

Title: ADOC company supports pharmacists in Serbia in continuing professional education

In: Community Pharmacy - Competence development in community pharmacy

Posters on Wednesday, 1 September 2010, 9:00-17:00

Type: Poster

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Abstract:

AIM: Business policy of ADOC Company is to create partnerships with its clients, the pharmacies. In order to improve the pharmaceutical care service, ADOC Company took part in training the pharmacists and pharmacy technicians during 2008 and 2009 in cooperation with pharmacies. The subject matters of the training were various, including quality management system and professional communication.

METHOD: ADOC Pharmacy has realized the above mentioned education on site, in pharmacies, by which financial resources of the pharmacies were not as much affected. At the end of each training, the attendants were supposed to fill in the questioner. **RESULTS:** During 2008, ADOC Company held 16 trainings, participated by 725 pharmacists and pharmacy technicians. In 2009, 18 training were held, with 616 participants, both pharmacists and pharmacy technicians. Out of 44 trainings, 36% of topics discussed were dedicated to pharmaceutical care improvement and communication with the users, 29% to diabetes care, 20% to obesity prevention and many others. According to the evaluation of the questioner forms, we concluded that 87% participants were satisfied with suggested topics, and 83% declared that the obtained information can be used in every day's practice for service improvement of pharmaceutical health care. **CONCLUSION:** During 2008 and 2009, ADOC was recognized on market as the partner who invests in human resources in Serbian health system. In 2010, Serbian Chamber of Pharmacy accredited topics suggested by ADOC Company, for continual education of pharmacists and pharmacy technicians.