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AstraZeneca launches iPHARMACY to up-skill pharmacists across India

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Partners with Kerala-based Neethi Medical stores in its first phase, and plans to partner with large pharma retail chains across the country

AstraZeneca India has launched its up-skilling programme for pharmacists, iPHARMACY. In the first phase of the programme, the company has partnered with Neethi, a Kerala state cooperative consumers federation limited company, to run this programme in Kerala. As a next step, the company is planning to collaborate with large pharma-retail chains from across India to expand this programme to other parts of the country.

The programme will focus on inventory management, good pharmacy practices, customisation of pharmacy for the patient of future, and management of pharmacy during covid. The content and modules for the programme are created by the team of experts from AstraZeneca and their partners, which will equip pharmacists across India to provide standardised and quality counselling, and support to the people.

AstraZeneca India has chosen Moodle as the learning platform to run this course. The entirety of the course module will take place digitally. The pre-requisite for every participant would be to register themselves, and subsequently, a unique credential would be created for every individual to run the course. This e-learning mobile compatible programme has four modules which can be completed at one’s own pace. The programme will remain active till the end of this year for the pharmacists from Neethi. The course can be completed within this period, where each student will be awarded a completion certificate by the European body of CME/CPD Academy. The total number of participants from Neethi at this phase would be around 200.