



## Social Pharmacy: Towards Better Life

*Pooja Raveendran, Mohsin Qureshi and Mohd Aqil\**

*School of Pharmaceutical Education and Research, Hamdard University, India*

### Editorial

The evolution of Social Pharmacy is worth broaching. A chronological account reveals that the notion of Social Pharmacy was developed in the 18th century. Social Pharmacy can assist anyone who wants to use a scientific approach to describe, explain, understand and/or change pharmacy practice. It can be envisaged as a hybrid of "Pharmacy Practice" and "Social work". In the current health scenario, the role of a pharmacist is not merely behind the dispensing counter. It moves away from patient counseling to contributing to a more cost effective health-service for all. The new healthcare products are aimed at keeping healthy people healthy rather than simply treating ailments. This has charged additional responsibilities on the pharmacists such as creating health awareness in general public, executing newer innovations in therapeutics. All this is carried out keeping an eye on pharmacoeconomics. As the new disciplines like social pharmacy have undergone and are still undergoing modifications, it is useful to reflect on the current state of their research as the basis for discussing further development.

### OPEN ACCESS

#### **\*Correspondence:**

*Mohd Aqil, School of Pharmaceutical  
Education and Research, Hamdard  
University, India,*

*E-mail: aqilmalik@yahoo.com*

**Received Date:** 10 Oct 2017

**Accepted Date:** 25 Oct 2017

**Published Date:** 24 Nov 2017

#### **Citation:**

*Raveendran P, Qureshi M, Aqil M.  
Social Pharmacy: Towards Better Life.  
Ann Pharmacol Pharm. 2017; 2(12):  
1122.*

**Copyright** © 2017 Mohd Aqil. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.