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Consensus building and implementation in risk communication

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Risk communication is a large component of risk minimization. Good and careful communication is the most appropriate way of seeking convergence of the expert view and the public's perception and hence obtaining trust is the process by which the risks are regulated. By minimizing the divergence of perception, the likelihood of litigation is also minimized as in marketing and sales are now being obliged to speak about risk and promote adequate use of drugs. In addition, establishment of transparency will allow the industry to avoid regulatory and commercial pitfalls. This superior method of exchanging information has to be continuously reviewed to enhance patient safety.

Biography

R Harshananda currently pursuing Masters in Pharmacology in G. Pulla Reddy College of Pharmacy, affiliated to Osmania University, Hyderabad, performed project work on Hypoglycemic effect of Acacia leucophloea on Alloxan induced rats.

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