

**CASE STUDY BASED PUZZLE**  
**I Year D.PHARM: SOCIAL PHARMACY**  
**TOPIC: CONCEPT OF HEALTH**

**Puzzle 1: Medication Non-Adherence in Chronic Disease**

**Scenario:**

Mr. R, a 55-year-old patient with hypertension and type 2 diabetes, frequently misses follow-up visits and admits that he does not take his medicines regularly. He believes that medicines are only needed when symptoms appear.

**Question:**

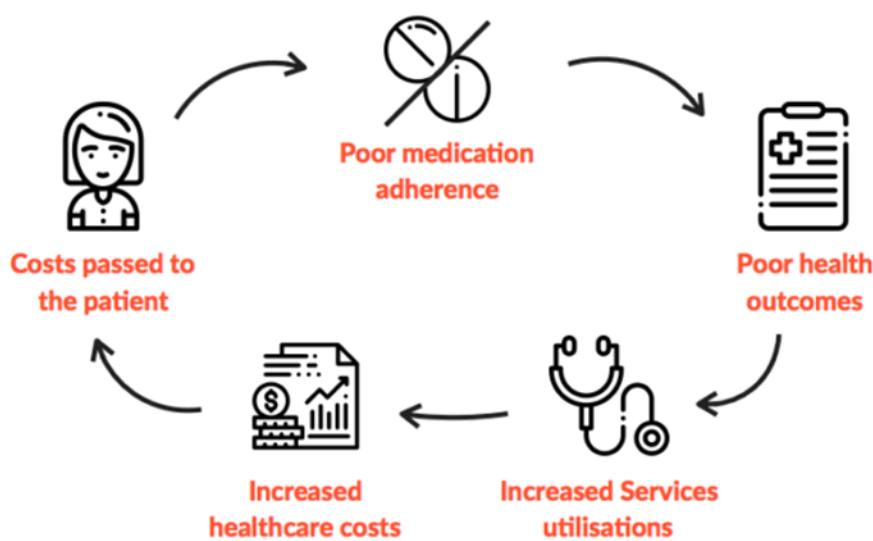
What social and behavioral factors may be contributing to Mr. R's non-adherence?

**Task:**

- Identify at least four factors influencing medication adherence (e.g., beliefs, cost, health literacy).
- Propose pharmacist-led interventions to improve adherence.

**Learning Objective:**

Understand the role of patient beliefs and behavior in medicine use.



**Puzzle 2: Self-Medication and Over-the-Counter Drug Misuse**

**Scenario:**

A college student regularly uses over-the-counter analgesics for headaches without consulting a healthcare professional. Recently, the student complains of gastric discomfort.

**Question:**

How does self-medication contribute to drug-related problems?

**Task:**

- Identify risks associated with inappropriate OTC drug use.
- Suggest strategies a community pharmacist can use to promote responsible self-medication.

**Learning Objective:**

Recognize the social impact of self-medication and the pharmacist's public health role.



### **Puzzle 3: Cultural Beliefs and Use of Medicines**

**Scenario:**

Mrs. S prefers traditional herbal remedies over prescribed medicines for her asthma, believing that modern medicines are “too strong” and cause long-term harm.

**Question:**

How do cultural beliefs influence medicine acceptance and use?

**Task:**

- Discuss how cultural perceptions affect treatment outcomes.
- Design a patient counseling approach that respects cultural beliefs while ensuring safe therapy.

**Learning Objective:**

Appreciate cultural sensitivity in pharmaceutical care.



### **Puzzle 4: Economic Barriers to Accessing Medicines**

**Scenario:**

A low-income patient discontinues antibiotic therapy midway because he cannot afford the full course of treatment.

**Question:**

What are the social and economic consequences of poor access to medicines?

**Task:**

- Analyze how cost influences medicine use and public health.
- Propose solutions such as generic substitution or government health schemes.

**Learning Objective:**

Understand the relationship between socioeconomic status and rational drug use.



### **Puzzle 5: Irrational Use of Medicines in the Community**

**Scenario:**

A local pharmacy frequently dispenses antibiotics without a prescription due to patient demand and competition from nearby stores.

**Question:**

How does irrational medicine use affect society and healthcare systems?

**Task:**

- Identify ethical and professional issues involved.
- Suggest interventions to promote rational use of medicines (RUM).

**Learning Objective:**

Introduce ethical responsibility and rational drug use concepts in social pharmacy.



### **3. Discussion and Application**

These case study puzzles highlight how **social, cultural, economic, and ethical factors strongly influence medicine use**. Through these scenarios, students can understand the importance of social pharmacy in promoting rational drug use, patient-centered care, and improved public health outcomes.

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### **4. Suggested References**

- WHO. (2002). *Promoting Rational Use of Medicines: Core Components*.
- Smith, F. (2012). *Social Pharmacy: Theory and Practice*.
- K. Park. (Latest edition). *Park's Textbook of Preventive and Social Medicine*.
- PCI Syllabus – Social Pharmacy.

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