



Weston Medical Education Foundation of India

Office No:- 99,9th Floor, Kalpataru Avenue, Opp. ESIC Hospital, Kandivali (East) , Mumbai -400101.

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We bring a Module Course for PHARMACIST

MODERN PHARMACY PRACTICE: ETHICAL PRINCIPLES & MANAGEMENT

Organized by The Weston Medical Foundation of India (WMEFI), Sponsored by Zydus Healthcare Ltd, an online CME Program for Pharmacists, "**Modern Pharmacy Practice: Ethical Principles & Management**" featuring four comprehensive modules developed with collaboration and endorsement from the Indian Pharmaceutical Association (IPA). The sessions, held as webinars, were tailored to equip pharmacists with critical knowledge and skills, covering areas from data analytics to ethical practice and entrepreneurial management.

During the Continuing Medical Education (CME) program, WMEFI emphasized the critical role such events play in bridging the gap between cutting-edge research and everyday medical practice, aiming to provide wider access to essential knowledge that benefits both pharmacists and their patients. This collaboration with IPA-Maharashtra facilitated an engaging platform for dialogue, encouraging the integration of best practices and advancing the professional standards within pharmacy practice across the nation.

Total Participants: 63 distinguished participants



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EXPERT

- Ashish Babtiwale
- Dr. Zarine Khety
- Dr. Vithya Thirumoorthi
- Mr. Raj Vaidya

Program Modules and Speakers:

1. Pharmacy Informatics and Data Analytics

- **Speaker:** Ashish Babtiwale
- **Date:** August 11, 2024
- **Module Overview:** This session delved into the evolving role of informatics and data analytics within pharmacy practice, underscoring how technology and data insights are reshaping pharmacy operations and clinical outcomes.
- **Key Topics Covered:**
 - **Electronic Health Records (EHRs):** Explored how EHRs provide pharmacists with real-time access to patient data, supporting more accurate medication decisions and efficient care coordination.
 - **Data-Driven Medication Management:** Emphasized the use of data analytics for monitoring medication usage patterns, improving drug efficacy, and minimizing adverse reactions.
 - **Predictive Analytics:** Discussed how predictive models aid in forecasting patient needs, reducing waste in drug inventory, and enabling pharmacists to make data-backed clinical interventions.
 - **Clinical Outcomes Improvement:** Showed how pharmacists can utilize data insights to personalize patient care, ensuring better adherence to medications and improving long-term patient health.



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2. Clinical Communication and Patient-Centered Care

- **Speaker:** Dr. Zarine Khety
- **Date:** September 8, 2024
- **Module Overview:** This session focused on the pivotal role of effective communication and patient-centered care in fostering strong patient-pharmacist relationships. Dr. Khety highlighted how patient engagement strategies can enhance treatment adherence and trust.
- **Key Topics Covered:**
 - **Improving Patient-Pharmacist Interactions:** Discussed active listening, empathy, and clear communication as foundational skills for pharmacists to effectively address patient concerns.
 - **Counseling Techniques:** Provided strategies to tailor counseling methods to individual patient needs, taking into account cultural sensitivities, literacy levels, and patient preferences.
 - **Adaptable Communication Styles:** Emphasized the importance of adapting communication styles to accommodate diverse patient demographics, ensuring that all patients feel comfortable and informed.
 - **Medication Adherence:** Addressed how clear and consistent communication from pharmacists can increase patient adherence to medication regimens, reducing errors and improving health outcomes.

3. Pharmacy Ethics and Legalities in Modern Healthcare

- **Speaker:** Dr. Vithya Thirumoorthi
- **Date:** August 25, 2024
- **Module Overview:** This session explored the ethical and legal challenges pharmacists face, particularly as healthcare and regulations evolve. Dr. Thirumoorthi provided a comprehensive look at the core ethical principles and legal considerations that pharmacists must navigate to maintain professionalism and protect patient rights.
- **Key Topics Covered:**
 - **Patient Confidentiality:** Highlighted the significance of protecting patient data and privacy, especially in the digital age.
 - **Ethical Dispensing Practices:** Examined the importance of accuracy and integrity in dispensing medications, including recognizing conflicts of interest.



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- **Informed Consent:** Outlined the pharmacist's role in ensuring patients are fully informed about their medications and possible side effects.
- **Legal Compliance:** Focused on understanding and adhering to pharmacy laws and regulations to prevent legal risks and protect patient safety in a complex healthcare environment.

4. Pharmacy Management and Entrepreneurship

- **Speaker:** Mr. Raj Vaidya
- **Date:** September 22, 2024
- **Module Overview:** This session was designed for pharmacists interested in advancing their management skills or exploring entrepreneurial paths. Mr. Vaidya offered insights into essential business and leadership skills, emphasizing the growing opportunities for pharmacists to expand their roles within healthcare.
- **Key Topics Covered:**
 - **Business Planning:** Discussed creating a robust business plan that aligns with pharmacy goals, patient needs, and community healthcare demands.
 - **Financial Management:** Provided strategies for managing pharmacy finances, optimizing profit margins, and minimizing operational costs.
 - **Leadership Skills:** Focused on the qualities of effective leadership in healthcare, including team management, conflict resolution, and motivating staff.
 - **Growth Opportunities:** Explored the potential for pharmacists to establish independent practices, engage in consulting, and leverage new technology to enhance service delivery.

WMEFI's Role and Program Completion:

Supported by Zydus, WMEFI managed the program from end-to-end, securing IPA's endorsement, conducting the webinars, and overseeing the program portal. Upon successful completion, participants received certificates jointly branded with the logos of WMEFI, IPA, and Zydus, marking their accomplishment in this specialized training program.



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Snapshots of Key Insights

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Dr Prasad Vad...

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**MODERN PHARMACY PRACTICE:
ETHICAL PRINCIPLES & MANAGEMENT**

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Dr Ashish Bhattiwale

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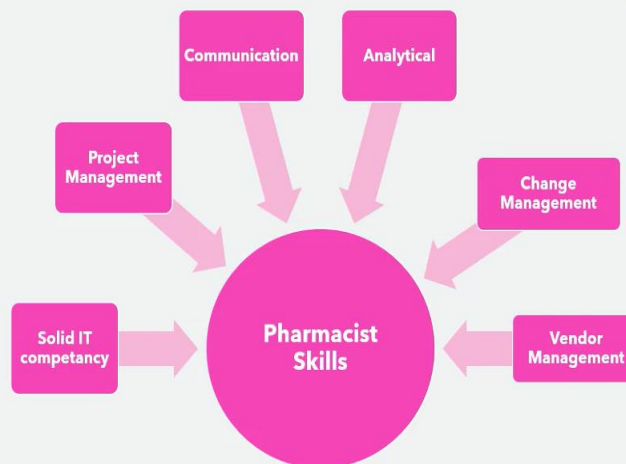
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*Skills Needed
by
Informatics
Pharmacist*



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Dr. Zarine Khety

M. Pharm, Ph.D

Council Member – The Indian Pharmaceutical Association – Maharashtra Chapter



Dr. Bilal Nagori

- Visionary pharmacist and esteemed healthcare leader with over 25 years of distinguished service in Pharmacy Practice and Healthcare Administration.
- Dr. Khety conducts various seminars and courses in leading pharmacy institutions and healthcare settings. Also actively engaged with the Pharmacy Council of Maharashtra, CAHO, NACO for driving excellence in training for community and hospital pharmacists.
- Internationally, Dr. Khety has represented India at the prestigious South Asia Summit of Pharmacists, delivering impactful presentations on advanced healthcare management practices in terms of inventories , supply chain in materials sections of the hospital.
- Dr. Khety has held pivotal managerial and directorial roles at leading institutions such as Aditya Birla Hospital, Asian Heart Institute, and Saifee Hospital.
- Her focus has been on Drug store Management , material management optimization, training and developing pharmacy personnel, and initiating clinical research to improve patient safety and clinical outcomes.

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Elements

- Excellent Communication Skills
- Patient counseling knowledge
- Rapport building with patients
- Medical/pharmaceutical knowledge about the medicines dispensed.
- Patient -Pharmacist trust building
- The implementation of PCC is done through the pharmacy professional-patient counseling process.
- Counseling, is a critical element of the dispensing process, provides a prospect for the pharmacy professionals to build a truthful liaison with patients and deliberate the use of medication to guarantee patients have a complete understanding of their treatment goal, strict adherence, and enhancement of their quality of life.



Dr. Zarine Khet...

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medications
Providing PCC requires the Pharmacy professional not to use their own bias in the diagnosis of disease and medication
Providing PCC necessitates the pharmacy professional to use appropriate verbal and non-verbal communication
Providing PCC necessitates the Pharmacy professional to accept the legitimacy of the patient's concerns and not judgmental
The Pharmacy professional has to offer the patient an opportunity to discuss their concerns and preferences
The Pharmacy professional provides the patient's clear information about the disease and medication
Providing PCC necessitates the Pharmacy professional to offer choices for the patient to make

Abbreviation: PCC, Patient-centered communication.



Dr. Zarine Khet...

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Pharmacists' Patient-Centered Care

Pharmacists use a patient-centered approach in collaboration with other providers on the basis of evidence-based practice to optimize patient health and medication management.

Using principles of evidence-based practice, pharmacists:

- Collect**
The pharmacist assures the collection of the necessary subjective and objective information about the patient in order to understand the relevant medical/medication history and clinical status of the patient.
- Assess**
The pharmacist assesses the information collected and analyzes the clinical effects of the patient's therapy in the context of the patient's overall health goals in order to identify and prioritize problems and achieve optimal care.
- Plan**
The pharmacist develops an individualized patient-centered care plan, in collaboration with other health care professionals and the patient or caregiver that is evidence-based and cost-effective.
- Implement**
The pharmacist implements the care plan in collaboration with other health care professionals and the patient or caregiver.
- Follow-up: Monitor and Evaluate**
The pharmacist monitors and evaluates the effectiveness of the care plan and modifies the plan in collaboration with other health care professionals and the patient or caregiver.

Central Circle: Collaborate • Communicate • Document • Patient-Centered Care



Dr. Zarine Khet...

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PHARMACIST

Dr. Bilal Nagori

MODERN PHARMACY PRACTICE : ETHICAL PRINCIPLES & MANAGEMENT

Topic

Pharmacy Ethics and Legalities in Modern Healthcare

Speaker

Dr. Vithya Thirumoorthi

M Pharm, Ph.D.

Prof and Head of Department of Pharmacy Practice,
Al Ameen College of Pharmacy, Bangalore.

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ADR

- 5th leading cause of death
- As per AIIMS, New Delhi - 22.3% of the In and Outpatients experience ADR
- 5.9% visits to the medical emergency department were drug related.

Dr Vithya Thir...

38:27 / 1:22:14



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Ethical Principles in Pharmacy Practice



- Beneficence: Acting in the best interest of patients
- Non-maleficence: Avoiding harm and minimizing risks
- Autonomy: Respecting patient's right to make informed decisions
- Justice: Ensuring fair access to medications and healthcare
- Confidentiality: Protecting patient information
- Integrity: Upholding honesty and transparency

10:46 / 1:22:14

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Dr. Vithya Thirumoorthi



Dr. Bilal Nagori

1:14:24 / 1:22:14

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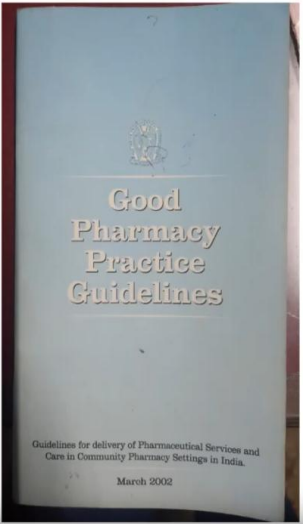
**Raj Vaidya**
Chief Pharmacist & Partner Hindu Pharmacy, Goa
Chairman Elect, Community Pharmacy Division, Indian Pharmaceutical Association (IPA)
Editor E Times, Indian Pharmaceutical Association (CPD)
Observer, ExCo Member International Pharmaceutical Federation (FIP) Community Pharmacy Section

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Indian
Pharmaceutical
Association –
Community
Pharmacy Division –

[Mar 2002]


Good
Pharmacy
Practice
Guidelines

Guidelines for delivery of Pharmaceutical Services and
Care in Community Pharmacy Settings in India.
March 2002





7:14 / 58:23



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Today's Audience



Hospital pharmacists in the private sector:

- Pharmacists - as Manager/In-charge
- Those managing the Pharmacy

2:34 / 58:23

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Raj Vaidya



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Recorded Session

Pharmacy Informatics And Data Analytics

Director, Navigo Analytix (India)
M.Pharm (BCP), M.B.A. (JBIMS),
Leadership (Wharton, USA)



Mr Ashish Babsiwale

2024-08-11

Clinical Communication & Patient-Centered Care

HOD of pharmacy, Asian Heart Institute
& Research Center B. Pharm, M. Pharm,
Ph.D. in Pharmacy



Dr. Zarine Khety

2024-08-25

Pharmacy Ethics And Legalities in Modern Healthcare

Prof and Head of Department of
Pharmacy Practice, Al Ameen College of
Pharmacy, Bangalore.



Dr. Vithya
Thirumoorathi

2024-09-08

Pharmacy Management and Entrepreneurship

Chief Pharmacist & Partner Hindu
Pharmacy, Goa Editor E Times



Raj Vaidya

2024-09-22