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MINI REVIEW

HEALTH CARE SYSTEM IN BANGLADESH

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Pharmacists are healthcare professionals who practice in pharmacy, the field of health sciences focusing on safe and effective medication use. The role of pharmacist has shifted from the classical "lick, stick and pour" dispensary role, to being an integrated member of the health care team directly involved in patient care. But, in our country pharmacists are mainly engaged with manufacturing of drugs, which is secondary responsibility of pharmacist.

Keywords: Health Care, Pharmacists, Medication, Drugs

Introduction

Pharmacists undergo university level education to understand biochemical mechanisms of action of drugs, drug uses and therapeutic roles, side effects, potential drug interactions and monitoring parameters by understanding anatomy, physiology, pathophysiology, pharmacology as well as clinical pharmacology. Professional interpretation and communication of this specialized knowledge to patients, physicians and other health care providers are functions which pharmacists provide, and are central to the provision of safe and effective drug therapy.

New Sectors and Challenges for Pharmacist in Bangladesh

New Sectors:

1. Hospital and Clinical Pharmacy
2. Community Pharmacy
3. Retail and Chain Pharmacy
4. Pharma Sales Promotion
5. API and Excipients based Plants
6. Herbal and Food Industries
7. Chemical and Cosmetic Industries

Pharmacists in all over the world are working in almost all the above areas, but unfortunately, none has been yet opened in our country. Introduction of some above areas may create huge job opportunity for pharmacists in future.

Challenges:

1. Job crisis in the pharmaceutical industries.
2. Eligibility problem of Bangladeshi pharmacists in abroad.
3. WHO/TRIPS patent exemption for Bangladeshi Pharmaceuticals: suspension or renewal-possible influence on pharmacy profession.

Most of the pharmacists in the countries like USA, UK, Canada, India, Saudi Arabia, Australia etc. are working in hospital pharmacy, community pharmacy and clinical pharmacy; on the contrary, these potential aspects of pharmacy profession have not yet been introduced in Bangladesh.

1. Introduction of Hospital Pharmacy-the sooner the better for the betterment of public health
2. Emphasis should be given on community pharmacy practice and clinical pharmacy
3. Pharmacists should work as Drug Promoters
4. Introduction to 6 years Pharm.D course
5. Appointment for pharmacists as health inspector or drug inspector
6. Pharmacy course curriculum modification which may be based on drug control and monitoring, clinical pharmacy, rational use of drugs, drug information, adverse drug reactions, retail pharmacy practice etc.
7. Qualifying examination for the professional registration of pharmacists by the Pharmacy Council of Bangladesh

Conclusion

Pharmacy deals with the manufacturing, handling, proper utilization, dispensing & administration of life saving drugs. Thus, the role of pharmacists will never be ended as long as drugs will exist in this world. Almost 100% of pharmacists work in industry. So, the nation & its people are not getting proper medication services from pharmacists. Scientific advances always lead to new drug products. The number of older people is growing, and older people use more prescription medicines than younger people. As healthcare continues to become more complex and as more people take multiple medications, more pharmacists will be needed to counsel patients on how to use their medications safely. So, it is for the interest of patients that hospital and community pharmacy should be introduced in Bangladesh as soon as possible.

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MINI REVIEW

AMALGAMATION OF "PHARMACY EDUCATION" WITH "MANAGEMENT" – A BREAKTHROUGH CONCEPT EMPOWERING TODAY'S CORPORATE WORLD

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I begin my article by a famous quote of **Stephen Covey**, the author of the famous book "7 Habits of Highly Effective People"
"The challenge is not to manage time, but to manage ourselves"

The challenge in front of us is to manage the latest scientific advancements, and for managing this phenomenal task we need to amalgamate the scientific innovations with the management science.

India currently represents just U.S. $6 billion of the $550 billion global pharmaceutical industry but its share is increasing at 10 percent a year, compared to 7 percent annual growth for the world market overall[1]. Also, while the Indian sector represents just 8 percent of the global industry total by volume, putting it in fourth place worldwide, it accounts for 13 percent by value[2], and its drug exports have been growing 30 percent annually[3] (Figure 1, 2).

Figure 1. The world of Pharmaceuticals
(Source: http://www.amplepharmasolutions.com/)

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Figure 2. The world of Management
(Source: http://www.greyhound.com.au)

The Indian healthcare industry is expected to increase in size from its current €12.72 billion to €29.6 billion by 2012. India will spend €33.8 billion in the various areas related to the healthcare sector in the next five years. Taking into account the economic surge which the country is witnessing today changes in the demographic profile will be accompanied with lifestyle diseases (diabetes, hypertension, cardiac disorders) and increasing medical expenses. Private healthcare will continue to be the largest component in 2012 and is likely to double to €26.41 billion. Taking into account the phenomenal progress which the pharmaceutical and the healthcare industry is undergoing, the current demand of the corporate world is of 'TECHNO MANAGERS' who are well equipped not only with the technical aspects but also are experts in managerial skills in tackling the problems related to the area of Pharma and healthcare management. This combination is required, as

management in the pharmaceuticals and healthcare industry can contribute positively or negatively to individual health, depending on the way in which they are perceived and managed in a country's economic setup (Figure 3).

Figure 3. Modern and Sophisticated Healthcare Setup
(Source: http://www.key.aero)

Pharmaceutical MBA or MBA (Pharma Management) is a course which can be taken up by the individual interested in becoming the techno managers. MBA (Pharma Management) is industry-specific program which grooms the Pharmaceutical personnel with the technical and managerial skills required to work smartly and efficiently in a corporate setup and lead the industry to the highest standards set up by the regulatory authorities and as per the vision of the stakeholders. Person can get specialization in healthcare management services, project management, total quality management, marketing management, hospital management etc. Some of the reputed firms that recruit MBA holders in Pharmaceutical Management are Dr. Reddy's Laboratories Ltd., Abbott Healthcare Pvt Ltd., Ranbaxy Labs Ltd., Dabur Research Foundation, Sun Pharmaceutical Industries Ltd. In addition to the private firms, candidates can seek job opportunities in Central as well as State government organizations. Some major recruiters in public sector are: Health Protection Branch of the Department of Health and Welfare, Pest Control Division of Agriculture, Department of National Defense, Provincial Research Councils, Provincial Departments of Agriculture. The key areas of opportunity for the pharma management individuals are:

Project Manager: A highly technical and demanding career in Pharma marketing is of a Product Manager (PM) also known as brand manager, product executive, product specialist. A PM is a link between the head office, which makes strategies for the product, which is coming out of the R & D department after the long hard workput up by the research scientist, and the sales force who actually executes the plan.
One can very well understand that how important it is to execute the plans in the field which will decide fate of the industry. The primary objective of a PM is to establish the brand equity in the market. A product manager is responsible for the profitable progress of his brand in the market place over both short and long-term, through effective planning, execution, control and training.

Pharmaceutical Clinical Project Manager: Clinical trials has the potential of becoming a €740 million industry by 2010, even

though the advantages of trials in India is well known, the industry needs a boost in terms of effective government policies and active interest by the government including effective utilization of established government infrastructure. All drugs are required to go through documented clinical trials, and approved by the U.S. Food and Drug Administration (FDA) before they are sold to the general public. A pharmaceutical clinical project manager oversees one or more clinical development efforts or clinical trials.

Technocrat's in the field of Telemedicine: Telemedicine is an idea driven by sophisticated technology which provides access to healthcare facility to remote places by connecting them to the most advanced diagnostic and research centers. People with sound technological knowhow and project monitoring capabilities are needed in conduct of the telemedicine programmes. Without telemedicine, these services would require travel on the part of either the patient or the consultant, or would simply not be available at all (Figure 4).

Figure 4. Physician treating a child with the help of telemedince
(Source: http://www.punchng.com/health/telemedicine)

Professionals in the Health Insurance

The overall industry of health insurance grew at 47% in Q1 of 2006. The Health insurance sector will grow to €2.8 billion in collected premiums by 2012 as compared to €526 million in 2006. The industry needs smart professional with knowledge of health disorders. Pharma selling is one of the broad fields which hold a very bright future for the MBA professionals. According to a survey, pharmaceutical companies spend about 35% of their resources on the brand promotion and sales promotion of their products. The estimated turnover of the Indian Pharma sector is about Rs 33,000 crore.

After the implementation of the patent laws of the World Trade Organization (WTO), a number of multinational pharmaceutical giants will come to India for business. The future will see many joint ventures and alliances. The turnover of these companies may thus go up to Rs 67,000 crore and increase two to three times in next year. There will thus be a great demand for trained people in this field in the coming days.

Conclusion

The enormous potential of the Pharma MBA is yet to be exploited for the advancement of the Pharma industry. The right time has come. So get up, equip yourself with passion to excel and jump in the world of cut throat competition. The destiny will welcome only those professionals who have guts to withstand the challenges put forward by the latest technological breakthroughs and has the skill to manage the scientific breakthrough. I end my article with a famous quote of **Mother Teresa** "Yesterday is gone. Tomorrow has not come. We have only today. Let us begin…".

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