

## Pharmaceutical pictogram in rationale use of drug and development of pharmaceutical care service

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Pharmaceutical care is a philosophy of practice that is being adopted by many pharmacists world-wide and is described as a practice in which the pharmacist takes responsibility for a patient's drug-related needs and is held accountable for this commitment. An inability to read, understand written medication and lack of good counseling may be a major contributory factor to non-compliance in certain population. Pictograms are intended to provide full and comprehensible information because patients' ability to understand information about medication is crucial to both patient safety and drug effectiveness. An open, non-comparative study was carried over a period of year to evaluate awareness and rational use of pictograms. Subjects satisfying inclusion and exclusion criteria of the study were interviewed in local dialect. A questionnaire to collect data was designed. At the onset subjects were explained about the purpose of the study and were enrolled after taking consent. The demographic details of the subjects were collected and was clearly explained that each play card contained two pictograms, one local and its USP counterpart, both of which convey the same instruction. The subjects were then shown all the 40 pictograms and were asked to give their interpretation of each pictogram. Further, they were also asked to indicate which pictogram of each matched pair was preferred. The evaluation results revealed that not only illiterate but literate subjects were also not able to address the right interpretation of pictogram. Thus present study emphasizes the need of high level of health literacy among the population.

### Biography

Sachdev Yadav is Assistant Professor (Pharmacology), Department of Pharmacy, Banasthali University, Rajasthan and earned his Master of Pharmacy (Pharmacology) from Jamia Hamdard, New Delhi and pursuing Ph.D. from Banasthali University. He has published more than 100 papers in reputed journals. His area of interest includes; Neuropharmacology, Toxicology and Clinical Research.

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