

HOSPITAL PHARMACY COMMUNICATION - NEWSLETTER

RESEARCH DOCTOR PHARMA

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Introduction

☐ **Newsletter is a bulletin issued periodically to the member of society, business or organization (HOSPITALS)**

☐ Pharmacy newsletter is an important communication tool for the majority of pharmacy operations across the country.

AIM

1. For the transmission of information to physicians, nurses and other hospital staff etc.
2. To communicate the decisions made by the PTC.

For the transmission of information

- ☐ Latest information in medical sciences
 - ☐ Newly introduced drugs
 - ☐ Newly introduce indicate
 - ☐ New drug delivery systems
 - ☐ Update on drug interactions & ADR's
 - ☐ Drug therapy guideline development
 - ☐ Medication safety information / precautions

To communicate the decisions made by the PTC

- ☐ Use policy
- ☐ Revising drug formulary
- ☐ ADR monitoring programmes
- ☐ Drug product defect reporting programmes
- ☐ Drug utilisation review

LAYOUT FOR NEWS LETTER

1. Selection of the title
2. Contents of the news letter
3. Format and printing
4. Distribution

1. Selection of the title

- ☐ The title should be specific (clear) & unique
- ☐ Eg: Title like pharmacy review, Pharmacy news bulletin and pharma times

2. Contents of the Newsletter

- ☐ Editorial column
- ☐ New drug selection
- ☐ Abstract
- ☐ Medical staff
- ☐ New discoveries & Delivery systems

3. Format and printing

- ☐ Structure of bulletin varies with organisation of pharmacist.
- ☐ The publication is printed in ROYAL BOND paper measuring size of 8.5-11 inches

4. Distribution Distribution through

- ☐ Medical staff
- ☐ Library
- ☐ Administrative block
- ☐ Nursing services
- ☐ Laboratories etc

MAKING YOUR NEWS LETTER LOOK ATTRACTIVE

- ☐ The layout of newsletter should be simple and make it easy to navigate
 - ☐ Create a title that brands your newsletter& use it for every issue
- ☐ Any pictures used should have a professional quality to them & fit with your company's overall image

□ Try to keep paragraphs b/w 50-125 words & articles fewer than 800 words

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