

REVIEW ARTICLE

Pharmacist: The True Ambassador for Rational Use of Medicines in Health Care Society

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ABSTRACT

Pharmacists are allied health professionals who practice in pharmacy, the field of health sciences focusing on safe and effective medication use. The role of the pharmacist has shifted from the classical "lick, stick, and pour" dispensary role (that is, "lick & stick the labels, count & pour the pills"), to being an integrated member of the health care team. Pharmacists undergo university-level education to understand biochemical mechanisms of action of drugs, drug uses and therapeutic roles, side effects, potential interactions, and monitoring parameters. The Pharmaceutical companies promote their products to the medical professional by medical representative (MR). These MR are the true Ambassador of the company's products. The success or failure of the products promotion depends on the information delivered by MR to the Doctors. Hence the MR should have the complete products information for their rational use of medicines in health care society along with their selling skills. In most of countries the Pharma company representatives are pharmacy graduates even in the industrial level all working personals are pharmacy graduate but whereas in our country the majority of MR and industrial personals are non Pharma graduates. Sound scientific and professional practice, both medical and pharmaceutical, are essential to deliver the product information for the entire healthcare society of India. Previously the number of qualified pharmacists were less to meet the demand of the Pharmaceutical company for marketing of his products, but now the current scenario has different situation with lots of qualified Pharma graduates are emerging every year those who can fill the need of pharmaceutical industries and these graduates are educated, trained and developed by highly competent experienced Pharma professionals.

Key words: Pharmacist, lick, stick, and pour.

INTRODUCTION

According to WHO, The rational use of drugs requires that patients receive medicines appropriate to their clinical needs, in doses that meet their own individual requirements, for an adequate period of time, and at the lowest cost to them and to community^[1].

Historically, the fundamental role of pharmacists as a healthcare practitioner was to distribute drugs to doctors for medication that had been prescribed to patients. In more modern times, pharmacists advise patients and health care providers on the selection, dosages, interactions, and side effects of medications, and act as a learned intermediary between a prescriber and a patient. Pharmacists monitor the health and progress of patients to ensure the safe and effective use of medication. Pharmacists may

practice compounding; however, many medicines are now produced by pharmaceutical companies in a standard dosage and drug delivery form. In some jurisdictions, pharmacists have prescriptive authority to either independently prescribe under their own authority or in collaboration with a primary care physician through an agreed upon protocol^[2].

In the modern days most of the Pharma companies recruiting MR based on its selling skills. Off course for any commercial organization sales are very important phenomena for his growth. Ordinary MR with purely selling skills can able to convince the doctors to get the business without provided complete details to the doctors. This type of business not a permanent and subject to loss of

business by yet another more competitive sells man.

Pharma companies also recruiting industrial jobs for non pharmacy graduate as compared with graduate one. That's why pharmacist in not on that position which is expected in this society.

Previously the number of qualified pharmacists were less to meet the demand of the Pharmaceutical company for marketing of his products, but now the current scenario has different situation with lots of qualified graduates are emerging every year those who can fill the need of industries and these graduates are educated, trained and developed by highly competent experienced Pharma professionals to deliver the products information for the entire healthcare society of India. Pharmacists are allied health professionals who practice in pharmacy, the field of health sciences focusing on safe and effective medication use. The role of the pharmacist has shifted from the classical "lick, stick, and pour" dispensary role (that is, "lick & stick the labels, count & pour the pills"), to being an integrated member of the health care team^[3,4].

STRATEGIES FOR MARKETING:

Non-pharma graduates be capable of convince the doctors on the basis of selling skills, not on the basis of scientific information's regarding his products. Triple C formula is normally used by most of the non Pharma graduates apply for their business (Triple C means "Convince-Confuse-Cheat"). This formula cannot be applied by the ethical Pharma companies.

In modern days, recently we can apply "triple C formula in module (Confidence-Conformation-Convince). On the basis of selling expertise (Old Triple-C formula) can give a good business to the company for short time but a quality of that products (new triple-C formula) can give business to the company for long time.

From organizational perspective the marketing related issues are:

- Poor territory knowledge in terms of business value at medical representative level.
- High training and re-training costs of sales personnel.
- Very high attrition rate of the sales personnel.
- The quality of medical representatives.

These all current issues can be minimized by recruiting the graduates as medical representative. One of the most important roles that pharmacists

are currently taking on is one of pharmaceutical care^[5].

In this time, most of the company thinks only about their balance sheet so they offer low pay to non graduate since non graduate personals are accepting low grade pay scale so Pharma Company gives their priority to other than graduate.

As a member of healthcare family, we committed to provide a professional forum for pharmacy graduate for securing them their rightful place in the healthcare society so there is need for the betterment of personals by making a law in favors of pharma graduate.

Educating policy makers, political leaders, planners and bureaucrats:

It is evident that political will is necessary for implementing a successful programme on the rational use of medicines by pharmacy graduates in marketing field. Policy makers, political leaders, planners and bureaucrats need to be made aware of and motivated to promote the graduates as MR. Awareness can also be increases by many ways, having a special day such as Medical Representative Day once a year or giving awards for outstanding work in the area of MR ship would be useful. Initiation of a briefing programme for bureaucrats and incentives to encourage scientists and policy makers to work together should be pursued. There is a need for governments to have a long-term strategy and to have focal points for programmes on MR, including a knowledge centre and sustained support for continuing medical education programmes. Successful results are possible if backed by the political will of policy makers, political leaders, planners and bureaucrats. It is imperative to get them involved and interested.

The involvement of communication experts to prepare appropriate messages and deliver these to the public, health professionals, students, policy makers, politicians and bureaucrats will go a long way in strengthening the programme on MR ship by pharmacy graduates^[7].

CONCLUSION

As a member of healthcare family, we committed to provide a professional forum for pharmacy graduate for securing them their rightful place in the healthcare society, promote and develop the practice of pharmacy through the rational use of medicines, upgrade the knowledge and skills of hospital pharmacist. Pharmacy graduates are looking to promote dignity and ethical practices in the profession of pharmaceutical marketing, strive

for achieving the status and recognition in healthcare society. There is a need to take action on working personals qualification so that pharma graduate get their place. However, continue to marketed their products from non graduates and reap the benefits of huge sales, and therefore continue promoting them with vigor. Time has come for all of us, as practitioners and consumers, to raise this matter vociferously through all possible avenues. The campaign against non graduate MRs and working personals must be carried on to every nook and corner of the country.

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