

## **P&G Health launches iron deficiency counselling guide for pharmacists**

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**To equip pharmacists with a structured guide to better diagnose and counsel for Iron Deficiency Anaemia**



P&G Health, the healthcare division of Procter & Gamble has launched the 'First Iron Deficiency Diagnosis and Counselling Guide' for pharmacists on the occasion of Iron Deficiency Day 2021.

It was developed using the ASHP (American Society of Health-System Pharmacists) Guidelines on Pharmacist-Conducted Patient Education and Counseling and IDA-specific management considerations from peer-reviewed literature.

The guide, with its novel four-step framework, will equip pharmacists to better engage and counsel patients on Iron Deficiency Anemia (IDA).

Armed with this structured guide, pharmacists would be even better equipped in detecting high-risk patients, identifying their symptoms, and counselling them on nutritional and lifestyle modifications. It will be rolled out progressively worldwide starting with Southeast Asia and India.