



# KARNATAKA REGISTERED PHARMACISTS ASSOCIATION ®

# CH 51, 6th Main, 5th Cross, 1st Floor, Above Sri Krishna Bakery, Saraswathipuram, Mysuru-570009.

Ph: 9738366942 Web : [www.krpaIndia.com](http://www.krpaIndia.com) Email : [krpaIndia@gmail.com](mailto:krpaIndia@gmail.com)

## Editorial Board

Mrs. Shilpa Palaksha | Dr. Chandni Saha | Mr. Balaji S | Ms. Shifa Taj | Ms. Bhagyashree N | Mr. Santhosh Raj R K

1. Preface- **Dr. T M Pramod Kumar**
2. Antibiotics And Its Guidelines – **Mr. Nisar Ahmed**
3. Attitude Leads To Altitude – **T.K.Thulsi Babu**
4. Charismatic Pharmacist - **Mr. Sunil S Chiplunkar**
5. Pharma-Go Digital – **Mr. Manoj Kumar Yadava,**
6. Pharmaceutical Consumer Complaints:  
A Guide To Academia And Pharmaceutical Industry – **Dr. Girish Pai Kulyadi**
7. Inspirational Pharmacist - M.L.Schroff by **Ms.A.S.Kamakshi Shriya**
8. Events And Activities
9. Quiz
10. The Change You Want To See - **Mohammed Sadath Shariff**

## PREFACE

### Dr. T M Pramod Kumar

Principal JSS College of Pharmacy



I am very happy to know that Karnataka Registered Pharmacist Association is coming out with monthly newsletters to spread the message of brotherhood and concern for the society in their humble way.

I have seen the association activities right from its inception, as Dr. Kaushik Devaraju was my postgraduate and PhD student. I could see an amazing leadership quality in him who also takes the team along.

The association has a clear objective to reach out to the society by organising health camps etc., professional development lectures and health awareness programmes like world tobacco day, on cancer, AIDS to create a social impact.

To unite all the pharmacy fraternity, the association introduced the Tablet Cup. Popular among the pharmacy professionals it all started with four teams participating in the tablet series; today it has more than 40 teams participating. They constantly strive to percolate the information on health to hospitals, community pharmacists, pharmaceutical marketing, and in the general public.

As a part of social responsibility, they have distributed medicines for free; food kits were distributed to the needy during the lockdown period. As go green initiative, the association has planted more than 200 saplings across Mysore district. The association has also initiated activities across the state and outside.

The association should bridge the gap between education and job opportunities; also initiate skill development programmes so that most of the pharmacy graduates are employable.

I am sure that the speed at which the association is growing, it will evolve beyond state-level activities and will gain immense popularity. KRPA will also be able to voice their professional demands and bring about policy changes.

I wish the association all the best in their future endeavours.



Hand hygiene is  
the best way  
to **BREAK THE CHAIN** of  
infection

**KILLS**  
99.9% GERMS

Contact: [ipsugandhi@grouppharma.in](mailto:ipsugandhi@grouppharma.in)  
or WhatsApp to: 77609 12222.  
Visit us: [www.grouppharma.com](http://www.grouppharma.com)



# Antibiotics & its Guidelines



Antibiotics are the most prescribed and used medicines. Each class is effective against a particular range of bacteria. None is effective against viral infections/ infections caused by virus. Some antibiotics have a broad spectrum of activity against a wide variety of bacteria.

Antibiotics resistance occur due to misuse of antibiotics with high prevalence.

The increasing use of antibiotics has led to the development of resistance in certain types of bacteria to the effects of particular antibiotics. This occurs when a bacterium develops mechanisms of growth and reproduction that are not disrupted by the action of the antibiotics. In other cases, bacteria produce enzymes that neutralize antibiotics.

## **Antibiotics use guidelines prepared and implemented for stakeholders.**

Antibiotic therapy can be:

1. Prophylactic
2. Pre-emptive
3. Empirical
4. Definitive or Suppressive

### **1-Prophylactic Therapy:**

#### **A) Medical Prophylaxis:**

Prophylaxis is used in immunosuppressed patients such as those with HIV-AIDS, post-transplantation and on anti-rejection medications (*Immuno-suppressants*). Prophylaxis is given for infection caused by (*Pneumocystis jiroveci*) (*Mycobacterium avium-intracellulare*) (*Toxoplasma gondii*) *Candida* species, *Aspergillus* species, (Cytomegalovirus) and other (*Herpes viridae*). In general, a lower dose prophylactic agent is given compared to the same drug used in the treatment.

#### **B) Surgical Prophylaxis:**

- Chemoprophylaxis is also used to prevent wound infections after various surgical procedures.
- Wound infection results when a critical number of bacteria are present in the wound at the time of closure.
- Antimicrobial agents directed against the invading microorganisms may reduce the number of viable bacteria below the critical level and thus prevent infection.
- Several factors are important for the effective and judicious use of antibiotics for surgical prophylaxis.
- First, an antimicrobial activity must be present at the wound site at the time of its closure. Thus, infusion of the first antimicrobial dose should begin within 60 minutes before surgical incision and should be discontinued within 24 hours from the end of surgery.
- Second, the antibiotic must be active against the most likely contaminating microorganisms for that type of surgery.
- Several studies indicate that chemoprophylaxis can be justified for dirty or contaminated surgical procedures (e.g., resection of the colon), where the incidence of wound infections is high
- When the surgery involves the insertion of a prosthetic implant (e.g., prosthetic valve, vascular graft, prosthetic joint), cardiac surgery, or neurosurgical procedures, the complications of infection are so drastic that most authorities currently agree to chemoprophylaxis for these indications.

## **C) Post-Exposure Prophylaxis**

This Prophylaxis may be used to protect healthy persons from the acquisition of or the invasion by specific microorganisms to which they are exposed.

Successful examples of this practice include oseltamivir administration to prevent swine flu in people who are in close contact with a case.

### **2. Pre-emptive therapy:**

Pre-emptive therapy is used as a substitute for universal prophylaxis and as early targeted therapy in high-risk patients who already have a laboratory or other test indicating that an asymptomatic patient has become infected.

- The principle is that delivery of therapy before the development of symptoms (pre-symptomatic) aborts impending disease, and the therapy is for a short and defined duration.

### **3. Empirical Therapy in the Symptomatic Patient:**

- The first consideration in selecting an antimicrobial is to determine if the drug is indicated or not.
- The diagnosis may be masked if therapy is started and appropriate cultures are not obtained.
- Antimicrobial agents are potentially toxic and may promote the selection of resistant microorganisms.
- For some diseases, the cost of waiting a few days is low. These patients can wait for microbiological evidence (culture) of infection without empirical treatment.
- In the second group of patients, the risks of waiting are high, based either on the patient's immune status or other known risk factors. Initiation of optimal empirical antimicrobial therapy should rely on the clinical presentation, which may suggest the specific microorganism likely to be the cause of specific infections in a given host.
- In addition, simple and rapid laboratory techniques are available for the examination of infected tissues.
- The most valuable and time-tested method for immediate identification of bacteria is the examination of the infected secretion or the body fluid with Gram stain.
- Such tests help to narrow the list of potential pathogens and permit a more rational selection of the initial antibiotic therapy.

### **4. Definitive Therapy:**

- Once a pathogen has been isolated and susceptibility results are available, therapy should be streamlined to a targeted antibiotic.
- Monotherapy is preferred to decrease the risk of antimicrobial toxicity and the selection of antimicrobial-resistant pathogens.
- Proper antimicrobial doses and dose schedules are crucial for maximizing the efficacy and minimizing the toxicity.
- Besides, the duration of therapy should be as short as necessary.
- The practice of keeping a patient indefinitely on antimicrobial therapy without a particular reason is discouraged. In fact, both experimental and clinical evidence has shown that unnecessarily prolonged therapies lead to the emergence of resistance.

**Mr. Nisar Ahmed M.Pharm (Ph.D)**  
Associate Professor,  
Department of Pharmacy Practice  
Farooqia College of Pharmacy, Mysuru



### **Combination therapy:**

- Combination therapy is an exception, rather than a rule.
- Once a pathogen has been isolated, there should be no reason to use multiple antibiotics, except when the evidence overwhelmingly suggests otherwise.
- Using two antimicrobial agents where one is required leads to increased toxicity and unnecessary damage to the patient's otherwise protective fungal and bacterial flora.
- However, there are special circumstances where evidence is unequivocal in favor of combination therapy.

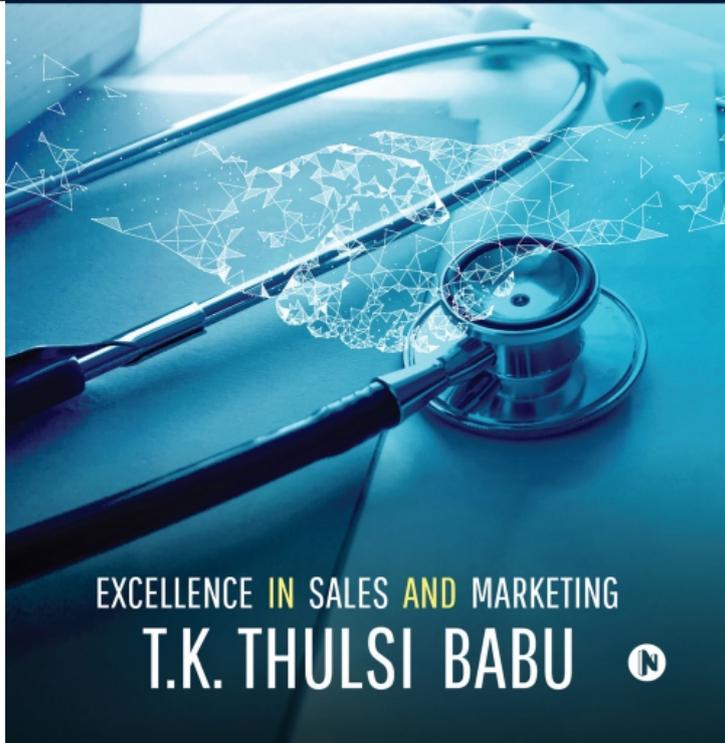
Principles behind combination antimicrobial therapy include:

- o Preventing resistance to monotherapy
- o Accelerating the rapidity of microbial kill
- o Enhancing therapeutic efficacy by use of synergistic interactions or enhancing the kill by a drug based on a mutation
- o Resistance to another drug
- o Paradoxically, reducing toxicity (i.e., when full efficacy of a standard antibacterial agent can only be achieved at doses that are toxic to the patient, and a second drug is co-administered to exert additive effects)
- o Clinical situations for which combination therapy is advised include: antiretroviral therapy for AIDS, antiviral therapy for hepatitis B and C, the treatment of tuberculosis, Mycobacterium avium-intracellulare and leprosy, fixed-dose combinations of antimalarial drugs, the treatment of Cryptococcus neoformans with flucytosine and amphotericin B, during empirical therapy for patients with febrile neutropenia, and advanced AIDS with fever.



# ATTITUDE LEADS TO ALTITUDE

**T.K.THULSI BABU**  
M - 9845571020  
thulsi1946@gmail.com  
Bangalore.



I had a long-cherished desire since 10 years to write a specific book for the medical sales professionals and the pharmacy graduates, guiding with golden tips on how to rise from medical representatives or management trainees to the highest position in the hierarchy, i.e. the Vice-President Marketing or the Director-Marketing or the CEO.

I had thought of penning this book for sales/marketing professionals and entrepreneurs about the profession's basics in simple language with practical field force dynamics.

But, I could not complete the book as I was busy training professionals till July, 2017 even at 71 years of age as the Vice-President- Training in Juggat pharma, Bangalore. I worked as sales manager in Anglofrench drug co., BDM in Apex labs, All India Training Manager in Pharmed ltd, Micro labs, Bal pharma & as group head - scientific content in UBM medica India ltd and Attended workshops in Singapore / Bangkok.

I started my career very young at 20 years age in 1966 in an MNC company, Nicholas labs, Mumbai as a medical representative with sheer dedication and hard work. I worked in Indian and MNC companies but my interest was in training the young B.Pharm and M.Pharm graduates with professional skills in product management, training management and marketing management.

What struck me was the absence of pharmacy graduates in the pharma industry 30 to 40 years back. There is excellent scope only for pharmacy professionals now. They are competent first care responders with knowledge next to the doctors about drugs.

My experience is in the pharma training department for 3 decades. I have so far trained around 40000 medical representatives on the basics of pharmacology, anatomy, physiology, microbiology, pathology and therapeutics. I also have trained around 10000 managers on soft skills for 2020 & beyond.

If pharmacy graduates join the sales and marketing sector in pharma companies, the sky is the limit as they can earn as much as VP of a company with incentives. Pharmacy graduates are well versed with the basics of Anatomy, Physiology, Pharmacology and Pathology thus only the latest selling and marketing skills need to be taught to them. They can join as management trainees to become medical writers, product managers, training managers. They can rise in their career to become future VP-Marketing Managers in all leading pharmaceutical companies as they all are B.Pharm or M.Pharm graduates.

When I was felicitated with GLOBAL REX KARMAVEER CHAKRA AWARD from UNITED NATIONS on Nov. 26.2016 at GURGAON (given only to those who do selfless service without any expectations) for my contribution to the youth of India in the pharmaceutical industry.



ATTITUDE Leads to ALTITUDE is a book that could help youngsters rise to the next level. The book holds golden tips on selling as well as the roles and responsibilities of managers on how to get the job done with available resources in the best possible way.

This book can be an eye-opener for managers and is written in a simple and lucid language and in a precise manner. It is a manager's job to convert everyone into profit centres for their organisation for more productivity and profitability. I have shared all the latest updates in the pharmaceutical and healthcare industry to budding medical representatives who are enthusiastic to excel in their profession.

Hence, this book has a lot of inspirations, motivations, lessons of life, wise quotes, tenets of wisdom, points to ponder and tips on selling and marketing from great authors.



T.K. THULSI BABU is a hardcore marketing professional who started from the position of medical representative in MNC in 1966. In 2017, he retired after more than five decades of service in many reputed organisations out of which, he spent three decades training senior managers and medical representatives. His last assignment was as Vice President for TRAINING in JUGGAT PHARMA (Jasdale Industries Private Ltd.) Bangalore for four years until July 2017. His passion for training has kept him going even at 72 years of age.

He has interacted with more than one lakh doctors and has trained around 40,000 medical reps and 10,000 managers on soft skills and the basics of pharmacology and therapeutics. He has excellent speaking abilities and is a wonderful motivational speaker.

His excellence in the pharmaceutical and healthcare industry has showered many accolades on him:

- An honorable mention in the PHARMA REVIEW (JAN-FEB 2017 issue, page 147) for his selfless service to the youth of India in the pharmaceutical industry.
- International Felicitations of Global REX KARMAVEER CHAKRA AWARD from I-CONGO (International Confederation of Non-Govt. Organisations). He received it from the UNITED NATIONS on the 20<sup>th</sup> of November 2016 at GURGAON in front of a galaxy of top dignitaries, intellectuals and professionals. This was covered in Pharma Times (JUL 2017, page 36).

T.K. THULSI BABU, BANGALORE. thulsi1946@gmail.com



I was elated to do something to make a difference. I have given an OVERVIEW of INDIAN PHARMACEUTICAL INDUSTRY in 10 pages compiled by me about the latest healthcare.

150 PHARMA ABBREVIATIONS and 100 important medical websites in my book that can help pharmacy graduates immensely to prepare product compendiums and training manuals.

The healthcare industry has created a revolution in INDIA.

My two topics namely HAMAARA BHARAT MAHAAN and INDIAN REVOLUTION- PHARMACY OF THE WORLD BY 2020 will very much highlight the progress of our nation by leaps and bounds in healthcare industry standing tall in quality globally.

My tips on "How to acquire KNOWLEDGE and WISDOM", what books to be read and watching which videos can help pharmacy graduates to become smart professionals.

My book is only to inspire the young sales and marketing professionals with golden tips on selling and excellent marketing tips to be crest above the rest, with personal and professional qualities required to become an achiever in life as entrepreneur.

In my book, in addition to the golden tips, I have also given lovely tips on soft skills, positive attitude, pearls of wisdom, tenets of wisdom, masterstrokes, casket of jewels, motivations, inspirations, inspiring thoughts, lessons of life and meditation to make every entrepreneur not only a super sales person but also as a good human being with righteousness which is much more important in business with ethics & values.

All the quotes are written by me after reading personally all the books that I have mentioned in this awesome book, chapter: the YOUTH of INDIA in PHARMACEUTICAL INDUSTRY.

With the ever growing demand for healthcare professionals in India, now as PHARMACY of THE WORLD by 2020, I thought putting all my five decades of experience and practical knowledge would help the budding pharmacists to pursue pharmacy and pharma marketing that has both lucrative and glorious opportunity to become achievers with knowledge to interact with medical fraternity.

You can kindly see the foreword written by most reputed veteran stalwart cardiologist of ethics and values from Bangalore, Dr.V. Parameshvara, pride of Indian medical fraternity who has suggested my book for every entrepreneur and every pharmacy professional in India.

Availability of my book in Amazon.in and Flipkart.com and [www.notionpress.com](http://www.notionpress.com) for **Rs.340/-** book

# Empowering Immunity

*Future of Immune Nutrition*

Rx **Mulmina**<sup>TM</sup> 200 ml  
Tetra Pak Pack

Say hello to health...

*Natural Immune Booster with Powerful Antioxidants*

ORAC  
ANTIOXIDANT  
VALUE  
3736/PACK



Immune booster

Potent Antioxidant

Provides 12 added essential nutrients

Tasty nutritious way for good health

**Dose: 1 to 2 packs per day, for 15 days**



**JUGGAT PHARMA**

(Pharma Division of Jagdale Industries Pvt.Ltd.)  
No.782, 15th Cross, 1st Phase, JP Nagar,  
Bengaluru-560 078

Tel: 1800 425 6939  
Fax : 080-26636231  
e-mail: mulmina@jagdale.com  
Website www.jagdale.com

# CHARISMATIC PHARMACIST



Hi! Have you heard of the word 'charisma'? I am sure you have! Well, it is a type of personal magnetism. A charismatic person has an attractive personality and communication or messaging style. Charisma helps a person build relationships too!

Charismatic personalities attract people, positive events and success. Charisma in an individual exudes optimism and positive energy. This helps in creation of events that are pleasant to everyone. For pharmacists and non-pharmacists, charisma is a quality that helps create happiness.

## Definition of charisma

Depending on the context of use, charisma has different definitions. At the simplest level: '**charisma is an individual's ability to attract and influence other people**'. This is a good working definition for applying the concept of charisma in routine living. However, at a higher complex level, charisma is defined as related to supernatural qualities that sets a person apart from others.

For example, a pharmaceutical salesperson can be charismatic, also a spiritual leader like Sri Sri Ravishankar or Sadhguru Jaggi Vasudev are charismatic in their supernatural way. Thus, charisma can take shape depending on the person's qualities and profession.

## University of Toronto research

This research at the University of Toronto, Canada on 1000 individuals showed that charisma is a mixture of AFFABILITY and INFLUENCE.

- a) Affability is defined by the researchers as *being approachable and pleasant*.
- b) Influence is defined in this research as *a leadership ability and strength of 'presence'*.

**Affability** is the quality of being down-to-earth, and ability to get on with people. Affable people smile genuinely and often. This requires good emotional intelligence or the ability to understand emotions of others and oneself, and exercise control over the flow of emotions in oneself. Empathy (imagining oneself in other person's shoes) and social skills are keys to good emotional intelligence. The good thing about emotional intelligence is that it can be worked upon and improved. For routine living and success, emotional intelligence plays a vital role. Even a person with perhaps lower IQ but very high EQ (emotional quotient) can experience unparalleled success. One requires the ability to listen and observe to improve one's EQ. Thus, affability which is a dimension of emotional intelligence will improve charisma for success.

**Influence** is the capacity of an individual to have an effect on character and development of another person. Thus, influential people exert changes in people they come in contact. Hence, politicians in a democracy are always on the lookout for influential people. They are sure such influential persons can change the voting behavior of individuals for benefit of their political party.

In pharmacy practice, one's appearance, dress (example wearing the apron), mannerisms, knowledge, voice modulation (pitch, pace and pause), pronunciation, body language or non-verbal communication, and confidence helps improve the influence. This makes the pharmacist more charming and useful to society!

Endnote:

As pharmacists, let us strive to improve our charisma by working on two dimensions: AFFABILITY and INFLUENCE through the above tips!!

**Mr. Sunil S Chiplunkar**  
M Pharm (Pharmacology) MBA (Marketing) PGDHRM (PhD)  
VP – Business Development, Group Pharmaceuticals, Bangalore,  
Email: 1969sunilchiplunkar@gmail.com





# PHARMA GO DIGITAL:

Embracing technology to do better, do more!

## Google Drive: The Indispensable cloud storage & Collaborative Tool

### INTRODUCTION

Google Drive is a file storage and synchronization service that was launched by Google on April 24, 2012. Every Gmail user gets a free 15 GB storage (combined as e-mail and cloud storage) FREE for personal use. Google offers various paid options for individuals, teams and enterprises starting from as low as Rs. 130/month. Google Drive is the easiest way to plan for cloud storage for an individual that comes with Google's trusted security features and regularly updated apps.

### KEY FEATURES

- Cloud apps for real-time collaboration: Google Drive integrates seamlessly with Google Docs, Google Sheets and Google Slides, the Microsoft equivalent of Word, Excel and Power Point on the cloud, thus offering one of the easiest options to collaborate real-time right from your computer, smartphone or Chrome browser. You could use all this for free without migrating from your existing tools and software.
- Integration with tools and other software: If you wish to use your existing files in Word, Excel and PowerPoint on the cloud, you could do that through Google Drive without the need to convert file formats. You also get the flexibility of accessing over 100 additional file types including PDFs, CAD files, images and much more.
- Access files with ease: Google's AI-powered search tools enable you to access the files just in seconds—enabling you access your files 50% faster than convention searches.
- Access Drive on any device: Drive works on all major platforms, enabling you to work seamlessly across your browser, mobile device, tablet, and computer.

### ORGANIZING FILES WITH GOOGLE DRIVE

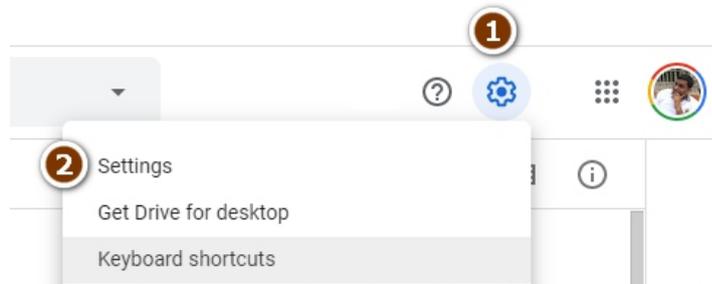
By default, Google Drive organizes the folders in alphabetical order. If you wish these folders to appear in a certain order, just right-click to rename in the order you want them to appear! You can also colour code these folders just by right clicking on the folder and choosing your desired colour. The key to using Google Drive is to have a folder/place for every file. This way it could be accessed just when you need it. Since Google is an online platform, it syncs and indexes the files whenever you have access to the internet.

### MAIN STEPS

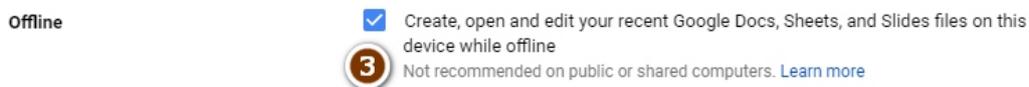
- Create broader categories, for example
  - o Official documents
  - o Personal documents
  - o Certificates

## Tips and Tricks probably you are not using!

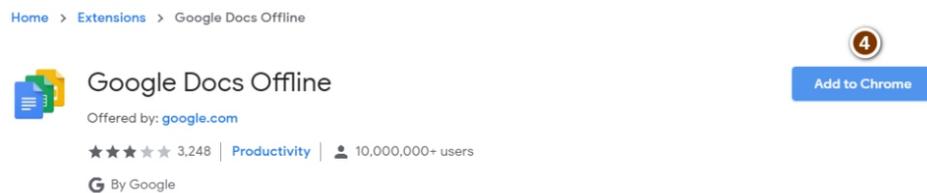
1. Accessing Google Drive offline: This option allows you to access Google Drive offline—i.e., without the internet! This can be done by following the following steps. *Remember; do not enable this option on a public computer!*
  - a. **Step 1 & 2:** Log into your Google Drive at [www.drive.google.com](http://www.drive.google.com) and click on the settings gear on the right top corner of your Drive.



- b. **Step 3:** Click on the Settings tab and enable offline access as shown on below



- c. **Step 4:** Install “Google Docs Offline” to the Chrome browser. Do note that Google Docs Offline works ONLY on Google Chrome.



- d. Once you have installed this extension. Just go to the “Bookmarks” tab to access Google apps—Docs, Slides, Sheets and other apps you have installed from Google Chrome Store as shown below:



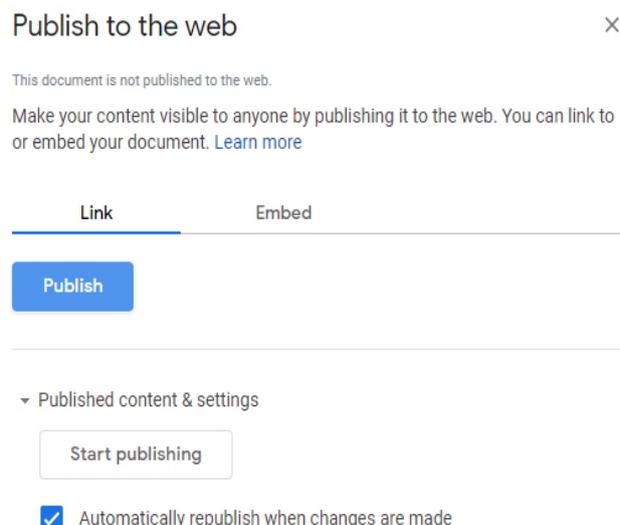
2. **Version History:** This feature under the “File” option ensures that you manage your revisions automatically without losing anything. One of the best options in this is to rename your versions so that you could track your revisions.
3. **Automatic substitution:** helps you to automatically substitute certain words when you type
4. **Starred Section:** You can click on a file or a folder and star/bookmark it for faster access
5. **Optical Character Recognition (OCR):** This is especially beneficial if you wish to have editable content from a PDF or an image file. All you need to do is to upload the file to your Google Drive, right-click and select “Open with Google Docs” and viola the entire file is now editable in Google Docs, you could download this Google Doc as a Microsoft Docx or doc file format. Depending on how good the image, contents and format is, Google Doc converts the document to an editable format to the best of its ability

## 6. Robust search and indexing capabilities:

If you have organized the files with proper names, it is easier to search. The powerful search, indexing and OCR capabilities ensure that you could search even with keywords from an image. Google can read the text in the image and recognize when you search

## 7. Publish to be web and share:

Any document created in Google Drive has a public address and can be shared with anyone. This wonderful feature could be used for sharing class notes, online courses, lectures, FAQs, project management works. Either the link of the file could be shared or the entire doc could be embedded in a website. This allows the users to access the latest file published by you! This is a highly underutilized feature of Google Docs!



The sharing option can be tailored to allow restricted access, access with expiration date (especially important when you share and forget!) and sharing only with specific people!

## 8. Mobile Access—both online and offline:

You could access the same features via the Google Drive mobile app both on Android and iOS. Just install the app and access important files on the go!

I hope this article gives you some more insights and added value to your existing knowledge on Google Drive. I hope this article inspires you to organize your files and folders for easy, faster and Omni-device access! If you have some suggestions or wish me to write on a certain topic, please feel free to write to [manojinpharm@gmail.com](mailto:manojinpharm@gmail.com)

### About the author

**Manoj Kumar Yadava**, M. Pharm, MBA (IT), (PhD) is a medical/pharmaceutical content strategist and has more than 13 years of experience in Data analysis and Manuscript writing, planing, and publication, creating customized medical/ pharmaceutical content, medico-marketing, medical/ healthcare/ pharmaceutical communications, Drug Database, Online Automation/ Web solutions, Mobile apps, SMS, e-mail and digital marketing. He loves to help pharmacy professionals adopt digitalization through the use of rights tools and software for both personal and professional work. If you wish to connect with him do feel free to write to him at [manojinpharm@gmail.com](mailto:manojinpharm@gmail.com) or simply call at +91 94810 24569.

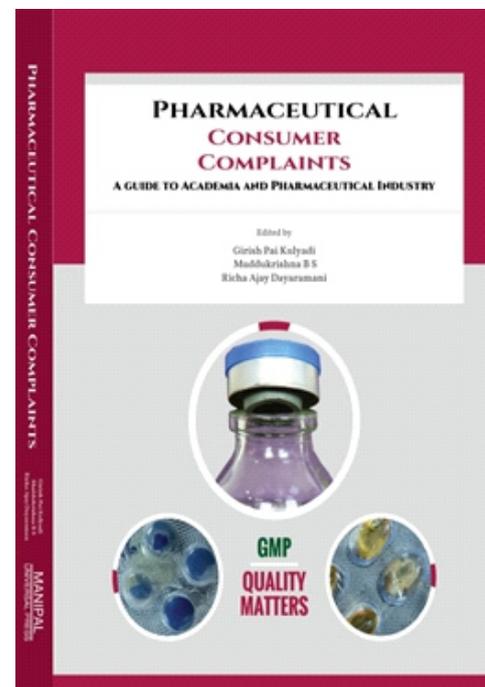


# PHARMACEUTICAL CONSUMER COMPLAINTS

A Guide to Academia and  
Pharmaceutical Industry



**Dr. Girish Pai Kulyadi Ph.D**



Quality is an important parameter that makes any consumer happy. Whether it is an electronic item, packed foods, FMCG products, or any other marketed products, product complaints are a matter of concern. But when there is a Quality problem in a pharmaceutical product, it becomes a 'serious' concern as it affects the health of the patient and its implications are dangerous and life-threatening. Zero defects are the aim of a pharmaceutical manufacturer. But because of complex processes, various challenges, market competition, regulatory hurdles and associated factors may lead to a defective product escaping from stringent Quality system and reaching the consumer which will spoil the goodwill and reputation of the company. Subsequently, due to lack of awareness, the end-user unknowingly consumes these defective products which may lead to serious health complications. Additionally, it is not only the lack of awareness but the poor skills of observation by the personnel involved in the pharmaceutical field (across areas from the designing of a product to the dispensing to a patient). Poor sense of observation or casual approach by personnel across areas like manufacturing, pharmacy outlets and hospital setups are primarily responsible for this error to occur.

Looking at the seriousness of the issue and with a commitment for creating awareness in the pharmaceutical field, a unique book is authored to educate both the academia and industry. The target group is faculty and students in academics and technical staff in the pharmaceutical industry. This book titled **"Pharmaceutical Consumer Complaints: A Guide to Academia and Pharmaceutical Industry"** will be a useful guideline serving the pharma community. The purpose of the book is to ensure that ailing patients get quality medicines. This manual or guide is a unique rare collection (live examples masking the important information on product pack like brand name, manufacturer, manufacturing license number, company logo, etc.) of product defects with information like dosage form, description of defects/complaints, probable root causes, preventive measures, remediation and clinical significance.

To date, no attempt has been made so far to systematically document these complaints to facilitate the training of students, pharmaceutical research scientists and production chemists. These complaints have been presented along with illustrations and an in-depth evaluation of the probable root causes, a general discussion and possible remediation approaches to prevent its reoccurrence and a discussion on the clinical significance of the complaint. This section on the possible remediation approaches based on the invaluable experience of dealing with international auditors will ensure that the reader cultivates a comprehension approach to remediation resulting in successful rectification of the cause of the complaint. The book comprises of 50 unique real-life case studies and 3 relevant chapters matching the case studies in this book. This is first of its kind in pharmaceutical space and mainly prepared with an intention to impart knowledge to the outgoing pharma UG and PG students so that they are aware of such complaints beforehand and be industry ready to avoid such recurrences in their professional career. This is going to make a **"Serious Difference"** in the pharmaceutical manufacturing sector and pharmacy academia.

This unique book is useful for pharmacy students, new recruits in the pharma industry, technical staff in industries & formulation research labs, dispensing pharmacists, healthcare professionals and regulatory authorities. The book is designed in a way that helps the reader to read the description of the cases on the right side and have a color visual display on the left side.

I wholeheartedly thank my co-editors Dr. Muddukrishna BS, Faculty, Department of Pharmaceutical Quality Assurance, MCOPS, MAHE, Manipal and Dr. Richa Dayaramani, Principal, Professor of Pharmaceutical Quality Assurance, Khyati College of Pharmacy, Palodiya, Ahmedabad and all my co-authors for their time and contributions.

The book is in the final stages of publishing and is published from Manipal Universal Press, an entity of Manipal Academy of Higher Education, Manipal. The book is economically priced at an MRP of Rs 795/-. However, for pre-orders, a special discount on the purchase of;

- 1 to 9 Books (30%) = Rs 557/- and
- 9 + Books (50%) = Rs 398/- is applicable.

For pre-orders, email to [girish.pai@manipal.edu](mailto:girish.pai@manipal.edu) with a cc to [mup@manipal.edu](mailto:mup@manipal.edu) with number of copies required and complete shipping address. For any queries, contact mobile number: 90081 35597.

# CADOMED Pharmaceuticals India Pvt. Ltd.

• www.cadomedpharma.com • e-mail: cadomed@cadomedpharma.com

<b>ADGLIM</b> <b>1mg</b> <b>2mg</b> (Glimepiride 1mg / 2mg) TABLETS	<b>ADGLIM</b> <b>M1</b> <b>M2</b> TABLETS (Glimepiride 1mg / 2mg + Metformin Sustained Release 500mg)	<b>ADGLIM</b> <b>M1Forte</b> <b>M2Forte</b> (Glimepiride 1mg / 2mg + Metformin SR 1000mg) TABLETS	<b>ADGLIM</b> <b>MP1</b> <b>MP2</b> (Glimepiride 1mg / 2mg + Metformin SR 500mg + Pioglitazone 15mg) TABLETS
<b>ADGLIM</b> <b>P15</b> <b>P30</b> TABLETS Pioglitazone 15mg/30mg	<b>JASPIGOLD</b> Multivitamins	<b>TORCAD</b> <b>10/20</b> Atorvastatin 10mg / 20mg Tablets	<b>ONROSE - 10</b> Rosuvastatin 10 mg Tablets
<b>TRIVOGICAD</b> <b>1mg</b> <b>2mg</b> Glimepiride 1mg/2mg + Voglibose 0.3mg + Metformin SR 500mg Tablets	<b>VOGLICAD</b> <b>0.2</b> <b>0.3</b> (Voglibose 0.2mg & 0.3mg) TABLETS	<b>VOGLICAD</b> <b>MO.2</b> <b>MO.3</b> Voglibose 0.2mg/0.3mg + Metformin SR 500mg Tablet	<b>WOLCOTT - PG</b> Methylcobalamin 750mcg + Pregabalin 75mg Capsules
<b>TELICAD</b> <b>20/40</b> Telmisartan 20 mg / 40 mg Tablet	<b>TELICAD - H</b> Telmisartan 40mg + Hydrochlorothiazide 12.5mg Tablet	<b>TELICAD - 3D</b> Telmisartan 40mg + Cilnidipine 10mg + Chlorthalidone 12.5mg Tablet	<b>VILTIME - M</b> Vildagliptin 50mg + Metformin SR 500mg TABLETS
<b>CILINEXT -10</b> Cilnidipine 10 mg Tablets	<b>CILINEXT - T</b> Cilnidipine 10 mg + Telmisartan 40 mg Tablets	<b>METWELL</b> <b>XI25</b> <b>XL50</b> Metoprolol Succinate Extended Release 25mg/50mg Tablets	<b>TENARK -M</b> Teneligliptin 20mg + Metformin 500mg tablets
<b>TENARK -20</b> Teneligliptin 20mg tablets	<b>VILTIME - 50</b> Vildagliptin 50mg TABLETS	<b>MONOMET</b> <b>XL 500</b> <b>XL 1000</b> (Metformin 500mg / 1000mg Sustained Release) TABLETS	<b>MONOMET - GM</b> (Glibenclamide 5mg + Metformin SR 500mg) TABLETS
<b>ENZO BLEND</b> <sup>TM</sup> CAPSULES A customised enzyme blend for complete GI solution	<b>Pancrazio-40</b> (Panitoprazole 40mg) TABLETS	<b>Bravofer</b> <sup>®</sup> (Ferrous Ascorbate 30mg + Folic Acid 500mg) Suspension	<b>ZARKI-D3</b> Softules (Cholecalciferol 60000 IU) CAPSULES
<b>ENZO BLEND</b> <sup>TM</sup> SYRUP (Each 5ml syrup contains Fungal Diastase (1:8000) Pepsin (1:3000))	<b>Pancrazio-DSR</b> CAPSULES (Enteric coated Panitoprazole Sodium 40mg with Domperidone 30mg SR Capsules)	<b>Bravofer</b> <sup>®</sup> Ferrous Ascorbate 100mg + L-Methyl Folate 0.5mg Tablets	<b>Calwatt</b> <sup>TM</sup> (Calcium citrate 1000mg + Magnesium 100mg + Zinc 4mg + Vitamin D3 200 IU) Suspension / Tablets
<b>Uktical</b> <sup>TM</sup> Protein & Calcium Powder	<b>Rabmerit-DSR</b> (Rabeprazole 20mg + Domperidone SR 30mg) CAPSULES	<b>IJESKA</b> <sup>TM</sup> -100 CAPSULES (Acetophylline 100 mg)	<b>Delfenac</b> <sup>TM</sup> (Aceclofenac 100 mg + Paracetamol 325mg) TABLETS
<b>Uktical-D</b> <sup>TM</sup> Only Protein Powder with Stevia	<b>IRITROS-D</b> CAPSULES (Each 5ml contains Chlorpheniramine Maleate 10mg + Chlorpheniramine Maleate 2mg + Phenylephrine Hydrochloride 5mg Syrup)	<b>OTIUM</b> <sup>TM</sup> Gel (Diclofenac diethylamine eq. to Diclofenac Sodium 1.0% w/w + Lincetol Oil B.P. 3.00% w/w + Menthol 1.0% w/w + Methyl Salicylate 1.0% w/w)	<b>Larkjet-SP</b> TABLETS (Enteric Coated Sertralopipitazone 10mg + Aceclofenac 100mg + Paracetamol 325mg)
<b>REJUMED OD</b> CAPSULES (Methylcobalamin 1500mcg, ALA 100mg, Pyridoxine 3.0mg, Folic Acid 1.5mg)	<b>Ticiba-CV</b> Amoxicillin 500 mg + Potassium Clavulanate 125 mg + Lactic Acid Bacillus Tablets	<b>Iritros</b> <sup>TM</sup> Cough Syrup (Each 5ml contains Terbutaline Sulphate 1.25mg, Bromhexine HCL 2mg, Guafenesin 50mg, Menthol 2.5mg)	

With Best Complements

# INSPIRATIONAL PHARMACIST

**M.L.SCHROFF**

**FATHER OF INDIAN PHARMACY EDUCATION**



**Mahadeva Lal Schroff (1902-1971)**

Prof. Mahadeva Lal Schroff (1902-1971) was not a trained pharmacist, but he remains an ideal for all pharmacy professionals for providing the right direction to pharmacy education in India.

Prof. M. L. Schroff is renowned for the title of pioneer and father of Indian Pharmacy Education.

Prof. Schroff was born on 6th March 1902 in Bihar, India. He joined Engineering College at Banaras Hindu University (BHU), Varanasi, India. In 1921 Prof. Schroff raised a voice against the principal Charles King & he was asked to leave the institution. After leaving engineering college Prof. Schroff left India & stayed in China, Japan and then in America. In 1925 he did his UG degree in Arts with honours in chemistry & in 1927 his PG degree MS in chemistry & microbiology from Massachusetts Institute of Technology (MIT).

After returning to India in 1929, he took up a job with Birla Brothers Ltd. Then with the pursuance of J. L. Bajaj, he was introduced to the then Vice-Chancellor of BHU, Pt. Madan Mohan Malviya, he was invited to join BHU as a staff in an honorary capacity. In 1932, at BHU, Prof. Schroff, with his chemical technology background urged Pt. M.M. Malaviya to start a separate branch (section) of Pharmaceutical Sciences at BHU & the green signal was given to Prof. Schroff to organize this new discipline in India, for the first time. In December 1935, Prof. Schroff started the United Provinces Pharma Association, which soon crossed the borders of UP and in 1939 took the shape of Indian Pharmaceutical Association with branches all over the country. He edited the Indian Journal of Pharmacy, founded in January 1939. In 1940, Prof Schroff started the M. Pharm Education at BHU with his efforts.

After that he took the responsibility as the principal at Birla. During the period 1940 to 1950 Prof. Schroff's services were utilized by the government of India in the capacity as a member of scientific and government bodies, Indian Pharmacopoeial list committee, health panel of the planning commission, etc. He was elected as the president of Bengal Pharmaceutical Association

in 1946 and in 1948 he formed the Indian Pharmaceutical Congress Association (IPCA), which exists to date and organises annual conferences while professional activities are controlled by its counterpart IPA. He was elected the first vice president of Pharmacy Council of India (PCI) in 1949 and later on he became the first-elected PCI president.

His skill in journalism flourished when he started his own periodical the "Indian Pharmacist" from 1945 for a further period of ten years. His book "History of Indian Pharmacy" is a classic treatise unfolding the various aspects of the practice of pharmacy in ancient and medieval India which has roots and relevance even in today's modern pharmacy. Prof. Mahadeva Lal Schroff's life leads us to devotion to work, sincerity and service to the Motherland.

Few moral values that we can grasp from M L Shroff are:

**NEVER GIVE UP IN LIFE:** Even though he was asked to leave the institution (BHU) he never gave up on his studies and pursued his career in the field of chemistry. His contributions to the field of pharmacy are enormous. He was the first president of the Pharmacy Council of India (PCI).

**HARD WORK:** Only because of his hard work he could achieve a lot in his professional career.

**DEDICATION:** With his dedication towards the chemistry field, he designed and upgraded the pharmacy courses.

**ACCEPT EVERYTHING IN A POSITIVE WAY**  
**HARD WORK +DEDICATION+ DREAMS**  
**=SUCCESS**

He will remain a beacon of inspiration to Indian Pharmacists as the pioneer who lit the torch of pharmaceutical education in the country. Let us take a pledge to carry this torch bright and unflickering.

**Ms. A.S.Kamakshi Shriya**  
2<sup>nd</sup> Pharm D  
JSS College of pharmacy,  
Mysuru.



# EVENTS AND ACTIVITIES

Rotaract    Rotary 

Rotary Mysore and Rotaract Mysore in Association with  
Karnataka Regd Pharmacist Association, Mysuru

**Importance of Blood Donation in Covid-19 Times**  
On 4th August ( Tuesday ) at 4:00 PM

Opening Remarks :

**Mr Amaresh Tumbangi,**  
Additional Drugs Controller  
Govt of Karnataka, Palace Road Bangalore

Main Speaker :

**Dr P K Sree Kumar**  
Retd, Deputy Drugs Controller, Govt of Kerala,  
Thiruvananthapuram

Co - Speaker :

**Sri. Sunil S Chiplunkar**  
Advisory Member  
KRPA, Bangalore

Blood Bank Partners :

**Rotary Mysore Chandrakala Hospital Blood Bank and**  
**JSS Blood Bank, Mysore**

Rtn Manjesh S                      Rtr Yashas S                      Dr Kaushik Devaraju  
President, Rotary Mysore      President, Rotaract Mysore      President, KRPA

For the benefit of general public and pharmacy professionals a distinct webinar on “Jan Aushadhi: The Pharmacy of India” was organized in Collaboration with RR College of Pharmacy, Bangalore on 8<sup>th</sup> August 2020. Dr. Narayanaswamy B, Principal R R College of Pharmacy, Bangalore gave the welcome address. The Keynote speaker of the event was Sri Sadananda Gowda Ji, Union Minister of Chemicals and Fertilizers, Government of India. The VVIP speaker of the event was Mr. Sachin Kumar Singh Ji, CEO, BBPI, New Delhi. Sri Sadananda Gowda Ji in his Keynote address emphasised on Jan Aushadhi Kendra and how people of India are utilizing it and also mentioned that central government is in process to invest 13600 crores for the development of Pharma and medical devices Parks across the country. Prof. Raveendra R, HoD, Dept. pharmaceuticals, R College of Pharmacy, Bangalore proposed the vote of thanks. This event was moderated by Sri. Sunil S Chiplunkar, Advisory Committee Member, KRPA and Dr. Kaushik Devaraju, President, KRPA.

Karnataka Registered Pharmacists Association® (KRPA) in association with various Educational Institutions, Hospitals, Non- Governmental Organizations, Pharmaceutical Industries and Policy making organizations of India organised webinars covering the important topics such as Importance of Blood Donation, Awareness on Jan Aushadhi, Career opportunities in pharmaceutical regulatory affairs and Plant Science & Good Health

Webinar on Importance on Blood Donation in Covid-19 Times was organized in collaboration with Rotary Mysuru, Rotaract Mysuru, JSS Hospital, Mysuru and Chandrakala Hospital for the benefit of public. Mr. Amaresh Tumbangi, Additional Drugs Controller, Govt of Karnataka gave the opening remarks. The Speakers of the event were Dr. P K Sree Kumar, Retd. Deputy Drugs Controller, Govt of Kerala and Sri. Sunil S Chiplunkar, Advisory Member, KRPA. The speakers explained about the importance of Blood donation during the current pandemic. This event was moderated by Dr. Kaushik Devaraju, President, KRPA



RR College of Pharmacy, Bangalore            Karnataka Registered Pharmacists Association, Mysuru

Presents

**INTERNATIONAL FREE PUBLIC WEBINAR**

**JAN AUSHADHI : THE PHARMACY OF INDIA**

on 8th (Saturday) August, 2020, @ 11.00 am

**Key Note Speaker, Chief Guest and Inauguration by:** **Sri Sadananda Gowda**  
Union Minister of Chemicals and Fertilizers, Govt. of India, New Delhi and Member of Parliament, Bangalore North

**VVIP speaker:** **Mr. Sachin Kumar Singh IRS**  
CEO, BBPI, New Delhi

**Program schedule:**

11.00 am -11.05 am	<b>Dr. Narayanaswamy V B</b> Principal, R R College of Pharmacy, Chikkabanavara, Bangalore
11.05 am -11.15 am	<b>Sri Sadananda Gowda</b> Union Minister of Chemicals and Fertilizers, Govt. of India, New Delhi and Member of Parliament, Bangalore North
11.15 am -11.45 am	<b>Mr Sachin Kumar Singh IRS</b> CEO, Jan Aushadhi, Bureau of Pharma PSUs of India, Department of Pharmaceuticals, Govt. of India, New Delhi
11.45 am -11.55 am	<b>Q&amp;A</b>
11.45 am -11.55 am	<b>Prof. Raveendra R</b> HOD Department of Pharmaceuticals Chemistry, R R College of Pharmacy, Chikkabanavara, Bangalore
11.55 am 12.00 noon	Closing remarks and Vote Of Thanks by :

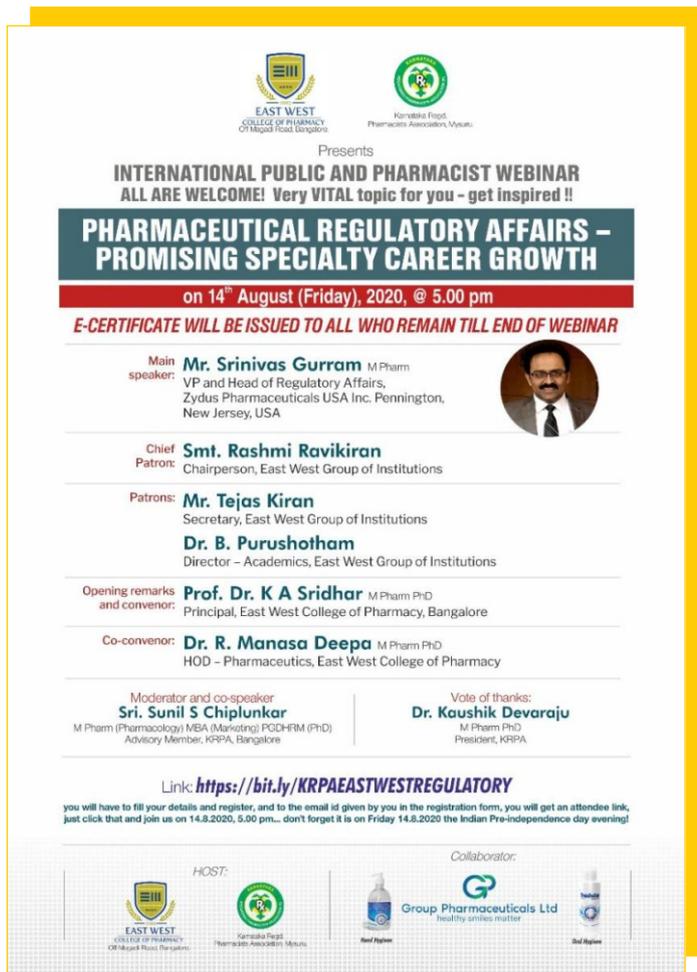
Moderator and co-speaker : **Sri. Sunil S. Chiplunkar**  
M Pharm(Pharmacology) MBA, Marketing(CM) (PhD) Advisory Member, KRPA, Bangalore

Additional Thanks : **Dr. Kaushik Devaraju M Pharm PhD**  
President, KRPA Mysuru

Link : <https://bit.ly/KRPARRpharmacyjanaushadi>  
Please click above link and register with your email, you will get the attendee link to your email also

**E CERTIFICATE SHALL BE PROVIDED TO ALL WHO ATTEND THE WEBINAR**

Hosted By :   Collaborator Organization :   






Presents

**INTERNATIONAL PUBLIC AND PHARMACIST WEBINAR**  
**ALL ARE WELCOME! Very VITAL topic for you - get inspired !!**

**PHARMACEUTICAL REGULATORY AFFAIRS – PROMISING SPECIALTY CAREER GROWTH**

on 14<sup>th</sup> August (Friday), 2020, @ 5.00 pm

**E-CERTIFICATE WILL BE ISSUED TO ALL WHO REMAIN TILL END OF WEBINAR**

**Main speaker:** **Mr. Srinivas Gurram** M Pharm  
 VP and Head of Regulatory Affairs, Zydus Pharmaceuticals USA Inc. Pennington, New Jersey, USA



**Chief Patron:** **Smt. Rashmi Ravikiran**  
 Chairperson, East West Group of Institutions

**Patrons:** **Mr. Tejas Kiran**  
 Secretary, East West Group of Institutions  
**Dr. B. Purushotham**  
 Director – Academics, East West Group of Institutions

**Opening remarks and convenor:** **Prof. Dr. K A Sridhar** M Pharm PhD  
 Principal, East West College of Pharmacy, Bangalore

**Co-convenor:** **Dr. R. Manasa Deepa** M Pharm PhD  
 HOD - Pharmaceutics, East West College of Pharmacy

**Moderator and co-speaker:** **Sri. Sunil S Chiplunkar**  
 M Pharm (Pharmacology) MBA (Marketing) PGDHRM (PHD)  
 Advisory Member, KRPA, Bangalore

**Vote of thanks:** **Dr. Kaushik Devaraju**  
 M Pharm PhD  
 President, KRPA

Link: <https://bit.ly/KRPAEASTWESTREGULATORY>

you will have to fill your details and register, and to the email id given by you in the registration form, you will get an attendee link, just click that and join us on 14.8.2020, 5.00 pm... don't forget it is on Friday 14.8.2020 the Indian Pre-independence day evening!

**HOST:**    
**Collaborator:**  

A special webinar on Pharmaceutical Regulatory Affairs – Promising Speciality Career Growth was organized in association with East West College of Pharmacy, Bangalore for the benefit of job aspirants in the field of Pharmaceutical Regulatory Affairs on 14<sup>th</sup> August 2020. Prof. Dr. K A Sridhar, Principal, East West College of Pharmacy, Bangalore gave the opening remarks. The speaker of the event was Mr. Srinivas Gurram, Vice President and Head of Regulatory Affairs, Zydus Pharmaceuticals, New Jersey, USA. Mr. Srinivas in his talk highlighted the roles of regulatory professionals in the industry. This event was moderated by Sri. Sunil S Chiplunkar, Advisory Committee Member, KRPA and Vote of thanks was proposed by Mr. Balaji S, Co-editor, KRPA Monthly Bulletin.

A public pharmacist webinar on Plant Science, COVID-19 and Good Health was organized on 20<sup>th</sup> August 2020. The speakers of the event were Dr. Hrishikesh Damle, Founder, CEO and Managing Director, Atrimed Ltd., Bangalore and Dr. K Mrutyunjaya, Professor & Head, Dept. Pharmacognosy, JSS College of Pharmacy, JSS AHER, Mysuru. The speakers of the event emphasised on importance of good health during COVID-19 pandemic. This event was moderated by Sri. Sunil S Chiplunkar, Advisory Committee Member, KRPA and Dr. Kaushik Devaraju, President, KRPA.





Presents

**A PUBLIC AND PHARMACIST WEBINAR**  
**ALL ARE WELCOME! Very VITAL topic for you - get inspired !!**

**PLANT SCIENCE, COVID-19 & GOOD HEALTH**

on 20<sup>th</sup> August (Thursday), 2020, @ 4.00 pm

**E-CERTIFICATE WILL BE ISSUED TO ALL WHO REMAIN TILL END OF WEBINAR**

**Speakers:**

**Dr. Hrishikesh Damle** BAMS MD  
 Founder, CEO and Managing Director, Atrimed Ltd., Bangalore



**Dr. Mrutyunjaya** M Pharm PhD  
 Prof and HOD, Department of Pharmacognosy, JSS College of Pharmacy, JSSAHER, Mysuru



**Moderator and co-speaker:** **Sri. Sunil S Chiplunkar**  
 M Pharm (Pharmacology) MBA (Marketing) PGDHRM (PHD)  
 Advisory Member, KRPA, Bangalore

**Vote of thanks:** **Dr. Kaushik Devaraju**  
 M Pharm PhD  
 President, KRPA

Link: <https://bit.ly/PLANTSCIENCE>

you will have to fill your details and register, and to the email id given by you in the registration form, you will get an attendee link, just click that and join us on 20.8.2020, Thursday, 4.00 pm... don't forget it is on Thursday 20.8.2020 (4.00 pm)

**HOST:**   
**Collaborator:**  



# RULES

1. Correct answer for logo game section will be rewarded 1 point each (4 marks)
2. Each correct answer in Pharma Entrepreneur and their company carries 1 point each (2 marks)
3. Caption me ( Show case your Humour ) (3 marks)
4. Answer of the quiz will be evaluated by panel of judges and their decision is final. (Max mark:09)
5. 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
6. The answer must be sent within 15<sup>th</sup> September 2020 to this E Mail ID- [krpaindia@gmail.com](mailto:krpaindia@gmail.com)  
A confirmation mail will be sent to you on receiving your e-mail.

## I. Guess the Clinical research organization company with their logo's



1



2



3



4

## II. Guess the Pharma Entrepreneur and their company

Name the entrepreneur and the pharmaceutical company that was established by a first generation entrepreneur and a doyen in the field of Indian pharmaceuticals in the year 1953. The company which is regarded as a leading Indian pharmaceutical company with a fully integrated, global healthcare provider. A depth domain expertise in the field of healthcare, it has strong capabilities across the spectrum of the pharmaceutical value chain. The company that has gained immense reputation among Indian pharmaceutical companies for providing comprehensive and complete healthcare solution.

## III. Caption me



# Congratulations

*to the winner of Fourth Edition*



KRPA Quiz Competition

**Mr. Umashakr C**  
Jr. Scientific Officer,  
Drug Control Department,  
Palace Road, Bengaluru

Prize Money is Sponsored by  
**Group Pharmaceuticals Ltd**  
healthy smiles matter





**F O R E V E R**

**WELLNESS & AESTHETICS**

*A rare touch for your eternal beauty...*

**SKIN | COSMETIC | DENTAL**

**📍 NEXT TO DUNES PUBLIC SCHOOL,  
R.S NAIDU NAGAR, MYSURU**

## Our Services:

- PERMANENT EYEBROWS
- PERMANENT LIPSTICK
- TREATMENT FOR ACNE & PORES
- LASER TATTOO REMOVALS
- LASER HAIR REMOVALS
- SKIN REJUVENATION THERAPY
- PRP THERAPY / VAMPIRE FACIALS
- SKIN LIGHTENING / TAN REMOVALS
- TREATMENT FOR ALL DERMAL DISEASES AND CONDITIONS

### DENTAL TREATMENTS :

- ✓ GENERAL CHECKUP & DIAGNOSIS
- ✓ COSMETIC DENTISTRY
- ✓ BRIDAL DENTISTRY
- ✓ ROOT CANAL THERAPY / RCT
- ✓ DENTAL CROWNS AND BRIDGES
- ✓ LASER DENTISTRY
- ✓ PEDIATRIC DENTISTRY
- ✓ DENTAL EXTRACTIONS
- ✓ TEETH WHITENING
- ✓ TOOTH FILLINGS / RESTORATIONS
- ✓ ORTHODONTICS / BRACE TREATMENT
- ✓ GUM TREATMENT
- ✓ ORAL HYGIENE SESSIONS™

CONTACT US : 📞 **+91 8073924258 || +91 9108765308**

# MAXIMIZING YIELD TOWARDS PATIENT-CENTERED CARE

## Five patient satisfactions -focused ways to maximize outcomes:



The changes that have been implemented by the centres for Medicare and Medicaid Services (CMS) over the past few years are putting value ahead of volume, improving joined-up care and using patient's feedback on their care to rate and reward healthcare institutions that successfully address patient needs.

Here are five ways in which implementing patient-centred care can maximize everyone's satisfaction:

1. INCREASED COMMUNICATION
2. PREVENTIVE HEALTHCARE.
3. PATIENT FOLLOW-UP AND OUTREACH.
4. PATIENT ENGAGEMENT AND EMPOWERMENT.
5. TRIAGE.

### 1. INCREASED COMMUNICATION:

Increasing communication and interaction between the patient and the physician enhances the patient's experience. It gives the patient a sense that they are important, that their concerns are being addressed and that all efforts are being made to provide them with the best care possible. However, it's not just about increasing time in terms of volume but in terms of value. Physicians are needed to garner important details from the patient that can help them appropriately prescribe and even individualize their strategy of care. Hiring certified medical scribes to remove clerical electronic health record (EHR) burdens from the physician and allow them this interaction can be a key strategy to accomplishing this.

### 2. PREVENTIVE HEALTHCARE:

Promoting preventive care can greatly increase the quality of care and spare the patient complications and potential psychological stress of treatment and or readmission. Conscientious care (through careful coordination among multiple healthcare providers) that results in having fewer hospital readmissions within 30 days is also an incentive for healthcare providers as this helps them to avoid reimbursement penalties associated with readmission.

### 3. PATIENT FOLLOW-UP AND OUTREACH:

Regular contact with the patient after hospital discharge or as part of care for a chronic condition is also a key strategy, rooted in patient satisfaction and a better outcome. Implementing a program that sends nurses and caseworkers to check up on patients and help them with managing their condition in their home environment can help.

### 4. PATIENT ENGAGEMENT AND EMPOWERMENT:

Another way to enhance patient satisfaction while maximizing outcomes is to involve patients in their own medical care. When patients are engaged, actively participates in the decisions and actions that are critical to improving their health, they may be more likely to comply with treatment and self-care which consequently can boost clinical outcomes. Educating patients about their condition is also crucial for empowering them with the knowledge they need to keep themselves healthy especially in the period after hospital discharge.

### 5. TRIAGE:

Triaging health problems in order to hospitalize only the severest cases can save patients from unnecessary procedures and the anxiety of being in the hospital. Chronic or remissive conditions such as diabetes, hypertension, asthma, pneumonia and urinary tract infection can be tended to without necessarily the need for inpatient care or emergency room treatment if treated early and appropriately. It also helps to quickly assess what is essential for each condition, which can sometimes avoid a detailed diagnostic workup.



**MOHAMMED SADATH SHARIFF**  
3<sup>RD</sup> Pharm D  
FAROOQIA COLLEGE OF PHARMACY

# DISCLAIMER

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.

Send your Articles, Suggestions, or Comments to **krpaindia@gmail.com** for the overall improvement of KRPA Monthly Bulletin

**For Business Advertisements**  
Contact

**Kaushik Devaraju**  
+ 91 97383 66942

**Sanjeev Kumar B N**  
+91 87478 44080

Are you a pharmacist yearning to EXPAND your network and explore the world of pharmacy? It's just one click away.

Scan QR Code to become a member of KRPA and enjoy the benefits.

