

PHM 4493: Applied social and Behavioral pharmacy.

Course Description.

This course teaches the student how societal and individual behaviors intersect with health and illness behaviors. They will explore different systems and personal experiences when engaging in a variety of treatment options and consider how the pharmacy practice has evolved and the factors affecting the delivery of specific pharmacy services. It explains contributing factors to the structure and function of medication-use processes and approaches to Resolving Health Problems. This course also looks at treatment Planning and Participation and evaluating Patient Medication Use and Behavior. It is target Care of Specific Patients System-Level Topics Involving Pharmacy Practice

Link to University Mission and Program Learning Outcomes:

- **High order thinking:** The ability to collect, analyze and evaluate information and formulate conclusions. Students develop and demonstrate the ability to think critically, analytically and creatively.
- **Literacy:** Competence in oral, written, quantitative, and technological skills. Students develop and demonstrate competency in oral and written communication as well as demonstrate scientific, quantitative and technological literacy.
- **Global understanding and multicultural perspective:** Awareness, knowledge and appreciation of both the diversity and commodity of cultures. Students acquire these perspectives through formal study of languages, history, literature and the arts and through working, studying and living cooperatively in a radically, ethnically, and culturally diverse environment. Further, students acquire an understanding of economic, historical, political, geographic and environmental relationships on a global basis.
- **Preparedness for career:** Mastery of a field of knowledge and its multi-cultural and multinational application. Such mastery is accomplished through both formal study and various experienced forms of learning such as internships and field experiences.
- **Community service and development:** A sense of being part of a community and a desire to be of service to it. Students are given opportunities to participate in community service, citizenship, or social action projects or activities.
- **Leadership and ethics:** As part of their growth and development, students formulate and articulate the ethical standards which will guide their professional and personal lives.

Program learning outcomes

By the end of their training the graduates should be able to:

1. Plan, organize and control the manufacturing, compounding, packaging and quality of pharmaceutical products.
2. Plan, organize and manage the procurement, storage and distribution of pharmaceutical materials and products.
3. Interpret and uphold the laws, regulations and ethics that govern the practice of pharmacy.
4. Provide pharmacist-initiated care to patients and ensure the rational use of medicines.
5. Provide information, advice and education on disease, health, community health and medicines-related issues.

Participate in pharmaceutical and medical research and evaluate critically new therapies and current advances in formulation and modes of drug action to ensure the optimal selection and use of medicines

Course Learning Outcomes:

Upon completion of this course, students should be able to explain:

- Behavioral Medicine
- Medication Use Services and Care
- Professional Socialization of Pharmacists
- Organizational Change
- Treatment Planning and Participation
- Prescribing Behavior
- Engaging Patients in Healthcare and Decision-Making: Understanding and Facilitating the Process
- Interpersonal Communication for Patient Care
- Pharmaceutical Care: Incorporating the Needs and Perspectives of Family Caregivers
- Evaluating Patient Medication Use, Behavior, and Need for Change
- Psychosocial Aspects of Medication Adherence
- Facilitating Behavioral Change
- Patient-Centered Outcomes Assessment in Health Care
- Targeting Care of Specific Patients
- Level Topics Involving Pharmacy Practice
- A Psychosocial Approach to Medication Errors
- Ethical Issues and the Provision of Pharmaceutical Care
- Networks of Care: Social Networks in Health and Care Delivery

COURSE OUTLINE

Week 1.

Pharmaceutical Care: Incorporating the Needs and Perspectives of Caregivers

- Who Are Caregivers
- Role of Caregivers in the Management of Medications
- Caregivers of Older Care Recipients

- Problems Experienced by Caregivers in Medication-Related Roles
- Caregivers of Children and Young People
- Implications for Pharmaceutical care

Week 2 and 3

Section D Evaluating Patient Medication Use Behavior and Need for Change

Psychosocial Aspects of Medication Adherence

- Description of Medication Adherence
- Nature and Extent of Medication Nonadherence
- Predictors of Medication Nonadherence
- Consequences of Medication Nonadherence
- Measurement of Medication Adherence
- Direct Methods: Biological Fluid Indication
- Selection of a Method for Measuring Adherence
- Interventions to Improve Medication Adherence

Week 4 and 5

Facilitating Behavioral Change

- Theories of behavior change
 - Educational Interventions for Medication – Taking Behavior Change
 - Behavior Stimulus Interventions for Medication – Taking Behavior Change
 - Social or Support Networks and Medication – Taking Behavior Change
 - Organizational or Healthcare System Approaches to Medication – Taking Behavior Change
 - Communication or Counseling Strategies for Medication – Taking Behavior Change
 - Considerations of Patient Challenges Regarding Medication Adherence
 - Areas of Future Exploration

Week 6 and 7

Patient – Reported Outcomes of Drug Therapy

- Patient – Reported Outcomes
- Health – Related Quality of Life (WHO)
- Types of Health Related Quality of Life Measures
- Measurement and Administration Issues
- Patient – Reported Outcomes and Pharmaceutical Care

Week 8

PART III Targeting Care of Specific Patients

Children, Adolescents, and Medicines

- How Children Learn. Social learning theory
- Medicine – Related Beliefs and Behaviors

Week 9

Social, Behavioral, and Economic Aspects of Medication Use in Older Adults

- Medication use
- Biological Issues
- Social Issues
- Economic Issues
- Medication Management Issues
- Adverse Drug Events
- Pharmaceutical Care

Week 10

Death and Dying

Theories of aging and dying

Historical Development of the Field

What is Death? Euthanasia?

Bioethics and New Technologies

Week 11

Care for Individuals with Mental Illness

- History of Mental Health Care in America
- Contemporary Issues in Mental Health Care
- Pharmacy Roles in Mental Health Care
- Stigma and discrimination concepts in mental issues.
- Medication Use among Culturally Diverse Patients
- Overview of Cultural Competency
- Disparities in U.S Health Care
- Reasons for Health Disparities
- Diversity in the Pharmacy Workforce

Week 12

PART IV Public Policy Perspectives on Medical Practices

A Psychosocial Approach to Medication Errors

Individual Perspectives

Interpersonal Perspectives
System or Organizational Perspectives
Detecting and Reporting Medication Errors
Public Policy Implications

Week 13

Ethical Issues Influencing Public Policy Initiatives

Ethics: A primer
Ethical Theories
A six –step Process for Ethical Decision Making
Why Good People Disagree
Public Policy Issues

Week 14. Final exam

TEACHING

Core Reading Materials for the Course;

1. [Rickles NM](#), Wertheimer AI & [Smith MC](#). (2016). Social and Behavioral Aspects of Pharmacy Practice 3rd Edition. New York: Pharmaceutical Products Press.

Recommended Reference Materials;

1. Anonymous. (2013). Medicines, Ethics and Practice: The professional guide for pharmacists. 37th Edition. Royal Pharmaceutical Society, GB
2. [Loyd, Jr., V. A.](#), [Adejare](#), A., [Desselle](#), S. P., [Felton](#), L. A. (Eds). (2012). Remington: The Science and Practice of Pharmacy (2 Volumes). 22nd Edition. Pharmaceutical Press, LONDON
3. Stoudemire, A. (1998). Human Behavior: An Introduction for Medical Students. 3rd ed., Philadelphia: Lippincott Williams and Wilkins.
4. Veatch RM & Haddad A. (2008). Case Studies in Pharmacy Ethics, 2nd Edition. New York, NY: Oxford University Press

COURSE EVALUATION



Attendance & Participation	10%
Continuous Assessment Tests /Quizzes	20%
Individual and group assignments	15%
Mid-Quarter Exam	25%
Final Exam	30%
Total	100%

8. GRADING SYSTEM

A	90-100
A-	87-89
B+	84-86
B	80-83
B-	77-79
C+	74-76
C	70-73
C-	67-69
D+	64-66
D	62-63
D-	60-61
F	0-59