

GUJARAT TECHNOLOGICAL UNIVERSITY

B.Pharm (Practice)

1st Year

Subject Name: Social Pharmacy - I

Subject Code: PP106TP

Scope: Practicing pharmacists have opportunity to provide various patient care services to improve the patient's health in the society. By monitoring the health of the individuals, providing them education about health, precautions, and pharmacists can improve their professional image.

Objectives: Upon completion of the course student shall be able to

1. Understand the social responsibility of the pharmacists in the society
2. Understand the health policies
3. Provide health care services to patients

Course duration:

Learning: 40 hours of learning by blended mode of teaching. Blended teaching includes didactic and onsite learning.

Case Presentations: During the course each student should present **5 cases** covering the diseases prescribed in the syllabus.

Assignments: Each student should complete **two assignments** covering therapeutics and pharmacy practice concepts and will be evaluated at the time Final Examination

Sr No	Course Content	Hrs
1.	Definition and Scope - Introduction to Social Pharmacy as a discipline and its various concepts. Sociological Understanding of Health and Illness, Role of Pharmacist in Public Health	1
	WHO Definition of health – various dimensions of health	1
	Introduction and broad overview of health systems, infrastructure, and functioning in India and other countries – both in Public and private sector. National health programmes in India brief study of these and the role of pharmacist in each of these	5
2.	Drugs, Industry & Policies a) Drugs and developed countries, developing countries, GATT, patents, Patents Act. b) Pharmaceutical Industry and its activities, Classification systems of drugs, Social marketing – brief study of organizations and functioning like Medicines Sans Frontiers c) Concept of RUM, WHO Essential Medicines, Irrational medicine use and its associated problems, etc., Evidence based medicine, STGs (Standard Treatment Guidelines) d) National Drug Policy, National Health Policy, Pharmacy & Drug Ethics	7

3.	Pharmacoeconomics – Definition, types of pharmacoeconomic models, consumption of drugs, pharmaceutical pricing and reimbursement, Health Insurance	3
4.	Pharmacoepidemiology – Definition, scope, advantages and disadvantages	3
5.	<p>Health Promotion and Health education: Epidemiology of Communicable Diseases : Causative agents and Clinical presentations and Role of Pharmacist in prevention of communicable diseases :</p> <ul style="list-style-type: none"> a) Respiratory infections – chickenpox, measles, rubella, mumps, influenza (including Avian-Flu, H1N1), diphtheria, whooping cough, meningococcal meningitis, acute respiratory infections, tuberculosis b) Intestinal infections – poliomyelitis, viral hepatitis, cholera, acute diarrhoeal diseases, typhoid, food poisoning, amebiasis, worm infestations c) Arthropod-borne infections - dengue, malaria, filariasis and, chikungunya d) Zoonoses – rabies, yellow fever, Japanese encephalitis, plague, human salmonellosis, rickettsial diseases, taeniasis, hydatid disease, leishmaniasis e) Surface infections – trachoma, tetanus, leprosy, STDs, HIV/AIDS f) Emerging and reemerging infectious diseases 	20

Text books (Theory)

1. Social Pharmacy – Innovation and development ed. Geoff Harding, Sarah Nettleton and Kevin Taylor. The Pharmaceutical Press.
2. Text Book of Community Pharmacy Practice. RPSGB Publication