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2021



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CONTENT

1. Is Artificial intelligence Bliss or Misery to Health care professionals - **by Naveen Reddy, Nagashree K. S**
2. Medical devices in the pharmacy **by Mr. Sunil S Chiplunkar**
3. Basic for Greatest Achievers - **by Mr. T.K.THULSI BABU**
4. ಇಂದಿನ ದೀಪಾವಳಿ - ಡಾ|| ರೇಖಾ ಶೆಟ್ಟಿ
5. Quiz

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IS ARTIFICIAL INTELLIGENCE BLISS OR MISERY TO HEALTH CARE PROFESSIONALS



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“Artificial intelligence (AI)” is a general term used to describe the theory and development of computer systems to perform tasks that normally would require human cognition such as perception, language understanding, reasoning, learning, planning, and problem-solving. AI may be the future of every field and can be applied in any field to improve efficiency. During the last decade, artificial intelligence has seen great success in numerous areas of health care systems. The first wave of AI applications in pharmaceutical research has developed, and its utility has gone beyond bioactivity predictions, showing promise in tackling a variety of drug discovery difficulties. Bioactivity prediction, de novo molecule design, synthesis prediction, and biological image analysis will all be covered as examples and also it can be used in a retail pharmacy to solve a variety of issues. The machine learning prediction model can assist in predicting a patient's disease and medication. AI systems are an asset especially during the pandemics like COVID19 because they can be used to automate tasks, saving time and resources.

The necessity of AI in Hospital Pharmacies

Drug shortages and recalls are one of the most serious hurdles currently being addressed. The causes of shortage are multifactorial including supply issues, demand issues and regulatory issues. AI Assists Pharmacists in prescription monitoring, renewal of medicines, repeated or continuous health checkups in lifestyle disorders like diabetics, hypertension, cancer etc., It also assists in maintaining medicine stocks in a pharmacy, drug safety advice, psychiatric monitoring and many more.

AI enables us to automate manual tasks and empowers pharmacists to be more than drug dispensers by freeing them up to assume the role of a more accessible resource for patients. Kevin MacDonald has given his insight, how AI is showing more reliability in addressing

AI in Hospital Pharmacies

According to Sudipta Das AI helps in hospital pharmacy-based health care systems in organizing dosage forms for individualized patients, selection of suitable or available administration routes or treatment policies. Here are a few applications of AI in Hospital pharmacy.

- i) **Maintaining Patient medical records:** Keeping track of a patient's medical records is a difficult endeavour. Implementing an AI system simplifies data collection, storage, normalisation, and tracing. The Google Deep Mind health project (developed by Google) aids with the rapid excavation of medical records. As a result, this project will aid in the delivery of better and faster health care. One of the example was use of AI in assisting the Moor fields Eye Hospital NHS in improving eye treatment.
- ii) **Treatment plan designing:** the designing of effective treatment plans is possible with the help of AI technology. When a patient's condition gets serious, selecting an appropriate treatment plan becomes challenging, an AI system is required to keep the situation under control. All past data and reports, along with clinical expertise, are considered when designing a treatment plan based on the technology's suggestions. For instance, IBM Watson has launched a project to assist oncologists.
- iii) **Assisting in repetitive tasks:** AI technology can also help with some routine tasks, such as analysing X-ray imaging, radiography, ECHO, ECG, and other diagnostic imaging to detect and identify diseases and disorders. Medical Sieve (an IBM algorithm) is a "cognitive assistant" with strong analytical and reasoning abilities. By incorporating deep learning with medical data, a medical start-up is required to enhance patient conditions. Each body part has its unique computer software that is used in specific medical conditions. Deep learning may be used to analyse practically any type of imaging data, including X-rays, CT scans, ECHOs, and ECGs.
- iv) **Health support and medication assistance:** In recent years, AI technology has been proven to be effective in health support services as well as medication assistance. Molly (a virtual nurse developed by a start-up company) is greeted with a friendly voice and a smiling face. Its goal is to assist patients in guiding their treatment and to provide assistance for chronic conditions in between doctor visits. "AI Cure" is an app on the smartphone through a webcam that monitors patients and helps them manage their diseases.
- v) **AI helps people in the health care system:** It can collect and compare information from social awareness algorithms. The large amount of data documented in the healthcare system includes the patients' medical histories, treatment history profile from birth, habits as well as lifestyles of the patients.

Conclusion

However, it's worth emphasizing that AI is not replacing employment; rather, it's replacing monotonous tasks and making it easier to analyze large volumes of data and information, allowing professionals to focus on making informed decisions based on that data. Scott D. Nelson has demystified artificial intelligence in his primer and stated "Our intent is not to make pharmacists into data scientists but, instead, to help pharmacists contribute to AI projects by acting as domain experts or translators between clinical practice and the computer sciences.

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MEDICAL DEVICES IN THE PHARMACY



Helping patients through medical devices

The pharmacy is world's most accessible healthcare provider, as per many survey studies. Depending on types of patient clientele, pharmacies stock various medical devices that are contributing to pharmacy revenues. It is thus essential for pharmacists to familiarize with the concept of medical devices, stock and sell them with proper counseling. A plethora of medical devices are penetrating homes and their usage is increasing day-after-day, hence, pharmacists who are savvy with the use and profile of such products, will allure more buyers to their pharmacy – not only to buy medicines, nutraceuticals, health foods and beverages, and beauty products – but also medical devices.

A well informed pharmacist, who has a good stock of medical devices, will provide proactive counseling on medical devices and help the customer choose the best medical device for his requirement. This will help the brick and mortar traditional pharmacist overcome the challenge of online pharmacies that lure buyers through deep discounts. A traditional pharmacy can also guide patients face-to-face on diagnostic labs and tests, plus help the patient or patient attender connect with a reputed lab.

A few service oriented retail pharmacists are offering on-demand testing of blood glucose with help of glucometer, educating the patient on glucometer usage and encouraging diabetic patients to buy the same for better blood glucose monitoring at home. The charges of glucometer testing are once again contributing to pharmacy revenue flow and at the same time improving relations with patients.

During Covid-19 times, enterprising pharmacists have sold many 'incentive spirometers' to patients. The incentive spirometer is a handheld medical device to measure volume of breath, and blowing into this apparatus, strengthens the lungs, keeps the lungs active and free of fluid, and helps lungs recover from lung illness or surgery.

Thus, for pharmacies, the medical device range can a major patient service item and will improves pharmacy revenues.

What is a medical device?

Simply put, a medical device is a device or gadget intended for medical usage. In India, the Medical Device Rules 2017 regulates sale and other aspects of medical devices. The various medical devices are put into four buckets:

Class A: low risk (egs.,: bed pan, disposable gloves, crutches, walkers, nonelectric wheelchairs, tongue depressor, surgical dressings and nasopharyngeal catheter)

Class B: low moderate risk (egs.,: sphygmomanometer (blood pressure measurement device), digital thermometer, endoscopic forceps and fistula adapter)

Class C: moderate high risk (egs.,: glucometer, insulin pump, nebulizer, thermal ablation device and bifurcation cardiac stent)

Class D: high risk (egs.,: coronary stent and cardiac catheterization kit)

The tongue depressor is a simple medical device. Not only can this be stocked in a pharmacy, it's usage for at-home use can also be conveyed to a person who has throat infection (and is buying antibiotics) – this shall provide additional sale to the pharmacy.

One of the most common medical devices is the pen insulin. Unfortunately, most of patients do not learn the right way of insulin administration using the pen insulin instrument. This includes holding the pen at 45 degree and injecting, such tips need to be taught by the pharmacist to patients or patient attenders. This builds confidence and there will be repeat purchases of pen insulin refills and needles – besides other products such as Vit. E capsules and B complex with zinc capsules. Stocking and retailing common medical devices like thermometers, walkers and more complex devices like pen insulin is a value addition to each pharmacy.

Software intended for medical use is also classified as medical device. The exact definition of software as a medical device: 'software intended to be used for one or more medical purposes that perform these purposes without being part of a hardware medical device.' There are smart retail pharmacists who are able to explain various apps on mobile and other devices that help patients improve health outcomes.

Endnote

Knowledge is a never ending ocean. The pharmacy profession is a knowledge profession, hence, there are limitless things to understand, assimilate and apply. At the retail pharmacy level, the community pharmacist is expected to be a medicines expert and now a device expert too! This opens an opportunity for revenue earnings through medical device selling and counseling.



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BASICS FOR GREATEST ACHIEVERS

1. **Abundant ENTHUSIASM**
2. **Amazing GOAL SETTING**
3. **Belief in SELF CONFIDENCE**
4. **BURNING DESIRE to SUCCEED**
5. **Compulsive WORKAHOLIC**
6. **Concern with COMPASSION**
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9. **Flawless COMMUNICATION Skills**
10. **Fostering INNOVATION**
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23. **Strict DISCIPLINARIAN**
24. **TIME CONSCIOUSNESS**
25. **Tireless CRUSADER.**

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Mr. T K Thulsi Babu



ಇಂದಿನ ದೀಪಾವಳಿ

ದೀಪಾವಳಿ ಮರಳಿ ಬಂದಿತು

ಹೊಸತು ಹೊಸತು ಕನಸು ನೆಲೆಸಿತು

ಸಿಹಿ ತಿಂಡಿಗಳ ಪಾತ್ರೆಗಳು ವಿವಿಧ ತಿಂಡಿಗಳಿಂದ ತುಂಬಿತು

ಇಂದಿನ ದೀಪಾವಳಿ

ಮನಸ್ಸಿನ ಮೂಲೆಯಲ್ಲಿ ಅಡಗಿದ ಕೊರೊನದ ಹೆದರಿಕೆ ಹರಿಸಿ

ಸಂತೋಷದ ಎಣ್ಣೆಯಲ್ಲಿ ಹತ್ತಿಯನ್ನು ನೆನೆಸಿ

ಖುಷಿಯ ಪ್ರತಿಯೊಂದು ದೀಪ ಪ್ರಜ್ವಲಿಸಿ

ಎಲ್ಲೆಡೋ ಪ್ರಕಾಶ ಹರಿಸಿ

ಹೊಸ ಚೈತನ್ಯ ಚೇತರಿಸಿ

ಮುಂದಿನ ಬದುಕಿನಿ ಉಜ್ವಲ ದಾರಿ ತೋರಿಸಿ

ನಮೆಲ್ಲರ ಜೀವನದ ಬುಟ್ಟಿ

ಸಂತೋಷದ ಹೂವಿನಿಂದ ತುಂಬಿರಲಿ ಎಂಬ ವರದಾನ ಕೊಟ್ಟು

ಮುಂದಿನ ವರ್ಷ ಪುನಃ ಬರುವೆನು ಖುಷಿಯ ಉಡುಗೆಯನ್ನು ಮಾಡಿ ಎರಡು ಪಟ್ಟು

ಹೊರಡಲಿರುವಳು ಬಚ್ಚಿಟ್ಟು ಇಂದಿನ ಸಿಹಿ ತಿಂಡಿಯ ಕಟ್ಟು



Dr. Rekha K Shetty
Sr. Medical Advisor



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RULES

Quiz

1. Correct answers will be rewarded 1 point each (10 marks)
2. Answer of the quiz will be evaluated by panel of judges and their decision is final. (Max mark:10)
3. Those who get the highest marks, their photo will be published in our next bulletin and also a cash prize of Rs.500/- will be rewarded to them
4. The answer must be sent within 20th November 2021 to this E Mail ID- krpaindia@gmail.com
5. A confirmation mail will be sent to you on receiving your e-mail.

1. Which words causes fear, shock, or other discomforts to patients while conducting patient counselling?
 - a. Black listed words
 - b. Black flag words
 - c. Red flag words
 - d. None of the above
2. Pyridoxine is an effective antidote for _____
 - a. Isoniazid
 - b. Amikacin
 - c. Isoprenaline
 - d. Methotrexate
3. Mitral valve another name
 - a. Tricuspid valve
 - b. Bicuspid valve
 - c. pulmonary valve
 - d. None of the above
4. Traditionally, Coat buttons use in
 - a. Wound healing
 - b. Antifungal
 - c. Anticoagulant
 - d. All of the above
5. The disintegration time prescribed for a sugar-coated tablet is
 - a. 45 minutes
 - b. 60 minutes
 - c. 15 minutes
 - d. 30 minutes
6. Mottling means _____
 - a. Unequal distribution of colour on a tablet
 - b. Alteration in the shape of the tablet
 - c. Hole formation in the tablet
 - d. None of the above
7. Obesity hypoventilation syndrome also called as _____
 - a. Hypoxia
 - b. Pickwickian syndrome
 - c. Asphyxia
 - d. None of the above
8. Which antiviral drug can be used in the management of parkinsonism?
 - a. Oseltamivir
 - b. Zanamivir
 - c. Remdesivir
 - d. Amantadine
9. Onasemnogene abeparvovec is a
 - a. Costliest drug in the world
 - b. Used in the treatment of spinal muscular atrophy
 - c. used as a one-time infusion into a vein.
 - d. All of the above
10. Major challenges in the E-Pharmacy is / are _____
 - a. Lack of trust
 - b. Data privacy issues
 - c. Lack of customer support
 - d. All of the above



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The Newsletter intends to provide updated and reliable information on medicines and other related issues in an attempt to equip healthcare professionals to take informed decision in recommending medicines to the patients. However, they are encouraged to validate the contents. Neither the people associated with the publication of the Newsletter nor the organization shall be liable for any damage incurred as a result of use of the contents of this publication. The brand names of medicines, if mentioned, are for illustration only and the newsletter does not endorse them.

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