

# 77<sup>th</sup> FIP World Congress of Pharmacy and Pharmaceutical Sciences Seoul, Republic of Korea 10-14 September 2017



## Medicines and beyond! The soul of pharmacy *New ways for pharmacy to provide more than just medicines*

The 2017 FIP congress in Seoul, South Korea, invites an international audience of pharmacy professionals and pharmaceutical scientists to go beyond medicines and answer patients' demand for high quality help and advice.

At this FIP congress, the professional symposia will explore the many new ways that pharmacy professionals can add the value expected by modern health care systems and services. Sessions will show that tradition and dedication to patients' health – the true soul of pharmacy – can be coupled with innovation in technology, education and practice to deliver care fit for the 21<sup>st</sup> century.

### **A > Nurturing the soul of pharmacy**

To nurture the soul of pharmacy, the profession needs to grow and be cherished. In this session, the congress will explore what is required for the profession to 'nurture' its profile, its role and its future in health care, and analyse the opportunities and challenges it will face on that journey.

### **B > Precision pharmacotherapy**

Precision medicine is an emerging model that seeks to harness shared

molecular and cellular biomarkers to customise therapy to subpopulation patient groups.

In contrast, personalised medicine refers to the tailoring of procedures and therapeutic interventions to an individual patient level.

Pharmacists and pharmaceutical scientists are experts in applied therapeutics and they are uniquely positioned to transform the theories of precision and personalised pharmacotherapy into practice.

### **WELCOME TO SEOUL**

*Seoul, the heart of the nation and home to 10 million national and foreign residents is a remarkable world-class city where contemporary lifestyle meets long-standing history. This vibrant city houses 266 cultural properties against a backdrop of towering skyscrapers, and serves as the proud epicentre of the Korean Wave pop culture phenomenon or Hallyu, attracting many from all over the world.*

### **C > Pharmacy services**

Pharmacy services, or value added services, are pharmacy's future. But the process of moving pharmacy into this new world where pharmaceutical care is measured in terms of return on investment and patient outcomes is fraught with challenge. Congress delegates will learn about global variations and implement service solutions.

### **D > Smart pharmacy – medicines and beyond**

In this session, congress delegates will identify the key technologies that have transformed pharmacy and health care in recent years, describe the contribution that

these technologies have made, and understand the opportunities and challenges that are inherent in smart pharmacy and health care in the 21<sup>st</sup> century and beyond.

### **E > Targeting special interests**

This topic covers the quality and regulatory background for natural medicines, the evidence base, prevalence of use, and it will use case studies.

By the end, participants will be able to categorise natural medicines, and appreciate the customer base, understand the regulation and ethical considerations defining responsible use, and the evidence base that supports these products.



SEOUL 2017  
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Please find more information:  
[www.fip.org/seoul2017](http://www.fip.org/seoul2017)