

Pharma Middle East

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Ethics in pharmacy

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The philosophy of pharmacy practice determines pharmacists as health professionals with the knowledge, skills and attributes to take responsibility for the management of medicines with the aim of optimizing health outcomes. This includes both the technical aspects of pharmacy services and the more recent patient-centred care. A pharmacist may be faced with conflicting professional responsibilities; ethics and ethical dilemmas are encountered frequently in pharmacists' daily practice nowadays. Pharmacists should be aware of common ethical principles such as privacy, confidentiality, veracity, beneficence and justice that they need to consider while providing pharmaceutical care to their patients. These principles apply to all pharmacists, irrespective of their work setting or job responsibilities and are intended to express the responsibilities and professional values fundamental to the pharmacy profession. Consequently, it is essential that pharmacists use their professional judgment when deciding on a course of action to be undertaken; often, they ground their decisions in dealing with ethical dilemmas on their own attitudes, beliefs, religion, patients' wishes, institutional policy, and pharmacy code of conduct. To improve pharmacists' awareness of ethics and enhance their moral judgment, important areas needing to be studied include: how ethics should be taught to pharmacists, the kinds of ethical problems that are possible, how frequently they occur, how well pharmacists are dealing with the ethical problems of their work, and what impact this may have on the services they provide.

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Pharmaceutical company medical information contact centers: Establishing an effective alliance whether out-sourced or off-shored

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The core value proposition of an effective functioning medical or Drug Information Center (DIC) in a pharmaceutical or biotechnology company is the delivery of a combination of a high-quality customer service and unbiased Drug Information (DI) to Health Care Practitioners (HCPs) and End Users (EUs) of the company's products. In fulfilling these obligations, a 'Pharma-DI-contact call center' alliance might be warranted. These same values are also the cornerstone of a successful DI contact call center. This makes it increasingly necessary to get the most out of a Pharma DI (client)-call center (vendor) relationship. This session will provide practical approaches to effective vendor selection and management, as well as best practices on how to ensure strategic alignment and a mutually beneficial relationship between the client and the vendor, most especially between the client and the DI specialists at the call center that provide the core values mentioned above. At the end of the session, participants will understand

- Vendor selection process: Do you offshore or outsource?
- Utilizing training to mitigate quality issues
- Ensuring DI specialist's best fit
- Ensuring client-vendor relationship transparency

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