize

CLASSIFICATION OF INTERDEPARTMENTAL COMMUNICATION



Empathize

CLINICAL COMMUNICATION

Clinical Communication

- Interaction with doctors regarding prescriptions
- Participation in ward rounds
- Providing drug information and therapeutic alternatives



Empathize

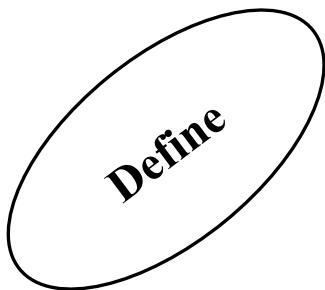
NURSING COORDINATION

Nursing Coordination

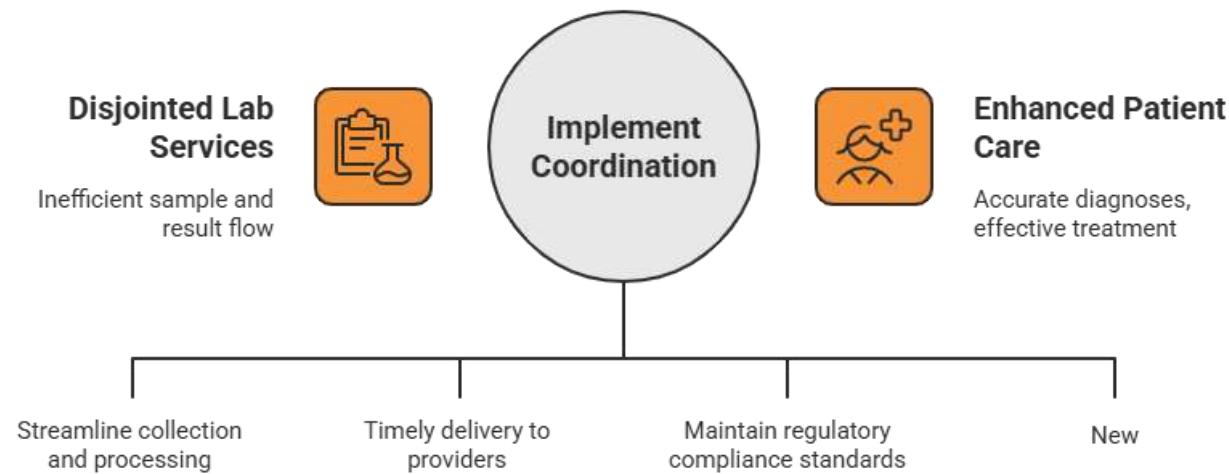
- Counseling nurses about drug administration
- Clarifying dosage, dilution, storage, incompatibilities



LABORATORY AND DIAGNOSTIC COORDINATION



Streamlining Laboratory & Diagnostic Coordination



Made with Napkin

PHARMACY AND ADMINISTRATIVE COORDINATION

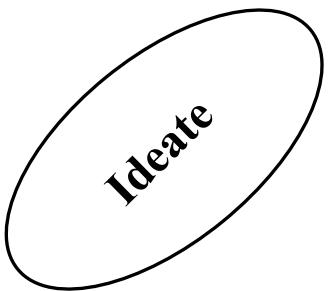
Define

Enhancing Pharmacy Operations



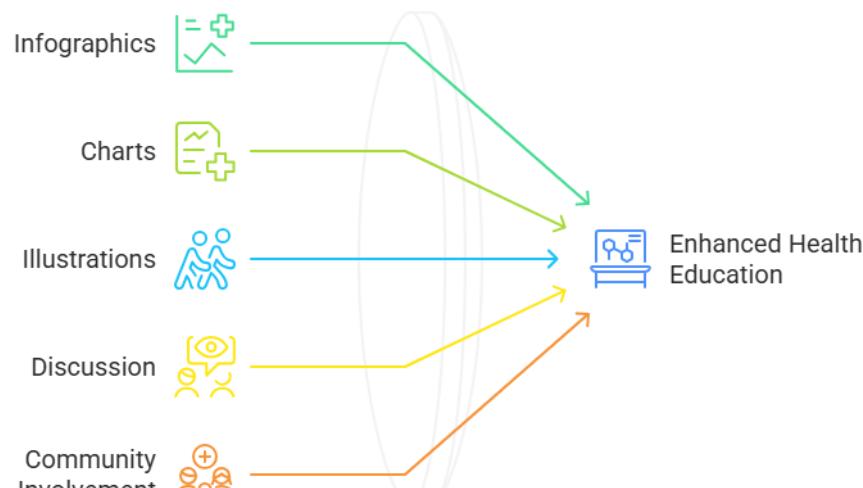
- Inventory Management**
Ensuring adequate stock levels and efficient storage
- Stock Communication**
Facilitating clear and timely information flow
- Purchasing Coordination**
Aligning procurement processes with needs
- Billing Coordination**
Streamlining financial transactions and record-keeping
- Medication Error Reporting**
Documenting and analyzing errors to prevent recurrence
- Adverse Drug Reaction Reporting**
Tracking and reporting reactions to improve safety

Media with by Napkin



CLASSIFICATION OF COMMUNITY HEALTH EDUCATION

The Power of Visuals in Health Education



DISEASE PREVENTION AND AWARENESS

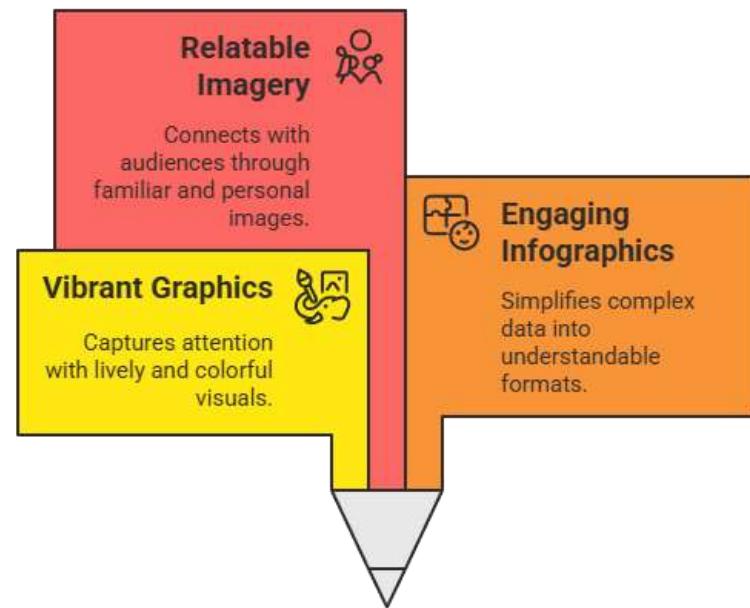


Prototype

PATIENT COUNSELLING



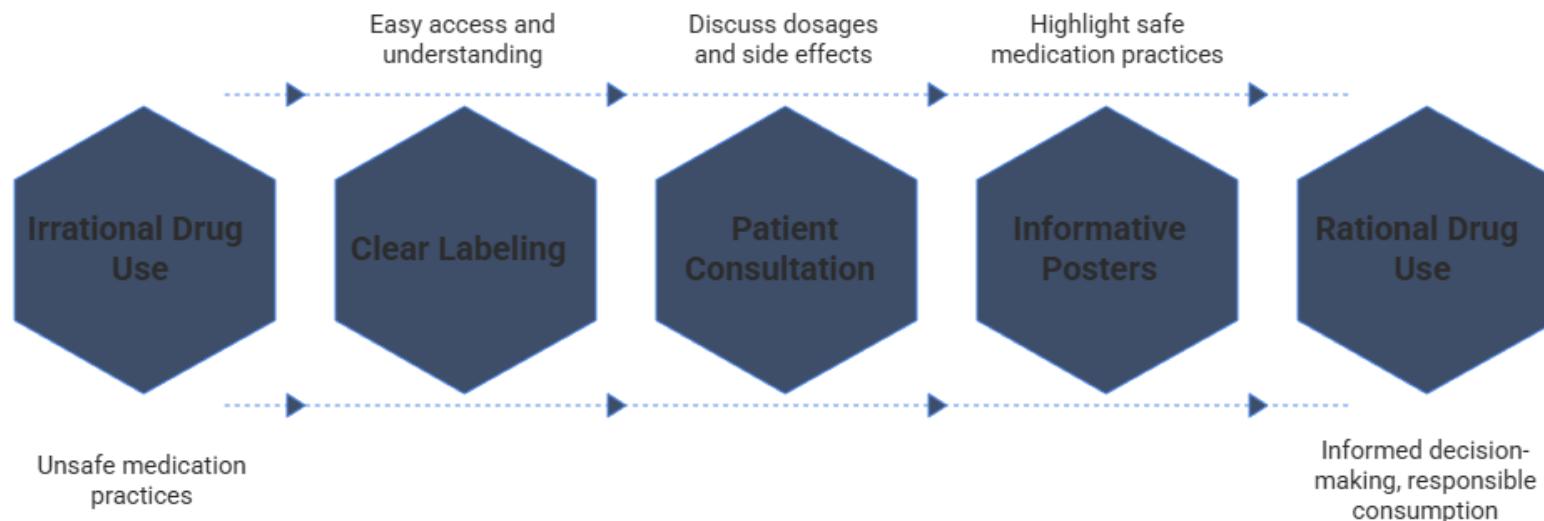
Visual Communication for Health Promotion



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RATIONAL DRUG USE AND SAFETY

Promoting Rational Drug Use



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SUMMARY

The Importance of Health Education in Communities





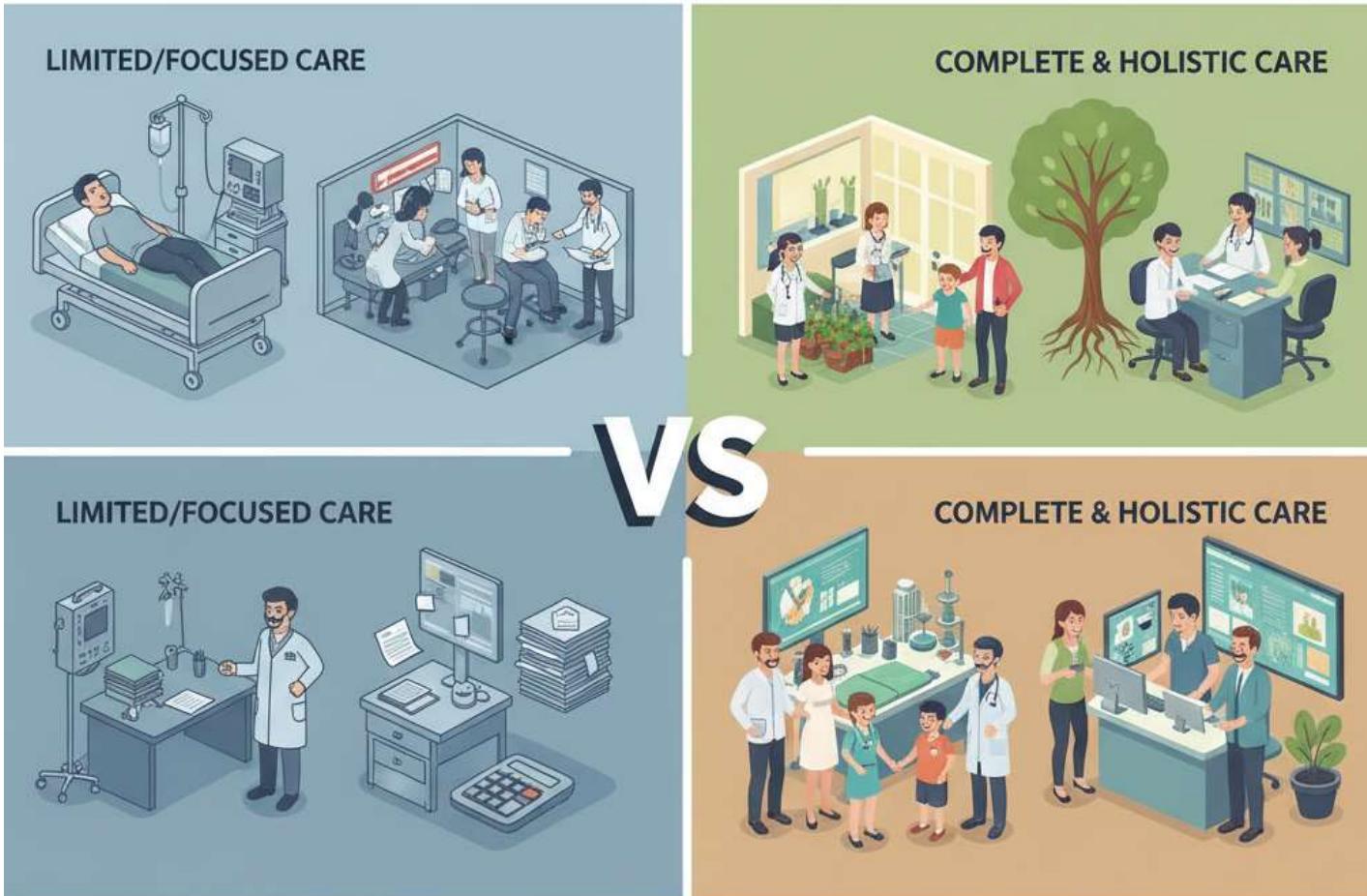
CLASS ASSESSMENTS

- 1. Which of the following best describes interdepartmental communication by a pharmacist?**
 - A. Managing pharmacy sales
 - B. Coordinating information between healthcare departments
 - C. Preparing only extemporaneous formulations
 - D. Conducting marketing campaigns





CLASS ASSESSMENTS





CLASS ASSESSMENTS

2. Community education by pharmacists helps mainly in:

- A. Increasing hospital bills
- B. Improving public awareness on rational drug use
- C. Promoting non-medical products
- D. Reducing pharmacist workload



a. Primary hospital



General check-ups, basic emergencies, preventative care, family medicine

b. Secondary hospital



General surgery, common illness, specialties, emergency room

c. Tertiary hospital



Advanced surgery, intensive care, rare diseases, research, medical education

VS

d. Specialty hospital



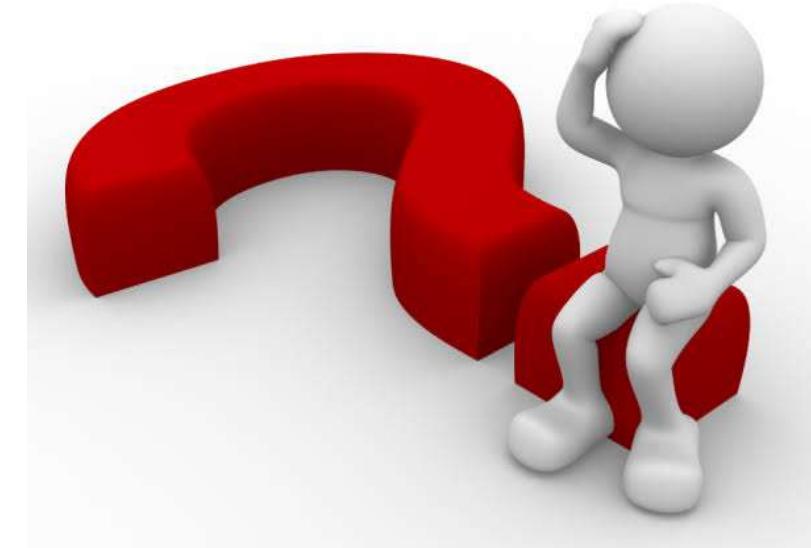
Specific medical focus (e.g., Cardiac, Cancer, Orthopedic), specialized treatments



CLASS ASSESSMENTS

3. In public health programs, the pharmacist contributes by:

- A. Monitoring adverse drug reactions (ADR)
- B. Issuing driving licenses
- C. Performing surgical dressings
- D. Approving insurance claims





CLASS ASSESSMENTS

COMPUTERIZED DRUG INFORMATION SYSTEMS QUIZ

A) Micromedex



Comprehensive drug database,
clinical support

b) Lexicomp



Drug interactions, dosing, patient
education

C) UpToDate

VS

D) Pharmaopeia



Book of drug standards,
quality, purity

Which of the following is NOT a computerized
drug information system?



Answer: D



- A) Micromedex
- B) Lexicomp
- C) UpToDate
- D) Pharmaopeia

REFERENCES

1. Merchant S.H. and Dr. J.S.Quadry. A textbook of hospital pharmacy, 4th ed. Ahmadabad: B.S. Shah Prakakshan; 2001.
2. Parthasarathi G, Karin Nyfort-Hansen, Milap C Nahata. A textbook of Clinical Pharmacy Practice- essential concepts and skills, 1st ed. Chennai: Orient Longman Private Limited; 2004.
3. William E. Hassan. Hospital pharmacy, 5th ed. Philadelphia: Lea & Febiger; 1986.
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5. Scott LT. Basic skills in interpreting laboratory data, 4th ed. American Society of Health System Pharmacists Inc; 2009.

Thank
you!