

COMMUNITY PHARMACY AND MANAGEMENT – THEORY

Course Code: ER20-22T

75 Hours (3 Hours/week)

Scope: 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.

Course Objectives: This course will discuss the following:

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 medicines
4. Scope for performing basic health screening in community pharmacy settings

Course Outcomes: Upon successful completion of this course, the students will be able to

1. Describe the establishment, legal requirements, and effective administration of a community pharmacy
2. Professionally handle prescriptions and dispense medications
3. Counsel patients about the disease, prescription and or non-prescription medicines
4. Perform basic health screening on patients and interpret the reports in the community pharmacy settings

Chapter	Topic	Hours
1	Community Pharmacy Practice – Definition, history and development of community pharmacy - International and Indian scenarios	2
2	Professional responsibilities of community pharmacists Introduction to the concept of Good Pharmacy Practice and SOPs.	3
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	7

4	Communication skills <ul style="list-style-type: none"> • Definition, types of communication skills • Interactions with professionals and patients • Verbal communication skills (one-to-one, over the telephone) • Written communication skills • Body language • Patient interview techniques 	6
5	Patient counselling <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
6	Medication Adherence Definition, factors influencing non-adherence, strategies to overcome non-adherence	2
7	Health Screening Services in Community Pharmacy Introduction, scope, and importance of various health screening services - for routine monitoring of patients, early detection, and referral of undiagnosed cases	5
9	Over The Counter (OTC) Medications <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

10	<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 management • 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 	25
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COMMUNITY PHARMACY AND MANAGEMENT – PRACTICAL

Course Code: ER20-22P

75 Hours (3 Hours/week)

Scope: The course is designed to train the students and improve professional skills to provide various pharmaceutical care services in community pharmacy.

Course Objectives: This course will train the students in the following

1. Professional handling and filling prescriptions
2. Patient counselling on diseases and minor ailments
3. Patient counselling on prescription and / or non-prescription medicines
4. Preparation of counselling materials such as patient information leaflets
5. Performing basic health screening tests

Course Outcomes: Upon successful completion of this course, the students will be able to

1. Handle and fill prescriptions in a professional manner
2. Counsel patients on various diseases and minor ailments
3. Counsel patients on prescription and or non-prescription medicines
4. Design and prepare patient information leaflets
5. Perform basic health screening tests