

ALPHA PHARM PHARMACY STAFF CLINICAL EDUCATION GUIDEBOOK

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1. INTRODUCTION

Welcome to the Alpha Pharm Pharmacy Staff Clinical Education Programme! We look forward to working with you on an educational programme which we hope you will find stimulating and useful.

The Alpha Pharm Pharmacy Staff Clinical Education Programme is designed to support you, the member of staff, who most often is the first point of contact with the customer or patient.

The aim of the programme is to make you a well-informed pharmacy staff member who is able to understand and interact with patients/customers in a professional manner.

2. WHY CLINICAL EDUCATION?

Many customers come into a pharmacy to either seek advice about a medical or health problem, or to purchase medicine. These customers have the expectation that the staff they meet in the pharmacy should be well informed about healthcare matters, about common ailments that can be treated with over-the-counter medicines, and with the medicines they sell.

In order to fulfil the customer's expectations and in order to ensure that customers are given the correct advice about their medical problem and the medicines they buy, it is essential that front shop staff are knowledgeable about clinical matters that they are likely to encounter in the pharmacy. This clinical education course aims to do exactly that – help make you a well-informed staff member, able to understand and interact with the customers about their common ailments.

Nowadays advances in medical research and the increasing number of medicines on the market have resulted in a medical "information explosion". It is important for you to be kept up-to-date with the very latest ideas and ways of treating patients so that you are able to advise customers appropriately and also so that you will know when to refer them to the pharmacist or other healthcare professional.

Pharmacy front shop staff may, by law, only sell Schedule 0 (S0) medicines. S1 and S2 medicines are to be sold by a pharmacist or pharmacy intern or pharmacist's assistant acting under the personal supervision of a pharmacist. In this programme we educate you about all the products that are available, including those that can be sold without a prescription from a doctor – in other words, S0, S1 and S2 medicines. We may also mention the names of some prescription-only (Schedule 3 and higher) medicines.

3. WHY DISTANCE LEARNING?

This programme has been designed to allow you to study in your own time at your own pace without having to travel anywhere to attend lectures or workshops. This course can be done from anywhere in the country or neighbouring countries. To facilitate this process the programme is also available on the Internet on our website at <http://www.insightcpd.co.za>

4. HOW IT WORKS

4.1 Objectives

Alpha Pharm presents this clinical education programme in support of pharmacy staff in order to equip you to become better informed and more knowledgeable as you interact with customers/patients.

This programme will provide you with the knowledge, skills and attitudes to:

- Assist you in your daily encounters with customers/patients
- Help you understand customers'/patients' problems

- Enable you to give well-informed advice to customers/patients
- Enable you to communicate more effectively with the customer/patient and pharmacist or other healthcare personnel
- Know when to refer the customer/patient to the pharmacist or other healthcare personnel
- Provide an enhanced and professional service.

4.2 How it operates

The programme consists of 5 different study topics each year offered in both English and Afrikaans according to your specific language need. Each subject is covered in detail in a printed study booklet or module, which is also available on the Internet. Together with the module you receive a multiple choice question paper and an answer postcard which is postage-paid. This module pack is posted to every participant and is also available on the Internet at our website <http://www.insightcpd.co.za>

The modules are produced 5 times a year at approximately 2 month intervals.

All you need to do is to carefully read through the printed module and then complete the multiple choice questions by placing your answer in the box next to the correct number on the answer postcard. There can only be **ONE** correct answer for each question e.g. **A or B or C or D or E**.

Please print your name, surname and other details clearly and preferably **FAX** or **email** your answers to us for marking.

Try not to guess as there is a negative marking system and one mark will be deducted for each wrong answer given (as this is an open book test)!

Closing dates

The closing date for submission of answers for each module is printed in the first paragraph of each Multiple Choice Question paper. Smooth running of the course depends on the speedy return of your Answers and therefore we ask you please to submit your answers on or before the closing date.

After submission, your answers are marked and 10 days after the closing date your results will be returned to you by post and will also be available on the Internet on the website <http://www.insightcpd.co.za>. You will also receive an Answer & Analysis sheet which gives a brief explanation of why certain answers are not suitable.

At the end of each year each successful candidate will be presented with a certificate of completion.

5. COST

The entire programme is sponsored by Alpha Pharm in support of developing the staff within Alpha Pharm branded pharmacies. Pharmacy staff from Alpha Pharm shareholder and account holder pharmacies may also participate for an annual fee which is payable via the relevant wholesaler. Pharmacy staff at other independent pharmacies may also participate for an annual fee payable via the Pharmaceutical Society of SA.

6. CONTACT NAMES AND TELEPHONE NUMBERS

Help is just a phone call away!

The Alpha Pharm Pharmacy Staff Clinical Education Programme is developed and directed by Insight Medicine Information, an accredited provider of continuing professional development for pharmacists as well as pharmacy staff. Any queries you might have relating to the course and its administration should therefore be directed towards the Alpha Pharm CE Manager at Insight Medicine Information, Bryanston.

We welcome any queries, comments or suggestions you might have, so please feel free to contact us.

Telephone Number 8h30 to 13h30: (011) 706 6939

Fax: (011) 706 2692 or 086 660 9527 or (011) 463 7650

Email: cpdalphapharm@insightmed.co.za

Contact persons include: Mrs Glynis van der Watt

Mrs Gill Campbell

NOTE: Please do NOT direct your queries to the Alpha Pharm organisation.

7. REGISTRATION

7.1 Who is eligible?

The programme is available **free of charge** to all

- Pharmacy staff employed at Alpha Pharm branded pharmacies
- Staff employed at Alpha Pharm wholesalers

For an annual fee:

- Pharmacy staff employed at Alpha Pharm shareholder pharmacies
- Pharmacy staff employed at Alpha Pharm account holder pharmacies
- Pharmacy staff employed at independent pharmacies where payment takes place via the Pharmaceutical Society of SA.

7.2 How to register

You may register by completing the relevant **form** obtainable from your Alpha Pharm PRO or Insight Medicine Information Tel (011) 706 6939.

Form A: To be completed by staff at **BRANDED** Alpha Pharm pharmacies

Form B: To be completed by staff at Alpha Pharm shareholder or account holder pharmacies

Form C: To be completed by staff at independent pharmacies who do not have an account with an Alpha Pharm wholesaler. Payment is made to the Pharmaceutical Society of SA.

Or

You may register on the **Internet** at the website <http://www.insightcpd.co.za>

Please print the following details clearly:

- Your name, surname and title
- Your ID number
- Your cell phone number
- Your language preference
- Your Pharmacy name and address


Note: The forms received from participants at Alpha Pharm account holder and shareholder pharmacies must be signed by the responsible pharmacist to authorise payment via the relevant wholesaler.

Return the completed form to the fax number printed on the form or to Insight Medicine Information Fax (011) 706 2692 or 086 6609527 or (011) 463 7650 or email to cpdalphapharm@insightmed.co.za

Examples:

FORM A

FORM: A



Continuing Education Programme
Voortgevoete Opleëng Program

For Alpha Pharm Retail Marketing Branded Pharmacies only

ALPHA PHARM PHARMACY STAFF CLINICAL EDUCATION PROGRAMME

ENROLMENT FORM 2012

Please register us for the 2012 ALPHA PHARM Pharmacy Staff Clinical Education Programme.

SURNAME	FIRST NAMES	TITLE	FRONT SHOP ASSISTANT	ID NUMBER/ PASSPORT NO.	LANGUAGE

Pharmacy Stamp & Tel. No. or Pharmacy Name, Address & Tel. No.

Please return completed enrolment form to:


- Post: P.O. Box 218 Cramerview, 2060 or
- Fax: (011) 706 2692 or 086 660 9527 or
- Email: cpdalphapharm@insightmed.co.za or
- Register online at <http://www.insightmed.co.za>

Return as soon as possible.

Should you have any queries about your registration please contact Insight Medicine Information at (011) 706-6939 or on cell 083 601 4507 or e-mail: phinfo@insightmed.co.za

FORM B

FORM: B



Continuing Education Programme
Voortgevoete Opleëng Program

ALPHA PHARM PHARMACY STAFF CLINICAL EDUCATION PROGRAMME - 2012

We have pleasure in introducing the second year of the highly successful distance learning clinical education programme designed specifically for Front Shop Pharmacy Assistants.

This exciting programme runs in tandem with the Continuing Education programme for pharmacists and covers practical subjects that enable the staff member to interact with customers in a knowledgeable way about commonly occurring medical conditions and which products can be safely recommended. The subjects for 2012 will start with COUGHS & COLDS, ASTHMA and PIMPLES & ACNE and these will be accompanied by a multiple choice question test and a certificate will be awarded on successful completion of 4 of the 5 modules for the year. This programme is also available online on the website <http://www.insightmed.co.za>

To register for 2012 simply fill in the enrolment form below, have it signed by the pharmacist in charge and return it as soon as possible to Insight Medicine Information by fax on (011) 706 2692 or 086 660 9527 or email cpdalphapharm@insightmed.co.za

For further information contact: Clyvis van der Walt on tel: (011) 706-6939, fax (011) 706 2692 or 086 660 9527, cell 083 601 4507 or e-mail: cpdalphapharm@insightmed.co.za Or see the website above.

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PHARMACY STAFF CLINICAL EDUCATION ENROLMENT FORM 2012

Please register us for the 2012 Alpha Pharm PHARMACY STAFF CLINICAL EDUCATION Programme.

Title	Name	Surname	ID/Passport No.	Cell Number	Language

Pharmacy Details:

Name of Pharmacy: _____

Pharmacy Postal Address: _____

Code: _____

Tel No. () _____ Fax No. () _____ Email _____

Annual Subscription Fees:

Alpha Pharm Retail Marketing Members: Pharmacy Name: _____ Free of charge

Front Shop pharmacy assistants per person: R1 300.00 (incl. VAT)

Other Southern African Countries per person: R1 500.00 (VAT exempt)

Payment Method:

Responsible Pharmacist in charge of _____ Pharmacy

I, _____ authorize my Alpha Pharm Wholesaler (submit appropriate invoice below)

Western Cape East Cape (PE) Durban Pretoria Newcastle

Pietermaritzburg Bloemfontein Alpha Pharm Wholesaler Account no. _____


I do debit my account for the total amount of R. _____ being the annual subscription for the participation of the above persons in the 2012 Alpha Pharm Pharmacy Staff Clinical Education Programme.

SIGNATURE

RETURN TO: Insight Medicine Information, P.O. Box 218, CRAMERVIEW, 2060 or FAX TO: (011) 706 2692 or 086 660 9527 or email cpdalphapharm@insightmed.co.za as soon as possible.

FORM C

FORM: C



Continuing Education Programme
Voortgevoete Opleëng Program

THE PSSA/ ALPHA PHARM PHARMACY STAFF CLINICAL EDUCATION PROGRAMME - 2012

We have pleasure in announcing the introduction of a distance learning clinical education programme designed specifically for Front shop pharmacy assistants.

This programme will run in tandem with the continuing education programme for pharmacists and will cover subjects that will enable the pharmacy assistant to interact with customers in a knowledgeable way about commonly occurring medical conditions and which products can be safely recommended.

The subjects for 2012 will start with COUGHS & COLDS, ASTHMA and PIMPLES & ACNE and others will follow. Each module will be accompanied by a multiple choice question test and a certificate will be awarded on successful completion of 4 of the 5 modules for the year.

This programme is also available online on the website <http://www.insightmed.co.za>

To register for 2012 simply fill in the enrolment form below and return it as soon as possible together with your payment to Pleasance Thakanye by fax on (012) 301 0628, email members@psaforum.co.za or Tel: (012) 301-0629

For further information contact: Clyvis van der Walt on tel: (011) 706-6939, fax (011) 706 2692 or 086 660 9527, cell 083 601 4507 or e-mail: cpdalphapharm@insightmed.co.za Or see the website above.

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PHARMACY STAFF CLINICAL EDUCATION ENROLMENT FORM 2012

Please register me for the 2012 PSSA/Alpha Pharm PHARMACY STAFF CLINICAL EDUCATION Programme.

Title: _____ Name: _____ Surname: _____

Name of Pharmacy: _____

Postal Address: _____

Code: _____

Tel No. () _____ Cell: _____ Fax: () _____

E-Mail: _____

English Afrikaans ID No./Passport No. _____

Fees:

Alpha Pharm Retail Marketing Members: Pharmacy Name: _____ Free of charge

Front Shop pharmacy assistants: R 1 500.00 (incl. VAT)

Other Southern African Countries: R 1 500.00 (VAT exempt)

Payment Method:

Direct Deposit into Pharmaceutical Society of S.A. bank account

Standard Bank Arcadia Branch Code: 010945

Account Number: 013 045 148

Fax Copy of deposit slip together with registration form to Pleasance Thakanye at (012) 301 0628 or email members@psaforum.co.za Tel: (012) 301 0629

Cheque enclosed:

Credit Card: MasterCard Visa

Number: _____

Expiry Date: _____

SIGNATURE

RETURN TO: Pleasance Thakanye, PSSA, PO BOX 26029, Arcadia, 0007 or Fax (012) 301 0628

7.3 When to register

1. Participants should register as early in the year as possible to ensure that they receive their course material timeously.
2. Late registrations will be accepted although late entrants may not qualify for certification. (See Certificates – Page 8)

8. MODULES

8.1 Number and Frequency

Each one year course consists of five different modules which will be posted to you at approximately two-monthly intervals from February to November.

8.2 Topics

The topics chosen will address health problems commonly encountered in the community pharmacy setting. In these topics the module will cover the cause of the ailment or disease condition, what questions to ask the patient, how best to treat it, which over-the-counter medicines are suitable to recommend, what advice to give the patient and when to refer the customer/patient to the pharmacist or other healthcare professional.

8.3 Components

Each module pack sent to the participant will consist of:

- Alpha Pharm Module – this will contain approximately 16 pages of information dealing with the main topic of the module.
- MCQs (Multiple Choice Questions) – there are 20 questions based on the content of the module and 5 questions dealing with practical situations you are likely to encounter in the pharmacy.
- MCQ Answer card (postage-paid) – for documenting your answers to the MCQs.

These must be completed and returned for evaluation or submitted online by a specified date. (See how to complete the answer card Page 7).

- Answers & Analysis sheet – these are the model answers with brief explanations which are sent to all participants who submit answers. They are sent out together with the results letter for each completed module. (See module answers page 8)
- Results letter – this is posted to each participant who submits answers, after the answers have been marked.

8.4 Pictorial text aids

A number of pictorial devices are employed in the text to assist understanding of the material or to indicate emphasis of particular points. While they should be self-explanatory, may we introduce you to these figures:

A magnifying glass is used to indicate a section which is **NOT** essential reading. It will normally explore a particular item in some detail: many readers will wish to skip these sections, and they can safely do so.



The counselling pharmacist highlights sections of the text which deal with specific points pharmacy staff should consider when advising or counselling patients/customers.



The pharmacist with the pointer directs attention to parts of the text that are particularly important.



9. MCQ'S - MULTIPLE CHOICE QUESTIONS

9.1 Purpose

The purpose of multiple choice questions (MCQ's) is not simply to evaluate the participant, but to enhance his/her understanding of the study material.

As you work through the MCQ's you will soon appreciate how they assist in clarifying and therefore reinforcing your understanding of the subject.

9.2 What is a MCQ?

A typical MCQ consists of:

- i) A question or statement
- ii) A number of possible answers or comments

The participant is required to select from the answers, the **single** most appropriate answer.

Example

1. Sinus headaches:

- A. Are relieved by blowing the nose.
- B. The pain tends to occur on awakening and subsides after the patient has been upright for a while
- C. Are primary headaches.
- D. Can only be treated by analgesics in combination with antibiotics.
- E. None of the above is correct.

9.3 The Alpha Pharm Pharmacy Staff CE Programme MCQ's

Each module will include a separate, loose-leaf section entitled MCQ's.

There are 20 questions based on the content of the module and 5 case studies which

are questions based on a practical situation which may be commonly encountered in the pharmacy.

Please note the closing date for submission of your MCQ Answer Card.

Late submissions hold up the publishing of results for everyone on the course.


9.4 How to complete the MCQ Answer Card

Before filling in the answers please note that you must provide the following information on the answer card:

- Your name AND surname
- Your Alpha Pharm Pharmacy Staff CE registration number
This is found on the address label on the envelope posted to you
- The module number and topic and
- The name and address of your Alpha Pharm pharmacy or pharmacy stamp

Each question will normally have 5 (A, B, C, D or E) possible answers. You need to supply the MOST APPROPRIATE ANSWER in your opinion. Please PRINT your choice (only one choice per question) next to the relevant number on the Answer Card. Legibility is very important since the cards will be computer-processed.

Example of MCQ Answer Card

MCQ ANSWER CARD		MKV ANTWOORD KAART	
FAX: (011) 706 2692		FAXS: (011) 706 2692	
E-MAIL: E-POS: cpd@alphapharm@insightmed.co.za			
 Pharmacy Staff Clinical Education Programme			
Gebruik asb. drukskrif Please print clearly			
1. A	11. A	21. D	
2. B	12. E	22. B	
3. B	13. C	23. D	
4. C	14. E	24. A	
5. E	15. A	25. C	
6. A	16. C		
7. E	17. D		
8. C	18. D		
9. B	19. E		
10. D	20. A		

AP Card
NAME: 990432
ALPHA PHARM/OT/CE REG. NO. 5
MODULE NO/TOPIC/MODULE NO. 3011/201
SUBMISSION CLOSING DATE 2001

Alpha Pharm Pharmacy
25 Beve St
Johannesburg
2001

APTEKSTIPSEL OF ADRES
PHARMACY STAMP OR ADDRESS

9.5 Returning your MCQ Answer Card

NB. The Answer Card must be returned so that it is received on or before the closing date indicated on the MCQ sheet of that particular module.

Although every effort is made to accommodate late entries this delays the computerised marking of the modules for all participants.

You may also submit your answers **online** via the Internet. In order to do this you will need to register on the website <http://www.insightcpd.co.za> to obtain a username and password. Use these to “login” to your personal profile where you will find an option to “Take the Test” on the Control Panel. To submit answers for previous modules you will need to click on the list of “Modules”, click on “Further information” next to the subject and you will find “Complete the Questionnaire”. Enter your answers and either “Save for Later” to complete them at a later date or “Submit” when you are ready to send them in.

9.6 Marking system

In order to achieve maximum benefit from the module and the MCQ’s it is important that you should carefully assess the possible answers rather than attempting a guess.

The system of marking used in the Alpha Pharm Pharmacy Staff Clinical Education Programme is designed to reward those who answer the MCQ questions correctly and

penalize incorrect answers.

This type of marking system is academically approved.

Marks are allocated as follows:

Correct answer: 4 marks

Incorrect answer: -1 mark

No answer: 0 mark

From this, it is obvious that if you are unsure as to the correct answer it is better to leave the question UNANSWERED rather than guess.

9.7 Pass mark per module

In order to pass an individual module you must achieve 65%.

After the MCQ's have been marked, each participant will be notified of his/her mark achieved for that particular module. The results will also be posted on the website and participants will be informed by email and/or sms that they are available.

10. MODULE ANSWERS

After the marking of the MCQs, those who sent in answers will be notified of their marks and will receive Model Answers for that particular module.

These Model Answers will explain why certain possible answers are not suitable and will therefore assist in the learning process.

Late Answers

We try to assist by marking late answers where possible but reserve the right to refuse should circumstances dictate.

11. CERTIFICATES

Certificates will be awarded annually to participants who successfully complete the course for that year.

The criterion for successful completion of a year's course is the achievement of a pass (65% or more) in at least 4 of the 5 modules offered during that year.

For participants who pass all 5 modules, their final score will be calculated by taking the highest 4 marks achieved.

It is therefore possible to pass the course without having to complete all 5 modules provided you are successful in 4 individual modules.

This certificate is the Alpha Pharm organisation's recognition of your successful endeavours to enhance your clinical knowledge and provide a more professional service in the pharmacy in which you are employed.

12. SPECIALISED INFORMATION, SPECIALISED ASSISTANCE

As indicated in "Contact Names and Telephone Numbers" Insight Medicine Information (Pty) Ltd is responsible for developing and administering the Alpha Pharm Pharmacy Staff Clinical Education Programme. If you wish to do additional reading on any specialised topic, we will assist you to find the best source of information.