

PHARMACY: HEALTH CARE



Dr. Vivek S. Tarate

Kripa Drishti Publications, Pune.

PHARMACY: HEALTH CARE

Editor

Dr. Vivek S. Tarate

Asst. Professor,
Navsahyadri Institute of Pharmacy,
Nasarapur, Pune.

Kripa-Drishti Publications, Pune.

Book Title: **Pharmacy: Health Care**

Editor By: **Dr. Vivek S. Tarate**

Price: ₹425

1st Edition

ISBN: **978-81-19149-00-1**



Published: **April 2023**

Publisher:



Kripa-Drishti Publications

A/ 503, Poorva Height, SNO 148/1A/1/1A,
Sus Road, Pashan- 411021, Pune, Maharashtra, India.

Mob: +91-8007068686

Email: editor@kdpublications.in

Web: <https://www.kdpublications.in>

© **Copyright Dr. Vivek S. Tarate**

All Rights Reserved. No part of this publication can be stored in any retrieval system or reproduced in any form or by any means without the prior written permission of the publisher. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages. [The responsibility for the facts stated, conclusions reached, etc., is entirely that of the author. The publisher is not responsible for them, whatsoever.]

PREFACE

This Edited Book **Pharmacy-Health Care** addresses common disease states encountered in community pharmacy practise. Cases about preventive medicine and personal health care, such as immunisations and age-based health screenings, are also included. Other cases deal with the development and implementation of patient care services in the context of a community pharmacy practise.

Pharmacy is still a very exciting profession; in fact, there are more opportunities than ever before for pharmacists, pharmacy students, and educators. Pharmacists' roles in interprofessional health care teams are evolving, as is their recognition by payers and policymakers. Pharmacists are continuing to transform their service delivery to emphasise the critical nature of public health and proactive health care. However, with new opportunities come new challenges, such as determining how to manage the personal and professional resources required to succeed in today's ever-changing environment.

Pharmaceutical Care is a patient-centered, outcomes-oriented pharmacy practise in which the pharmacist collaborates with the patient and other healthcare providers to promote health, prevent disease, and assess, monitor, initiate, and modify medication use to ensure that drug therapy regimens are safe and effective. The goal of Pharmaceutical Care is to improve the patient's health-related quality of life while also achieving positive clinical outcomes within reasonable financial constraints.

CONTENT

1. Pharmacy Information for Consumers - Dr. Sanatkumar B. Nyamagoud, Dr. Jayasheela S. Hiremath, Dr. Agadi Hiremath Viswanatha Swamy 1

1.1 Introduction:.....	1
1.2 Importance of Pharmacy Information for Consumers:.....	2
1.2.1 The Following Instructions Relate to The Use of Dry-Powder Inhalers in Pediatrics/Parents.....	3
1.2.2 Use of Nebulizers:.....	4
1.3 Use of Insulin:.....	5
1.3.1 Before Get Started:.....	5
1.3.2 Get Ready the Dosage:.....	6
1.3.3 Remove Air Bubbles:.....	6
1.3.4 Choose an Injection Site:.....	6
1.4 Conclusion:.....	7
1.5 References:.....	7

2. Evolution of Teleconsultation and E-Pharmacy - Dr. Sanatkumar B. Nyamagoud, Dr. Nisthul Stanly, Dr. Agadi Hiremath Viswanatha Swamy..... 8

2.1 Teleconsultation:.....	8
2.2 E-Pharmacy:.....	9
2.3 Evolution of E-Pharmacy:.....	9
2.3.1 Advantages of E-Pharmacy:.....	11
2.3.2 Disadvantages of E-Pharmacy:.....	11
2.4 Evolution of Teleconsultation:.....	12
2.4.1 Advantages of Teleconsultation:.....	13
2.4.2 Disadvantages of Teleconsultation:.....	13
2.5 Conclusion:.....	14
2.6 Reference:.....	14

3. Clinical Services, Reviewing Medications for Safety and Efficacy, and Providing Drug Information - Dr. Sanatkumar B. Nyamagoud, Dr. Bhavya D. B., Dr. Agadi Hiremath Viswanatha Swamy 15

3.1 Clinical Service:.....	16
3.2 Clinical Pharmacist's Services Include:.....	16
3.3 Reviewing Medications for Safety and Efficacy:.....	17
3.4 Role and Responsibilities of Clinical Pharmacist On Drug Therapy Review:.....	18
3.5 Role of Clinical Pharmacist in an Endocrinology:.....	18
3.6 Role of Clinical Pharmacist in Neonatal and Paediatric Department:.....	18

3.7 Role and Responsibilities of Clinical Pharmacist in The Management of High-Risk Patients.	19
3.8 Clinical Pharmacist’s Contributions in Antimicrobial Stewardship Program: .19	
3.9 Role of Clinical Pharmacist in Therapeutic Drug Monitoring:.....	19
3.10 Role and Responsibilities of Clinical Pharmacist in an Emergency Department:	19
3.11 ADR Reporting:	20
3.12 Providing Drug Information:	21
3.13 Providing Information on High-Alert Medications:.....	21
3.14 Conclusion:	22
3.15 Reference:	22

4. Pharmacy's Role in Modern Health Continuum -

*Dr. Sanatkumar B. Nyamagoud, Dr. Abhishek B. J.,
Dr. Agadi Hiremath Viswanatha Swamy.....***24**

4.1 Introduction:.....	24
4.2 Role of Pharmacy:	25
4.3 Different Entities in Healthcare Continuum:	26
4.4 Technology in Healthcare Continuum:.....	27
4.5 Challenges & Risks of Technology Enabled Care Continuum:.....	28
4.6 Conclusion:	29
4.7 References:.....	29

5. Rural Pharmacy and Prescription Drugs Overview - Sushmita I. Hiremath

.....30

5.1 Introduction:.....	30
5.2 Conclusion:	33
5.3 References:.....	33

6. Online Pharmacy and Medical Store in India - Gargi Datta.....

.....34

6.1 Introduction:.....	34
6.2 Advantages of Online Pharmacies and Medical Stores:.....	36
6.3 E-Pharmacy: Growth Factors:.....	37
6.4 Fast Internet Penetration in India:	37
6.5 Digital India Initiative:	37
6.6 Support from Govt. of India:.....	37
6.7 Lifestyle change and progression of disease:.....	37
6.8 Outbreak of Pandemic:	38
6.9 Leading “E-Pharma” Companies in India:	38
6.10 Challenges of E-Pharmacy:.....	38
6.11 References:.....	39

7. Clinical Services, Reviewing Medication for Safety and Efficacy, and Providing Drug Information - Mrs. Neha M. Mali, Prof. R. V. Karadi, Dr. AHM Viswanath Swamy	40
7.1 Clinical Services:.....	40
7.1.1 Pharmacy Services for Hospitalized Patients:	40
7.2 Pharmacotherapy Clinic:.....	41
7.3 Pharmacists at the FDA: Drug Information Specialists:.....	42
7.4 Principles of Medication Review:	43
7.5 Drug Information (DI):	44
7.5.1 Clinical Pharmacists' Responsibilities Within Drug Information Services Are:	45
7.5.2 Drug Information Resources Available:.....	46
7.6 Conclusions:.....	47
7.7 References:.....	48
8. Role of Pharmacist in Reducing the Health Care Cost - Akshata S. Menasinakai, Pradeepkumar M. Ronad.....	49
8.1 Escalating Price of Healthcare: [1-10].....	49
8.3 Cost Avoidance, Cost Reduction and Pharmacoeconomics: [3,11-12].....	50
8.4 Medication Errors, Inappropriate Prescribing and Ades: [13-15].....	50
8.5 Role of Pharmacist in Reducing Cost in Following Health Care Systems:	50
8.6 References:.....	54
9. Evolution of Teleconsultation and E-Pharmacy - Dr. Aryaa Ankalikar, Mrs. A.S. Menasinkai, Dr. P. M. Ronad	58
9.2 Essential Components of Telemedicine:.....	60
9.2.1 The Three Main Essential Components Are:.....	60
9.3 Types of Information to Be Transmitted:	61
9.3.1 Information Capture:	61
9.4 Information Display:.....	62
9.5 Training:.....	62
9.6 Barriers to Telemedicine:.....	63
9.7 Legal and Ethical Aspects of Telemedicine:.....	64
9.8 Applications:	65
9.9 References:.....	66
10. Role and Responsibilities of Pharmacist in Health Care System - Umme Jiba, Jayamanti Pandit, Yasmin Sultana	67
10.1 Introduction:.....	67
10.2 Role of Pharmacist in Society:	68
10.2.1 Community Pharmacist:	69
10.2.2 Hospital Pharmacist:.....	70
10.2.3 Industrial Pharmacist:.....	71

10.2.4 Regulatory Pharmacist:	72
10.2.5 Academic Pharmacists:	72
10.2.6 Responsibilities of Pharmacists:	73
10.3 Conclusion:	73
10.4 References:	74

11. Public Health and Patient Care Aspect in Pharmacy - Rajendra Chauhan, Dr. Navneet Garud, Pawan Kushwah, Hemant Mourya, Dr. Ramakant Josh77

11.1 Introduction:	77
11.2 Indian Health System:	78
11.3 Role of Pharmacists and Health of Population in India:	83
11.4 Indian National Public Health Programs and The Role of Pharmacists:	86
11.5 Conclusion:	87
11.6 References:	88

12. Clinical Services, Reviewing Medication for Safety and Clinical Efficacy, and Providing Drug Information - Pawan Kushwah, Dr. Navneet Garud, Rajendra Chauhan, Hemant Mourya, Dr. Ramakant Joshi90

12.1 Introduction:	90
12.2 What is Meant by Medication Review:	91
12.2.1 Steps for a Medication Review:	92
12.3 Pharmacist's Role in Providing Drug Information:	93
12.3.1 Purpose and Importance of Drug Information Services:	94
12.3.2 Drug Information Centers:	94
12.3.3 Benefits of Drug Information:	94
12.3.4 Primary Source of Drug Information:	95
12.4 Conclusion:	95
12.5 References:	95

13. Pharmacist Role in Reducing Health Care Costs - Vikrant Verma97

13.1 Introduction:	97
13.2 Management of Chronic Illness:	97
13.3 Treatment of Mild Illnesses:	98
13.4 Reconciliation of Prescriptions and Care Transfers:	100
13.5 Role Specialisation:	101
13.6 Conclusion:	101
13.7 References:	102

14. Role of Pharmacist in Healthcare System - Pooja Kagawad105

14.1 Introduction:	105
14.2 Concept of Pharmaceutical Care:	105
14.3 Roles of Pharmacist:	106
14.3.1 Academic Pharmacist:	106

14.3.2 Industrial Pharmacist:.....	107
14.4 What are Public Health Services?	108
14.5 Pharmacists' role in public health in the future:	110
14.6 Conclusion:	110

15. Role of Pharmacists Reducing Healthcare Cost -

<i>Prof. (Dr). Khaleel Ahmed Manik.....</i>	111
---	------------

15.1 Introduction:	111
15.2 Medication Adherence:.....	112
15.3 Medication Reconciliation:	113
15.4 Medication Therapy Management:.....	114
15.5 Vaccinations:.....	115
15.6 Medication Cost Containment:.....	116
15.7 Conclusion:	117
15.8 References:	117

16. A Study on Awareness and Practice of Patient Rights in India from Patient's Perspective: Pre & During Covid-19 - Dr. B. Lakshmi,

<i>Dr. Rajesh Sonti, Dr. Deepika Chilkuri, Donna Sunny, Shameer Marvan K., Sachin Kumar Singh</i>	120
---	------------

16.1 Introduction to Patient Rights:	121
16.2 Literature Review:	122
16.3 Objectives of the study:	125
16.4 Methodology:	125
16.5 Results:.....	127
16.6 Discussion	131
16.7 Conclusion & Recommendations:	139
16.8 References/ Bibliography:.....	140

17. Pharmaceutical Retailer and Consumer Buying Behaviour Towards Over the Counter (OTC) Medicine - Dr. Iffat Naseem, Dr. Tanzeem Siddiqui,

<i>Sagar Rana, Dr. Mohd Danish Chishti</i>	155
--	------------

17.1 Overview:.....	156
17.2 Market Size:	157
17.3 Classification of OTC Products:.....	158
17.4 Consumer:	159
17.5 Retailer:.....	159
17.6 Literature Review:	159
17.6.1 The Consumer Buying Decision Is a Five-Stage Process:	160
17.7 Specific Objective:.....	162
17.8 Methodology and Presentation of the Data.....	162
17.8.1 Sample & Sampling Method Sample Size:	162
17.8.2 Sampling Method:.....	162
17.8.3 Study Tools:	163

17.9 Result & Analysis:.....	163
17.9.1 Retailer Buying Behaviour Towards Over the Counter (OTC) Medicine:	163
17.9.2 Consumer Buying Behaviour Towards Over the Counter (OTC) Medicine:	168
17.10 Conclusion:	174
17.10.1 Retailer:	174
17.10.2 Consumer:.....	175
17.11 References:.....	175
18. Women’s Health Issues - Amruta N. Patil, Sulbha G. Patil, Dr. Sunila A. Patil	177
18.1 Introduction to Women’s Health:.....	177
18.2 Health Technology for Women:.....	180
18.3 Eating Disorders:.....	181
17.4 Health Tips:.....	183
18.5 Drugs & Devices with Potential Risks in Women:	184
18.6 References:.....	185
19. Implication of Pharmacovigilance in the Pharmaceutical Industry: An Expressive Study - Dr. Iffat Naseem, Dr. Mohd Danish Chishti, Roopa Khatri, Dr. Tanzeem Siddiqui	188
19.1 Introduction:.....	188
19.2 Scope of Pharmacovigilance in India:	189
19.3 Importance of Pharmacovigilance in Clinical Science:.....	190
19.4 Conclusion:	192
19.5 References:.....	192

ABOUT THE EDITOR



Dr. Vivek S. Tarate

He is presently working as Asst. Professor at Navsahyadri Institute of Pharmacy, Nasarapur, Pune. He has completed M.Pharm in Pharmaceutics from Savitribai Phule Pune University, Pune. He has completed PhD in Naturopathy (Diabetes Reversal) & another PhD (HC) in subject healthcare from Commonwealth University, kingdom of Tonga for his contribution to healthcare sector. He also Completed Certificate and Diploma courses in Naturopathy, Medical Astrology (International Medical Astrologer), Cupping Therapy (TCM – China), Code Blue Trainer (Lincoln University, Malaysia), Nutrition & Diet Planning (FAB Academy, USA) and Regulatory Affairs (IADL, UK approved) from various national & international Universities. He received 1 Indian Patent Grant (Designs) & 4 international Germany utility patent grants. His research works under patent grant process in India and South Africa country. His research interest includes GRDDS, Nanoparticles, Herbal formulations, Type 1 & 2 diabetes reversal. He received 4 copyrights for his value added courses designs. He published review as well as research papers in various UGC Care, Scopus journals. He is a founder of Intellect Institute of Education and Research, Pune. He is also founder of Suvijaya Natural Cure, Satara. He is also working as consultant for Hospitals and Pharma giants. In 2021 he is appointed and upgraded as ILI Paramedic at Hospital & Institute of Integrated Medical Sciences, Chandigarh. He is a fellow member of Screenwriters Association, Mumbai. He is a certified Psychological Counselor. He is also member of Indo-Vietnam medical board and appointed as Network of Influenza Care Expert.



Kripa-Drishti Publications
A-503 Poorva Heights, Pashan-Sus Road, Near Sai Chowk,
Pune - 411021, Maharashtra, India.
Mob: +91 8007068686
Email: editor@kdpublications.in
Web: <https://www.kdpublications.in>

Price: ₹ 425

ISBN: 978-81-19149-00-1



9 788119 149001