

A Brief Report on Alumni Interaction Series – Lecture 7

(Bridging the gap - Connecting to the World)

Name of the presenter:

Mr. Sivarajan Velmurugan
Director - Marketing
Servier India Pvt Ltd
Mumbai

Date: 09.04.2022

Title of the presentation:

Patient Centricity in Pharma!

Program Organized by:

Dept. of Pharmacy Practice
JSS College of Pharmacy, Ooty

&

Pharmacy Education Unit
JSS College of Pharmacy, Ooty



As a part of the Alumni interactions 2021, seventh in the series was held on 09.04.2022 by one of the proud Alumnus of Department of Pharmacy Practice, Mr. Sivarajan Velmurugan, Director Marketing, Servier India Pvt Ltd, Mumbai

Mr Velmurugan S, had completed his Master of Pharmacy (Pharmacy Practice) from Dept. of Pharmacy Practice, JSS College of Pharmacy, Ooty in the academic year 2000-2002 and had experience as marketing executive in India. He also worked as clinical trial coordinator in various companies and chooses his career as Marketing and now the Director (Marketing) at Servier Indian Pvt Ltd, Mumbai.

Mr Velmurugan started his presentation with the classic introduction of patient centricity as “Being patient-centric for the pharma industry means ensuring that patients are front and centre in all that we do — that today means boldly ushering in a new age of automation and digitisation to ensure controls like we never had before on our products, processes, and quality systems”.

What is the best definition of patient centricity?

Patient centricity should be defined as 'Putting the patient first in an open and sustained engagement of the patient to respectfully and compassionately achieve the best experience and outcome for that person and their family'.

A patient-centric approach is a way healthcare systems can establish a partnership among practitioners, patients, and their families to align decisions with patients' wants, needs, and preferences.

How do you achieve patient centricity? OR How to improve patient centricity

- Make information accessible. ...
- Involve patient associations. ...
- Ensure patients feel valued. ...
- Reduce inconvenience wherever possible. ...
- Empower patients through technology.

Picker Institute has delineated 8 dimensions of patient-centered care, including:

- 1) respect for the patient's values, preferences, and expressed needs;
- 2) information and education;
- 3) access to care;
- 4) emotional support to relieve fear and anxiety;
- 5) involvement of family and friends;
- 6) continuity and secure transition between health care settings;

- 7) physical comfort; and
- 8) coordination of care.

Although these dimensions were originally applied to hospital-based care, they could apply equally to care in the ambulatory setting.

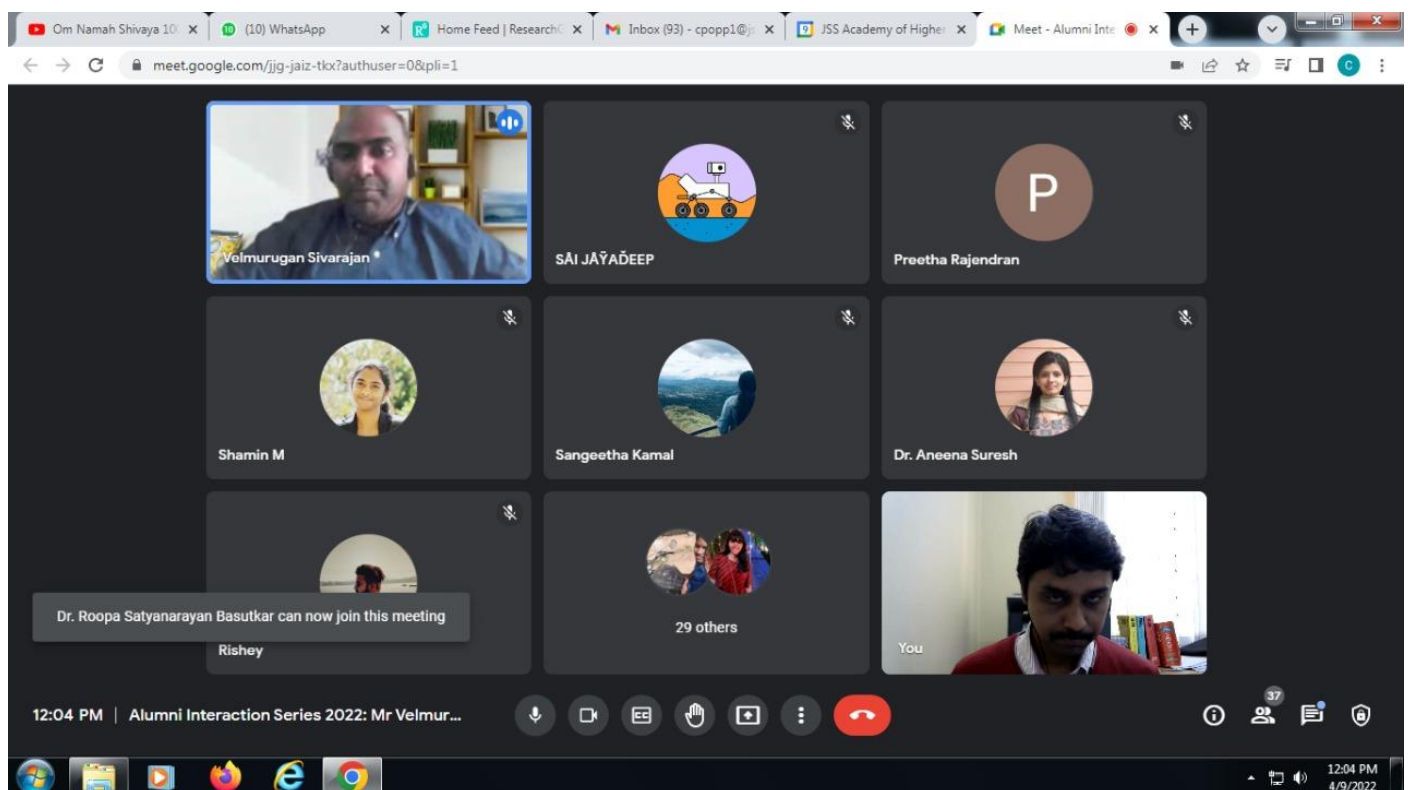
Person Centered Care:

- The ever-increasing demand on healthcare often causes caregivers to lose sight of the person behind the condition they're treating. This is why person-centred care is so important. It helps carers refocus on a crucial aspect of care: fulfilling a patient's needs beyond their disability or ailment.
- The health and social care sector is increasingly adopting a person-centred care approach, and rightly so. Not only does it help patients receive better quality care, but it also improves healthcare settings as a whole.
- As a carer, you should learn about the benefits of providing person-centred care and how to apply it in practice. It'll help you fulfil your role to the best of your abilities and maximise your patients' quality of life.

What is Person-Centred Care?

- Person-centred care is one of the 13 fundamental standards of care that the Care Quality Commission (the independent regulator of health and social care in England) requires healthcare providers to meet.
- Delivering person-centred care involves caring for patients beyond their condition and tailoring the service to suit their individual wants and needs. It's about respecting that they have their own views on what's best for them, and have their own values and priorities in life.
- To do this, need to get to know patients as a person and actively involve them in care-related decisions. No one appreciates having decisions made for them without their input. It makes them feel like an object or task, rather than a human being with thoughts and feelings.

As its name suggests, person-centred care puts the person at the heart of their care. You adapt your service to their expectations and preferences, not the other way around. Doing so enables patients to retain their dignity and autonomy during an already challenging time. Rather than leaving them feeling hindered by their ailment or disability, or debilitated during their time as an inpatient, you help them live a fulfilling life.



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Velmurugan Sivaraajan is presenting

Patient centricity doesn't mean just communicating with Patient Associations

Listen	Listen to me
Do not reduce	Do not reduce me to my pathology
Respect	Respect me
Involve	Involve me and
Be	Be loyal to me

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Velmurugan Sivaraajan is presenting

Patient centricity to improve Adherence – Single pill combinations

- Single pill combinations increase medication adherence by over 25%

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12:37 PM 4/9/2022

After the presentation, question and answer session was organized. Further, he added his experience of establishing his team in marketing at Servier Indian Ltd, he shared. A total of 89 participants were present in the session.

Dr. S. Ponnusankar thanked the speaker for spending his valuable time with our staff and students.

S Ponnusankar