



Issue 180 April 2022

PSS E-BULLETIN

To maximise the contribution of Pharmacists to the healthcare of Singaporeans

Meet our new council



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116TH COUNCIL

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PSS HIGHLIGHTS

OUR NEW COUNCIL

We are pleased to announce that at the 116th Annual General Meeting of the Pharmaceutical Society of Singapore (PSS) held on 26th March 2022 (Saturday), the following office bearers were elected for the term 2022/2023.



PRESIDENT
DR SHIH LEE CHUEN,
VIVIANNE

Financial Advisory
Committee

**Specialist Pharmacist
(Oncology), National
Cancer Centre**



VICE PRESIDENT
MR DE SILVA JUSTIN

Ex-Officio, CPTC/TDC
representative, Advisor
to PT Community of
Practice, PSS Website
Design and
Maintenance, Financial
Advisory Committee

**Lecturer – Temasek
Polytechnic**



**IMMEDIATE PAST
PRESIDENT**
MS YONG PEI CHEAN

Ex-Officio, Pharmacy
Week 2022 Committee,
Advisor to PT
Community of Practice,
Financial Advisory
Committee

**Chief, Pharmacy
Department,
Woodlands Health**



**HONORARY
SECRETARY**
MR IVAN NG BOON
KHIANG

Ex-Officio,
Community Chapter

**Manager (Pharmacy
Practice), Unity
Pharmacy, FairPrice
Co-Operative Limited**



**ASST. HONORARY
SECRETARY**
MR WANG KAIYE

Ex-Officio,
Industry Chapter,
Media and
Communications
Committee

**Regulatory Affairs
Manager, Baxter
Healthcare (Asia)**



**HONORARY
TREASURER**
MS GRACE CHEW
WEI ZHI

Ex-Officio,
Financial Advisory
Committee

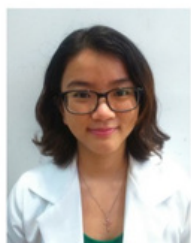
**Manager, Pharmacy
Practice of Guardian
Health & Beauty**



**ASST. HONORARY
TREASURER**
DR YAP KAI ZHEN

Ex-Officio,
Public Education
Chapter,
NMI Workgroup,
Financial Advisory
Committee

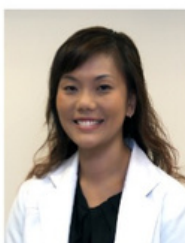
**Lecturer, Programme
Director of Graduate
Certificates in Advance
Pharmacy Practice
(APP) and Community-
based Geriatric
Pharmaceutical Care
(CGPC), Faculty In-
charge of Community
Health Angels
Mentoring Programme
(CHAMP), Department
of Pharmacy, National
University of Singapore**



MEMBER
MS KNG LI LIN,
GRACE

Ex-Officio, Community
Chapter

**Senior Pharmacist,
Watson's Personal
Care Stores Pte Ltd**



MEMBER
MS LIM HONG YEE

Ex-Officio,
Hospital Chapter,
IDSIG Workgroup,
Financial Advisory
Committee

**Director, Division of
Pharmacy, Tan Tock
Seng Hospital,
Director, Centre for
Allied Health and
Pharmacy Excellence
(CAPE),
Co-Chair, Group
Pharmacy Council,
National Healthcare
Group (NHG)**



MEMBER
MS LIM KAE SHIN

Ex-Officio,
Hospital Chapter,
IDSIG Workgroup,
NMI Workgroup

**Principal Pharmacist
(Drug Information
Services), KK Women's
and Children Hospital**



MEMBER
MR ONG KHENG
YONG

Ex-Officio,
Young Pharmacists
Chapter

**Service In-Charge
(Asthma & Allergy),
Principal Pharmacist,
Specialist Outpatient
Clinics Pharmacy,
Singapore General
Hospital**



MEMBER
DR LEE WEE BOON

Ex-Officio,
Professional Education
Chapter, Media and
Communications
Committee

**Senior Pharmacist,
Changi General
Hospital**

We would also like to introduce the following council mentors (non-office bearers).



**COUNCIL MENTOR /
PAST PRESIDENT**
MS MK FATIMAH

Member,
Past Executive Council



COUNCIL MENTOR
MR LIM MUN MOON

Member,
Past Executive Council

COUGH & COLD MEDICINES IN YOUNG CHILDREN



Singapore's annual flu season is round the corner and parents may be concerned about how to treat the symptoms of upper respiratory infections in their little bundles of joy.

As such, PSS Know Your Medicines team has created an easy guide for members of the public to better understand the cough and cold medicines available in the market for young children

Click on the link below to read the full guide:

<https://www.pss.org.sg/know-your-medicines/safe-use-medicines/use-cough-cold-medicines-young-children#.Ylw2dchByUm>

PSS AWARDS NOMINATIONS 2022

We are pleased to announce that the following annual PSS awards are open for nomination:

1. Professor Lucy Wan Outstanding Pharmacist of the Year Award
2. PSS-Pfizer Innovation & Scientific Research Award
3. PSS-DCH Auriga Singapore Community Pharmacist of the Year Award
4. PSS-Johnson & Johnson Hospital Pharmacist of the Year Award
5. PSS-ICM Pharma Industry Pharmacist of the Year Award
6. PSS Student Overseas Enrichment Award

Nominations close on **31st May 2022**.

The winners for these awards will be announced at the opening ceremony of the 31st Singapore Pharmacy Congress on 23rd July 2022.

Click here for the [eligibility criteria, nomination procedure and forms](#).



SHINING STAR: MS TAN YIN YIN

by PSS Community Chapter

Shining Star is a PSS initiative that features individuals who embody the exceptional qualities of a community pharmacist.

In this issue we shine the spotlight on Ms. Tan Yin Yin from Guardian Pharmacy.



My journey as a community pharmacist began exactly three decades ago. I started as a pre-registration pharmacist in Guardian and have developed and grown through many phases of change. Over the years, I have had the opportunity to take on different roles such as Area Manager as well some exposure as a Franchise Manager.

Currently, I am the resident pharmacist in our outlet at Gleneagles Medical Centre ensuring the smooth day-to-day running of the pharmacy. Some of my duties include driving sales and profitability, managing inventory, maintaining pharmacy standards and serving all the patients, and other healthcare professionals.

I am part of the preceptorship team, and through the years, I have the privilege to mentor many PECT interns and pre-registration pharmacists from both local and foreign universities.

What is the most memorable moment in your pharmacy career?

Late last year, there was a lady who accompanied her helper to get advice on some medicines for the helper's 18-month old baby who was unwell back in Indonesia. Upon further probing and google translating the baby's condition, I strongly felt that it was a very serious condition and stressed that the baby must be rushed to the hospital for immediate treatment. She should not waste any more time trying to self-medicate.

A few weeks later, the lady and her helper returned to express their gratitude. The baby had typhoid fever and had been hospitalized for more than a week. The baby had since been discharged and was doing well. We were all relieved and even teared up. It was indeed a surreal and tender moment. Sometimes, when I think back, I am still in awe over the impact of my simple advice and that I was able to save the life of a baby.



What helps/motivates you to stay in your practice?

How do you harmonize work and family?

Invariably, I am motivated by people who thank me, people who express their appreciation and gratitude when I have helped them address their healthcare issues and needs. Their acknowledgement and recognition keep me going on for as long as I have and spur me on to do even better.

On the flipside, more often than not, we are terrified of criticisms and negative feedback. Pause. Slow down and think about it..... Genuine patients who take time to complain are trying to tell us what went wrong for them with our products, process or communication. I would reflect on these bad experiences and try to learn valuable lessons from them. From there, I derive the motivation to make changes and improvements. Many a times, such unfavourable situations have turned into positive outcomes.

Good time management skills, strong family support, great teamwork, as well as caring and understanding bosses are key factors to achieving work-life synergy. I'm glad and thankful to be blessed with all the above ideals that fundamentally lead to work-life harmony for me.



What is one misconception about community pharmacists that you hope to correct?

Most common misconception about community pharmacist is that we are just a dispenser of medicines behind the counter. Without our white coats on, we could even be mistaken as a cashier behind the counter.

Speaking about white coats, I suppose it does lend a certain gravitas to our role because at the other end of the spectrum, some people expect us to be able to dispense or top up their prescription only medicines like doctors. They get upset when we tell them that we are unable to do so without a valid doctor's prescription.



Community pharmacy is a dynamic, exciting and challenging profession. If you are passionate about meeting, relating to and helping people from all walks of life, then this career is for you.

Over the years, my customers and patients become my friends. Hence, I go to work everyday looking forward to making new friends and meeting up with old friends.

*"People will forget what you said,
People will forget what you did,
But people will never forget how you made them feel"*

At the end of the day, I will be elated and contented if I had made someone's day a little better, someone's heart a little warmer and someone's smile a little brighter.

- Yin Yin-



MS CHRISTINA LIM SEOW LING: IN PURSUIT OF PASSION AND PURPOSE

by PSS Industry Chapter

Entrepreneur, Pioneer, Mentor. As the Founder of Ocean Health and TDF (Therapeutic Dermatologic Formula), Ms Christina Lim's reputation as a pioneer of supplements precedes her. Her impact to the local healthcare landscape has been significant -providing patients with easily-accessible, affordable and quality supplements to improve their chronic health conditions; as well as introducing chemical peels to Singapore to benefit patients suffering from acne and acne scars, pigmentation and aging skin. A strong believer in contributing back to society, she currently serves as mentor to both companies and individuals, and is a strong supporter of PSS and NUS Department of Pharmacy. Christina was the PSS Industry Pharmacist of the Year 2008.



Christina with mom, the late Wee Swan Neo, who was her primary inspiration for setting up Ocean Health

THE BEGINNINGS

Christina graduated in 1982. She joined Guardian Pharmacy as a pupil pharmacist after being extremely inspired by Mrs Pauline Ong, the then General Manager of Guardian. During a career talk, Christina was inspired about what difference pharmacists can potentially make at retail pharmacy in primary health support. This being her first job out of university, she worked very hard, gave her 100% to tasks that were assigned to her. Due to this drive and strong work ethos, she landed on a project to help set up the first central warehouse for Guardian Pharmacy. This project aroused an interest in marketing as she had to create weekly promotional activities for her suppliers' sales and marketing managers.

IN PURSUIT OF PASSION AND GROWTH

This interest in marketing motivated her to move on to a new position as a marketing executive in Diethelm, now known as DKSH. This proved to be an opportunity for substantial growth and development as she had to supervise 15 sales representatives and oversee 13 pharmaceutical principals, many of whom were older than her father. She gained many valuable experiences, of which brought her endless opportunities of growth, getting headhunted and ultimately becoming a young general manager of a pharmaceutical distributor.

MAKING A DIFFERENCE - DO WHAT YOU LOVE, LOVE WHAT YOU DO

"While having lunch at Marine Parade Hawker Centre, I saw this old uncle cleaning the table and hobbling from one table to another. It dawned on me that if I could make glucosamine sulphate affordable, elderly like him can be more mobile for a longer time, have a higher quality of life while continuing to earn a living."

raison d'être on setting up Ocean Health



Ocean Health Team in the early days

Back then, treatment of osteoarthritis was limited. The mainstay was NSAIDS which only provide symptomatic relief and do not alter disease progression. Having observed the efficacy of glucosamine in improving her mother's osteoarthritis, Christina became a strong advocate in the use of supplement to improve chronic illness. However, the role of supplements such as glucosamine in the role of disease was not widely established; with also much ambiguity in its regulations. The use of glucosamine was also in its infancy, and the cost then would price out much of the population. Believing that glucosamine would be of tremendous value to a large group of osteoarthritic patients, Ocean Health was setup in 1994 to be an avenue of readily-affordable high quality GMP-grade glucosamine.

"My main purpose [in setting up Ocean Health] was to help patients. We didn't really make a lot of money [from glucosamine] because I was obsessed in providing the highest quality[of glucosamine to ensure efficacy]."

raison d'être on setting up Ocean Health

RESILIENCE - WHEN THE NIGHT IS THE DARKEST

Convinced in the role of supplements in alleviating other conditions, Ocean Health expanded its portfolio to offer a wide portfolio including multivitamins, ginkgo biloba and omega-3. Ocean Health moved from strength to strength until SARS happened in 2003.

"My heart goes out to all businesses suffering due to circumstances brought about by COVID-19. I went through SARS in 2003. People stayed away from hospitals, clinics and pharmacies. It was very difficult for the business because the expenses continued to come in but sales were frozen."

On unexpected challenges

2003 was the toughest year for Ocean Health as it went through 2 crisis. SARS brought about the first, causing the retail sales to be put on hold for many months. The second was due to multiple product recalls by a contract manufacturer, resulting in significant losses due to returned goods by both retailers and consumers. The business went into cash flow problem, almost going into bankruptcy. She had to sell off many of her possessions and mortgage the house she purchased for her mother.

However, she did not give up. Passion drove her to clear obstacles in her path as she sacrificed whatever was necessary to revive the company. Along with the love and support received from her family, customers and employees, Ocean Health pushed through to what it is today. Ocean Health was subsequently acquired by Hyphens Pharma in 2020. Today, Christina keeps herself busy by mentoring startups and individuals, and organizing cooking classes with proceeds going to charity.

"Success doesn't last forever. Build and nurture your success but stay humble. When you're arrogant, people will stop helping you. To succeed, you need team work. Humility carries you a long way in team work. Every single part of an engine is essential to get the engine moving. Don't forget to acknowledge team members for their contribution. During my 2003 encounter, my employees supported, believed and assured me. They even waited till I could pay them their bonus late. Every little support counts."

On Love, Humility and Leadership



2014 Influential Brands Awards, one of multiple earned awards



with Minister Vivian Balakrishnan at the 2010 Standard Chartered Marathon. Ocean Health was one of its sponsor.



with other speakers at a medical aesthetic conference in Malaysia

CHRISTINA'S GOLDEN PEARLS

1

Passion

Seek your passion in your work. You can develop the passion in your job, if you can't, find a new job. Don't work because of money. You need the energy to sustain you for the long haul. Passion gives you that energy to complete your marathon.

2

Love, Humility and Gratitude

Everything you do, do with love. When you succeed, be humble. Pride comes before a fall. When you feel that you know and/or have everything, that's when you need to be at your humblest.

3

Integrity

Never sacrifice your integrity for short term success. Honour your words even if it hurts you as your integrity will pay off some day. When people trust you, they will be willing to help and support you - and all these small actions of support goes a long way.

4

Choose to be Happy

Happiness is a choice we have to constantly and consciously make everyday. Do not make money or achievements a measurement of your success. For Christina, she chose to measure her success by the number of lives she touched positively.

PROFESSIONAL UPDATES

CE WEBINAR: KICK THE BUTT! SERIES

For Healthcare Professionals only

KICK THE BUTT! SERIES

Every patient, at every encounter, is an opportunity for smoking cessation.

This World No Tobacco Day, join us as we discuss how you can set up a simple smoking cessation session in your practice and practical motivational interviewing skills!



REGISTER NOW!

Pending CME/CPE points (1 point per session)

Please scan the QR code or visit this link:

<https://tinyurl.com/44j3c6n3>

Session 1: 24th May 2022 (Tues) 1pm - 2pm

Session 2: 31st May 2022 (Tues) 1pm - 2pm



Latest Trends in Tobacco Usage & Tips for Running a Smoking Cessation Service

Mr Chia Ming Tjong

Pharmacist-Specialist, Outpatient Clinics,
Singapore General Hospital



Applying Motivational Interviewing (MI) Skills in Smoking Cessation Conversations: The Singaporean Way

Ms Susan Tan

Certified Quit Smoking Consultant & Trainer



Nicotine Replacement Therapy in Smoking Cessation

Dr Nishant Garodia

Asia Pacific Medical Affairs Manager, Consumer Health,
Johnson & Johnson

Brought to you by:



HSA AWARDED THE HIGHEST RECOGNITION BY WHO

HSA has recently been recognised internationally as one of the most trusted and advanced regulators for medicines. Assigned the status of **Maturity Level (ML) 4** by the World Health Organisation after a rigorous and comprehensive assessment, this award validates the high standards, quality and rigour of HSA's regulatory work in ensuring that medicines approved for use in Singapore are safe, of good quality and efficacious for our population.

PSS would like to congratulate HSA for this stellar achievement and for being the first country in the world to be granted this prestigious title. Click on the link below to read more:

<https://www.hsa.gov.sg/announcements/press-release/who-ml4>



CAREER OPPORTUNITIES

Unity Pharmacy



Pharmacist

We are looking for a community pharmacist to help bring great value and positive social impact to the community.

Click [here](#) for more information.

Yishun Health- National
Healthcare Group



Pharmacist

We are looking for passionate pharmacists to fill positions in two of our institutions:

Khoo Teck Puat Hospital --a wide range of opportunities, from nursing home reviews to anticoagulation clinics await.

Yishun Community Hospital -- educate and empower our patients to integrate back into their community

Click [here](#) for more information.

Woodlands Health



*Better Health.
With You.*

Pharmacist/ Senior Pharmacists

Woodlands Health is seeking Pharmacists to join us on a full-time basis. Duties include reviewing of patients' medication for appropriateness, counselling and providing of drug information.

Click [here](#) for more information.

Tan Tock Seng Hospital



Senior / Pharmacist (Oncology/Haemato-Oncology)

We are looking for an enthusiastic and self-motivated pharmacist to join our dynamic team in providing a comprehensive service to our oncology/haemato-oncology patients.

Click [here](#) for more information.

An initiative under the PSS Media & Communications Committee - Editorial Team

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