



Drug Information Bulletin

Drug Information Centre (DIC)

Indian Pharmaceutical Association

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**Pharmacists
Day
25th
September**

Volume: 07

Number: 21

1st September 2013

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Editorial

Access to Essential Medicines is a serious problem throughout the world especially in the developing countries. Presently national production of Drugs and Pharmaceuticals of India have reached about 1 lakh crores, placing the country in a strong position in the pharmaceutical world, but 50-65 % of the Indian populations have no regular access to Essential Medicines. Only 0.36 percent of the GDP is allocated for health care budget in India (2010-2011), which is insignificant in comparison to the actual need. Moreover, it is anticipated, that medicine prices are likely to increase to a great extent in the coming years because of current global policies, thereby making the problem of non availability of medicines graver day by day.

The situation becomes more critical by the existing practice adopted by the health providers. Different studies in this field have revealed some interesting observations:

- Excessive drugs (Polypharmacy) are being used unnecessarily leading to "Iatrogenic Diseases".
- Multiple antibiotics are often being used where one antibiotic is sufficient.
- Drug regimen is not followed in numerous cases, leading to resistance.
- Unnecessary tonics are being used, where nutritious food is sufficient.
- Fixed dose combinations/ branded products are being largely preferred over generics, which in most cases are not required.
- Self medication is creating situations more complex.

A trend observed is that, a section of the populace is receiving drugs, often even unnecessary and avoidable ones, leading to national wastage of funds and drugs as well as creating resistance. On the other hand, another section is deprived of even the basic health care. This skewed picture can be changed, with equal modes of distribution bringing about proper access to medicines among both the rich and poor. This can be achieved through reducing drug wastage, which is possible by Rational Use of Medicines (RUM). It is suggested that judicious use of drugs will lead to proper drug utilization, resulting in better therapeutic outcome. This is possible through using limited and necessary drugs, encouraging prescribing and use of generic drugs over FDCs, adhering to standard drug regimen strictly, and controlling availability of medicines.

Three recognized tools of implementing RUM are-Essential Medicines List, Medicine Formulary and Standard Treatment Guidelines (STG). Though WHO has published EML in 1975 and is updating the same every two years, our country designed a list in 1996 which has been amended in 2003 & 2011 and the same has not been seriously propagated and implemented. After a long time initiative has been taken for framing a National formulary. Baring a few isolated initiatives by some NGOs and Govt.s there is no existence of Hospital Formulary and Standard Therapeutic Guidelines. Unethical promotion of medicines has immense impact on irrational prescribing, which needs to be addressed by framing a National Policy on Drug promotion.

We hope that our policy makers will take initiatives to include this subject in Pharmacy, Medical and Nursing course curriculum at every level. They may think of setting up a Drugs and Therapeutic Committee (DTC) involving pharmacists, (which is non existing in India) for better therapeutic outcome in every hospital.

Pharmacy Council of India (PCI) will officially celebrate 25th September as Pharmacists Day in India

PCI officially declared 25th September will be celebrated as Pharmacists Day vide a notice dated 30th August 2013. They also requested all the stake holders to participate in celebration.

Ref. No. 10-1/2007-PCI(A)/21853-23908

Date : 30.08.2013

- 1. Public Notice to be displayed on PCI website**
- 2. Presidents / Registrars of all the State Pharmacy Councils**
- 3. All the Pharmacy Institutions (Diploma / Degree / Pharm.D)**
 - approved for conduct of course
 - approved u/s 12 of the Pharmacy Act, 1948
- 4. All Examining Authorities**
- 5. All Pharmacy Associations**

Sub: DECLARATION OF PHARMACISTS DAY

Sir / Madam

Celebrating the Pharmacist Day on 25th September

PCI is pleased to announce the official observing of "Pharmacists Day" 25th September and taking place w.e.f 25th September, 2013 to be celebrated every year on this day.

Pharmacists represent the 3rd largest healthcare professional group in the world and in India today there are around 10 lakh registered pharmacists working in various positions, applying their unique knowledge and skills, contributing to the health of the nation. Since many pharmacists work silently behind the scenes, there arises the need to recognize and reward their substantial contribution to the society. Hence the PCI has decided to celebrate "Pharmacists Day" in order to make the public and health care professionals aware that pharmacists are important members of the health care team, and there is a need to make the best use of their services in order to improve patient's quality of life.

PCI encourages all State Pharmacy Councils, Pharmacy Institutions, Pharmacy professional organizations and all Pharmacy professionals to plan and implement activities that promote and advocate for the role of the pharmacist in improving health in every corner of India. Promotional campaigns connecting to media and most notably interaction with patients and the public are key ways in which we can make the best use of "Pharmacists Day" for benefit to both the profession and the society.

Pharmacist Day is about recognizing the important role of the pharmacists. If you are visiting a pharmacy on the day or meeting a pharmacist make sure that you wish your pharmacist a very happy Pharmacist Day.

Pharmacist Day is all about honoring our pharmacist friends, all those men and women, who are an integral part of the medical care. The day is about saying them "Thank You," the words that they don't get to hear too often. Let's take the day as the perfect occasion for thanking them for being in the front lines of pharmacy, and having lots of patience and compassion. Let's thank them for being committed and dealing with love and sympathy to rude patients, reading the doctors handwriting and for smiling always, in spite of working that extra hour.

Pharmacist Day is about celebrating the coming of age of Pharmacy profession in India.

Pharmacist Day will be a platform for communication between pharmacists from different sectors and different backgrounds and have professional inputs in the field of pharmacy.

Ideas for Pharmacist Day.

Some activities that can be undertaken are –

1. For your patients : Carrying out Screening / Testing of some common disorders in patients and also review their medication and give them necessary counselling on safe use of medicines.
2. To your pharmacist: The most loving gift that you can gift your pharmacist is a big 'thanks'. You can also give him/her a pharmacist themed gift to bring a smile on his/her face.
3. To your fellow pharmacist : If you are a pharmacist or a pharmacy manager, you should organize an event to honor your fellow pharmacists who are hard-working and invaluable to the society. You can organize something like a luncheon, tea, etc and give out some tokens as recognition for their hard work, like gift certificates, name tag holders, mugs etc.
4. Pharmacy professional organizations and institutions: Arrange an education and cross-training program for them where they will exchange their experiences as a pharmacist. Give out a certificate of appreciation from the pharmacy organisation / institution to the pharmacists.
5. If you are a student , fellow health professional . Take a picture of all the pharmacist staffs, pin it on the bulletin board, and write an inspiring message to them.

The Pharmacy council of India will be celebrating the ' Pharmacist Day' on 25th September, 2013. You are also requested to celebrate the 'Pharmacists Day, on 25th September every year by organising above activities which will go a long way in boosting the morale of the registered pharmacists / student pharmacists and in recognition of pharmacy profession in the society.

Yours faithfully

sd/-
(ARCIINA MUDGAL)
Registrar cum Secretary

Cc to-

All the PCI members

sd/
(ARCIINA MUDGAL)
Registrar cum Secretary

Iron supplementation in pregnancy

At last, benefits on maternal measures and risk of low birth weight are shown. In the linked review and meta-analysis of

anaemia, prenatal iron use, and the risk of adverse pregnancy outcomes (doi:10.1136/bmj.f3443), Haider and colleagues make a strong case for iron supplementation in pregnancy. Iron

deficiency is the world's most common and widespread nutritional disorder. Not only does it affect many women and children in developing countries, it is the one nutritional deficiency that is also highly prevalent in industrialized countries. World Health Organization data indicate that a staggering two billion people - around 30% of the world's population - may have anaemia, mainly as a result of iron deficiency, often exacerbated in resource poor areas by infectious disease. Iron deficiency is thus an important health problem worldwide.

Pregnant women, and women of childbearing age in general, are in particular need of iron supplementation. Even under optimal dietary conditions, daily intestinal absorption cannot meet the pregnancy requirement of 1-1.2 g iron. But curiously the case for iron supplementation remained unconfirmed after Cochrane reviews and other meta-analyses concluded that iron supplementation prevented maternal anaemia and iron deficiency at term but was not beneficial (or harmful) in terms of neonatal outcome (such as low birth weight, delayed development, preterm birth, infection).

Haider and colleagues comprehensively reviewed the evidence from randomized trials and prospective cohort studies for an association between anaemia, iron use in pregnancy, and maternal and pregnancy outcomes. They concluded that daily prenatal oral iron significantly reduced maternal anaemia, iron deficiency, iron deficiency anaemia, and the risk of low birth weight, but that the reduction in the risk of preterm birth was not significant.

Ref. BMJ 2013; 347:f4399

Delhi HC extends relief period for pharma cos in drug pricing case

The Delhi High Court on Tuesday extended relief for pharma firms, including Sun Pharma and Cipla, on relabeling of their existing stock under the new drug pricing regime on the condition that they comply with the interim order and posted the case for next hearing on September 23.

The two companies along with a dozen other drug firms had challenged the government on specific provision under Drug Price Control Order 2013 which makes it mandatory upon the companies to label revised prices within 45 days of the price notification.

Other companies that have approached the court include Micro Labs, Lupin, Wockhardt, Intas Pharma, Alembic Pharma and Emcure Pharma.

The two cases of Sun Pharma, represented by Ajay Bhargava, partner, Khaitan & Co and Cipla, represented by Prathiba Singh of Singh & Singh have been made lead cases in the matter.

The Delhi High Court, in the interim order had asked the government not to take coercive measures against Sun Pharma and Cipla among other drug makers who had moved the court on similar grounds till the next hearing.

Forthcoming Event

National Pharmacy Week Celebration

17-24 November 2013

Theme:

***“Pharmacist: A Health
Care Professional”***