

# SRI VENKATESWARA COLLEGE OF PHARMACY

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## FARMACIA PRATICA LETTRE

News Letter from Department of Pharmacy Practice

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### CHAIRMAN'S MESSAGE



I am glad to present very first issue of the Pharmacy Practice news letter titled "Farmacia Pratica Lettre" which would serve as a medium of knowledge transfer and represents the various activities held by Department of Pharmacy Practice, Sri Venkateswara College of Pharmacy.

Our mission is to provide state-of-the art infrastructure that facilitates optimum resource allocation to students to discover their path towards a successful future without any external distraction. We ensure that our students emerge as responsible citizens, who will be leading this nation to a better future. I wish the editorial team for the successful launch of news letter and looking forward for issues ahead.

**Dr. Ravuri Venkataswamy**

Chairman

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### VICE CHAIRMAN'S MESSAGE



The launch of *Farmacia Pratica Lettre* – the official communication of Department of pharmacy practice is another milestone achieved by Sri Venkateswara College of Pharmacy. Our vision is to carve youth as dynamic, competent, valued and knowledgeable Professionals, who shall lead the Nation to a better future.

With a mission to impart technical education that encourages independent thinking that develops strong domain of knowledge, hones contemporary skills and Positive attitudes towards holistic growth of young minds, the institute has evolved into a center of academic excellence.

**Mr. Ravuri Srinivas**

Vice Chairman

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### Principal's Cubicle



It is an immense pleasure that our Pharmacy practice news letter is ready to start its journey with the first issue being released during the one day national seminar 2017. The clinical pharmacy activities of our Pharmacy Practice department has gained strength in the last couple of years with the start of Pharm D programme and our faculty and students

are involved in patient medication management and associated activities in clinical departments of RVS hospitals, a tertiary care super specialty hospital. It is indeed a matter of great pride and pleasure to share some of our experiences in patient care with everyone of you. Practice directions and other documents will be drafted and approved with the assistance of the Standards of Practice Committee. The mandate of the College is to train high caliber health-care professionals, offer specialized pharma services to the community, conduct research, offer consultancy services and participate in health policy formulation. The College has adequate modern facilities to execute its mandate. The faculty and student editorial team deserve special appreciations and offer this news letter to our beloved Chairman and Vice Chairman

**Dr. K. Bhaskar Reddy**

Principal

Sri Venkateswara College of Pharmacy

## Mini Reviews

### Pharmacogenetics – Optimizing Pharmacotherapy by Gene Based Approach

**Dr. R. Meenakshi Sundaram,**

**Director, R&D**

Clinical genetic testing has grown substantially over the past 30 years as the causative mutations for Mendelian diseases have been identified, particularly aided in part by the recent advances in molecular-based technologies. Importantly, the adoption of new tests and testing strategies (e.g., diagnostic confirmation, prenatal testing, and population-based carrier screening) has often been met with caution and careful consideration before clinical implementation, which facilitates the appropriate use of new genetic tests. Pharmacogenetics is based on the understanding that all drugs are taken through several biochemical pathways to break them down after they are administered. The body needs to eliminate these drugs and does it by breaking them down through biochemical pathways. Considering the effect of genes on a drug response could potentially minimize the incidence of serious adverse events which are often idiosyncratic. In addition, pharmacogenetic principles approaches could provide potential putative targets which are selective and often targeted. Although the field of pharmacogenetics was established in the 1950s, clinical testing for constitutional pharmacogenetic variants implicated in interindividual drug response variability has only recently become available to help clinicians guide pharmacotherapy, in part due to US Food and Drug Administration-mediated product insert revisions that include pharmacogenetic information for selected drugs. However, despite pharmacogenetic associations with adverse outcomes, physician uptake of clinical pharmacogenetic testing has been slow. Pharmacogenetic testing should be promoted by effective strategy implementation such as decreasing cost of procedures, ethical constraints and increasing applicability so as to ensure individual patient safety.

**Ref:** Pharmacogenetics and pharmacogenomics. Br J Clin Pharmacol. 2001; 52(4): 345–347.

### Need for Pharmacovigilance and Drug Safety in Today's Health Care Scenario

**Dr. Lakshmi Sivasubramanian**

**Vice Principal - Academics**

Pharmacovigilance has been defined as the process of identifying and responding to drug safety issue and has grown considerably as a discipline over the past 10 to 15 years. Pharmacovigilance continues to play a crucial role in meeting the challenges posed by the ever increasing range and potency of medicines, all of which carry an inevitable and some- times unpredictable potential for harm. When adverse effects and toxicity do appear, especially when previously unknown, it is essential that these are reported, analyzed and their significance is communicated effectively to the audience having knowledge to interpret the information. For all medicines, there is a trade-off between the benefits and the potential for harm. The harm can be minimized by ensuring that medicines of good quality, safety and efficacy are used rationally, and that the expectations and concerns of the patient are taken into account when therapeutic decisions are made. To achieve this is to serve public health, and to foster a sense of trust among patients in the medicines they use that would extend the confidence in the health service in general, ensure that risks in drug use are anticipated and managed, provide regulators with the necessary information to amend the recommendations on the use of the medicines, improve communication between the health professionals and the public and educate health professionals to understand the effectiveness or risk of medicines that they prescribe.

**Ref:** Pharmacovigilance in the pharmaceutical industry. Br J Clin Pharmacol. 1998; 45(5): 427–431

Using Pharmacometrics to Improve

# Departmental Activities

## Program 1: Workshop on Essentials of Clinical Trials

Clinical Research is a potential thrust area where Pharmacy practice graduates have immense opportunities. In order to render students stay updated with the current trends in global clinical trials, the institute has organized a one day workshop on essentials of clinical trials on 11<sup>th</sup> Feb 2017. This program was organized in collaboration with Ki3, Chennai.



## Program 2: Awareness Rally on Breast Cancer



As a part of world Breast Cancer month, an awareness rally was carried out to highlight the need to understand, support and to spread awareness about breast cancer on 28<sup>th</sup> Oct 2016. Around 400 students participated in the rally which began from Collector Bungalow and culminated at PCR circle, Chittoor.

## Program 3: Awareness camp on Breast feeding

In order to create awareness and stress the importance of breast feeding and in view of the "Breast Feeding Awareness Month", our Pharm D students conducted an awareness programme at Ramalakshmi Nursing Home, Chittoor on 22<sup>nd</sup> Aug 2016. Around 100 patients who visited the outpatient units and admitted in the inpatient maternity wards of the hospital were counselled on various aspects of breast feeding.



# Departmental Activities

## Program 4: Industrial Visit to Quest Life Sciences, Chennai

Pharm D students with broad exposure to patient oriented pharmacy services, have diverse opportunities in clinical research wing of the drug development process. In order to expose students to the continuous updates on industrial trends and supplement the theoretical learning process, the institution has organized an industrial visit to Quest Life



Sciences, Chennai. Students of IV and V PharmD visited the facility separately on 18<sup>th</sup> Aug 2016 and 7<sup>th</sup> Jan /2017.

## Program 5: Pharmacist Day Celebration

Pharmacist Day celebrations was conducted on 24<sup>th</sup> Sep 2016. Various events such as elocution, collage, essay writing and debate were conducted and students were awarded with prizes.



Paper Collage



Debate

## Program 6: Students Participation in Conferences & Medical Camps

Students of Pharm D have participated and represented the institute in various seminars and conferences at State and National Level. The institute also conducts periodic free medical camps in rural areas of Chittoor district.



SVCOP Students at IACP Module at Bangalore



Agaramangalam Medical Camp  
5th Jan 2016



Janmabhoomi Medical Camp  
8th Jan 2016

Suggestions and Comments may kindly be sent to Editorial Board, Dept. of Pharmacy Practice, SVCOP, Chittoor.  
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