



**DR KAMAL K MIDHA, Address
Jordanian Pharmacists Association
2007**

Thank you greatly for the introduction and the opportunity to speak to you today. It is certainly a great pleasure to be here, and I am very proud and happy to represent FIP at this occasion of the Jordanian Pharmacists Association and your colleagues in the Pan Arabian region.

For those who may not know, the International Pharmaceutical Federation, or FIP, is the global Federation of National Associations of pharmacists and pharmaceutical scientists. For example, the Jordanian Pharmaceutical Federation is one of our Members.

We have over 118 Member Organisations from over 80 countries. We also encompass individual Members, those pharmacists and pharmaceutical scientists who may or may not be members of their national association but who would like to have closer contact with FIP. → (continued)

These two groups combined means that FIP represents over one million pharmacists around the world. Our goal is to connect them to each other, and to us. Our wish is to provide them with the tools and knowledge necessary to move pharmacy and the pharmaceutical sciences forward in their home countries.

FIP considers it of utmost importance to involve itself in projects and initiatives that advance both pharmacy practice and the pharmaceutical sciences. The future will require pharmacists to use their specialised skills and knowledge in many practice settings and environments. Pharmacists need to be recognised as KEY players on healthcare teams – comprehensive patient care requires our input – we must step up and embrace this opportunity and responsibility!

To do so, however, pharmacists and pharmaceutical scientists MUST be properly educated. Through the FIP Education Taskforce, the Federation is dedicated to reforming pharmacy and pharmaceutical science education so that students and eventual graduates receive the highest standard of education, and leave university ready to meet the challenges ahead.

Through these and all other FIP endeavours, the ultimate goal is better patient care, increased patient safety and improved global health.

Each year FIP holds an annual Congress in a different city around the world – 3000 joined in Beijing in 2007.

This year – Basel, Switzerland under the theme “Reengineering pharmacy practice in a changing world”.

Pharmacists and pharmaceutical scientists gather from all corners of the world to talk about issues shaping the profession

No bigger or better global meeting of its kind uniting pharmacist, scientists, academics, researchers and students

One of the primary goals of FIP is to promote the pharmacist, and encourage our Members to do the same. We need to tell the world what we do, how we do it and WHY it is so important to the health of patients.

FIP does this in large part through very valuable partnership with key players within international health. We were a founding partner of the World Health Professions Alliance, which unites

pharmacists, nurses, doctors and dentists in shared goals and initiatives. We will be jointly holding the first global conference on healthcare regulation this coming May, → (continued) directly before the World Health Organization's World Health Assembly.

The World Health Organization itself is also a primary partner of FIP. We have collaborated on such issues as Good Pharmacy Practice, releasing a joint Statement, patient safety, the rational use of medicines and especially of late, Counterfeit Medicines. FIP has taken a leading role in IMPACT, the International Medical Products Anti counterfeiting Taskforce, as Chair of the working group on communications. More on IMPACT to follow.

As you can see, FIP has involved itself in many issues that are both challenging and providing opportunities for us as colleagues and peers within the pharmaceutical world. The tides of global healthcare are changing – we do not wish to simply ride it out, we wish to lead, to grow, and to shape the future of healthcare. We wish to lead by example, encouraging all of our members to also make change and growth a priority.

What we at FIP hope is that as a Federation, we give you the tools necessary to be leaders, visionaries and drivers of change for pharmacy and the pharmaceutical sciences. We hope that together with us, you will acknowledge the dynamics of healthcare and our profession, and work to ensure that pharmacists roles are recognised, then fulfill them.

I have always said that today's pharmacists must be PATIENT FOCUSED, MEDICINES CENTRED. The unique role we have to play within healthcare stems directly from us being MEDICATION EXPERTS – we know medicines, how they work, why they sometimes don't work. We know what the outcomes should be. We know the possible adverse reactions and how best to avoid them. And it is our job to effectively COMMUNICATE that to patients.

BUT, truly, we as pharmacists and pharmaceutical scientists are grounded in medicines. And as such, we cannot ensure proper patient care, patient safety and improved health without first ensuring the quality of pharmaceuticals. In this way much of our work in counterfeit medicines comes into play – the pharmacist is an equal link in the supply chain of medicines- we too must do all we can to provide medicines to patients that are of only the highest quality.

Once the quality of medicines is assured, we must fight to provide access to them. They must be affordable based on local needs.

There must be systems in place to bring the medicines to the patients. Only after that do we focus on Good Pharmacy Practice and the transfer of both knowledge and product for the benefit of the patient.

The true key to ensuring that patients receive medicine, and know how to use them properly lies with pharmacists. Even from the very beginning of development, it is through pharmacists that science is translated into practice, new discoveries are translated into breakthrough medicines which are not only efficacious but also effective and theory into positive patient outcomes. The most efficient and cost-effective delivery of → (continued) medicines is born from the pharmaceutical care provided by pharmacists.

A case in point, FIP has previously released a joint Statement with the WHO outlining the standards for Good Pharmacy Practice, along with embarking on several pilot projects with more than encouraging results. The Statement, which we would be happy to provide to you from FIP HQ should you wish a copy, in general stresses two very important points:

1. Use your skills and knowledge as medication experts to TALK to patients! Tell them, show them, involve them in proper medicines use.
2. Better communication = better understanding of disease prevention, treatment and increased patient involvement in their own care.

As mentioned, FIP is also very involved in IMPACT, working towards curbing the global threat of counterfeit medicines. We are leading the Working Group on Communication, focused on how best to inform both health practitioners and patients on identifying and reporting counterfeit medical products. What I stress to you are these important points which I hope you also adopt as theories of practice:

1. Increased awareness of counterfeit medicines means an increased likelihood of STOPPING them
2. Pharmacists MUST be involved – recognition, reporting, acting; AND teaching patients how to do the same
3. It is the goal of the pharmacist to promote the use of SAFE, QUALITY and EFFECTIVE medicines!

I have also spoken briefly to you regarding the absolute need for pharmacy education to prepare future practitioners and scientists for the demands of the future. I cannot stress this enough. We MUST ensure that students all over the world are receiving the education and training that will render them competent, skilled and informed care givers. They must be both scientist AND communicator – I have just told you how important those dual roles are. They must be efficient learners, life long learners. And most importantly, they must be able to synthesize both old and new information to meet the needs of patients.

This is the goal of the FIP Pharmacy Education Taskforce. We aim to work with FIP Members, partners and national bodies to push pharmacy education forward and achieve the goals we have set out.

Why have we engaged ourselves in these ventures and initiatives? Why has FIP dedicated itself, and encourages you to strive to be the best practitioners and scientists you can be? To learn, grow, evolve and succeed? So that we may better serve the patient, and so they in turn may benefit from the knowledge we bestow on them.

And so, on behalf of FIP

Talk to us, be involved with us!

Take your place as not only a provider of medicines, but of information, education, knowledge and HEALTH

Realise and accept your responsibility to patients – grow your skills to meet the new challenges of healthcare

Ensure the next generation of pharmacists can make an even greater impact.
P, we welcome you.