



SILVER OAK UNIVERSITY
SILVER OAK COLLEGE OF PHARMACY (067)

Programme Name: D.Pharm (18)

Subject Name: Community Pharmacy & Management

Subject Code: 1180672202

Year: II

Prerequisite:

The course is designed to impart basic knowledge and skills to provide various pharmaceutical care services to patients and general practitioners in the community setup.

Objective: This course will discuss about basic concepts of

1. Establishing and running a community pharmacy and its legal requirements
2. Professional aspects of handling and filling prescriptions
3. Patient counselling on diseases, prescription and or non-prescription drugs
4. Scope for performing basic health screening in community pharmacy settings

Teaching and Examination Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
4	1	3	8	8

Content:

Unit No.	Contents	Teaching Hours	Weightage %
1	Community Pharmacy Practice – Definition, history and development of community pharmacy - International and Indian scenarios	02	3%
2	Professional responsibilities of community pharmacists Introduction to the concept of Good Pharmacy Practice and SOP	03	4%
3	Prescription and prescription handling <ul style="list-style-type: none"> • Definition, parts of prescriptions, legality of prescriptions, prescription handling, labelling of dispensed medications (Main label, ancillary label, pictograms), brief instructions on medication usage • Dispensing process, Good Dispensing Practices, dispensing errors and strategies to minimize them 	07	9%
4	Communication skills <ul style="list-style-type: none"> • Definition, types of communication skills 	06	8%

	<ul style="list-style-type: none"> • Interactions with professionals and patients • Verbal communication skills (one-to-one, over the telephone) • Written communication skills • Body language • Patient interview techniques 		
5	<p>Patient counselling</p> <ul style="list-style-type: none"> • Definition and benefits of patient counselling • Stages of patient counselling - Introduction, counselling content, counselling process and closing the counselling session • Barriers to effective counseling - Types and strategies to overcome the barriers • Patient counselling points for chronic diseases/disorders - Hypertension, Diabetes, Asthma, Tuberculosis, Chronic obstructive pulmonary disease and AIDS • Patient Package Inserts - Definition, importance and benefits, Scenarios of PPI use in India and other countries • Patient Information leaflets - Definition and uses 	10	13%
6	<p>Medication Adherence</p> <p>Definition, factors influencing non adherence, strategies to overcome non-adherence</p>	02	3%
7	<p>Health Screening Services in Community Pharmacy</p> <p>Introduction, scope and importance of various health screening services - for routine monitoring of patients, early detection and referral of undiagnosed cases</p>	05	7%
8	<p>Over The Counter (OTC) Medications</p> <ul style="list-style-type: none"> • Definition, need and role of Pharmacists in OTC medication dispensing • OTC medications in India, counseling for OTC products • Self-medication and role of pharmacists in promoting the safe practices during self-medication • Responding to symptoms, minor ailments and advice for self-care in conditions such as - Pain management, Cough, Cold, Diarrhea, Constipation, Vomiting, Fever, Sore throat, Skin disorders, Oral health (mouth ulcers, dental pain, gum swelling) 	15	20%
9	<p>Community Pharmacy Management</p> <ul style="list-style-type: none"> • Legal requirements to set up a community pharmacy • Site selection requirements • Pharmacy designs and interiors • Vendor selection and ordering • Procurement, inventory control methods, and inventory 	25	33%

management <ul style="list-style-type: none"> • Financial planning and management • Accountancy in community pharmacy – Day book, Cash book • Introduction to pharmacy operation softwares – usefulness and availability • Customer Relation Management (CRM) • Audits in Pharmacies • SOP of Pharmacy Management • Introduction to Digital Health, mHealth and Online pharmacies 		
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Course Outcome:

Sr. No.	CO statement
CO-1	Describe the establishment, legal requirements and effective administration of a community pharmacy
CO-2	Professionally handle prescriptions and dispense medications
CO-3	Counsel patients about the disease, prescription and or non- prescription drugs
CO-4	Perform basic health screening on patients and interpret the reports in the community pharmacy settings

Teaching & Learning Methodology: -

The various methods or tools follows by the faculties to teach the above subject are:

1. Chalk and board method
2. Experiential learning.
3. Power point presentation and slide show method

List of Tutorials/Experiments:

Note: The following practicals shall be carried out in the model community pharmacy with appropriate simulated scenarios and materials. Students shall be trained through role plays wherever necessary. The activities of the students shall be assessed / evaluated using a structured objective assessment form.

1. Handling of prescriptions with professional standards, reviewing prescriptions, checking for legal compliance and completeness (minimum 5)
2. Identification of drug-drug interactions in the prescription and follow-up actions (minimum 2)
3. Preparation of dispensing labels and auxiliary labels for the prescribed medications (minimum 5)
4. Providing the following health screening services for monitoring patients / detecting new patients (one experiment for each activity) Blood Pressure Recording, Capillary Blood Glucose Monitoring, Lung function assessment using Peak Flow Meter and incentive

- spirometer, recording capillary oxygen level using Pulse Oximeter, BMI measurement.
5. Providing counselling to simulated patients for the following chronic diseases / disorders including education on the use of devices such as insulin pen, inhalers, spacers, nebulizers, etc. where appropriate (one experiment for each disease) Type 2 Diabetes Mellitus, Primary Hypertension, Asthma, Hyperlipidaemia, Rheumatoid Arthritis
 6. Providing counselling to simulated patients for the following minor ailments (any three) Headache, GI disturbances (Nausea, Vomiting, Dyspepsia, diarrhoea, constipation), Worm infestations, Pyrexia, Upper Respiratory Tract infections, Skin infections, Oral and dental disorders.
 7. Appropriate handling of dummy dosage forms with correct administration techniques - oral liquids with measuring cup/cap/dropper, Eye Drops, Inhalers, Nasal drops, Insulin pen, nebulizers, different types of tablets, patches, enemas, suppositories

Assignment

The students shall be asked to submit written assignments on the following topics (One assignment per student per sessional period. i.e., a minimum of THREE assignments per student)

1. SOPs for various activities in Community Pharmacy (as discussed in Theory and Practical)
2. List out the various abbreviations, short forms used in prescriptions and their interpretation
3. Patient Information Leaflet for a given chronic disease / disorder
4. Patient Information Leaflet for prescription / non-prescription drugs
5. Preparation of window / shelf display materials for the model community pharmacy
6. Software available for retail pharmacy management including billing, inventory, etc.
7. Dosage / Medication Reminder Aids
8. Overview on the operations and marketing strategies of various online pharmacies
9. Overview on the common fixed dose combinations
10. Overview on the medications require special storage conditions
11. Roles of Community Pharmacists in preventing Antimicrobial Resistance
12. Jan Aushadhi and other Generic Medicine initiatives in India
13. Overview of various professional associations of Pharmacy / Pharmacists in India
14. Community Pharmacy Practice Standards: Global Vs. Indian Scenario
15. Overview on Pharma Marketing

Field Visit: The students shall be taken in groups to visit community pharmacies (both retail and wholesale) to understand and witness the professional activities of the community pharmacists. Individual reports from each student on their learning experience from the field visit shall be submitted

Books Recommended: - (minimum 3 books)

1. Parmar N.S. Health Education and Community Pharmacy, 18th ed. India: CBS Publishers

& Distributers; 2008.

2. Talcle S.G, Shelke A.V , Badhan P.B. Fundamental of Community pharmacy and management , Everest Publishing House.
3. Scott LT. Basic skills in interpreting laboratory data, 4thed. American Society of Health System Pharmacists Inc; 2009.
4. Jain V.H., Patil S.G., Pawar S.P. Community pharmacy and management, Birla publication

List of Open Source Software/learning website:

- <http://silveroakuni.ac.in/video-lecture>
- <https://nptel.ac.in/>
- <https://nptel.ac.in/courses/112/105/112105124/>