



Issue 186 April 2023

PSS E-BULLETIN

To maximise the contribution of Pharmacists to the healthcare of Singaporeans

Meet our new council



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117TH PSS COUNCIL

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PSS HIGHLIGHTS

117TH PSS COUNCIL

We are pleased to announce that at the 117th Annual General Meeting of the Pharmaceutical Society of Singapore (PSS) held on 25th March 2023 (Saturday), the following office bearers were elected for the term 2023/2024.



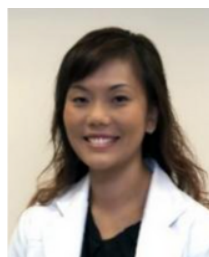
PRESIDENT

DR SHIH LEE CHUEN,
VIVIANNE

Ex-Officio:

- Media & Communications Committee
- Membership Committee
- Professional Education Chapter

Specialist Pharmacist
(Oncology), National
Cancer Centre



VICE PRESIDENT

MS LIM HONG YEE

Ex-Officio:

- Hospital Chapter
- IDSIG Workgroup

Director, Division of
Pharmacy, Tan Tock Seng
Hospital,

Director, Centre for Allied
Health and Pharmacy
Excellence (CAPE),

Co-Chair, Group Pharmacy
Council, National
Healthcare Group (NHG)



HONORARY SECRETARY

MR DE SILVA JUSTIN

Ex-Officio:

- CPTC / TDC
Representative

Lecturer, Temasek
Polytechnic



HONORARY TREASURER

DR YAP KAI ZHEN

Lecturer, Faculty in-
charge of Graduate
Certificates in Advanced
Pharmacy Practice (APP)
and Community-based
Geriatric Pharmaceutical
Care (CGPC), Community
Health Angels Mentoring
Programme (CHAMP),
Department of Pharmacy,
National University of
Singapore



ASST HONORARY SECRETARY

MS ANGELINA TAN

Ex-Officio:

- Hospital Chapter
- IDSIG Workgroup

Deputy Director, Allied
Health, Sengkang General
Hospital

Head, Pharmacy,
Sengkang General Hospital



ASST HONORARY TREASURER

MS TIAH HUI XIAN

Ex-Officio:

- Public Education
Chapter

Merchandise Manager,
NHG Pharmacy



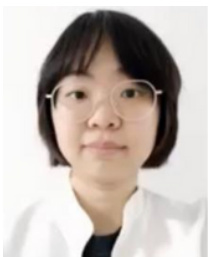
MEMBER

MS BERNICE LEOW LI
HSIA

Ex-Officio:

- Young Pharmacist
Chapter
- Membership
Committee

APAC Senior E-commerce
Executive, Alliance
Pharmaceuticals Limited



MEMBER

MS CANDACE LEE YING
ZHEN

Ex-Officio:

- Community Chapter

Pharmacist, Unity
Pharmacy, NTUC Fairprice
Co-Operative Limited



MEMBER

MS EVELYN PANG MIN YI

Ex-Officio:

- Industry Chapter
- Media &
Communications
Committee
- Professional Education
Chapter

General Manager,
Moderna Biotech



MEMBER

MS GRACE CHEW WEI
ZHI

Ex-Officio:

- Pharmacy Week

Principal Pharmacist,
Guardian Health & Beauty



MEMBER

MS KNG LI LIN, GRACE

Ex-Officio:

- Community Chapter
- Professional Education
Chapter

Senior Pharmacist,
Watson's Personal Care
Stores Pte Ltd



MEMBER

MR LIM KIAN HUAT
LOUIS

Ex-Officio:

- Professional Education
Chapter
- CPTC

Senior Clinical Pharmacist,
National University
Hospital

We would also like to introduce the following council mentors (non-office bearers).



COUNCIL MENTOR / PAST PRESIDENT

MS MK FATIMAH

Member, Past Executive Council



COUNCIL MENTOR

MR LIM MUN MOON

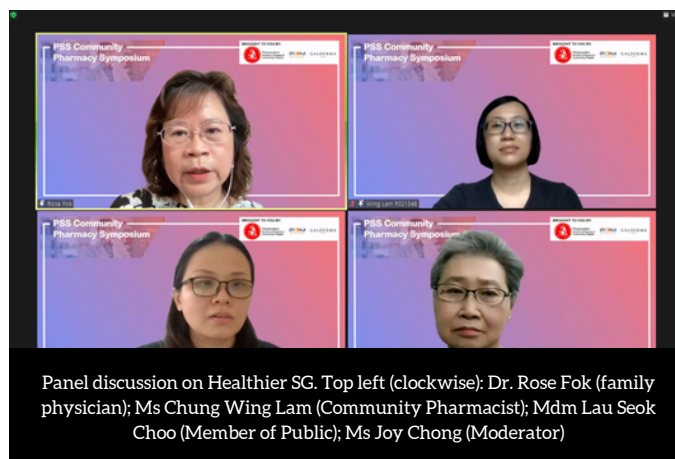
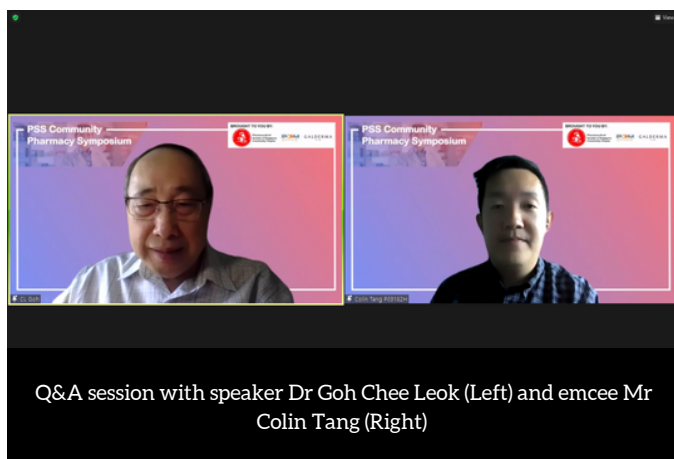
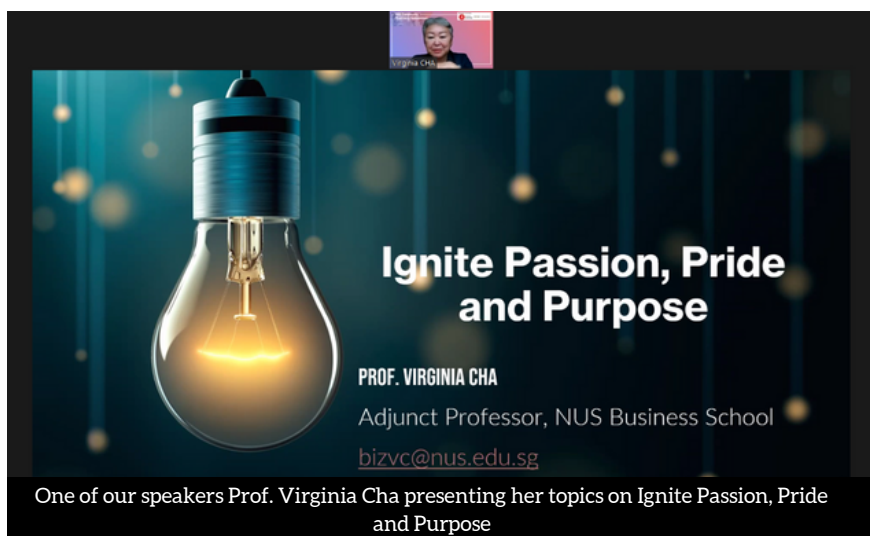
Member, Past Executive Council

COMMUNITY PHARMACY SYMPOSIUM 2023

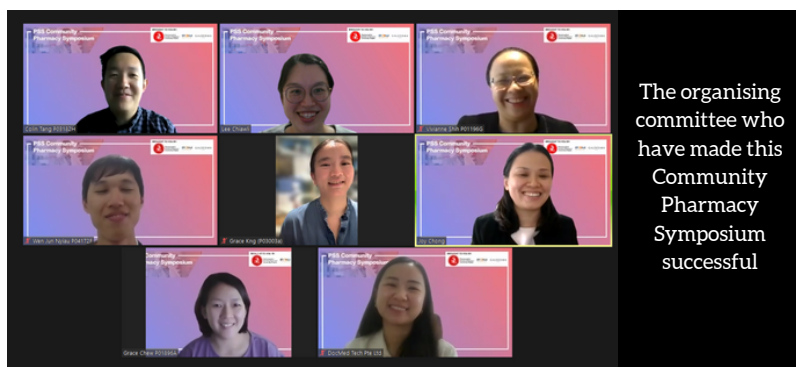
by Ms Lee Chiawli

The Pharmaceutical Society of Singapore's Community Chapter organised its 3rd annual Community Pharmacy Symposium on the 1st of April 2023, bringing together a total of 209 pharmacists from the primary care setting and beyond. This virtual symposium, supported by POMConnect, DocMed Tech, Hyphens and Galderma, engaged participants over a diverse array of patient-care

topics ranging from motivational visioning, the holistic treatment of skin conditions, and an open multi-disciplinary discussion on the upcoming HealthierSG campaign in Singapore.



Positive feedbacks were given by the audiences, with >80% of the audiences stating they will likely be joining a similar event in the future!



The organising committee who have made this Community Pharmacy Symposium successful

Thank you to the Organising Committee for the success of this Symposium! Hope to see everyone again next year!



INDUSTRY INSIDER: MS. EVELYN PANG

by PSS Industry Chapter

Evelyn is well-regarded in the healthcare industry and is known to be a committed and purpose-driven leader who gives her best in everything she does to transform healthcare and communities. Throughout her career, she strives to **target the most challenging unmet medical needs in Singapore and Asia, launching innovative vaccines and therapeutics into the region while making healthcare more accessible**. In this recount, Evelyn shared with us the motivation that keeps her going – which you will soon find out is linked to her life purpose. She hopes that her story can empower her juniors to make strategic decisions and pursue fulfilling and meaningful careers. More importantly, she hopes to inspire people to pen their life purpose statement. She believes it will define growth mindset, personal branding and help them achieve milestones throughout their careers, just like it has for her.



New beginnings: Onboarding Programme at Moderna Headquarters in Boston

PURPOSE-DRIVEN LIFE AND CAREER CHOICES

Paying it forward with innovative product launches

their Medical Representative as they were launching a blockbuster for women: the **first-in-class cervical cancer vaccine**.

This resonated with her reason for switching to the pharmaceutical industry – to be able to **reach out to and help more people stay well and healthy**. She was subsequently offered to be one of the first few Medical Science Liaisons (MSLs) in MSD (and also in Singapore at that time). The role serves as the bridge in bringing in the latest scientific developments to Key Opinion Leaders (KOLs) and clinicians. Through her work, she helped KOLs to understand and communicate first-in-class updates on disease areas, and drive differentiation and appreciation of the suitable vaccines and therapeutics in the right patient profiles. She also successfully brought in investigator-initiated study funding and resources to drive research in the Singaporean population.

Her second achievement in making a big public health impact was when she joined Sanofi to launch four new vaccines, which included first-in-class quadrivalent flu and dengue vaccines. By working very closely with public health stakeholders, Evelyn and her team successfully drove these vaccines to become market leaders within a highly competitive environment. This achievement was tremendous for her team because they knew that they were truly contributing to keeping at-risk, elderly and vulnerable populations healthy despite their co-morbidities.



First lecturing opportunity in NTU MBA Life Sciences and Medtech Boot Camp

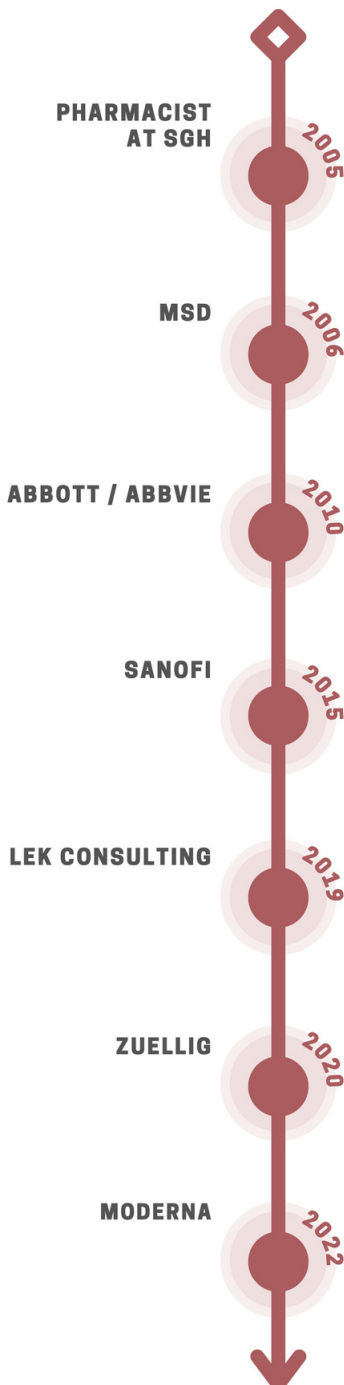
Keynote panelist at FUTR Asia Summit, sharing on the current and future industry trends



Patient access & equity in healthcare

dedication to improving patient access to affordable medications has led to some major breakthroughs.

At Sanofi, her team's efforts resulted in a landmark achievement: the governmental approval of MediSave reimbursement of adult vaccinations for the first time, significantly **improving patient access to preventive care**. Similarly, as Business Unit Manager at Abbvie, Evelyn spearheaded the approval of the **Medication Assistance Fund (MAF)** for biologics, blazing a trail in the pharmaceutical industry that earned accolades from both internal and external organisations for setting a precedence of access of innovative medicines in the healthcare ecosystem in Singapore. Through her commitment, Evelyn has touched and improved the lives of many immunology patients and their caregivers and these remain her most memorable personal milestones in transforming healthcare for Singaporeans. Her accomplishments serve as an inspiration for what we can potentially achieve if we fully strive towards our purpose. The potential of our ambition in changing the world of medicine is limitless.



Passion in learning



Evelyn with her classmates at INSEAD Business School

Throughout her career, Evelyn remains undaunted in the face of uncertainties and challenges, as evident by her taking up various newly created roles across functions and healthcare sectors. Her proven abilities to identify and clearly define business challenges, co-develop integrated solutions with cross-functional stakeholders, allow her to quickly create and deliver value in these new roles and propel her forward.

Purpose!

Leading change and partnerships



Evelyn's role with Zuellig was a role of tremendous learning as a commercial leader and more importantly **alliance and organisational change management leadership**. At that time, Eli Lilly (Lilly) and Zuellig entered a strategic partnership whereby Zuellig would take over all of Lilly's commercialization activities in ASEAN countries of Thailand, Philippines, Indonesia and Malaysia. This new business model strengthened her abilities to lead teams through influence and building trust quickly. A people leader, Evelyn led her cross-functional teams through the business and organisational integration; and led more than 20 launches of innovative molecules across ASEAN in therapeutic areas of diabetes, immunology, oncology and CNS. This has allowed patient access to best-in-class treatments even during the COVID period, ensuring ASEAN patients have a consistent supply of medications and preventive vaccines. She also built the regional marketing team from scratch to support the 13 countries in Asia, setting up brand and launch excellence frameworks and omnichannel marketing strategies for the region.

Evelyn then transitioned to be a cluster General Manager to integrate the businesses in Singapore, Malaysia and Brunei, leading a team of 350. Through this role, she expanded her scope to lead **governance, senior leadership development and communication**. She also learnt to lead teams and people managers across borders, overachieving sales performance and employee satisfaction scores.

Beyond patient care and commercial

Beyond Singapore

When Evelyn was the Area Project Manager (JAPAC) at Abbvie, it was her first time working in the regional office. It widened her horizons to learning new geographies and most importantly, learning valuable strategy and leadership skills from the most senior business leaders. She also gained tremendous **cross-functional exposure** by leading strategic projects involving enabling functions e.g. communications, public relations, and human resources.

Passionate in learning, Evelyn also explored consulting when she joined LEK Consulting as a Manager, to set up the first APAC Life Sciences Centre of Excellence in partnership with Economics Development Board. She furthered her knowledge in **strategy, building business-to-business (B2B) partnerships and business development**. She also gained the opportunity to accelerate her learning in digital transformation and be exposed to other **parallel industries** such as healthtech, diagnostics and medical devices.

MINDSETS & ADVICE



"Find your purpose and be an energy giver"

Evelyn believes that **once we have a clear purpose, we will be fearless, resilient and unstoppable** in our pursuit till the goal is accomplished. It is the energy that we bring to others that would inspire them to want to be a part of the purpose-driven journey and contribute jointly to its success. Eventually, you will **build a good reputation, gain respect from others, and drive transformation quicker with the support and networks you build**.



Leadership

To succeed in a mission, a **clear** set vision is vital. And this vision needs to be **shared** among everyone in the team so that they will contribute to it wholeheartedly. In addition, to foster cross-functional collaboration to execute this shared vision, the leader needs to be able to **inspire** his/her people to bring everyone fully on board.



"Either we win, if not we learn"

Evelyn shares that the only way to learn and find greatness is by leaving your comfort zone and challenging the status quo. **Be the change that you want to see and push past possible** because everything is impossible until someone achieves it. And you can be that first person. Even if the initial attempts are not successful, see them as learnings, reflect on the areas of strength and improvement and keep trying with new or improved ways. With this growth mindset, Evelyn has consistently been the youngest and only (or few) female leaders in the executive management teams of the organisations she worked for, breaking through traditional leadership stereotypes.



Importance of mentorship

One of Evelyn's best professional decisions was joining the **Asia Mentors Circle (AMC)**, which was set up with the mission to transform the next generation of purpose-driven healthcare leaders, with a passion to make a greater societal impact within Asia-Pacific communities. Through her mentors, she **further refined her purpose** and this has become a very powerful tool to support her in strategic business and professional career decisions. Additionally, the networking sessions are excellent **incubators of innovation** as they bring together senior leaders from different sectors of the healthcare industry.



Asia Mentor Circle Inaugural Cohort Mentors and Mentees

VISION OF HEALTHCARE

Strength in partnership

Instead of working in silos or parallel, Evelyn believes in **synergy through collaboration**. The concerted effort of like-minded people will drive and effect change much faster. She hopes for more strengthened partnership opportunities between private and public sectors to drive impactful outcomes for patients.

Data-driven decisions

The adoption of digital data and technology in the healthcare industry could be faster as it can aid all stakeholders in **making informed and objective data-driven decisions**. In addition, the adoption of automation to replace mundane work **frees up time for healthcare professionals and allied health professionals to innovate and strategise**, generating more impactful outcomes that will value add and deliver greater benefits to patients.

PROFESSIONAL UPDATES

UPDATED PRACTICE GUIDE FOR MINOR AILMENTS (PGMA)



PHARMACEUTICAL SOCIETY OF
SINGAPORE

PRACTICE GUIDE FOR MINOR AILMENTS (PGMA)

Our content



Developed through comprehensive review of the available literature and tailored to Singapore's context



Online Modules allows you to learn at your own pace.
2 CPE points awarded per Module

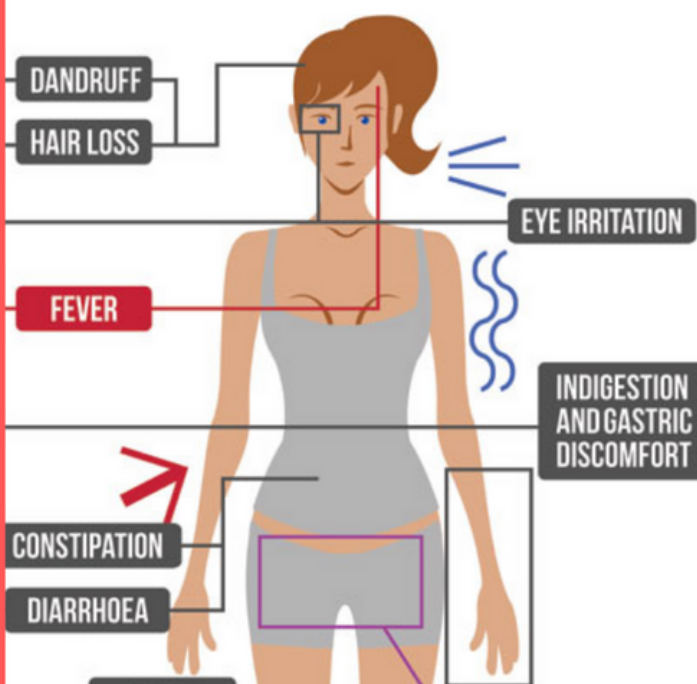


Consist of 19 topics featuring commonly encountered minor ailments from Cold and Cough to Weight management



MEMBER

Free for all PSS members
Token fee of \$20 per guide for non members



Find out more:



Brought to you by PSS Community Chapter

HEALTH LITERACY WORKSHOPS FOR HEALTHCARE PROVIDERS

- Do you wish to improve the health literacy of your patients and the public?
- Keen to sharpen your communication skills in patient education?
- Want to produce health-related patient education materials that are easy to read and understand by the laypersons?

Health Literacy Workshops for Healthcare Providers

Foundational Workshop: 20th May 23, 9am - 1pm
Advanced Workshop: 27th May 23, 9am - 1pm



Scan this QR Code to sign up
Closing Date: 7 May 2023, Sunday

PSS Member: SGD 150 per workshop
Non-Member: SGD 225 per workshop

For enquiries, email admin@pss.org.sg



SINGAPORE PHARMACY CONGRESS 2023

CALL FOR ABSTRACTS



CALL FOR ABSTRACTS IS NOW OPEN

The Scientific Committee of the 'Singapore Pharmacy Congress 2023' cordially invites members of the pharmacy community and healthcare professionals to submit an abstract for an oral or poster presentation at the 'Reimagining Possibilities – The Pharmacist's DNA' Congress to be held on 9–10 September 2023 at the Grand Copthorne Waterfront Hotel, Singapore. All abstract authors will have an opportunity to be considered for abstract awards, as applicable.

This upcoming congress aims to foster wider research collaborations, recognise meaningful contributions, and support quality research by our pharmaceutical and healthcare communities.

The abstract categories are as follows:

1. Clinical Research
2. Education Research
3. Pharmacy Practice
4. Pharmaceutical, Pharmacovigilance, and Industrial Practices
5. Pharmacy Technician

Abstract submission deadline is 30 May 2023.

SUBMIT ABSTRACT

Visit pharmacycongress.com.sg for more information



PSS Public Education Chapter



JOIN US NOW!

WE'RE
RECRUITING...



Opportunities

Be trained in health literacy

Participate in national level public education campaigns

Create public education materials

Requirements

Registered Pharmacist

PSS Member



←
Sign up here

CPE: PATIENT SAFETY BOOBY TRAPS IN THE PHARMACY

The Professional Education Chapter Presents

Patient Safety Booby Traps in the Pharmacy

11th May 2023, 7 - 8.30pm

Working as a pharmacist is a cognitively challenging job. To make matters worse, strewn across the workplace are latent booby-traps that make it even harder. These traps can range from lookalikes and soundalikes, to misleading terminology and soul-crushing technology. However, is simply paying more attention our only recourse? In this interactive presentation, we expose the nature of these traps, and discuss ways to improve patient safety by leveraging our strengths and supporting our weaknesses. By the end of this presentation, you will be able to

- Recognize some of the safety booby-traps in your workplace
- Understand why humans are imperfect
- Consider strategies that utilize human factors science.

ABOUT THE SPEAKER

Dr. Yin Shangqing is the Assistant Director of Human Factors & Systems Design at KK Women's and Children's Hospital (KKH), and Adjunct Assistant Professor, MD Programme at Duke-NUS Medical School. Dr Yin pioneered the integration of human factors science into Singapore's healthcare, and served as the nation's first healthcare human factors specialist in Changi General Hospital (CGH) for 5 years. With over ten years of human factors exposure, Dr Yin's journey has brought him through various domains such as aviation and process control. He has a PhD in Human Factors Engineering and a BSc in Psychology, and is also an FAA-certified private pilot.



Registration

Free for PSS Members \$40 for Non-PSS Members.

Registration closes at 4pm on 11th May 2023.

Please register via https://us02web.zoom.us/webinar/register/WN_MZAY-fQ9TIm2MFbbLXhcl



An initiative under the PSS Media & Communications Committee
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