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**THE VIJAYA AUSHADHI**

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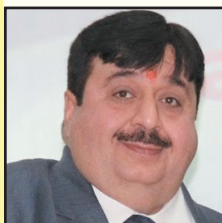
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## A Pharmacy Practice Newsletter

Volume 2 Issue 1

Jan - Apr 2017



**Prof. B. Suresh,**  
M. Pharm., Ph. D., D. Sc.  
President - PCI  
Vice-Chancellor,  
J.S.S. University  
Mysore - 570 015.

I am delighted to know that VIPW is publishing an official newsletter from the Department of Pharmacy Practice, viz 'Sanjivani - The Vijaya Aushadhi'.

On this occasion, I congratulate the Principal, Faculty of the Department of Pharmacy Practice and students for bringing out the newsletter and convey my good wishes and hope that this edition of the news letter would be meaningful, enjoyable and memorable.



**Dr. T. V. Narayana,**  
M. Pharm., Ph. D.  
Vice President, IPA  
Chairman, Education Division  
Director & Principal,  
Vikas Inst. of Pharm. Sciences,  
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The Newsletter on *Pharma Practice Sanjivani - The Vijaya Aushadhi* aims at promoting the interests and essence of quality of constantly evolving Pharma education. It familiarizes the new advances in Pharma field besides introducing the pioneers in the Pharma field to its readers. This third issue is complete with its critical reviews and it will enhance the orientation of students towards research. The news coverage on the health camps organized by students speaks about the dedication of the students towards community service. May the institution flourish and the students may reap the fruits of education. All the best!!



**Dr. Rao Vadlamudi,**  
M. Pharm., Ph. D.  
President - IPA  
Director,  
St. Peter's Inst. of Pharm.  
Sciences, Hanamkonda,  
Warangal

It gives me immense pleasure to applaud the efforts made by VIPW for the initiative taken in bringing out 'Sanjivani - The Vijaya Aushadhi.'

The step put forward towards uplifting the standards of pharmacy profession and the institution is appreciable.

I thank the management for the honor and wish the team of VIPW all the best for the coming editions of Sanjivani.



**Dr. K. Padmalatha,**  
M. Pharm., Ph. D.  
Principal,  
VIPW  
Enikepadu - 521108,  
Vijayawada, A.P.

Dear readers! Here we are again with the third issue of our newsletter, **Sanjivani** to greet you with the news on many enlightening aspects of **Pharmacy Practice**. We take pride in announcing the achievements of our young Pharmacy professionals who are able to involve themselves in social service activities. They are groomed here to enrich their life skills by reaching out to the society by participating in the various health camps. We would like to share the happy news with you that our institution has received an award as **The Best Emerging College in Pharma Education** further boost us to move ahead with renewed energy and confidence.

*My best wishes to you all!!*

### PREGNANCY AWARENESS WEEK - 12<sup>th</sup> - 18<sup>th</sup> FEBRUARY

**ADVICE FOR PREGNANT WOMEN**

**Get tested** for diseases such as HIV/AIDS, diabetes, hypertension or anaemia, german measles and syphilis.

**Eat healthy food** that including fruits, vegetables, protein, whole-grains and lots of water. Other food supplements such as folic acid, preferably from before conception and then throughout the pregnancy.

**Exercise** and engage in physical activities like walking, water aerobics and gentle forms of yoga.

**Avoid taking in unhealthy and harmful substances** as they damage the unborn baby and may result in premature, disabled and underweight babies.





# VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN



## BARRIERS TO EFFECTIVE COMMUNICATION

### Physical Barriers

- ◆ Environmental barriers

### Psychological Barriers

- ◆ Semantics
- ◆ Perception
- ◆ Negative attitude

### Personal Barriers

- ◆ Low self-confidence
- ◆ Shyness
- ◆ Dysfunctional internal monologue
- ◆ Lack of objectivity
- ◆ Cultural differences
- ◆ Discomfort in sensitive situations
- ◆ Conflicting values to healthcare practice

### Administrative Barriers

### Time Barriers

*"A little more persistence, a little more effort, and what seemed hopeless failure may turn to glorious success."*  
– Elbert Hubbard

# 10

## BEHAVIOURS OF EFFECTIVE PATIENT COUNSELORS

Pharmacists can have a significant and positive impact on patient care and therapeutic outcomes through effective counseling.

### Main objectives for patient counseling:

- ◆ Assessing the patient's understanding of the therapy, including proper use and adverse effects of the medication
- ◆ Improving patient adherence
- ◆ Motivating the patient to take an active role in health management.

### Patient counseling can improve patient care by:

- ◆ Reducing medication errors
- ◆ Increasing patient's understanding & management of their medical condition
- ◆ Minimizing incidence of the adverse drug reactions and drug-drug interactions
- ◆ Improving patient outcomes and satisfaction with care

Although every pharmacist implements individualized techniques to counsel the patients, many skills are vital to successful pharmacist-patient interaction during patient counseling sessions.

### 10 features of effective patient counseling:

1. Establish Trust
2. Communicate Verbally
3. Communicate Nonverbally
4. Listen
5. Ask Questions
6. Remain Clinically Objective
7. Show Empathy and Encouragement
8. Provide Privacy and Confidentiality
9. Tailor Counseling to Meet Patient Needs
10. Motivate Patients



## Key Points to be Covered During Counseling

1. Smile and Greet patient. Motion to sit down



2. Identify person whom you are talking to (patient/relative/etc)



3. Assess if patient has used drug before



4. Assess existing knowledge about product



5. Proceed to provision of information

## Points to discuss

- Name of drug
- Indication
- Dosage regimen
- Route of administration
- How to take the medication
- When to take and how long to take the medication; scheduling
- Take with food or without food
- Compliance
- What to do if a dose is missed
- Side effect(s)
- Beneficial effects/therapeutic outcomes (if applicable)



# VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN



## PLACEBO : SUCCESSFUL TREATMENT FOR INSOMNIA

A new study published in *Brain* indicates that successful treatment for insomnia may not actually require complicated neurofeedback (direct training of brain functions). Rather, it appears patients who simply believe they're getting neurofeedback training appear to get the same benefits. Insomnia affects between 10 and 35% of the population worldwide. However, despite the burden of insomnia on our society, only few studies have addressed this issue non-pharmacologically. Researchers here recruited thirty patients with primary insomnia, who underwent neurofeedback treatment and placebo-feedback treatment over several weeks. Researchers conclude that for the treatment of primary insomnia, neurofeedback does not have a specific efficacy beyond unspecific placebo effects. They did not find an advantage of neurofeedback over placebo-feedback. Researchers find that improvement of symptoms was not specific to neurofeedback training, but rather seems to have been brought about by unspecific factors such as affection and care (Source: [www.worldpharmanews.com](http://www.worldpharmanews.com)).

## MOLECULE STOPS FATAL PEDIATRIC BRAIN TUMOR

The scientists have found a molecule that stops the growth of an aggressive pediatric brain tumor. The tumor is always fatal and primarily strikes children under 10 years old. Every year, about 300 children under the age of 10 years old in the U.S. develop a tumor referred to as diffuse intrinsic pontine glioma (DIPG).

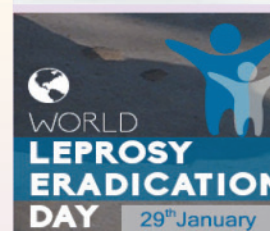
"This tumor kills every single kid who gets DIPG within one year. No one survives," said the study's first author, Andrea Piunti, a postdoctoral fellow in Shilatifard's lab in biochemistry and molecular genetics at Northwestern University Feinberg School of Medicine.

The molecule itself is not yet available commercially, another similar class of molecules, BET inhibitors, is being tested in clinical trials for pediatric leukemia and other types of tumors. These could be used in a clinical trial for the pediatric tumor, Piunti said (Source: [www.worldpharmanews.com](http://www.worldpharmanews.com)).

## NOVEL DRUG APPROVALS FOR 2017

Drug Name	Active Ingredient	Approval Date	FDA-approved use on approval date
Trulance	Plecanatide	1/19/2017	To treat Chronic Idiopathic Constipation (CIC) in adult patients.
Parsabiv	Etelcalcetide	2/8/2017	To treat secondary hyperparathyroidism in adult patients with chronic kidney disease undergoing dialysis
Emflaza	Deflazacort	2/9/2017	To treat patients age 5 years and older with Duchenne muscular dystrophy (DMD)
Siliq	Brodalumab	2/15/2017	To treat adults with moderate-to-severe plaque psoriasis
Xermelo	Telotristat ethyl	2/28/2017	To treat carcinoid syndrome diarrhea

Source: <https://www.fda.gov/Drugs/DevelopmentApprovalProcess/DrugInnovation/ucm537040.htm>



*"To speak gratitude is courteous and pleasant, to enact gratitude is generous and noble, but to live gratitude is to touch Heaven."*  
 – Johannes Gaertner



## VIJAYA INSTITUTE OF PHARMACEUTICAL SCIENCES FOR WOMEN



### Campus News

- ❖ Pharm. D students of VIPW actively participated in the first phase of the “National Pulse Polio Immunization Programme” conducted by Government of India on 29<sup>th</sup> & 30<sup>th</sup> Jan, 2017. Students assisted the Multi Purpose Health Assistant staff in administering Oral Polio Vaccine (OPV) to the under five years old children at different places covering Government School, Village Library and Primary Health Center in Enikepadu. Total 951 children aged below 5 years were immunized with the OPV.
- ❖ A First Aid Awareness Programme was organized by VIPW on 28<sup>th</sup> Jan, 2017. Dr. Kola Vijaya Shekar, Assot. Prof., Dept. of Otholmology GGH, Vijayawada demonstrated the students about various first aid treatments for the cases like heart strokes, snake bites, fire accidents, burns, food choking and road accidents etc.
- ❖ Pharm. D students participated in the Mega Health Camp organized by Vijaya Sri Sankshema Sangham & Almighty Nursing Home at Pedamaddali, Pamarru on 5<sup>th</sup> Feb, 2017.
- ❖ They have also participated in Health Camp conducted by Dr. Gopalam Sivannarayana, Girija Neuro Centre, Kanuru at SLM Chaintanya High School, Dwaraka Nagar, Mangalagiri on 26<sup>th</sup> Feb, 2017.

To,

*We are pleased to receive your feedback and suggestions :*

The Editorial Board,

A Pharmacy Practice News Letter,

**Vijaya Institute of Pharmaceutical Sciences for Women (VIPW),**

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