

DRUG & THERAPEUTICS NEWS LETTER

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Introduction

Definition:

- A News letter is method for communicating pharmacy and therapeutic committee actions and other drug-related topics to the medical, Pharmacy, nursing and other health care provider staffs.
- Newsletters have also been seen from community pharmacies (addressed to patients and / or physicians)nursing homes ,drug companies ,Pharmacy organizations and government or regulatory bodies .
- Wherever the newsletters are found ,their reason for existence is to communicate information to a target group , advertisement, and / or compliance with legal / accreditation standards.

- **Target Audience:** The Physicians, Pharmacists, nurses, other health care professionals, the lay public, other groups, or some combination of these.

Goals of the Newsletter:

- Informing and educating the reader .
- To report news (including changes in policies and Procedures , laws, and so forth).
- To provide the news on latest advances / events taken place in Pharmacy and Therapeutic committee and community pharmacy.

Constraints/Limitations:

- ❖ Time
- ❖ People
- ❖ Finance
- ❖ Equipment

Newsletter Design

- First rule is to Keep the publication consistent.
- Second rule is to use appropriate software and equipment.
- Third rule is to make the newsletter look “good”.
- Next on the list for newsletters is to design a masthead.
- In designing the newsletter effort should also be placed in deciding on a name.
- It is necessary to make a very specific decision on how the newsletter is to be printed.

Newsletter Page Content

- It should have a number of short articles , rather than one long article.
- Newsletters should not exceed two pages and one hospital cut their newsletter to one page (for P & T News) and replaced the remaining articles with a page to fit into a Drug Therapy Pocket Guide.
- Use Catchy titles to draw the reader into reading the article right then.
- Use proper writing techniques.
- Be clear ,concise and complete-do not waste the reader's valuable time.

- Be Unbiased-support the article with facts.
- Be positive-talk about 90% compliance, rather than 10% noncompliance.
- Be sure that the newsletter is properly edited.
- Materials from the Pharmacy & Therapeutics committee should be written as a short review of the drug.
- Survey the readers on a regular basis to make sure that their needs are being met.

Newsletter Distribution

- A good distribution system must be developed to properly distribute the newsletter.
- It can be as simple as sticking the newsletters in individual mailboxes , setting out piles of newsletters or using interorganizational mail systems.
- Newer innovative distribution methods are by electronic mail or other computerized methods.
- Community pharmacies may also distribute their newsletters by providing copies to a physician waiting rooms or noncompeting businesses or even including them with monthly statements.
- Make sure that the newsletters are distributed on a regular cycle basis throughout the year.

THANK YOU