

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:COMMUNITY PHARMACY AND MANAGEMENT

II YEAR D PHARM

TOPIC 5: CODE OF ETHICS IN PHARMACY





Code of ethics for Community Pharmacist



Pharmacy ethics is a system of moral principles that affects how pharmacists make decisions related to pharmacy practice. Also, it is concerned with what is good for individuals and society as a whole, and has been described as a moral philosophy.

Learning Objective

- Laws and Ethics
- 3 pillars of Laws and Ethics
- Code of Ethics statements for pharmacist
- Unethical Acts





PROFESSIONAL CONDUCT AND COMMUNICATION

Code of Ethics & Professional Conduct



PROFESSIONAL CONDUCT AND COMMUNICATION

What to Include in Your Code of Ethics and Professional Conduct?



PROFESSIONAL BEHAVIOR

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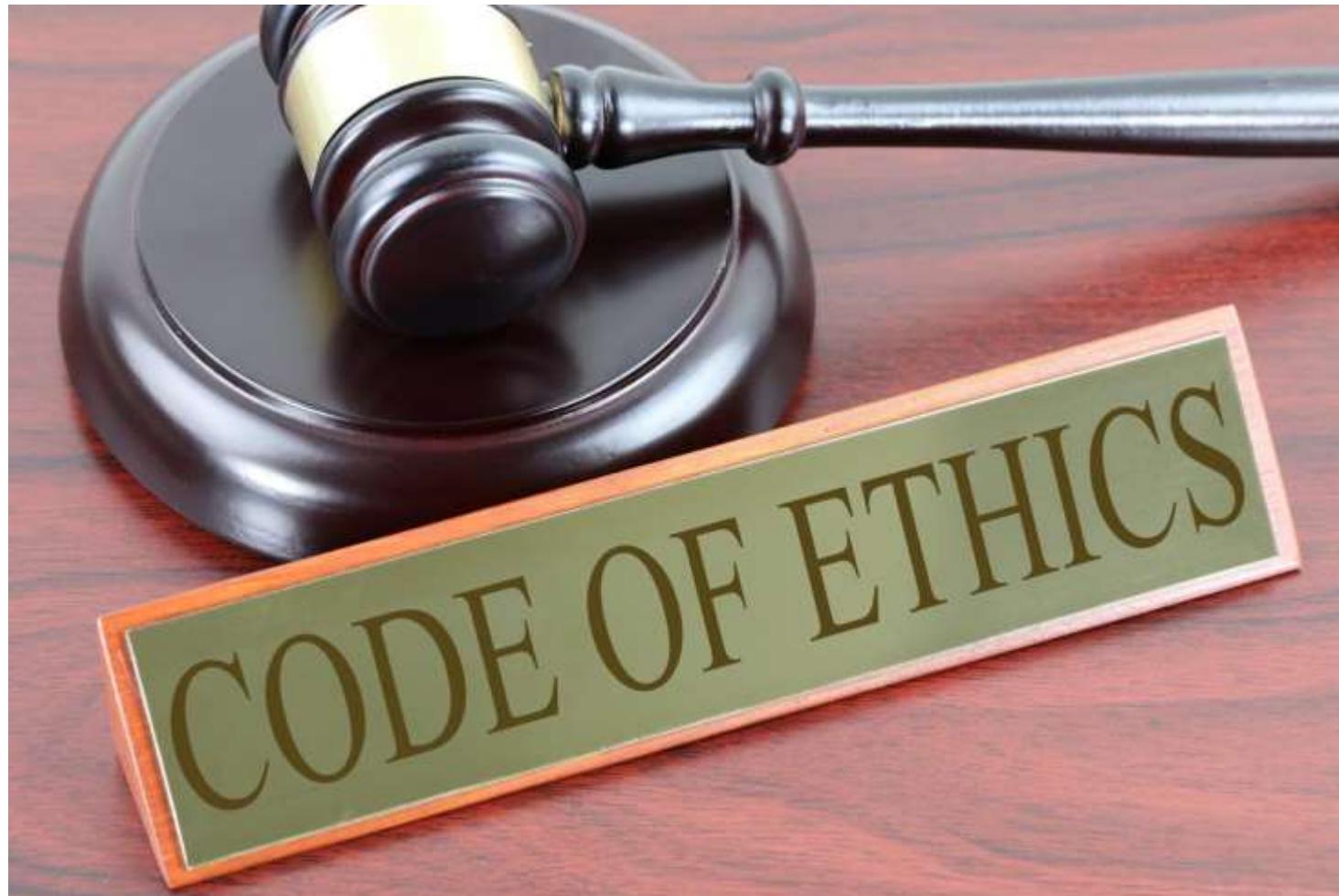
PROFESSIONAL BEHAVIOR





The 9-Step Process





Top 20 Heuristics in Pharmaceutical Marketing

Authority

Endorsement Heuristic

Contrast Effect

Source Credibility Bias

Transactional Utility

Effort Reduction Laundry List Effect

Outcome Bias Ratio Preference Bias

Precision Effect

Power of Free

Novelty Bias

Customization Bias

Simplification

Ascription of Causality

Implementation Intentions

Social Proof Anticipation Effect

Halo Effect

Causal Reasoning

CODE OF ETHICS

A code of ethics is a set of guiding principles that helps a company and its employees maintain a high standard of ethical behavior and integrity.

SECTIONS

1. Vision and mission
2. Core values
3. Compliance with regulations
4. Conflict of interest
5. Confidentiality and privacy
6. Fair competition
7. Reporting and accountability
8. Anti-bribery and corruption
9. Respect and diversity
10. Workplace safety and health
11. Environmental stewardship
12. Financial integrity and reporting
13. Intellectual property & copyright
14. Implementation and enforcement

PHARMACIST IN RELATION TO HIS TRADE

- **Price of drug:-** Pharmacist have good and fair price of drug and can not sell drug on over price
- **Purchase of drug:-** Pharmacist should be purchase the standard quality medicine and take original bill from dealer
- **Hawking of drug:-** Pharmacist should be avoid hawking of drug(hawking of drug mean door to door supply of drug)
- **Advertising and display:-** Advertisements of drugs should not a false claim or which gives misleading information about the drug should be prohibited

SUMMARY

7 PRINCIPLES OF CODE OF ETHICS FOR PHARMACISTS

4 Encourage patients and the public to participate in decisions about their care.



1 Make patients your first concern.



2 Use professional judgement in the interests of patients and the public.



3 Show respect for others.



5 Develop your professional knowledge and competence.



6 Be ethical, honest and trustworthy.

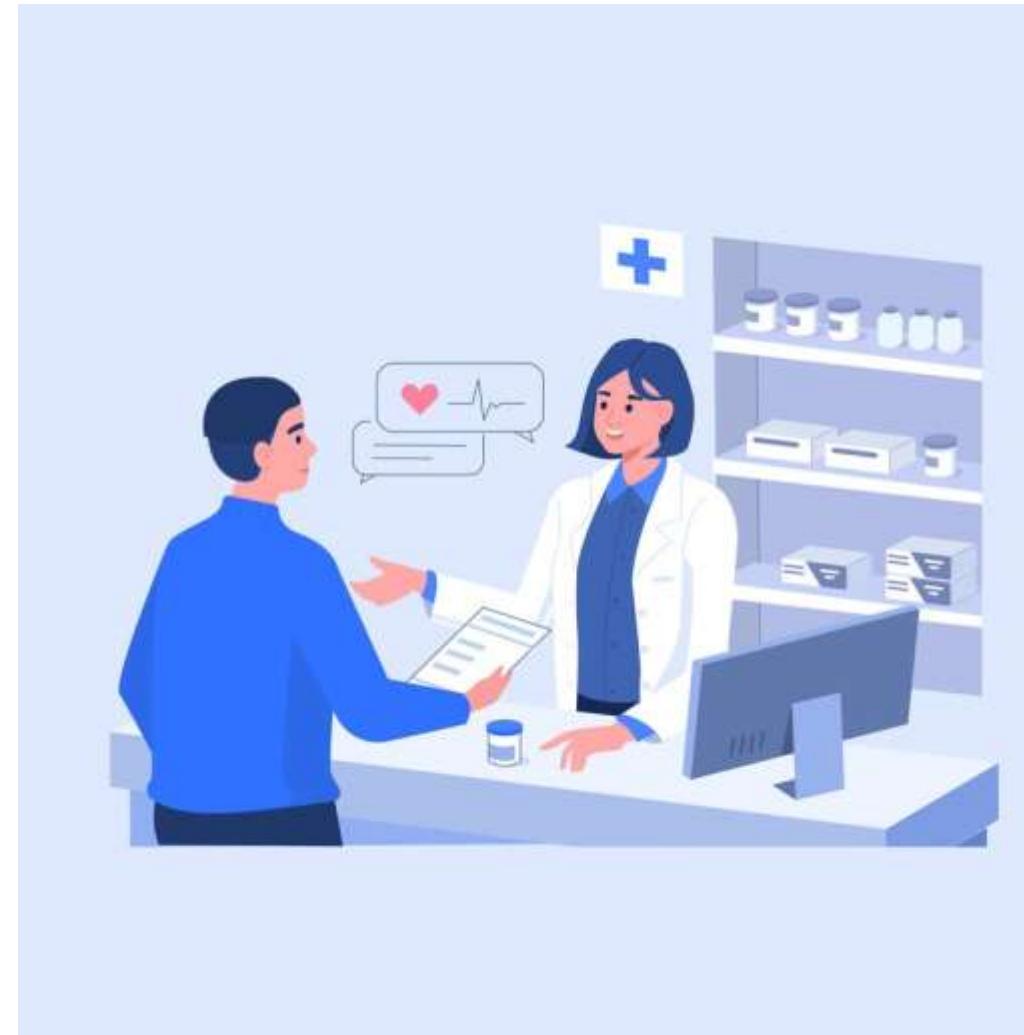


7 Be responsible of your working practices.



ASSESSMENTS

1. As per code of ethics how to treat people?



2. What are the main concepts in code of ethics?



3. Ethics VS law?



REFERENCES

- ***Case Studies in Pharmacy Ethics*** by Robert M. Veatch, Amy Haddad, and E. J. Last explores ethical dilemmas in practice through real-life scenarios.
- ***Ethical Dimensions of Pharmaceutical Care*** by Amy Haddad focuses on the ethical aspects of providing pharmaceutical care.

Pharmacy Law & Ethics by Dr. Lokesh Kumar Bhardwaj

Thank You

