

JPMC and Sanofi organise seminar on Medication Safety

Karachi, October 7, 2022. Sanofi Pakistan's Pharmacovigilance (PV) team in partnership with Jinnah Post Graduate Medical College (JPMC) held a seminar at the hospital's Najmuddin auditorium on the importance of observing Medication safety protocols.

Prof. Shahid Rasool (Executive Director, JPMC), Dr. Noor Muhammad Shah (Director, Drug Regulatory Authority of Pakistan (DRAP) and Head of National Pharmacovigilance Centre Islamabad) & Dr. Syed Masroor Ahmed (Professor & Incharge, Medicine Unit JPMC) addressed the audience. Mariam Saleem (Head of Pharmacovigilance, Sanofi Pakistan), Dr. Laila Mughal (Head of Regulatory, Sanofi Pakistan) & Anjum Nida Rahman (Head of Corporate Affairs, Sanofi Pakistan) represented Sanofi Pakistan on the forum.

The speakers analyzed the role of each stakeholder in ensuring a synchronized and efficient PV system at the national level.

Prof. Dr. Shahid Rasool - Executive Director, JPMC

"This topic is critical to a patient's life. It is imperative for healthcare providers to be aware of the contraindications of medicines. We must ask patients if they are experiencing any reaction to the medicine we have prescribed. We must also be careful of the repercussion of drugs interacting with each other."

Adverse drug reactions were discussed at length. The two most common factors in adverse drug reactions being similar product packaging designs and the unnecessary or excessive use of medication

Prof Dr. Syed Masroor – (Incharge, Medicine Unit, JPMC)

"Previous drug recalls such as Ranitidine, Rosiglitazone and Thalidomide have caused many problems among the patients. Patients and Health Care Professionals (HCPs) must take advantage of the reporting systems in place today to inform authorities of any adverse reaction resulting from the administration of herbal, allopathic, homeopathic medicines, and even medical devices."

There was complete consensus on the critical role of pharmaceutical companies in pharmacovigilance. Speakers requesting HCPs and healthcare companies to collaborate with each other on patient safety awareness. While acknowledging the PV teams and systems at Sanofi, speakers urged them to continue to lead knowledge-sharing sessions for the benefit of HCPs across the country.

Dr Noor Muhammad Shah (Director DRAP and Head of the National Pharmacovigilance Centre Islamabad) informed the audience that DRAP has launched a system of adverse events reporting and monitoring that was linked to the World Health Organisation's Upsalla Monitoring Centre in Sweden. This ensured effectiveness, making it imperative for health professionals to report the adverse event in time. He also requested institutions like JPMC to act as sub-regional centres for the regional centre established at provincial level for formal reporting thanked the JPMC and Sanofi Pakistan for arranging the session

The presentations were followed by a Q&A session and a subsequent discussion on the roles and responsibilities of stakeholders for genuine reporting through anonymous or identified channels,

and suggestions from the audience on introducing legal cover for doctors to encourage bold reporting of facts.

About Sanofi

We are an innovative global healthcare company, driven by one purpose: we chase the miracles of science to improve people's lives. Our team, across some 100 countries, is dedicated to transforming the practice of medicine by working to turn the impossible into the possible. We provide potentially life-changing treatment options and life-saving vaccine protection to millions of people globally, while putting sustainability and social responsibility at the centre of our ambitions.

Media Relations

Anjum Nida Rahman | + 92 21 35060221-29 EXT 2215 | anjumnida.rahman@sanofi.com
