



Transforming our Passion into Perfection

Director Message - Re-branding Pharmacy in Hong Kong in the Digital Era



Digital revolution has changed, and will continue to change, the way we live, learn, work, and interact in ways that often cannot be imagined. Digital revolution is about garnering the courage to embrace free access, collaboration, and continuous quality improvement rather than raising the barrier of competition as the modus operandi. What impact would digital revolution bring to the pharmacy profession? Just as the emergence of pharmaceutical manufacturers in the 1960's literally abolished the pharmacist's compounding role in favor of a dispensing and counseling / advisory role, robotics and information technology will eventually acquire the sophistication to perform these roles – most probably more efficiently and at a lower cost.

This brings me to the dream I have of the graduates from the School of Pharmacy at CUHK. Specifically, with advanced training, our graduates should be the future movers and shakers of the pharmacy profession, creating new roles and new jobs for pharmacists who spend more time face-to-face with the users than handling dispensing in the pharmacy. There is an unmet need to assure that the drug products not only work as promised but also deliver better outcomes for patients at a lower cost. In this patient-centric role, the pharmacist is tasked with continually learning about the users, earning their trust, responding to their behaviors, and evolving a plan for improved medication adherence. According to a 2013 IMS Institute report, medication adherence can save the healthcare system in the U.S. \$105 billion per year on avoidable hospitalizations, ER visits, and the like.



How should we prepare our graduates for this new role? Let me be provocative by proposing that pharmacy and other healthcare degree programs under the medicine faculty umbrella should be harmonized to six years. Additional time is required not only to assimilate advanced knowledge and skills, but equally as important, to gain experience and wisdom through interdisciplinary and trans disciplinary training in a team setting. Moreover, all degree programs should embrace Big Data as the common quantitative language!

UPCOMING EVENTS

Pharmacy Seminar on "Creating a culture for interprofessional education and practice"

Presented by Kari L. Franson, PharmD, PhD

**13 May, 2014
3:00 P.M. - 4:15 P.M.**

[Details](#)

Master of Clinical Pharmacy Programme (MCP)

**Application Deadline:
31 May, 2014
(Local Applicants)**

[Register](#)



Public Lecture of Drug Safety Series : Leukemia and Lymphoma

**14 June, 2014
2: 30P.M. - 4:30P.M.**

[Register](#)

Touted as the next frontier for innovation, competition, and productivity, Big Data hold great promise in identifying trends in real time, dramatically improving the efficiency of drug discovery and development, streamlining the healthcare infrastructure, and clarifying the responsibilities of members on the team caring for the patient.



The ultimate goal in curriculum reform is to establish a faculty-wide culture that encourages students from diverse backgrounds to focus on shared global challenges in a demanding global economy. Curricular reform must take into account the learning profile of our students in terms of information access, socializing ideas, and creative collaboration. It is as important to

teach students how to recognize what data is important and what is useless.

This indeed is a golden opportunity for the Pharmacy profession in Hong Kong to be imaginative and entrepreneurial in coming forth with 21st century solutions for grand challenges that are beyond the reach of 20th century solutions. Our school should strive to be the institution of choice for entrepreneurs and innovators who are passionate in transforming pharmacy in the Pacific Rim.

Prof. Vincent LEE (Professor and Director, School of Pharmacy)

Stepping Out of the Box

The opportunity to cross the continents to Africa has brightened Livia's life as she focused a lot on studies in the past and had never travelled out of China.



The vast blue sky and the green meadow, the long brown roads and the black people; everything in Uganda was just distinct from that in Hong Kong. The excitement of travelling is that when you are in such an unfamiliar environment, you start to feel open to all the new things and new ideas.

In this 14-day trip, we visited different places for services. I won't forget how lovely the laughter was from the children in Watoto villages. They said 'thank you' with their sincerest heart when you made a balloon dog for them. They drew you a cute picture when you provided them with crayons. They enjoyed the friendly football match with you on their bare feet. I won't forget the smiling faces from the vulnerable women who worked at Watoto making dolls and bags. They grinned when seeing the beautiful nail polish and the facial masks on each other. I won't forget the content from our dirty and sweaty faces after working for a whole day in the construction site building a dormitory for the students, especially when we got only a column of water for shower afterwards!



ABOUT THE SCHOOL OF PHARMACY

Launched in 1992, the CUHK Bachelor of Pharmacy (BPharm) Programme was the first UGC funded pharmacy programme in Hong Kong.

In the intervening years, the School pioneered the Master of Clinical Pharmacy, Master of Science in Pharmaceutical Manufacturing and Quality, and the Master and Doctor of Philosophy degree programs...<<more>>



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Past Newsletter



It was also my luck to be an observer of the medical consultation by our Vice-Chancellor Professor Joseph Sung in a Watoto village. Most of the patients came for minor ailments like gastroesophageal reflux disease. Yet, they had not received proper management, and their illnesses were prolonged. Although we cannot help with every patient there, such exposure triggered my reflections on how we should provide help to different people in different places.



You may wonder how a 14-day service trip can provide significant influences to those in need. The fact is we can never imagine. Yet, it is always more blessed to give than to receive. This service-learning experience had really broadened my horizon and changed my personal view of the world. I am sure such experience is influencing how my future career will be. Therefore, don't hesitate to challenge yourself to various exposures!

Ms. Livia NGAI (BPharm Final Year Student)

Learning from the Community and the World

At CUHK, learning has many dimensions. Although classroom lectures are still the main medium of instruction, just about every course has a dimension of self- and group-learning. The practice staff has been active in coordinating or giving public lectures to enhance the understanding of the elderly and their care takers on their responsibilities to adhere to the drug dosing regimen and report adverse drug reactions. To respond to a demographic shift in the student body and to expand the geographic span of our curriculum, we plan to harness the tools of the digital revolution to prepare our graduates to rebrand the pharmacy profession.

Community services are listed below:

- AMPOULE Public Lecture of Drug Safety Series
- CUHK Champion
- CUHK Health Check
- Joint Summer Outreach



Ms. Iris CHAN: CUHK Phase I Clinical Trial Center

Ms. Iris Chan joined the CUHK Phase I Clinical Trial Center as Founding Managing Director after a very successful career in multinational pharmaceutical companies.

As one of the first batch of pharmacy graduates, I still remember vividly the interviewing process for admission to pharmacy school, the first day of university, the discussion with professors on the course curriculum (our feedback was so important!), our enthusiasm in organizing the first society of pharmacy and the first orientation camp, etc. The first batch of students in the School of Pharmacy was basically the pioneer of everything!



After graduation and internship, I determined to join the business community, and started my career in a multinational pharmaceutical company as a sales representative. I grew with the company and moved along my career ladder in medical & regulatory aspects, while also participating actively in sales and marketing roles of various products in oncology and hematology. I also had the opportunity to cover the Taiwan office.

Time flew with my involvement in fascinating work in the pharmaceutical industry on integrating the professional knowledge of pharmacy with the dynamic world of business.

My life is unavoidably tied up with CUHK. In September 2013, I joined the Faculty of Medicine of CUHK to perform on clinical research management, including setting up both the Phase I Clinical Trial Centre for early-phase studies and the Clinical Research Management Office (CRMO) for overall governance and management of clinical research in CUHK-NTEC institutions. With my change of role in clinical research (from study sponsor to research administrator), I can contribute at a new level and feel satisfaction at enhancing the clinical research environment and building research competency at CUHK.

Unlike a typical career path as a pharmacist in hospital, retail pharmacy or local manufacturer, my path is a bit unusual. Still, my professional background as a pharmacist equips me in terms of academic knowhow as well as analytical thinking. I would therefore encourage new graduates to broaden their horizon and choose direction based on their interests and strengths.

Ms. Iris CHAN (BPharm 1995 Graduate)

Dr. Jennifer YU: Experiential Learning



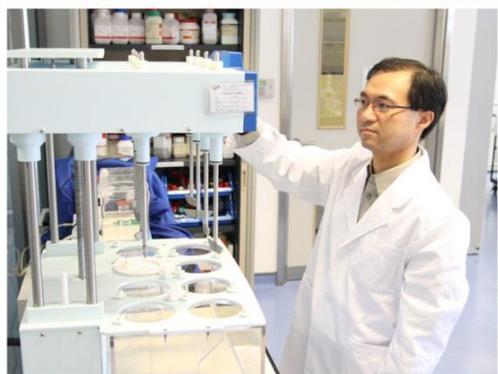
Like many other academic staff, Dr. Jennifer Yu, who joined the School of Pharmacy in 2011, is from sunny California and earned her Doctor of Pharmacy (Pharm.D.) degree from University of Southern California. She completed her pharmacy practice residency at Kaiser Permanente Valley Service Area. Dr. Yu's true passion lies in ambulatory care pharmacy practice, and she developed her interest in this area while she was a final year student in pharmacy school.

Dr. Yu was intrigued by the expanded role of pharmacists during her ambulatory care rotation. She enjoyed providing direct patient care and collaborating with multidisciplinary teams and was truly inspired by the impact of pharmacists in chronic disease management. After residency, Dr. Yu stayed in Kaiser Permanente, one of the largest managed care organizations in California, and pursued her profession in the ambulatory care setting. She worked at various clinical services including anticoagulation service, hypertension, congestive heart failure clinic, and headache management services. To further expand the role of ambulatory care pharmacist, Dr. Yu was instrumental in helping the clinical pharmacy department to establish new clinical services, including HIV and anaemia management services. Her well-rounded experience in ambulatory care granted her an opportunity to become a drug education coordinator and work alongside physicians and department leaders to promote cost effective prescribing.

Dr. Yu has taken on the coordination of the new 3-3-4 curriculum faculty package courses and participates in designing and planning learning activities to facilitate interdisciplinary interactions between pharmacy students and other students within the Faculty of Medicine. In addition to teaching pharmacy practice and therapeutics, she also created a new elective course, Health System Management, which discusses topics including medication safety, drug use management, quality of health care, etc. Aside from teaching duties, Dr. Yu was recently appointed to be the coordinator of experiential learning which includes summer training programmes, clerkship and internship. Dr. Yu strongly believes experiential learning is essential for pharmacy education and is eager to explore new learning opportunities for the students and further improve the coordination of their learning experiences.

Prof. Thomas LEE: Formulation Research

Prof. Thomas Lee joined the School as Assistant Professor, following a successful career spanning over a decade in the United States developing formulations for onward pre-clinical and clinical development of new drug candidates. Two drug products now on the market can be attributed to Prof. Lee. His dream at CUHK is to apply the tools of Big Data analytics for establishing a regional drug formulation hub in Hong Kong. Because of Prof. Lee's superb understanding of the pharmaceutical industry, his first assignment was to update the course content of the 2-year old M.S. in Pharmaceutical Manufacturing and Quality (PMQ).



Prof. Thomas Lee joined his Alma mater, the School of Pharmacy at the Chinese University of Hong Kong, in August 2013. He was among the first batch of locally trained pharmacists in Hong Kong. He pursued his graduate study at the University of Wisconsin-Madison, USA and received his Ph.D. in Pharmaceutical Sciences (Pharmaceutics and Drug Delivery). Before joining the School, he spent a decade in the R&D departments of two internationally renowned pharmaceutical / biopharmaceutical companies (Novartis Pharmaceuticals Corporation and Celgene Corporation). He holds several patents on drug delivery technologies, and he was also a key contributor to Pomalyst® (Pomalidomide) which was approved by the US FDA and the EU for multiple myeloma.

His drug delivery research lies at the chemistry-biology interface to understand physico-chemical and biopharmaceutic barriers and design drug delivery systems to overcome them. We need to “know our enemy and then design a strategy to overcome it”. Prof. Lee is particularly interested in developing amorphous solid dispersion technology to overcome solubility hurdles. In addition, his research team is also actively developing user-friendly drug delivery systems to meet the special needs of geriatric/pediatric patients. He is also interested in Traditional Chinese Medicine (TCM) modernization and standardization using drug delivery systems.

Prof. Lee is currently teaching courses for the Master of Pharmaceutical Manufacturing and Quality Program. He is looking forward to meeting all of the pharmacy students and collaborating with different disciplines in pursuing his drug delivery research.

Master of Science in Pharmaceutical Manufacturing and Quality (PMQ)

This programme is a two-year part-time programme designed for students with a bachelor degree in pharmacy, engineering, or science who are interested in acquiring the requisite knowledge and skills for rendering decisions on the quality of drug and health-related products. It is the *FIRST* such postgraduate degree program in Hong Kong.



For Application, please refer to [Programme Information and Application Method](#).

Those who have already assumed or aspire to assume the role of authorized person in local pharmaceutical manufacturing companies are most suitable to apply. Staff who are working in other positions in pharmaceutical firms may also find the training desirable. Fresh graduates who are planning to develop a career path in the pharmaceutical field are also welcome.

Open for Applications

Programme applications are open every year around December. Applicants can access the online application system through the [Graduate School website](#).

Programmes

M. Phil. - Master of Philosophy in Pharmacy <<[more](#)>>

Ph.D. - Doctor of Philosophy in Pharmacy <<[more](#)>>

PMQ - Pharmaceutical Manufacturing and Quality <<[more](#)>>

MCP - Master of Clinical Pharmacy Programme <<[more](#)>>

School Events

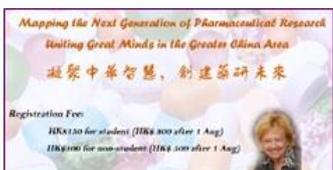
The School collaborates with various partners to expand the pharmaceutical universe and create opportunities. We organized different events for students, alumni, adjunct faculty and pharmaceutical partners. The most recent events are listed below, or you may visit [here](#) for more details.



Pharmacy Alumni Sharing Session



White Coat Ceremony



AAPS @ China Symposium



Professional Development Workshop

Media Coverage

Various media reports have covered BPharm / postgraduate programmes, pharmaceuticals and drug safety information. The most recent news are listed below, or you may visit [here](#) for more details.



RTHK eTVonline -- 《這一科，學什麼？》
從醫院藥房的小小窗口中窺探 -- 「藥劑師，你在做什麼？」



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