



# DPC NEWSLETTER

Volume 4, April Issue

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By: Nesma Hendawy

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# HEALTH AWARENESS DAY

The stress levels continue to build up until one day a major collapse may make us aware that with all these frenzied activities, we have forgotten to take care of one important thing – **OUR HEALTH.**

In earlier days, life was very simple. People worked from 9 to 5 jobs, often walked everywhere, ate more of home food, did household chores and enjoyed a healthy balance in life. Now, we have cars and bikes to go around in, exciting varieties of fast food to eat, home appliances to reduce our chores and save time. But the time that has been saved in this manner is now being spent at the workplace.

So people don't have time to exercise which is very essential for good health which further leads to increasing health related problems among all. So it is vital to stay fit and healthy. A yearly health checkup is a must. Without good health we cannot work or be self-reliant.

**So good health should be one of the most important priorities in our life.**

To inculcate health awareness among all the staff and students of the college the **Community Engagement Unit along with the Student Affairs in charge** organized a Health Awareness Day which was conducted on 24<sup>th</sup> March 2014, and was welcomed by all at Dubai Pharmacy College.

The routine examinations conducted included eye and vision check, blood sugar levels, blood pressure, Body Mass Index, skin, hair and scalp analysis. The nutritionist Olga Smirnova from Health Factory stressed on the importance of healthy diet and exercise to stay fit. Thanks to *The Health Factory, City Pharmacy, Life Optics, Professional Regulatory Affairs, Al Manarah Medicine Store (RABE Laboratories), Prime Medical Center - Deira, Sultan Al Olama Medical Centre, Natrol Inc., Amouage Hair Centre* for making this event a success.

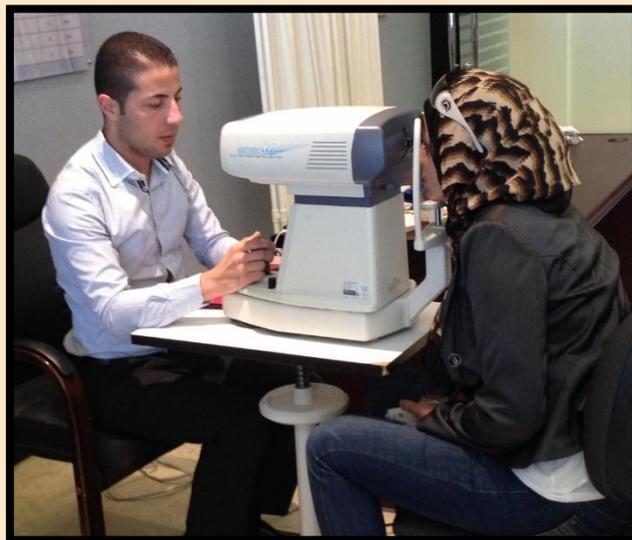
More than 300 students, faculty and staff actively participated and benefitted from this event. Some of them were diagnosed with a high risk of having diabetes and hypertension.

*Remember: "Health is Wealth" and "Prevention is better than Cure"*

**Special Thanks to: Dr. Ghazala (Head, Community Engagement)**

**Mrs. Eman Zohair (Student Affairs In-charge)**





Any suggestion or comment? Post it to <[DPCnewsletter@dpc.edu](mailto:DPCnewsletter@dpc.edu)>

# MOTHER'S DAY

**“Being a mother is an attitude, not a biological relation.”**

(Robert A. Heinlein)

DPC celebrated Mother's Day for yet another year. The students (under the leadership of Sara Mohammed, Student Union President) used this opportunity to express their gratitude towards the entire faculty and staff members by make arrangements for gifts and individually distributing it, thanking them for their love and support that they have always showed towards their students all academic year.



Our faculty and staff members are known for their kindness and helpfulness. They keep their doors open at all times for any student and for this, we will be forever grateful.



# *DPC PARTICIPATION IN EDUCATION SHOWS*

## *GETEX and Education Show at Abu Dhabi 2014*

**Dubai Pharmacy College** in collaboration with Dubai Medical College, participated in GETEX 2014. The exhibition entertained mostly students and parents looking for universities and colleges of different ranges and DPC got a huge response from female students looking to get into the field of Pharmacy. Along with GETEX, DPC also represented themselves in the “Education show in Abu Dhabi” to reach out to a larger number of students across the country. The field of Pharmacy is elaborate and is developing at a very fast rate and requires a range of health care providers and DPC always aim to bring out the best health care providers.



# STUDENT CONTRIBUTION

## A STRESSFUL LIFE

*In today's world when we human beings are blessed with all the facilities but still are we contented? Are we satisfied? The answer is simply a **no**. We keep asking for more and we never value for what we have. In the race of earning more we deprive ourselves of all the contentment that we have.*

*In the early times when people lacked all that we have today they never asked for more, they were contented with what they had and thanked the Almighty for whatever blessings He had showered upon them. They lead a healthy and pleasant live, free of any stress.*

*We on the other hand are always under stress. As students, we are under the stress of exams, as elders under the stress of job and after marriage under the stress of family! This point has to be contemplated and not ignored.*

*It's because of this stress that we are being deprived of proper sleep, proper family life and hence proper **health**. We all know health is wealth but we ignore our health. It's due to stress people tend to deviate from the right tract and are compelled to take drugs that relieve stress. These drugs are hazardous to our health as they are addictive and a drug addict can never lead a normal life.*

*It's really surprising to know that being Muslims we are part of this pressurized lifestyle. Maybe because of these worldly requirements we are lagging behind in our faith and we want all the contentment of this world by hook or by crook. To the Muslims, it is my advice to be satisfied with what you have as the Almighty gives you what is beneficial for your life.*

*So, the underlying message is that the stronger the faith, the happier you are and the more blessed you are with health and satisfaction.*

*And this satisfaction is not just internal, but **eternal**.*

By: **Arooj Qaiser** (2<sup>nd</sup> Year)



# ALUMNI CONTRIBUTION

## *Pursuing a career as a medical representative*

A medical representative is employed by pharmaceutical company for two main purposes:

1. To keep doctors and health professionals updated about the latest drugs in the market and
2. To maximize the prescribing of those drugs they work on. There is no strict rule to achieve this.

Hard work and working smarter is the key to success. Pharma companies are always on the lookout for fresh graduates who can be put through at least 3 rounds of interviews (including IQ and communication test) after which they are shortlisted based on their ability to think and handle difficult scenarios.

Once you are hired, you then have to go through a series of intensive trainings which include the basic pharmacology of the drug, how to be an effective med rep, communication skills etc. among many others. As an experienced med rep you will be assigned your own territory wherein you will regularly visit the doctors. You might have to book a prior appointment to see them as they are almost always busy or you may gather a group of doctors for a promotional lunch presentation.

In addition you will visit pharmacists to know about the prescribing habits of the doctors. This will help you plan and set objectives for future visits. Within a Pharma company you have great chances for career development. You have find opportunities to move into any of the following posts: marketing manager, product manager, field management, supervisory or managerial position etc.

This profession is for those who like everyday challenges, like to socialize, who can work precisely and punctually and above all who are passionate about their company and their job.

### Interview tips:

- Confidence with a pleasing and strong personality makes the first impression.
- Believe in what you say; be prepared (go through your pharm books again and read through about the company profile)
- Get ready to be interviewed about your strengths and weaknesses which may give a clue about your style of work.

By:

**NIKHAT SULTANA**

Team Leader  
Hikma Pharmaceuticals PLC  
(DPC Alumni)



# RESEARCH PUBLICATION - FACULTY

## *Study of Biochemical changes in the blood of Alloxan Induced Diabetic Rats treated with extract of *S. cam. bark**

**Authors: Dr.Naglaa Gamil, Dr.Naglaa Rafaat and Dr.Basma Sami**

**Abstract:** Our target is to investigate the hypoglycemic effects of both bark and flower extracts of *S. campanulata*. The crude ethanolic extracts of both bark and flower were tested for their hypoglycemic effect in forty mice divided into 5 groups first is negative control, second group is positive control received alloxan only third and fourth groups diabetic treated with bark and flower extracts in dose of 500mg/kg, and the fifth group received metformin as standard drug. Blood samples were subjected to measurement of glucose level, insulin level, and lipid profile, moreover, concentration of insulin receptor  $\beta$ -subunit (IR $\beta$ ) protein level was estimated in homogenate of muscle tissue. Significant elevation of blood glucose level, serum triglycerides and insulin receptor  $\beta$ -subunit (IR $\beta$ ) protein level ( $p < 0.05$ ) were observed in positive control group. After 1 hour treatment with metformin significant decline in blood glucose level was observed while the bark extract decreased the level after 2 hours, but no significant effect was noticed after treatment with flower extract. Insulin receptors have shown significant elevation in bark and metformin groups in comparison to +ve control group ( $p < 0.05$ ), and for lipid profile metformin decreased level of serum triglycerides ( $p < 0.05$ ) but no significant change was recorded for serum insulin level in any of the studied groups. Conclusion: our results deduce that bark extract of *S. campanulata* has hypoglycemic effect possibly through inducing the synthesis of insulin receptors at peripheral tissues.

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# ARTISTIC EXPRESSION

By: Nesma Hendawy (4<sup>th</sup> Year)

*“The Lady in the Mirror”*



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