

## PURPOSE OF THE COURSE

Promote the development of pharmaceutical services based on primary health care, by building capacities of pharmaceutical services leaders and managers.

## SPECIFIC OBJECTIVES

- Describe the role of pharmaceutical services in primary health care and in the health delivery system
- Relate the influence of social determinants on the health of individuals and communities
- Analyse and apply the acquired knowledge to improving pharmaceutical services in each country
- Identify the components and management structure of the existing pharmaceutical services
- Formulate a plan for shifting pharmaceutical services from medicines-oriented to client/people oriented focus (renewed PHC)
- Recognise the competencies required for implementing client oriented/renewed PHC
- Propose strategies for implementation of these competencies
- Design an interventional proposal for introducing renewed PHC

## TARGET AUDIENCE

- Professionals involved in management, administration and technical activities in public sector pharmaceutical services
- Academics in public health and pharmacy education
- Primary Health Care professionals in Ministry of Health
- Professionals involved in pharmacy service delivery
- Professionals involved in pharmaceutical delivery research

## REQUIREMENTS

- Having the support and conditions provided by the candidate's institution;
- Explicit commitment from the candidate with his/her institution, their country, and with PAHO/WHO to meet the requirements and complete the course.

- Be working in an area related to the subject and course objectives.
- To have access to computer with internet connection
- Firm commitment to ten (10) hours per week on course activities (synchronous and asynchronous)
- Punctual submission of assignments and required exercises
- Course is interactive, not self-instructive and requires ongoing interaction between assigned tutor and learning group
- Proficiency in English

## APPLICATION PROCESS

The announcement, application, selection, and enrollment process is all done online at the VPHC portal (<http://www.campusvirtualsp.org/?q=en/welcome>).

PAHO/WHO Representative Offices will assist with the process supported by the institutions where prospective applicants work.

Candidates must meet all the requirements. They must complete their application on-line by the deadline. Final selection will be made by the course coordinators. Space in the course is limited.

## APPLICATION DEADLINE

**April 30th, 2013**



Ministério da Saúde



Canadian International Development Agency

Agence canadienne de développement international



Virtual Campus of Public Health (VCPH)



Pan American Health Organization

Regional Office of the World Health Organization  
Department of Health Systems and Services (HSS)

## III Virtual Course

# Primary Health Care-based Pharmaceutical Services for Managers



**June 6th - October 17  
2013**

## INTRODUCTION



The Constitution of the World Health Organization (WHO) recognizes the role of medicines in achieving the highest attainable standard of health as a fundamental right of human beings.

The concept of essential medicines was launched in 1977; in 1978, at the International Conference

on Primary Health Care in Alma Ata recognized essential medicines as one of the eight elements needed to achieve the goal of health for all. Since then, essential medicines have become one of the pillars in the development and implementation of national pharmaceutical policies in public health.

During this period major resources have been invested by countries, international organizations and funding agencies to guarantee access to essential medicines in the health care services.

The Millennium Development Goals (MDGs) applied to the most disadvantaged nations specifically; Target 17 of Goal 8 establishes that the following should occur: "In cooperation with pharmaceutical companies, provide access to affordable essential medicines in developing countries."

More recently, WHO is attempting to coordinate pharmaceutical policies and health-care delivery systems. WHO considers access to medicines and technologies as one of the six elements needed to strengthen health-care delivery systems and also for achieving Universal Health Coverage (UHC).

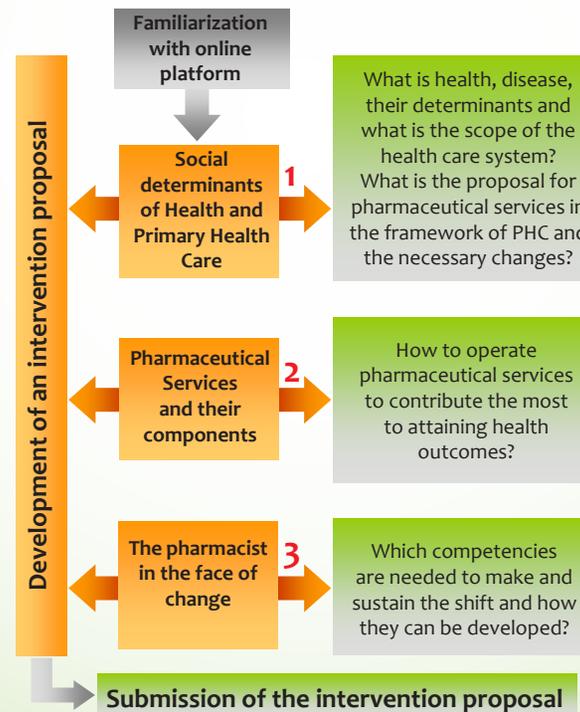
Pan American Health Organization/World Health Organization (PAHO/WHO) has hosted important events related to PHC. The primary objective is to strengthen health-care systems based on PHC. Noteworthy is the Regional Declaration on New Orientations for Primary Health Care (Declaration of Montevideo) in 2005, and the meeting in Buenos

Aires in 2007 ("Buenos Aires 30-15: Towards a Health Strategy for Equity, Based on Primary Care").

Countries continue to focus their attention on medicines as products, rather than on medicines for people and communities. This aim of this course is to shift this focus from medicines as products to medicines for people in the community and their health-care needs.

This is the main challenge for strengthening pharmaceutical services based on PHC. Consistent with the 62nd World Health Assembly (2009), the "rising expectations of society regarding health and health care;" expectations that "are driving demand for more people, family, and community-centered access, better community health protection, and more effective participation in decisions."

## COURSE STRUCTURE



## COURSE CONTENTS

### Introduction -

#### Familiarization Program

- Use of the platform
- Being a distance learning student

### Module 1 -

#### Social Determinants of Health and PHC

- Social determinants of health and related aspects
- Pharmaceutical services based in renewed PHC and related subjects
- Preparation of the intervention proposal (1st part)

### Module 2 -

#### Pharmaceutical Services and its Components

- Management in the context of pharmaceutical services with a process-based approach
- Pharmaceutical services: development of key processes (e.g. dispensing, pharmaceutical care, education, and information) and strategic and support processes (medicines selection, patient safety, pharmacovigilance, procurement, storage, and distribution)
- Preparation of the intervention proposal (2nd part)

### Module 3 -

#### The Pharmacist in the Face of Change

- *Competencies and strategies for the development of PHC-based Pharmaceutical Services*
- *Preparation of the intervention proposal (3rd part)*

### Course Completion

- Completion of the intervention proposal

## DURATION

190 hours in 19 weeks