

enhanced professional role. The success of OTC patient counseling depends on overcoming a variety of communication barriers due to environmental, administrative, economic, and pharmacist factors. The pharmacist has several key functions during the OTC patient encounter. First, the pharmacist should assess, by interview and observation, the patient's physical complaint, symptoms and medical condition. Second, the pharmacist must differentiate self-treatable conditions from those requiring the attention of the patient's health care provider. Third, the pharmacist must advise and counsel the patient on the proper course of action. The pharmacist should explain about providing assistance with OTC drug selection and explain how to use the OTC drug. The role of the pharmacist in optimizing the selection and ever growing use of OTC drugs is critical to the self-care treatment. Pharmacists need to practice their communication skills to make sure they can at least mentally "SOAP" out the patient's problems and achieve the proper product recommendation, often under less than ideal conditions and with limited time. By taking into account the important elements of the OTC patient counseling session and using the communication techniques described, the pharmacist will be able to reach a new level of pharmaceutical care to help the self-medicating patient.

[OG-2] [10/11/2003(Sat) 11:45-12:15/ Asem Hall 203]

The Necessity of Auxiliary Labeling

Myung Ja Hong

Sheraton Walkerhill Pharmacy, Gwang-Jin post Box 60, Seoul 143-200

The use of auxiliary labels in many advanced countries has shown that patients and caregivers understanding, safety and compliance with proper administration of medication is significantly increased. Although in Korea we give required information orally and written on the packaging when we dispense medication, many international studies have demonstrated a marked increase in full compliance when auxiliary labels were used. The pharmacist must insure that the patients understand how to take correctly in order to get the maximum effect of treatment.

It is common knowledge that human's memory is affected by forgetfulness and the standard labeling or handwritten instructions do not always get the attention of those taking or administering medications. Warnings about drug interactions, side effects, or how to store and administer medication can easily be over looked. Studies show that recall of information on dispensing medications from auxiliary labels was as high as 72.7% and the degree of being noticeable was 84%. Patient compliance was greatly improved and fewer mistakes were made by patients and caregivers.

Auxiliary labeling draws attention to important information using the techniques of advertising. Bright colors, symbols, easy to read and understand messages give patients and caregivers an added advantage. Korean pharmacists must consider the effectiveness of auxiliary labeling. It is crucially important to prevent misuse of medication or improper interaction with other drugs or alcohol by any methods that improve patients' and caregivers understanding and safe use of medications.

[OG-3] [10/11/2003(Sat) 12:15-12:45/ Asem Hall 208]

HbA1C value and Pre-diabetes Early Detection in the Independent Community Pharmacy

C. T. Oh

Kwang IL Comm. Pharmacy

Lifestyle change in the world is spawning an epidemic of Global Obesity.

(Newsweek August 11, 2003)

People with overweight are at great risk of developing Type II diabetes.

The A1C value provides an objective assessment of glucose control over the previous six to eight weeks. The American Diabetes Association recommended values for blood glucose and A1C appear in TABLE 4.

In case one who was found to have >7% HbA1C, he/she may be a patient with pre-DM or DM II.

The United Kingdom Prospective Diabetes Study(UKPADS) established that exerting tight control over blood glucose levels in patients with type 2 diabetes resulted in a 25% decrease in the overall microvascular complication rate, and every 1% decrease in A1C was associated with a 25% reduction in diabetes-related deaths.

Community pharmacists are ideally situated to identify early patients with risk factors for pre-diabetes, DM II and insulin resistance.