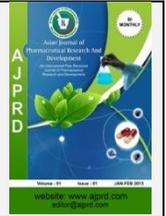


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Review Article

## An Innovative Personnel For Pharmaceutical Administration

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### ABSTRACT

The drug-administration controls medication business. Its emergence as the effective controlling body in next century requires wise decisions for the realistic application of pharmaceutical quality; the professional foresight suggested that drug should coordinate with pharmacy academics for the specialized graduates in pharmacy administration

**Keyword:** Administration, Pharmaceutical, Officer, Personnel, Innovation, Theoretical Methodology.

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### INTRODUCTION:

The drug-administration controls<sup>1-7</sup> medication business. Its emergence as the effective controlling body in the next century requires wise decisions for realistic applications of pharmaceutical quality. The new administrative<sup>8-11</sup> responsibilities to be assumed for quality medications at fair prices and preventing medication hazards.

The professional foresight suggested that drug-administration develops co-ordination venture with pharmacy academics for the specialized graduates in Pharmacy-Administration.

The Pharmaceutical Administration is a new educational<sup>12-15</sup> horizon which should integrate pharmacy<sup>16-18</sup> image at public, government, and industrial levels. The sociology,<sup>19-22</sup> economics, accounting,<sup>23-24</sup> legal affairs,<sup>25-29</sup> and management<sup>30-32</sup> are the basic ingredients of an administrative structure where human and material resources are potentially involved and effected. The changes in contemporary syllabi at bachelor and master levels in Pharmacy - are suggested. -

1. Magistracy level knowledge of pharmacy acts, statutes, laws, with legal and administrative views.
2. Drug Sociology: Devise social health - models for productive uses of medications.
3. Pharmaceutical Management systems.
4. Pharmacy and medical jurisprudence for judicial training.

5. Pharmaceutical accounting systems for legitimate control of Drug - Economics.
6. Pharmaceutical journalism.
7. Clinical and industrial toxicologies.

### Discussion and Results

This fostering academics perfects the skills for interpreting and implementing "Medication quality, credibility and rationality" for the healthy consumerism. The pharmaceutical order and prestige deserve suggested health promotion development.

The viable operational mechanisms of Drug- Administration depends upon intelligently legislated knowledge for pharmacy graduates. This model of drug-administration depicted below carves out a new pathway for control of pharmaceutical business.

The good manufacturing, good laboratory practice and good clinical practice govern promising the administrative model. The manufacturers of allopathic, homeopathic and ayurveda products employ distributors retades and bulk sellers.

The degree in Pharmacy-Administration is plausible delineation for managing futuristic global challenges through suggested model of innovative personnel with administrative duties. It signifies better employment designations and opportunities.

## Pharmaceutical Chief Executives

(Zonal Levels) Zones: East, West, North, South

### Qualifications:

- Post Graduate Degree in Pharmacy Administration.
- 35 Years or above age limit. 10 Years Pharmacy Business experience.
- 5 Years' experience of government regulatory agencies.

### Their official duties should be.

- Magistrate's authority of drug-court status to punish offenders/violators.
- Judicial discretion and legal judgements at administrative level to maintain Pharmacy- ethics for the welfare of patients & community.
- Devise effective administrative policies on practical basis with the least wastage of resources.
- Make official recommendations for legal and administrative modification accordance to clinical, social, and professional changes time to time.
- Execute authority for official co-ordination of pharmacy Administration at zonal level.
- The personnel jurisdiction under them should recruit Pharmaceutical enforcement officers in various categories.

## Pharmaceutical Enforcement Officers (State and Local Levels)

- M. Pharm or B. Pharm in Pharmacy. 25 Years of above age limit.
- 3 years Pharmaceutical training at governmental and Industrial agencies.
- 2 years training at law- institutions or agencies for learning legal working with fair judicial evaluations.

### Their Assignments should have three functional categories:

- Pharmaceutical Enforcement Officers (Supervisor) enforce implementation of manufacturing laws.
- Pharmaceutical Enforcement Officers (Controller) enforce implementation of licensing laws accordance to the code of pharmacy ethics.
- Pharmaceutical Enforcement Officers (Communicator) maintain dialogue between government and industry for resolving official and legal pitfalls.

### Their official duties are:

- Prohibit the manufacture of sub-standard medications and spurious drugs.
- Apprehend defaulters and discourage the promotion of irrational drugs.
- Implement pharmacopoeia standards for marketing.

This official co-ordination certify and control the "Medication Quality" at all levels.

## Pharmaceutical field officers:

(Visit shops, depots, consumer centres communities etc.)

B. Pharm or D. Pharm

25 years or above age limit.

specialized education in drug-sociology, pharmaceutical accounting systems.

2 years practical training at management enterprises for learning marketing affairs, selling skills, and customer dealings.

### Official duties are:-

- Visit medications selling and marketing places to ensure the sale of rational medications.
- Encourage fair and healthy competition by applying the ratio/density concept between shops, depots, retailers etc. in relation to the density of population. patients and physicians.
- Examine righteously credited expenses and losses at pharmacist accounting system for maintaining fair price balance. Three-monthly earnings statement filed to Sales-tax-office by the officer, so that, pharmaceutical sales integrity can be landmark future for business ethics.
- Ascertain the utilization of pharmacy profit strategies for the growth, improvement and employee benefits. Submit recommendations to pharmaceutical chief executive office.
- Provide remedial counselling to defaulters for the rectifications and corrections. Avoid punitive actions for minimizing the marketing guilt's.
- This personnel ensures the "Medication credibility" at professional level.

## Pharmaceutical Reporting Officer

(Visit Hospitals, Nursing Homes, Dispensaries)

- M. Pharm or B. Pharm
- 25 years or above age limit
- Specialized in Pharmaceutical journalism, clinical and industrial toxicologies, skills of clinical communications.

### Official duties are:

- Implement dispensing laws.
- Report anti-patient negligence for proper action.
- Examine packing practices, dispensing techniques and prescriptions.
- Help pharmaceutically abused people through compensations, reimbursements, rehabilitations, etc.

The objective of pharmaceutical reporting pertains to the unpharmaceutical packings, violations of pharmaceutical standards, misuse of prescriptions, abuse of patient's health.

This personnel ensures "Medication rationality" at therapeutic level.

### Merits of personnel innovations

- Professional division of labour becomes very effective and productive.
- The administrative quality would be markedly enhanced.
- The prime objective of medication business to save lives and positive health become real fact of patient care.
- The administrative boredoms are reduced by greater diversifications.

The Drug-administration might be benefitted by Einstein's Wisdom

The theme is to try not to be man of success, be man of value. The progressive administration permeate youthful and dynamic spirit for the best change, otherwise, future remains dark for generations to come. This should be way of think.

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