

## Editorial

*Dear Readers,*

*Wishing you all a very Happy and Prosperous New Year 2014.*

*There are a few changes in the editorial team of ijopp. I take this opportunity to thank all the outgoing team members for providing their services and support to ijopp for a period of FIVE years and welcome all the new members on the board of ijopp.*

*All of you would agree that appropriate use of medicines is very essential to experience their complete benefits in patients. Patients are influenced by their families, part of the world they belong to, cultures and health systems in their respective countries. Therefore, the knowledge of pharmacy practice should be supplemented with disciplines that deal with people and systems such as humanistic and social sciences. It is “Social Pharmacy” that deals with the study of medicines use from scientific and humanistic perspectives.*

*All the social factors that influence the use of medicines in patients such as medicine-related beliefs, regulations, policies, attitudes and behavior are given importance here.*

*Generally, the areas of social pharmacy research could be related to pharmaceutical services and study of social factors that influence pharmacy practice and medicine use.*

*Social pharmacy is not much developed in India. It is the interdisciplinary discipline that enables the pharmacy profession to act, take part and take responsibility in drug matters at a societal level and hence should be introduced and given importance in the Pharmacy curricula.*

*Pharmacy practice and Pharm.D faculty and students of Pharm.D should take up Social Pharmacy research.*

***Dr. Shobha Rani R Hiremath***

***Editor-in-Chief***