



Sri Devaraj Urs Academy of Higher Education and Research

(A Deemed to be University)

Sri Devaraj Urs Medical College
Tamaka, Kolar-563103

We Cordially invite you all to Guest lecture
on

Medication Use and Patient Safety

Date: 24-3-2026

Time: 10:00 am to 1:00 pm

Venue: William Osler Hall

(Physiology AV Hall) 1st Floor, SDUMC

Organized by
DEPARTMENT OF PHARMACOLOGY

Registration Link:

<https://forms.gle/bVHbTepgRLfbb4RE7>



INTRODUCTION

In the complex ecosystem of contemporary medicine, **medication management** represents one of the most frequent and high-stakes interventions performed by healthcare professionals. Pharmacological therapy is a primary tool for healing, but carries an inherent risk of error that can undermine patient outcomes and erode institutional trust.

The pursuit of patient safety has shifted the focus from individual culpability to **systems-based resilience**. Research consistently demonstrates that errors are rarely the result of a single person's negligence, but rather the culmination of latent failures within the system—such as poor communication during handoffs, look-alike/sound-alike (LASA), drug packaging, and the high-cognitive load environments characteristic of acute care.

To achieve a "Zero Harm" environment, healthcare organizations must move beyond the traditional "Blame and Shame" culture. Instead, they must embrace a **Just Culture**, an approach that balances institutional accountability with a deep understanding of human factors.

Objectives

1. **Differentiate** between a medication error, an adverse drug event (ADE) and a near-miss.
2. **Apply the Right** Patient, Drug, Dose, Route, Time, Documentation and Reason.
3. **Minimise medication error** by utilising Barcode Medication Administration (BCMA) and Computerized Physician Order Entry (CPOE).
4. **Identify** physiological and emotional stressors that affect medication adherence.

SPEAKERS



Dr Padmaja Udaykumar

Professor and Head
Department of Pharmacology
Father Muller's Medical College,
Mangalore, Karnataka



Dr Ruth Sneha

Professor and Head
Department of Psychiatry
Sri Devaraj Urs Medical College
Kolar, Karnataka

PROGRAMME SCHEDULE

10 to 10.30 am	Registration
10.30 to 11 am	Inauguration and Welcome address
11 am to 12 pm	Medication Error in Patient Safety Dr Padmaja Udaykumar
12 to 1 pm	Psychological concepts of Medication Adherence Dr Ruth Sneha



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