



PRESS RELEASE

Effective patient management in the pharmacy. Which product for which patient?

A hugely successful interactive session formed part of this year's Procter & Gamble symposium at FIP in Jerusalem. The use of this technology heralds a new era in P&G's long-running commitment to the pharmacist. The meeting attracted almost 300 attendees from around the world: Asia represented 12% of the audience, Africa 5%, Europe 73%, and the Americas 10%. Ninety-two percent (92%) reported that they found the meeting informative, and 97% were in favour of future interactive meetings.

The meeting focused on the four largest segments of pharmacy business: respiratory, pain, gastrointestinal (GI), and skin care, and was chaired by the President of the Academic Section of FIP, Professor J-M. Aiache.

Dr. John Gray, the moderator of the session, spoke highly of the four speakers, all of whom are acknowledged experts in their respective fields. Professor Aiache saluted the use of interactive sessions at FIP, as it provides the opportunity to assess the audience and tailor presentations accordingly. He highlighted skin care as an example which, as shown by the results of the interactive questions, is still poorly understood. On the other hand, the audience demonstrated a good knowledge of factors affecting the GI system.

Which product for which patient?

In making a recommendation, the pharmacist must question the patient on their symptoms. A series of six multimedia scenarios were shown in which patients with a variety of symptoms were presented for the audience to consider their options for further questions or treatment.

Sixty percent (60%) of pharmacists treat themselves with a multisymptom product

Interactive poll confirms independent market survey

Professor Michel, of Montpellier University, France, discussed the various symptoms and multiple-ingredient therapy options for people suffering from common cold. Presenting the results of an independent market research survey, he invited the audience to vote on whether pharmacists treat **themselves** with multisymptom products, or individual products for individual symptoms, when suffering from a cold. Sixty-one percent (61%) of the audience voted for multisymptom therapies, mirroring the survey results of 60%.

Diclofenac is the most widely prescribed analgesic in the world

Professor Berti surprised the audience with the result of his question on the most widely prescribed analgesic in the world. Although 55-60% of the audience voted for aspirin, the true answer is diclofenac. Travelling from the University of Milan, Professor Berti presented two patient/pharmacist scenarios which illustrated the vital role of the pharmacist in the recognition of symptoms and providing advice to the patient

GI adverse effects of NSAIDs may be overstated

The focus of his presentation was the recent introduction of two highly-effective new salts of established analgesics specifically for the non-prescription market - diclofenac HEP (diclofenac N-(2-hydroxyethyl)pyrrolidine) and naproxen sodium. In his conclusion, Professor Berti stated that, under normal non-prescription dosing regimes, the risk of GI adverse events associated with diclofenac HEP and naproxen sodium was no greater than other common NSAIDs, such as ibuprofen, and much less than aspirin and indomethacin.

Bismuth subsalicylate: An age-old remedy with a broad-spectrum of efficacy

Despite being available for over 2000 years, recent research has shown that bismuth subsalicylate has advantages over many modern therapies in the treatment of stomach complaints and diarrhoea. Dr. Robinson, a gastroenterologist at the Oklahoma Foundation for Digestive Research, highlighted the many studies which show the effectiveness of bismuth subsalicylate in treating stomach upsets, nausea, and diarrhoea, as well as its gastric coating ability and use in the treatment of active duodenal ulcers.

Psyllium: A patient-friendly bulk laxative

The advantages of bulk fibre laxatives may be more than just the effective resolution of constipation. Dr. Robinson presented evidence that psyllium, one of the most effective bulk fibre laxatives available, may also help reduce low-density lipoprotein cholesterol and relieve the symptoms of irritable bowel syndrome. The use of bulk fibre in the treatment of constipation is widely accepted. However, studies have shown that wheat bran, one of the most common fibres available, is less effective than psyllium.

Salicylic acid: The future of healthy skin?

Salicylic acid was described as one of the most effective treatments for both acne and ageing skin. Dr. Berger, a dermatologist from the Robert Wood Johnson Medical School, USA, presented a detailed account of acne pathogenesis, and stressed that this condition affects 85% of all people aged 18-25. According to Dr. Kligman, a fellow dermatologist and professor at the University of Pennsylvania, USA, salicylic acid in conjunction with benzoyl peroxide is the most effective form of non-prescription long-term prevention of acne. Dr. Berger emphasised that as many patients do not visit their physician, the pharmacist therefore has a crucial role to play in improving the standard of treatment for mild-to-moderate acne.

The same compound, salicylic acid, is also an effective therapy for the treatment of skin photo-ageing, providing excellent exfoliation benefit, without the irritation associated with the widely-used alpha-hydroxy acids.

THE INTERACTIVE TECHNOLOGY

The interactive voting system used individual hand sets which allowed the audience to respond to questions set by the speaker. The question was shown on the screen, and a selection of answers provided. Delegates were given six seconds to press the button corresponding to their choice. The results were displayed on the screen.

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