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## Pharmacy practice and its challenges

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Pharmacy is the art and science of preparing and dispensing medicines and provision of drug related information to the public. It includes compounding, labeling, dispensing of drugs, patient monitoring and intervention. Pharmacists as a part of pharmacy practice can provide high-quality accessible care that improves patient outcome; however these beneficial services are not widely available to patients. The pharmacy practice profession faces a challenge with respect to contributing to patient care and changing practice. Pharmacy profession has evolved from its conventional and traditional drug focused basis to an advanced patient focused basis over the years. The recent advancement in the role of pharmacist calls for them to be the part of the broader health care team working for providing better health care for the patients. To match up, the role of today's pharmacists needs to be expanded to include pharmaceutical care concepts, making the pharmacist a health care professional rather than a drug seller in a commercial enterprise. Attention to clinical pharmacy is not only a necessity in the hospital setting given the advent of multiple powerful medications for a host of chronic diseases but also clinical pharmacy is necessary in primary care practice. community pharmacies, especially in the developing world, could stand a strong dose of public health outreach to better serve communities with cost effective care. Many of the principles of managed care pharmacy from the better U. S. models should be examined as to their applicability in various settings. Specified problems facing lesser developed nations starting essential drugs programs:

- Lack of basic infrastructure, including management systems, for drug product storage and distribution
- Inadequate quality control over pharmaceuticals
- Inadequate training and monitoring of prescribers and dispensers
- Inadequate instruction of patients with respect to medication use

The multiple aspects of drug mis adventuring in the ambulatory setting require that clinical pharmacists become incorporated into teams to coordinate patient care and to reduce unnecessary utilization of emergency rooms, hospitals, and morgues. Moreover, pharmacists should become aware of public policy and seek key government posts concerned with quality control of imported and locally manufactured drug products, regulating drug registrations, formulating drug policies, and preparing drug information for prescribers, dispensers, and patients. Thus, colleges of pharmacy around the world should appropriately revamp their curriculums to prepare a new generation of practitioners to carry out advanced task effectively. Pharmacists in certain nations may find opportunities for professional gains to strengthen their roles and relationships, and hopefully enhance the public health. In future, the pharmacy profession should be ready to respond in proactive ways as champions of the public health.

## Biography

Shravan Kumar Samudrala has completed M. S. (pharm) from National Institute of Pharmaceutical Education and Research (NIPER) Guwahati, India. He is currently working as Drug safety Associate in Clinical safety and Toxicology department in iMED global solutions India Pvt. Ltd.

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