

PHARMACY WEEK 2020

Chairpersons	:	Ms Vivian Chin Hui Min Ms Rachel Yeo Jae Yin
Immediate Past Chairpersons:		Ms Debra Cheah Ms Waseemah Begum
Secretary	:	Mr Lim Cheong Cheng
Treasurer	:	Mr Tan Wei Xun
Main Committee Members:		Mr Lew Kuan Yeng Ray (Publicity) Mr Joshua Peh Yong Kiat (Publicity) Mr Muhammed Siddiq Mashkur Bin Hassan (Public Education) Mr Chong Jin Jian (Public Education) Mr Benjamin Leow Cheng Liang (Technical Support)
Sub-committee Members:		Mr Chan Yu Sen Alvin Ms Charmaine Neo Ms Chia Ming Li, Claire Mr Chiam Chia Kiat Nicholas Ms Chuang Xue Fen Mr Franky Ms Low Kai Xin Ms Lu Lu Htet Ms Neo Li Qi Ms Phan Thi Dieu Linh Ms Sabrina Quak Ding Ning Ms Tan Wen Hian Johannah Mr Yeo Xiang Hao Kelvin

Pharmacy Week 2020 was conducted as a virtual carnival on 17th and 18th October 2020. Titled “Digitalising Healthcare: Your Health at Your Fingertips”. The health carnival aimed to raise awareness of digitalisation as part of the changing healthcare landscape. Through a mix of educational, fun, and interactive programmes in this virtual carnival, the public and caregivers learnt how to monitor and manage their health and medications remotely.

The carnival consisted of 5 main pillars:

1. Medication Management Made Easy	Enable patients to better manage their medications through medication tips provided by Pharmacists, Convidose™ (a multi-dose medication management packaging), and the creation of a personal medication list on Healthhub and SingHealth’s Health Buddy.
2. Access Your Medications!	Seek medical and medication advice anytime, anywhere with MyDoc and telepharmacy services. Request for Medication Delivery Services and receive medications at one’s home or via PILBOX.
3. Healthcare at Your Fingertips	Monitor health remotely with new applications, and learn how to use blood pressure and blood glucose monitors. Join the LiveHealthySG campaign to track health.
4. Improved Health Literacy	Identify good sources of information online and to purchase medications safely online.
5. Pharmacy: Past to Present	Learn about the new digitalisations in pharmacy and explore the behind-the-scenes of retail and outpatient pharmacies.

To educate the public on the abovementioned themes, a combination of livestream of panel discussions, instructional videos, infographics, virtual tours, and quizzes were made available on the website. This year we had the honour to have Miss Yong Pei Chean, President of Pharmaceutical Society of Singapore, to grace and kick off Pharmacy Week 2020 event which is PSS’s first virtual carnival, with an opening speech over zoom



Opening Speech by PSS President, Ms Yong Pei Chean

Livestream Talks

A variety of topics related to the 5 main themes were covered in the form of panel discussion with domain experts. Under the topic of Healthcare at Your Fingertips, Mr Ivan Chew, Dr Cheryl Tan, and Mr Reuben Loh discussed how new technologies in health monitoring could help patients manage their condition better, and how to choose a suitable health monitoring device. They also educated the public on the use and interpretation of the results from blood glucose monitors and blood pressure monitors. During the livestreams, the chat function was available for the public to ask questions and was moderated by pharmacists. The talks were generally well received by the public with more than 7000 views in total during the period of 17th - 18th October 2020.



Screenshot from Panel Discussion Titled "Technologies in Health Monitoring" by Mr Ivan Chew, Dr Cheryl Tan and Mr Reuben Loh

The conduct of livestream as well as creation and maintenance of the website was helped by the technical support committee to fulfil the heavy IT requirements in order to conduct a successful virtual event. The livestreaming of talks was done via Facebook Livestream and were subsequently made available on Pharmacy Week 2020 webpage.

Videos

As the carnival was conducted virtually, the Public Education Committee replaced traditional face to face demonstrations with video tutorials in order to educate the public on the correct use of their blood pressure and blood glucose monitoring devices. Bite sized videos were filmed and created with clear and concise, step-by-step instructions for the public to learn how to perform remote monitoring of their blood pressure or blood glucose independently.



Blood Glucose Monitoring Step-by-Step Tutorial Video by Mr Neville Chua

Infographics

The Public Education committee created the content of various useful and informative topics which are easy to understand by the public. This year, in line with the rapid digitalisation of pharmacy services, the committee placed a heavy focus on how medicine delivery, and utilisation of mobile applications or smart devices can aid one in obtaining supply of medicines and perform remote monitoring of their health at the comfort of their homes. As such, the committee aims to raise awareness and improve utilisation of these pharmacy services so that patient's health and medicine management will not be compromised even in challenging times of COVID-19.

Aside from pharmacy services, the committee also tackled increasing problems of 'fake news' and dubious claims related to medicines/supplements and general health. This is especially prevalent as members of the public turn to the Internet and social media platforms for sources of information. The committee hoped to raise awareness on the dangers of online shopping of supplements and medicines and that members of the public could be more discerning of health information available. Useful information in the form of infographics and bite sized videos were also created and made available on the website for the public to view.

LET'S MAKE A MEDICATION LIST

Bring the most UPDATED MEDICATION LIST with you at every visit to the clinic or pharmacy and in case of hospitalisation. Show it to your doctor and pharmacist when seeking advice, even during the purchase of over-the-counter medication, Pharmacy-only medication or other supplements.

What is a Medication List?

A medication list is an accurate and updated list of medications or supplements that you currently taking.

Why is it Important?

Take ownership of your health by knowing what you are taking, what you are taking it for, and how to take it correctly!

You can better organise medications and track any changes regarding your chronic medical conditions.

Clearly documented medical conditions aid healthcare professionals in tailoring treatment.

Your doctor may adjust your dose or switch medication.

Remember to update your medication list if there are any changes to your medications!

All medications have a "brand name" and the universally recognized "generic name".

The "generic name" is usually the name of the active ingredient.

Record how many units per dose to be used and how often.

Record any special instructions (e.g. take on an empty stomach, separate from milk products by 2 hours).

This describes the amount(s) of active ingredient(s) in each unit.

Special letters such as "XR" (Extended Release), "LA" (Long Acting) or "EC" (Enteric Coated) describe the special formulation of the medication.

This is what the medication is used for.

It helps you to understand why the medication is necessary.

KEEP OUT OF REACH OF CHILDREN

CETIRIZINE 10MG TAB

TAKE 1 TABLET ONCE DAILY WHEN NECESSARY

Runny nose/itch

TAN KIM LONG
S2234567A A TO Z CLINIC 01/01/2020
123 Smith Street 4, Singapore 547890

ASK!
ASK FOR HELP
ASK FOR ADVICE

ASK!
ASK FOR HELP
ASK FOR ADVICE

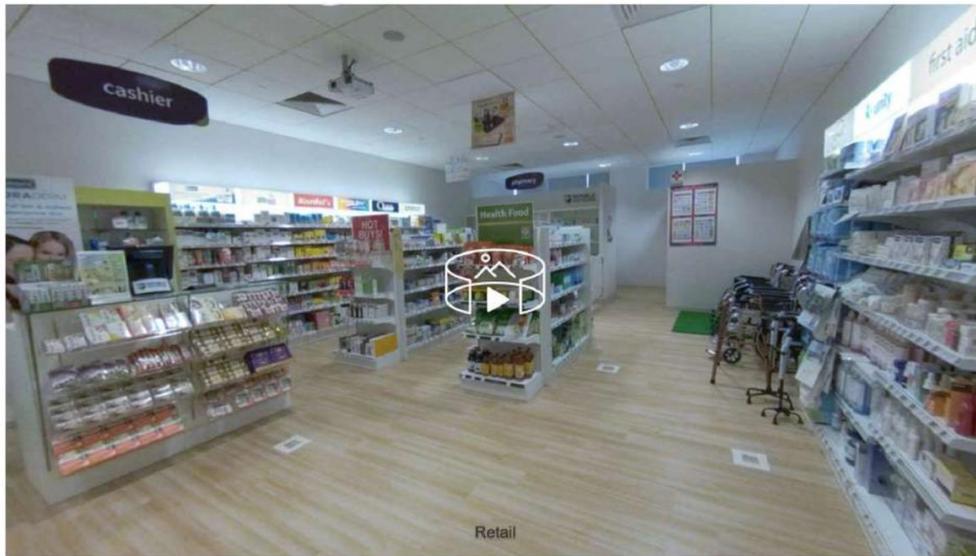
Infographic on Creating A Personal Medication List

The Publicity Committee designed the infographics such that they were reader friendly and aesthetically pleasing for the public to make reference to, when required. These infographics were also available on the website which could easily be downloaded and shared by the public through social media platforms or messaging systems. Infographics were translated by the subcommittee members and available in three languages.

Virtual Pharmacy Tours

To allow the public to better understand the services and type of medical products available in the pharmacy, virtual pharmacy tours were launched during the virtual carnival. The public could view the Republic Polytechnic-Unity Teaching Retail Pharmacy and the Tan Tock Seng Hospital Outpatient Pharmacy. Participants could scroll around, as if there are taking a walk around the pharmacy. Pop ups would appear with short fun facts to educate the public about pharmacies and medications. The public could also visualise and understand what went on behind the scenes and dispensing counters via the virtual tour of TTSH outpatient pharmacy to learn how automation and technology can improve the process of prescription handling and medicine supply.

VIRTUAL TOUR



Virtual Tour of Republic Polytechnic-Unity Teaching Retail Pharmacy

Quizzes

The public was given the opportunity to test their knowledge and win prizes by completing five quizzes, one for each theme. 500 participants walked away with a \$5 Grab voucher for completing the quizzes correctly,

Social Media

'JUST ASK! Your Pharmacists!' kick-started the publicity for Pharmacy Week 2020 from 21st September to 16th October 2020 on Instagram as well as Facebook. As part of this publicity event, pharmacists from various health institutes and community pharmacies answered questions relating to general health or medicines via Instastory and Facebook story. This 'Ask me anything' concept encourages the public to direct their queries on medicines or supplements to the pharmacist, which increases awareness of the role of pharmacists as medicine experts, especially in the community. This is also in line with our theme of Digitalisation in Pharmacy where members of the public could contact a pharmacist for help or assistance at their fingertips; they no longer need to head down to the pharmacy to seek assistance for medicine-related information. It was a successful event, with more than 40 questions asked and each post garnering up to 317 views.

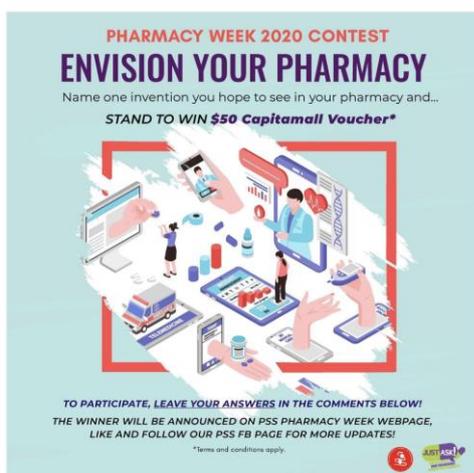


pss.knowyourmedicines @

pss.knowyourmedicines To kick off Pharmacy Week 2020, follow us on Instagram @pss.knowyourmedicines where you can ask pharmacists your very own questions! We aim to answer your questions as soon as we can! However, we seek your understanding if we are unable to answer questions due to overwhelming responses. #digitalizinghealthcare #pharmacyweek #pharmacyweek2020 #pharmacyweeksg #justaskyourpharmacist

Publicity post for 'JUST ASK! Your Pharmacist'

The publicity team also launched PSS Pharmacy Week 2020 Contest: Envision Your Pharmacy. This contest sought to encourage members of the public to imagine, if not, predict what a pharmacy of the future will look like or be like. This was aligned with the theme of digitalisation, where pharmacy and technology advancements go hand in hand to improve care and add value to patients and caregiver's experiences. Attractive prizes were awarded to top 3 of the most innovative submissions via Instagram and Facebook comments.



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pss.knowyourmedicines Pharmacy Week 2020 - Envision Your Pharmacy What's one thing you would like to see in your pharmacy of the future? Tell us in the comments below and stand to win a \$50 e-Capita Voucher and other attractive prizes! Contest ends 16 October 2020, Friday. Winners will be announced on 17 October 2020, Saturday, on www.psspharmacyweek.com. #digitalizinghealthcare #pharmacyweek #pharmacyweek2020 #pharmacyweeksg

Publicity post for 'Envision Your Pharmacy'

On top of publicity events, the committee also engaged partners (e.g. CDCs, NUSPS, HealthHub) and representatives of various health institutes to publicise the event through digital platforms and physical posters and flyers. Publicity Committee also collaborated with the newly established PSS Media and Communication Committee (MCC) to create Pharmacy Week 2020 media invite as well as MCC social media team to publicise the event.

This virtual carnival was able to reach more than 1200 participants, with a total of 2246 site visits over the two days of the carnival. The videos streamed on Facebook were 7539 watched times. The webpage together with its resources will continue to be made available on the website.

EXPLORE & PARTICIPATE IN
THE ACTIVITIES & QUIZZES!

**STAND A CHANCE
TO WIN A FIT BIT VERSA 2
& OTHER ATTRACTIVE PRIZES**

PSS PHARMACY WEEK 2020



Sharing is caring! Let your friends know about our website!

Homepage of PSS Pharmacy Week 2020 Virtual Carnival Website

We would like to thank all volunteers, partners, and sponsors for their support in making this annual health carnival a success for everyone.

Reported by: Ms Vivian Chin Hui Min
Ms Rachel Yeo Jae Yin