



Role of Communication in Pharmacovigilance

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Abstract

Communication plays an immense role and its role is irreplaceable and inseparable part for success of any individual/organization. Similar principle applies in Pharmacovigilance as well, in which effective communications plays a crucial role for the regulation of better healthcare management system. In pharmacovigilance, effective communication refers to a type of information which is communicated along with evidence that one's received and evaluated can initiated appropriate response/alert. Communication enables systemic and reliable flow of information travels from patient to healthcare professional, then to pharmaceutical companies and ultimately to Health authorities. Furthermore, the reporting of adverse drug reactions which can help in establishing the benefit-risk profile of a drug has also made feasible with effective communication. Communication can help in improving patient care, may help in disease management and can promote transparency and accountability of pharma companies towards the patient. As stated by Uppsala Monitoring Committee, for better healthcare facilities globally, the role of communication can help in raising awareness regarding the importance of pharmacovigilance which in turn can aid in better reporting of adverse drug reactions. Thus, for the safer use of medicines, the contribution of every individual awareness and vigilance through strong and effective communication is utmost important. This can be achieved by proper training sessions, lectures and social-science-based research which can aid in providing a better and effective platform for ADR reporting and better flow of information from consumers/patients to health authorities.

Keywords: Pharmacovigilance; Pharmaceuticals; Communication; Adverse drug reaction; Health authority



Biography

Tapan Behl qualified Pharmacy Professional (Pharmacology) with an experience of 9 years in the field of Research, possess strong and excellent academic background, awarded with Gold Medal and knowledge of domain. He has completed PhD (doctorate) in Medical Pharmacology from Vallabhbhai Patel Institute, University of Delhi. He is a recipient of Young Scientist Award, Young Researcher Award, Rashtriya Gaura Award, Best Researcher Award, Excellence Award in Biomedical Research, Scientist of the year 2017.

Publications

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International Conference on Clinical Research and Case Reports
Paris, France | June 15-16, 2020

Citation: Tapan Behl, *Role of Communication in Pharmacovigilance*, Clinical Research 2020, International Conference on Clinical Research and Case Reports, Paris, France | June 15-16, 2020, 03:04