

Second International Conference on "Paradigm Shift in Health Care"



Organized by
Department of Pharmacy
University of Swabi



Second International Conference on "Paradigm Shift in Health Care Profession"

Patron

Prof. Nasir Jamal Khattak, PhD (Amherst)
Vice Chancellor, University of Swabi

Co-Patron

Prof. Dr. Syed Muhammad Mukarram Shah
Chairperson Department of Pharmacy,
University of Swabi

Steering Committee

Prof. Dr. Syed Muhammad Mukarram Shah
Prof. Dr. Muhammad Junaid
Assoc. Prof. Dr. Waqar Ahmad Kaleem
Assoc. Prof. Dr. Abad Khan
Dr. Muhammad Ijaz Khan
Dr. Fida Hussain
Director ORIC, University of Swabi

Organizers

All Faculty Members of the Department of
Pharmacy



Second International Conference on "Paradigm Shift in Health Care Profession"

March 05-06, 2024 (Tuesday, Wednesday)

Venue: University of Swabi, Khyber Pakhtunkhwa, Pakistan

About the Conference

Pharmacy is the health profession that links health sciences with chemical sciences and is charged with ensuring the safe and effective use of drugs. The scope of pharmacy practice varies from the traditional role of compounding and dispensing to more modern services, such as reviewing medications for safety and efficacy, providing drug information, and offering clinical services. Pharmacists are the experts in drug therapy and are the primary health professionals who optimize medication use to provide patients with positive health outcomes.

Apart from its pivotal role in healthcare, pharmacy also plays an important role in the business sector worldwide, accounting for about two-thirds of the total market through pharmaceutical products. Unfortunately, in Pakistan, there is no collaboration among academic/research institutions, pharmaceutical industries, and hospitals in the health sciences. Relationships among these sectors are essential to meet a major goal of public health policy: the translation of research findings into practical applications that improve the health and living standards of the Pakistani people.

The vision of collaboration between academia and industry is one of great opportunity. Each stakeholder brings to the table talent, resources, and different perspectives that, together, create a robust whole in addressing problems and projects. The purpose of this workshop is to bridge the gap between academia and research institutions, industries, and hospitals for promoting safe and standard therapies and stimulating technological innovation and economic development.

Objectives

- To discuss the most recent techniques, developments, novel strategies, and various disciplines involved in drug discovery, clinical research, patient-centricity, public health, and therapy management.
- To bridge the gap between academia, pharmaceutical industries, and hospitals for applied research in health sciences.
- To bring together academicians, researchers, physicians, research scholars, and other health professionals for collaborative research.
- To ensure the availability of safe, effective, rational, and cost-effective medicines to society.
- To promote pharmacoeconomics, technology innovation, entrepreneurship, employment, and economic development.

