



WEB 2.0 IN THE HOSPITAL PHARMACY

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Background

The term Web 2.0 is associated with web applications that facilitate information sharing, user-centered design, interoperability and using the World Wide Web as a collaboration tool. Information Technology helps to establish effective communication systems to facilitate the work in hospital pharmacy environments.

Purpose

Describe the application of Web 2.0 for the hospital pharmacy to improve communication in a decentralized University Hospital.

Materials and Methods

The communication was difficult and often ineffective until the implementation of Web 2.0 technologies within a hospital pharmacy, with 3 separate hospitals for more than 4 km. We established a strategy for improving the quality of communication using online tools: Googlegroups, GoogleSites, Twitter and Facebook.

Results

We performed 2 googlegroups with restricted access for group communication: one for the Pharmacy Department (PDGG) and another specifically for Clinical Pharmacists (CPGG). The PDGG is used for any common notice and the CPGG was to discuss and report on technical issues (including the guard pass the day before). A total of 963 posts in the period October 2008 to October 2011. Also created two Websites with restricted access where there are common sections (secretary of service and quality) and others specific. Thus, in the Pharmacy Department Website, the sections were: welcoming new staff, teaching, standard operating protocols; and in the Clinical Pharmacy Website: Commissions and Committees, Evaluation and selection of drugs, Clinical Pharmacy, Drug Information, Drug Safety and Research. Facebook have also been recently incorporated as an additional communication tool.

The image displays two screenshots of web portals. The top screenshot is for 'FARMACIA CLINICA BADAJOZ', showing a forum interface with a sidebar menu containing categories like 'CALIDAD', 'COMISIONES Y COMITES', 'DOCENCIA', etc. The main content area features a 'Bienvenidos!!!' message and a search bar. The bottom screenshot is for 'SERVICIO DE FARMACIA HOSPITALARIA DE BADAJOZ', showing a service page with a navigation menu and a main text area that includes a welcome message and contact information for Juan Fco. Rangel Mayoral.

Conclusions

- The results show that the Web 2.0 is a suitable tool for collaborative work.
- This system allows the exchange of relevant information between the Pharmacy Service Staff safely and effectively.

No conflict of interest