

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)

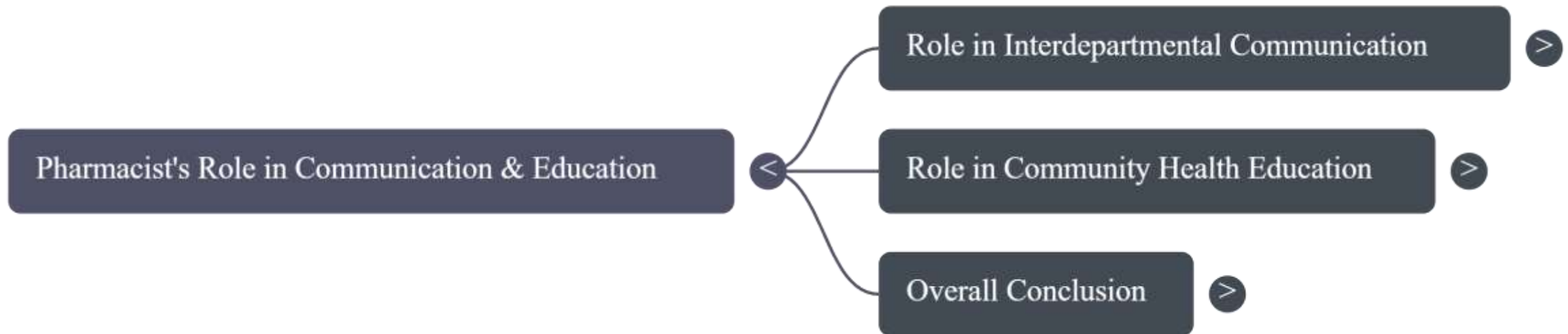
VII SEM / IV YEAR

TOPIC 1 : COMMUNICATION AND COMMUNITY EDUCATION

DESIGN THINKING IN COMMUNITY EDUCATION



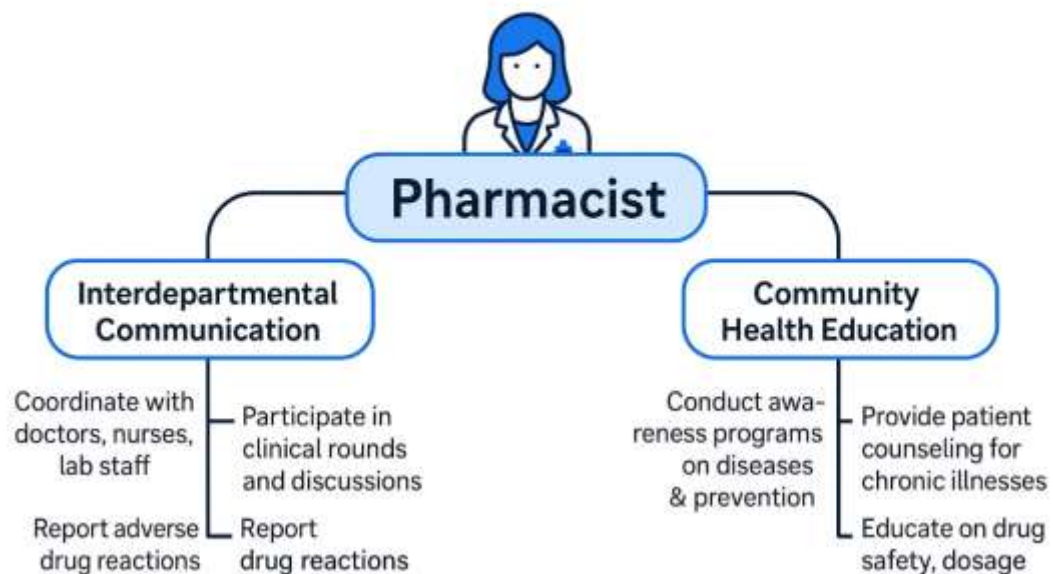
MINDMAP



Empathize

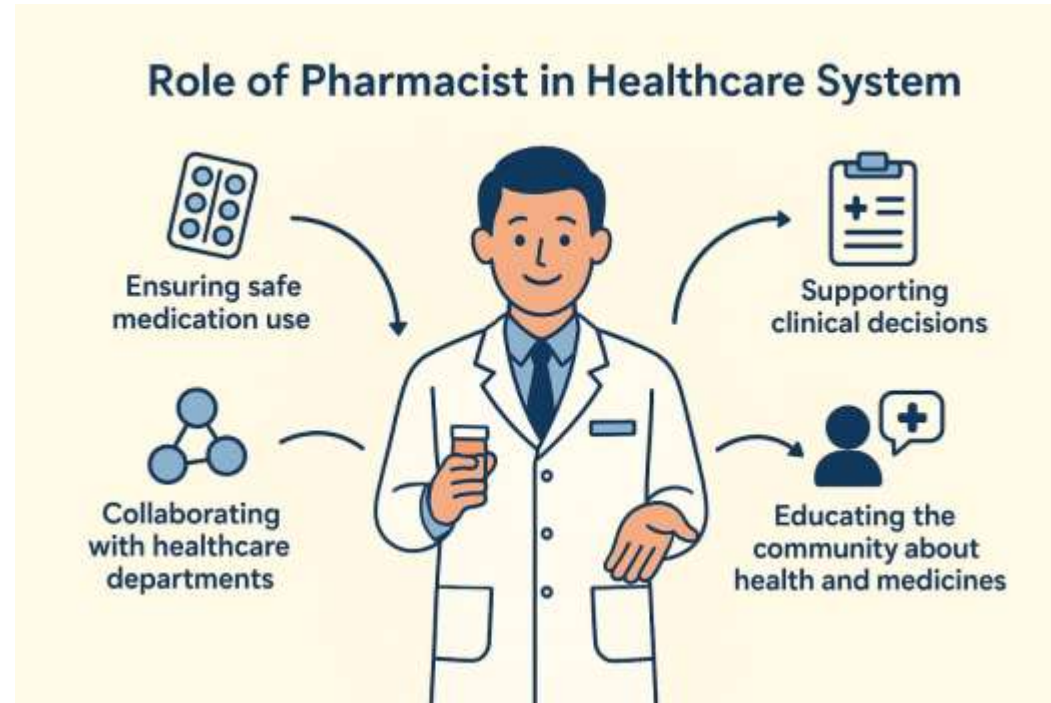
INTRODUCTION

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

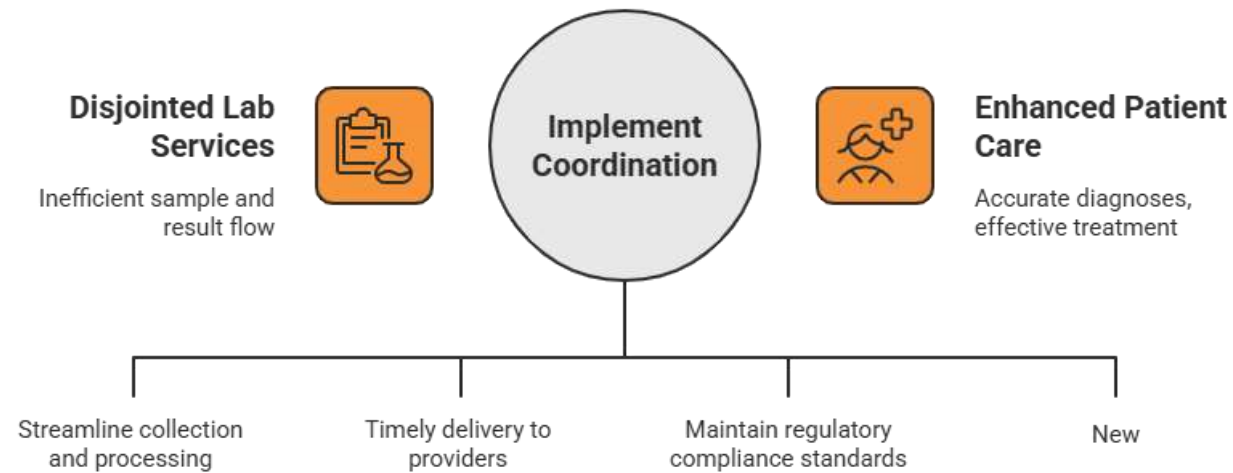
NURSING COORDINATION



Define

LABORATORY AND DIAGNOSTIC COORDINATION

Streamlining Laboratory & Diagnostic Coordination



Made with Napkin

Define

PHARMACY AND ADMINISTRATIVE COORDINATION

Enhancing Pharmacy Operations



 **Inventory Management**
Ensuring adequate stock levels and efficient storage

 **Stock Communication**
Facilitating clear and timely information flow

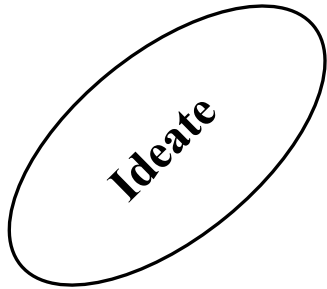
 **Purchasing Coordination**
Aligning procurement processes with needs

 **Billing Coordination**
Streamlining financial transactions and record-keeping

 **Medication Error Reporting**
Documenting and analyzing errors to prevent recurrence

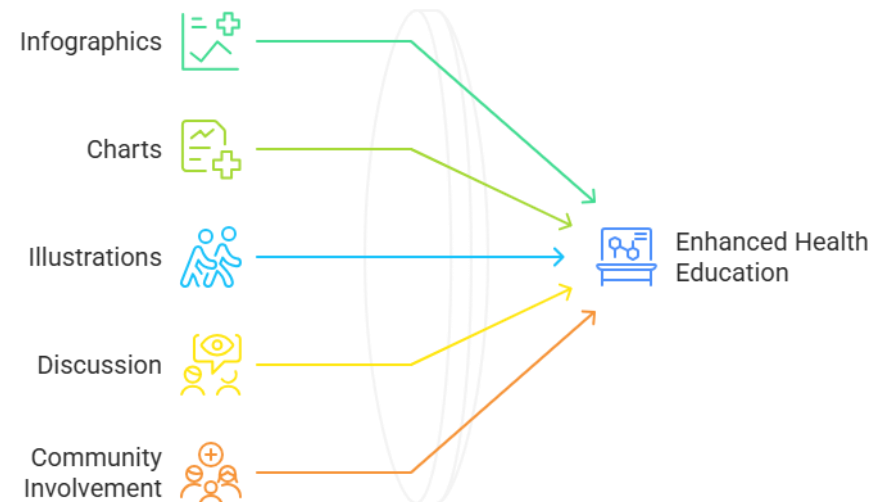
 **Adverse Drug Reaction Reporting**
Tracking and reporting reactions to improve safety

Media with Napkin



CLASSIFICATION OF COMMUNITY HEALTH EDUCATION

The Power of Visuals in Health Education



Made with Napkin

DISEASE PREVENTION AND AWARENESS



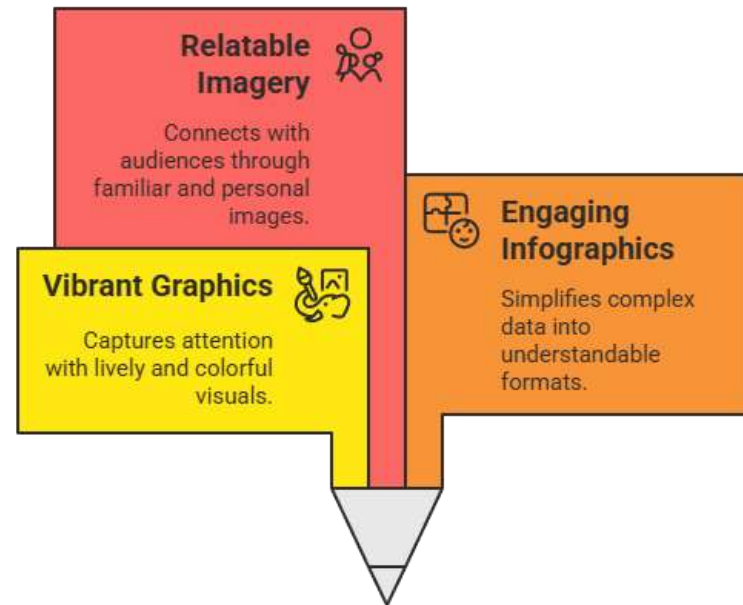
Prototype

PATIENT COUNSELLING



PUBLIC HEALTH PROMOTION

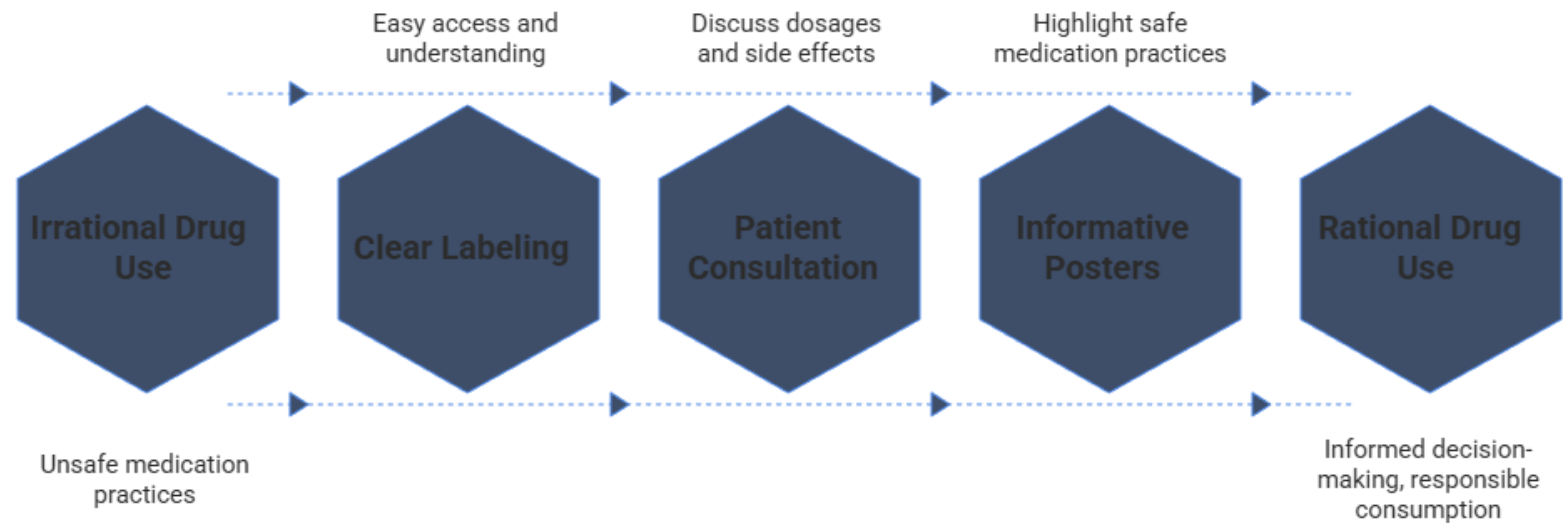
Visual Communication for Health Promotion



Made with  Napkin

RATIONAL DRUG USE AND SAFETY

Promoting Rational Drug Use



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SUMMARY

The Importance of Health Education in Communities

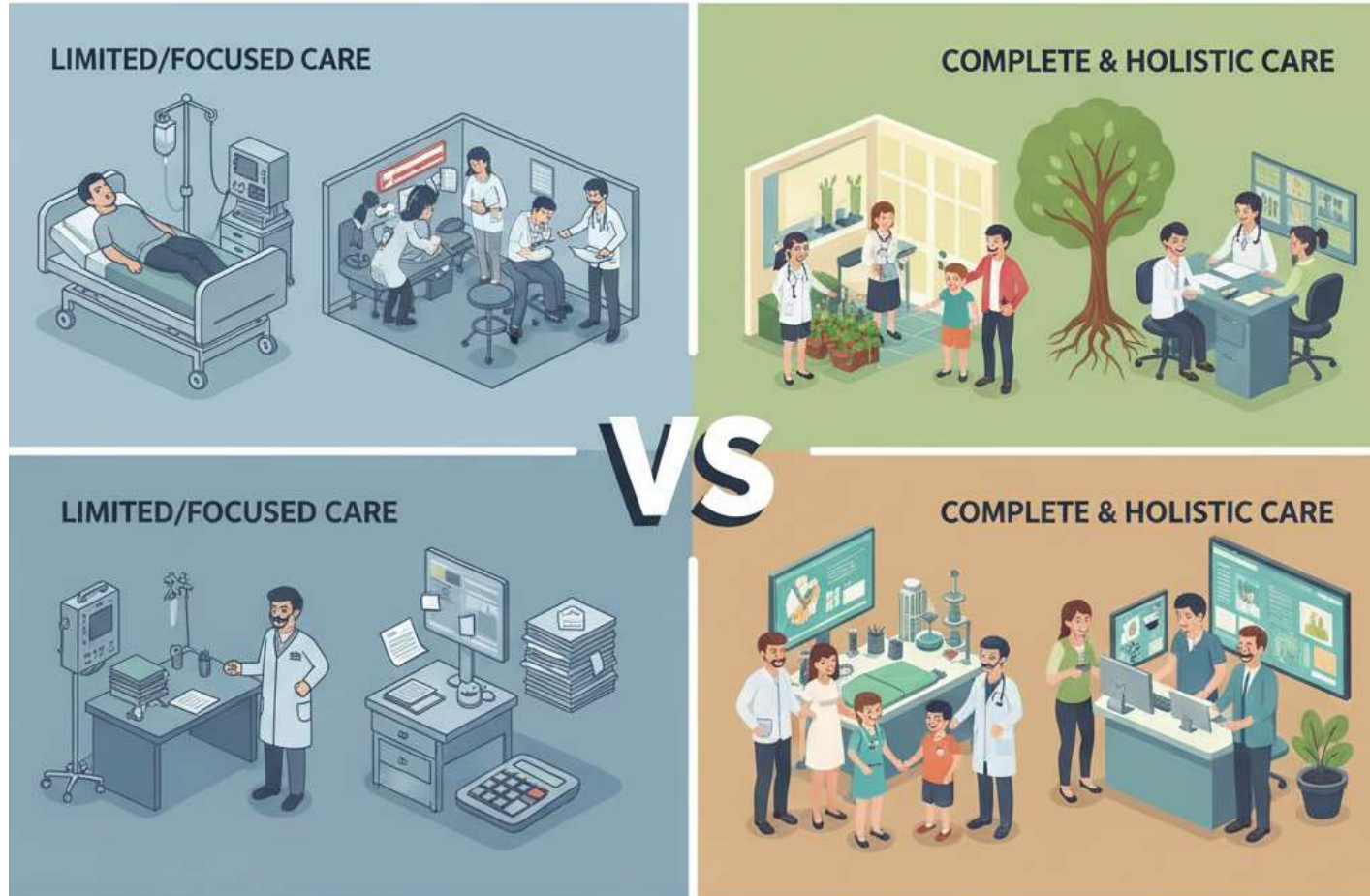
Preventive Care	01	Cultural Competence	06
Disease Management	02	Behavioral Change	07
Mental Health	03	Resource Utilization	08
Health Literacy	04	Emergency Preparedness	09
Community Empowerment	05	Youth Engagement	10



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

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

VS

c. Tertiary hospital



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

d. Specialty hospital



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



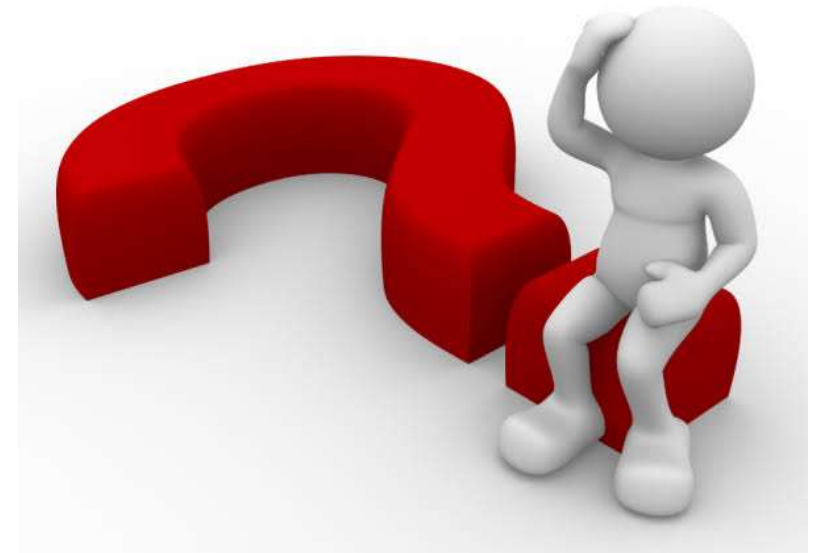


CLASS ASSESSMENTS



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

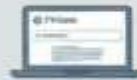


Drug interactions, dosing, patient
education

VS

C) UpToDate

Which the following is NOT a computized
drug infonation system?



Answer: D



- A) Micromdex
- B) Lexic
- C) UpTodate
- D) Pharamopeia

D) Pharmaopeia



Book of drug standards,
quality, purity

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, 4thed. American Society of Health System Pharmacists Inc; 2009.

*Thank
you!*