

ABSTRACT FOR KEYNOTE ADDRESS TO WMSHP KICKOFF MEETING SEMINAR 2012

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TOPIC: "TAKE THESE TWO TABLETS AND CALL ME IN THE MORNING"

The presentation covers the following topics of current interest to the profession:

1. THE HALOED HISTORY OF PHARMACOLOGY, MEDICINE AND PHARMACY
2. THE CONVERGENCE OF THE BASIC AND APPLIED SCIENCES AS APPLIED TO HEALTHCARE IN THE 21st CENTURY
3. TO IDENTIFY THE ROLE OF HIGH TECHNOLOGY IN PHARMACY AND IT'S PRACTICE IN PRIVATE AND GOVERNMENT ORGANIZATIONS
4. TO IDENTIFY COMMON MODALITIES BETWEEN MEDICINE, PHARMACY, and TECHNOLOGY IN OUR RAPID TECHNICAL WORLD
5. TO CONSIDER TABLETS FOR THE MODERN PHARMACIST: iPad and Android
6. TO FOCUS INTO LOOKING AHEAD AT TOMORROW' S TECHNOLOGIES IN TREATMENT AND CURE

Section One on history covers:

1. Ancient Egypt: the cradle of pharmacology
 - a. These medical sources listed over 700 different remedies for different ailments.
2. First century: Dioscorides prepared *De Materia Medica*:
 - a. Listed and classified 600 different plants used for medicinal purposes; first time plants were ever classified
3. Study of the history, sources, and physical and chemical properties of drugs
4. Also looks at the ways in which drugs affect living systems
5. Various subdivisions of pharmacology have evolved

Section Two on the current technical state of the profession covers:

1. NPD Group survey finds that ~75% of small & midsize medical practices will buy tablets over the next year
2. 73% planned to buy tablets over the next year, up from 68% last QTR
3. Small medical practices tend to buy tablets at a faster pace than larger enterprises
4. As far as larger medical facilities, less than 1 percent of hospitals are currently using tablets, [Kaiser Health News reports](#)
5. Medical practices anticipate spending on average a cumulative total of about \$6,800 per location on tablets within the next year
6. The Apple iPad is the tablet of choice for hospitals, based on a recent study by Manhattan Research. In addition, a survey by research firm Aptilon says 70 percent of doctors prefer the Apple iPad over other models. Hospitals are increasingly considering allowing patients to use their personal tablets despite security concerns

Section Three covers the sociological changes in the world today and their impact on the profession.

Section Four covers the use of current and emerging technologies and how to get ahead of the challenges of rapid advances and changes in technology.