BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Samhita, Cipla to empower Indian pharmacists in building community healthcare

17 September 2021 | News

The collaboration was established after a study of over 1,100 pharmacists titled Future of Pharmacies

Samhita Social Ventures and Cipla have collaborated to tap the enormous potential of pharmacists as a key driver of community healthcare in the country.

The collaboration was established after a study of over 1,100 pharmacists titled Future of Pharmacies, conducted by Samhita and Cipla across India, and shaped by the insights of Dr Nachiket Mor, visiting scientist - The Banyan Academy for Leadership in Mental Health.

The study indicates that pharmacists are invested in the health of their communities. 61 per cent of pharmacists stated that they wanted to improve their medical skills and knowledge to serve their customers better and 76 per cent reported collaborating with healthcare players to improve outcomes in their localities.

The study also shows that being a pharmacist is a full-time profession for 93 per cent of respondents and 91 per cent did not want to switch their line of business. This demonstrates their commitment to their professions and the possibility of their long-term engagement in community healthcare.

Based on insights from the report, Samhita has partnered with DigiHealth to undertake a pilot project with 220 pharmacies in Mumbai and Pune regions.

As part of this pilot:

- A BP Monitor and weighing scale would be provided to pharmacists to carry out a screening of walk-in customers and spread awareness on hypertension, including symptoms, treatment and required lifestyle changes
- Customers would be provided access to teleconsultation at the pharmacy (or through the digihealth app to be accessed via the customer’s smartphone) with doctors
- Digihealth, through its mobile app and pharmacy network, would nudge communities and individuals to avail testing and follow-up on their conditions