

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.

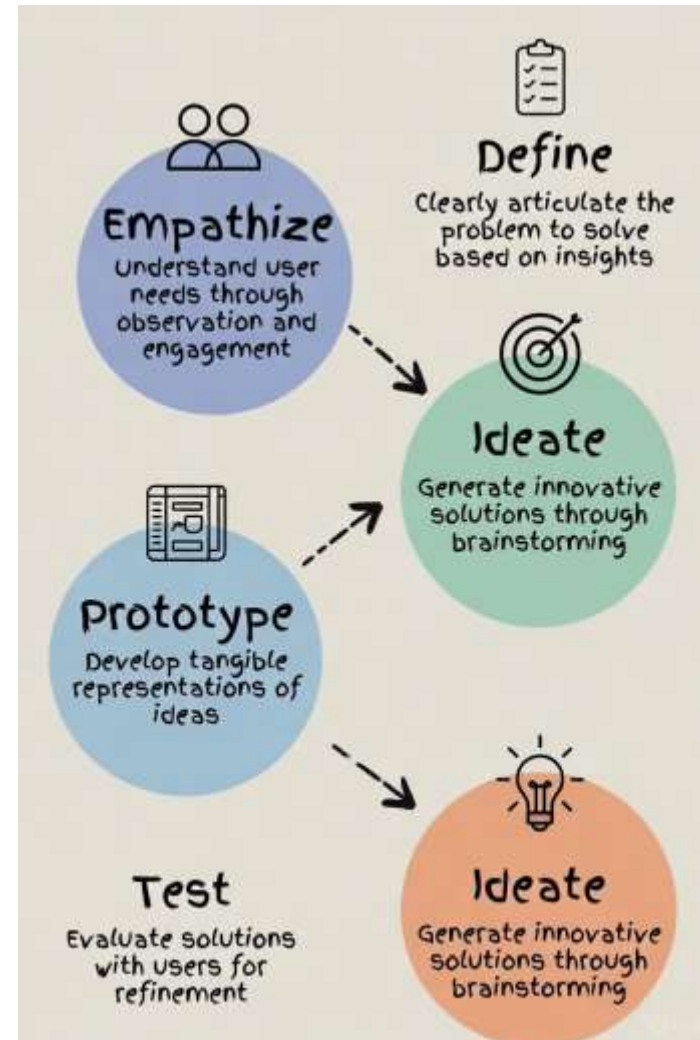
Coimbatore -641035

COURSE NAME : PHARMACY PRACTICE (BP703T)

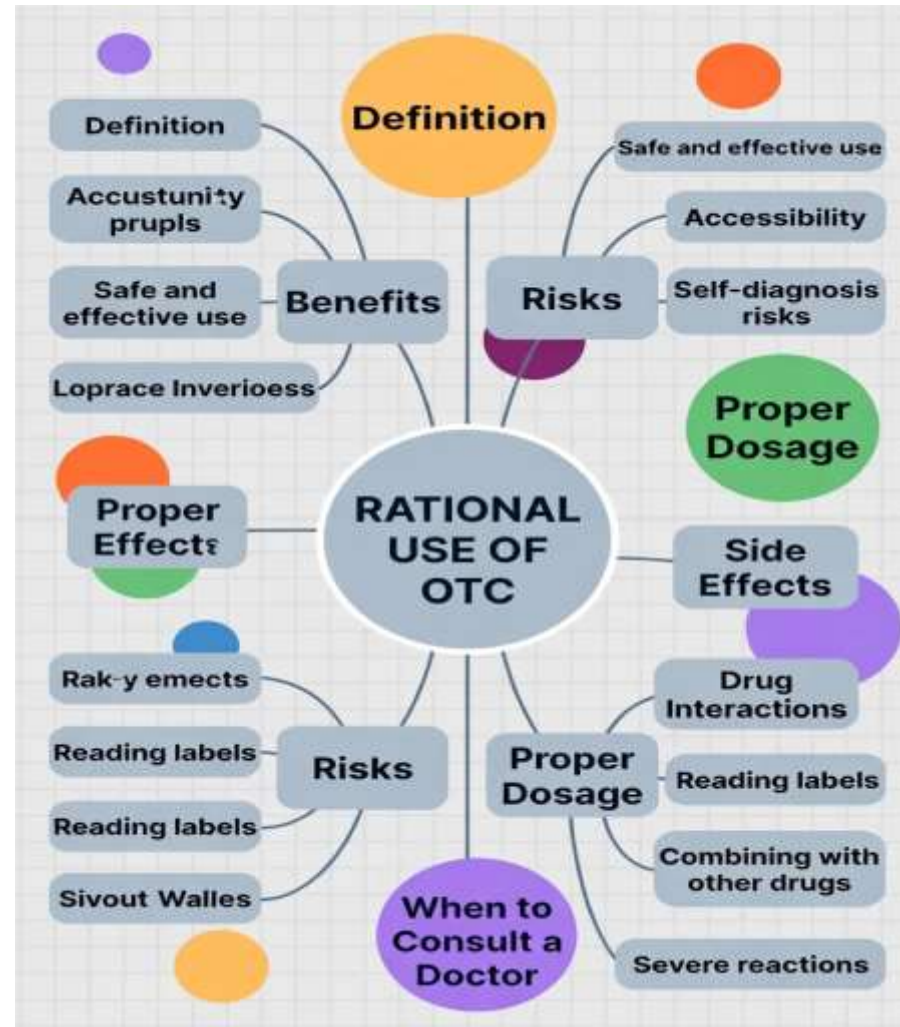
VII SEM / IV YEAR

TOPIC 3 : RATIONAL USE OF COMMON OVER THE COUNTER MEDICATIONS

DESIGN THINKING IN RATIONAL USE OF OTC

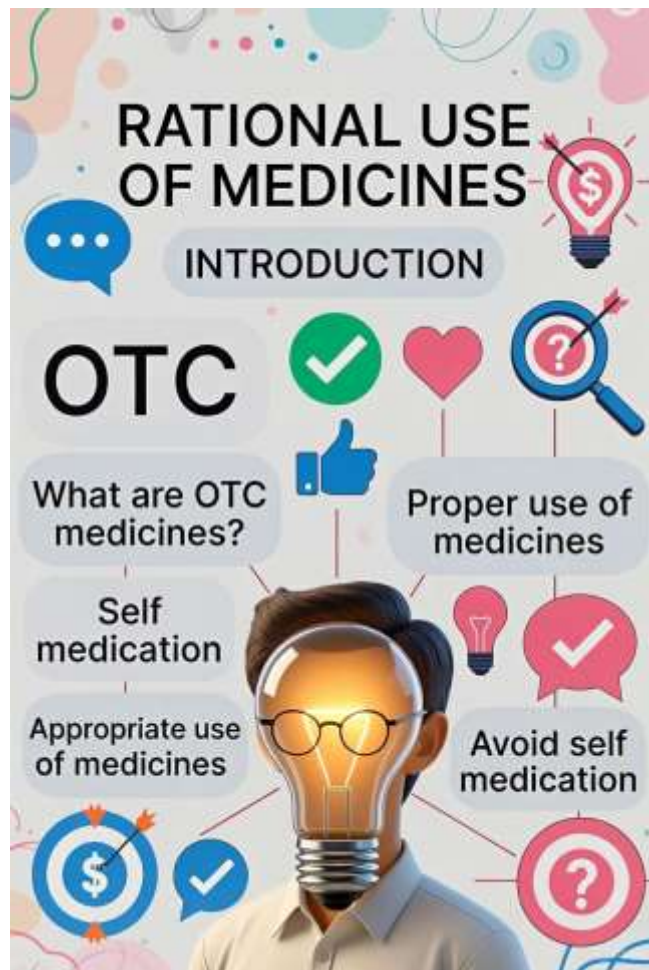


MINDMAP

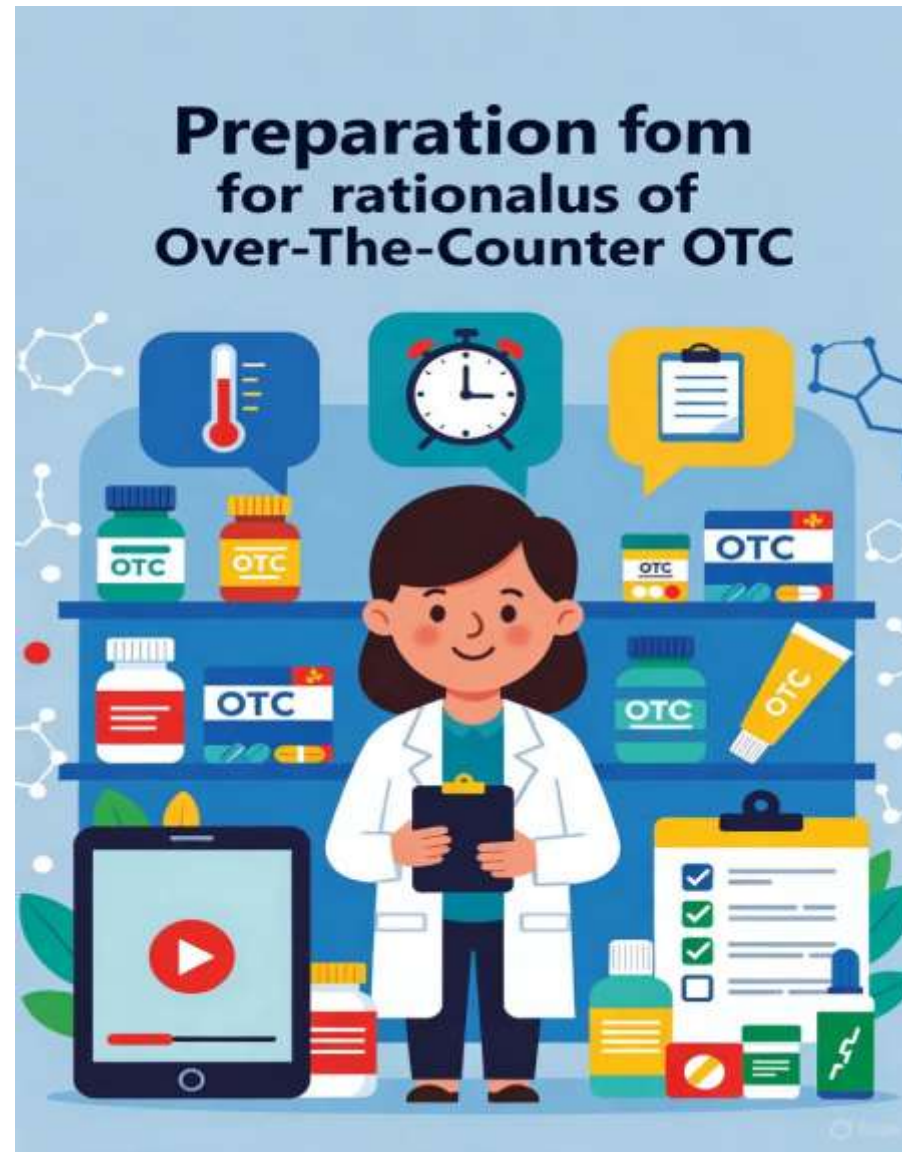


Empathize

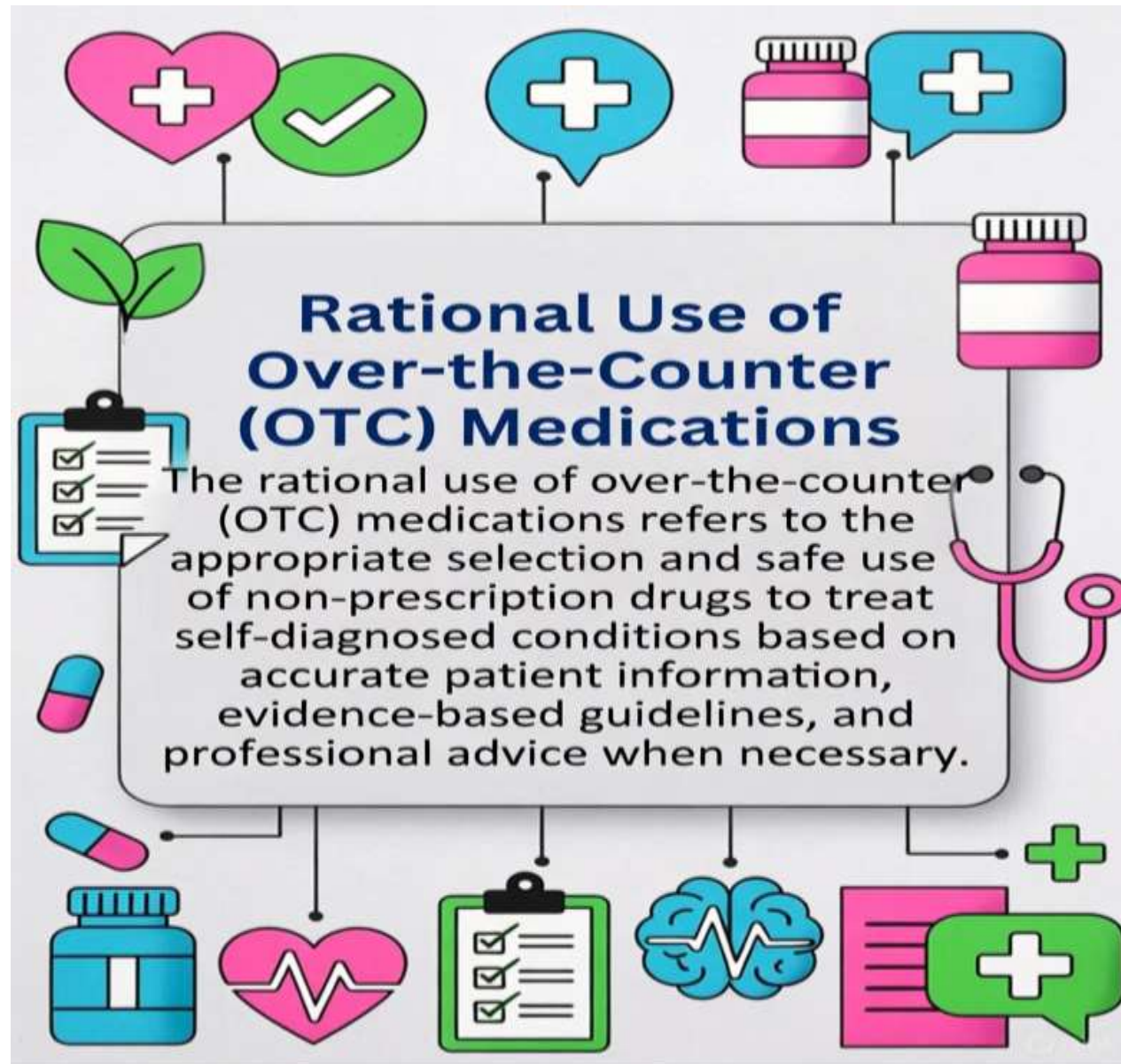
INTRODUCTION



Empathize



Empathize

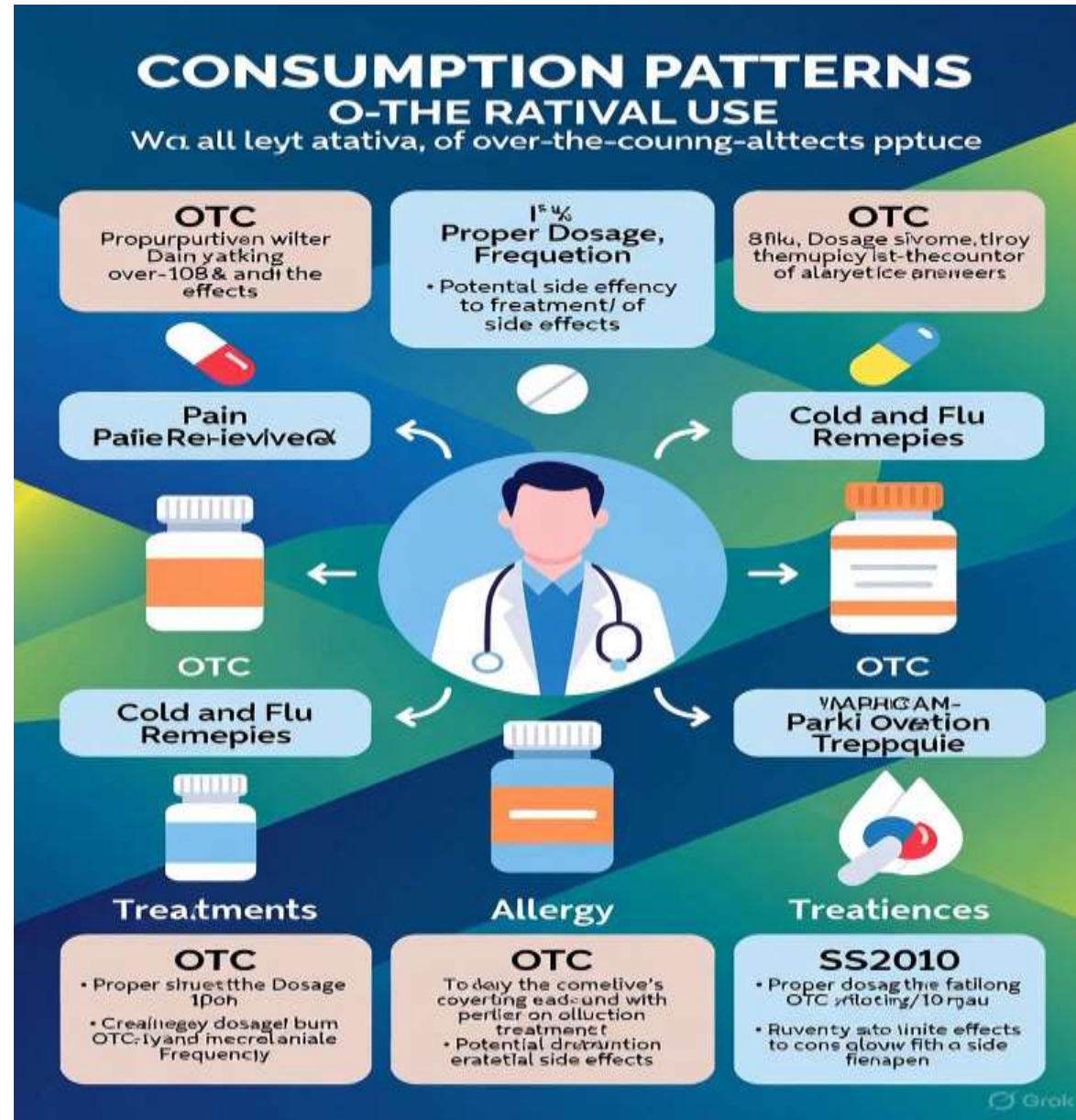


Rational Use of Over-the-Counter (OTC) Medications

The rational use of over-the-counter (OTC) medications refers to the appropriate selection and safe use of non-prescription drugs to treat self-diagnosed conditions based on accurate patient information, evidence-based guidelines, and professional advice when necessary.










The infographic features a central text box surrounded by various medical icons: a pink heart with a white cross, a green checkmark, a blue speech bubble with a white cross, a pink pill bottle, a pink pill, a blue pill, a blue pill bottle, a pink heart with a white cross, a green checkmark, a blue brain with a white ECG line, a pink document with a white cross, and a green plus sign.

Empathize



Define

SIDE EFFECTS

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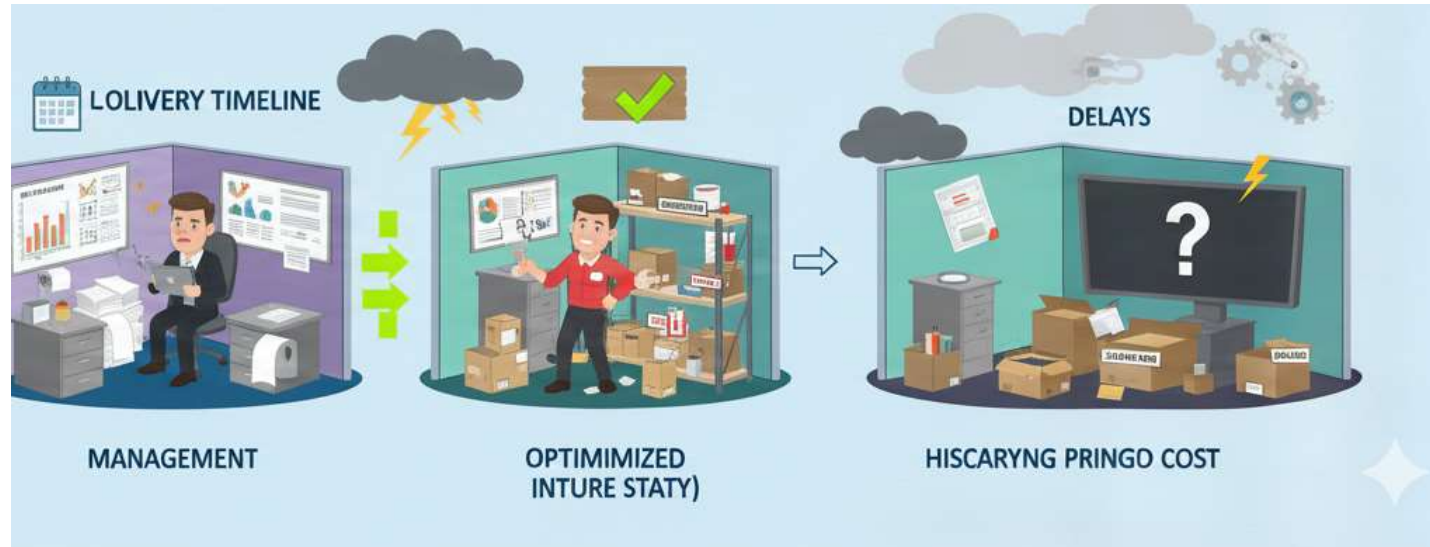
INTEGRATED SYSTEM

Define



Ideate

OPTIMIZED SYSTEM



Way the Rational Use of Over-the-Counter (OTC)

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Read the Label

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Follow Dosage Instructions

Onsult pis the latugs-allerges pollontite leck siubal, and ingredionis and aternces

OTC

Follow Dosage Instructions

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Check for Allergies

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Consult a Pharmacist

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Know the Active Ingredients

Consult lv suslieg of fute memiated harmaations ampicatits

Prototype

RATIONAL USE OF OTC

DEFINITION

The rational use of medicines requires that patients receive medications appropriate to their clinical needs, in doses in meet their own individual requirements, for an adequate period of time, and at the lowest cost to them and their community.



Cost-effectives

METHODS

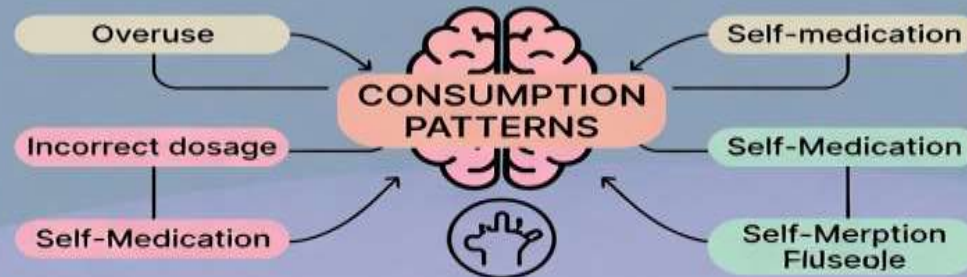
- Select the right medicine
- Using the correct dose
- Proper administration
- Consider to safety

SIDE EFFECTS

There are potential adverse effects effect vmny meghir shoura should be weighed against the benefits of treatment.



There are potential adverse adverse effects for all medicines, and these should OTC medicine calsed to stomach upset, aam, ORC, as stomach hovet.



RECOMMENDATIONS

- Consult a doctor or pharmacist dine, before use.
- Read the package insert.

BENEFITS OF RATIONAL USE OF OTC



Benefits of This Innovative Solution

A smarter way of to manage procurement and stock.




WHAT IS RATIONAL USE?

Using medicines use in rational use OTC category over the counter medicines that works congruently with their ailments while minimizing potential harm.

METHODS

CONSUMPTION PATTERNS

SIDE EFFECTS



HOW TO ACHIEVE RATIONAL USE

- Following dosage instructions
- Consulting healthcare providers
- Avoiding self-medication
- Avoiding self-medication

RATIONAL USE OF MEDICINES

Using medicines in ways that maximize their effectiveness while minimizing potential harm.

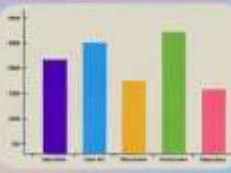
REIMMPTION PATIONAL


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- Hung package intice
- Away minimizing poten wote volk
- Hemply verlungans you

SIDE EFFECTS

HTATIOINS


Read the package insert (if medicinal row)





Read the package insert
Do not share medications

RECOMMENDATIONS & WARNINGS

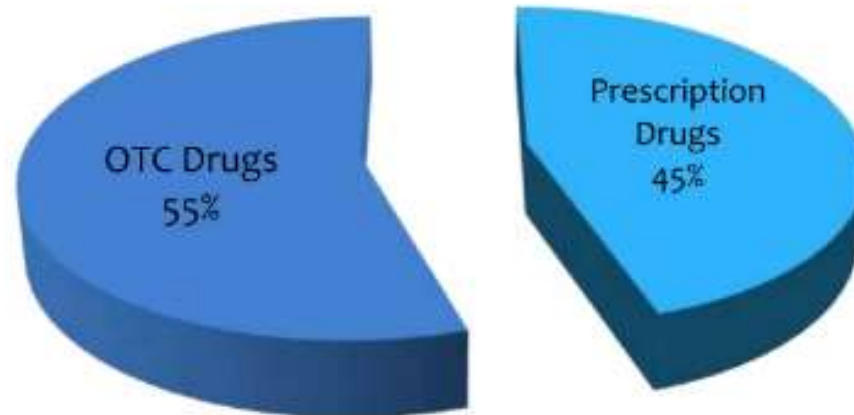


- Check for allergies
- check over belife
- Avoid alcohol with meds

SUMMARY

MARKET ANALYSIS

Drugs Used by Indians



“Over-the-counter drug products account for 55 percent of drugs used by Indians.”

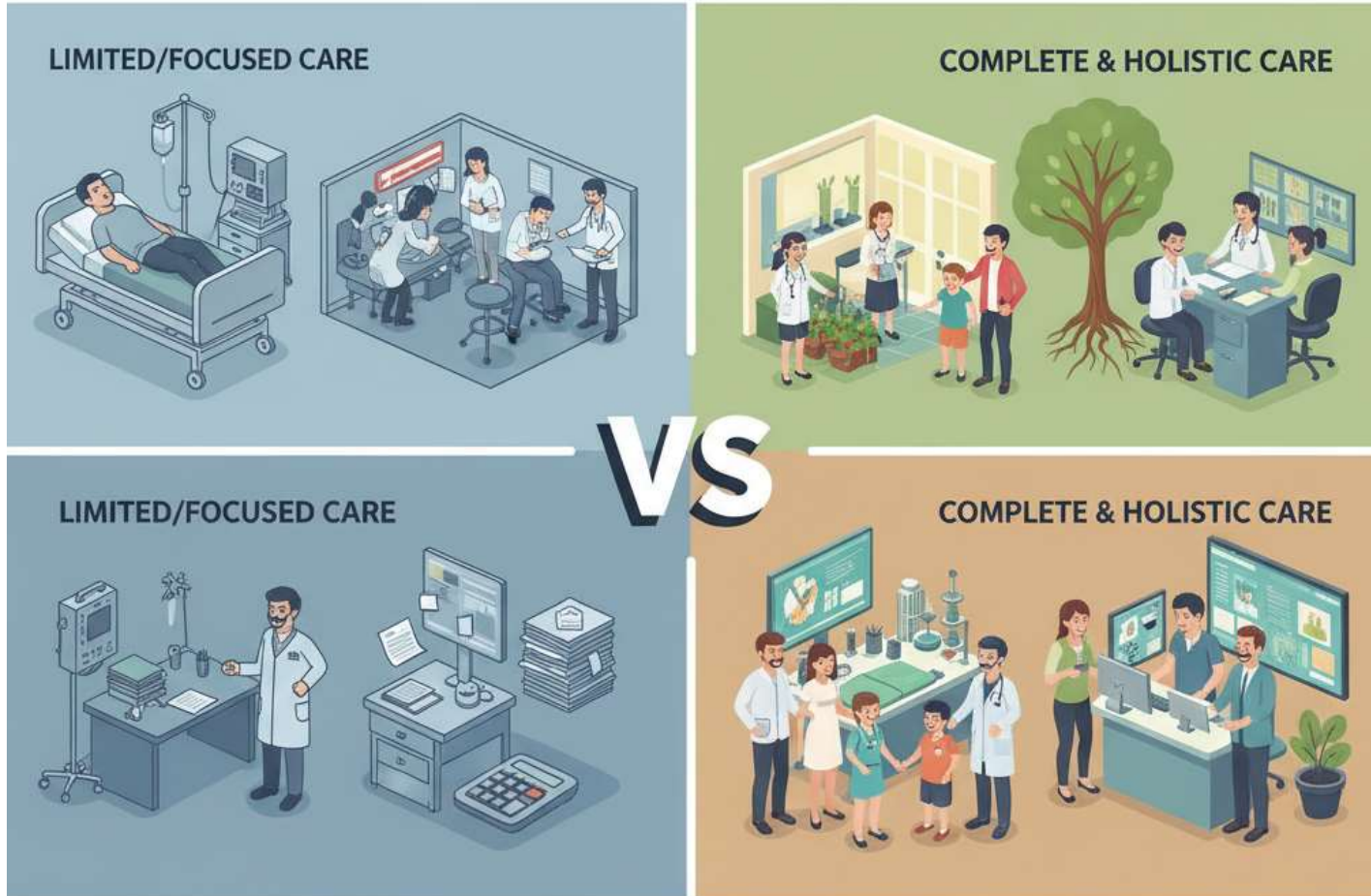


CLASS ASSESSMENTS



- 1. Which OTC drug should be avoided in children due to the risk of Reye's syndrome?**
- a) Cetirizine
 - b) Aspirin
 - c) Guaifenesin
 - d) Ranitidine







CLASS ASSESSMENTS



2. Which OTC medication is first-line treatment for diarrhea?

- a) Loperamide
- b) ORS (Oral Rehydration Solution)
- c) Metronidazole
- d) Diphenhydramine



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

d. Specialty hospital



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

VS





CLASS ASSESSMENTS



3. Rational use of OTC medications means:

- a) Using medicines without instructions
- b) Using medicines for any symptom
- c) Using the right medicine, in the right dose, for the right duration
- d) Combining multiple medicines for faster relief



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 computerized
drug information system?



Answer: D



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

D) Pharmacopeia



Book of drug standards,
quality, purity

REFERENCES

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Thank
you!