

The Holistic Community Pharmacy within Ecocivilisation

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Foreword

Every single Community Pharmacy should contribute to the local community in one way or another. Why should otherwise a local community allow or even wish its existence? What is this contribution and how big it is depends as much on the implementation of its purpose as on the characteristics of local community itself, namely its value system, structure etc.

A Holistic Community Pharmacy¹ purpose is to contribute to the improvement of health of a local community population. How does this concept fit in the contemporary local communities is a question we already have some answers for from the cases of its practical implementations in Slovenia. These cases confirmed the challenges are mainly in the developmental level of professional organizations and in the presence of or lack of their support, in the extent of owners and management commitment and in the availability of competent staff members. Of course this question deserves thorough analyses. Additionally, the same importance lies in the question of, how does the concept of the Holistic Community Pharmacy[©] fit in the society models of tomorrow, taking in the consideration large transformations in near future.

A year of 2020 was a year of change for so many people in many different ways. In a way it brought to a surface even some positive events. One of them has been Ecocivilisaton Talks² by Violeta Bulc. They intrigued me to rethink my concept of Holistic Community Pharmacy[©] in the light of the model of Ecocivilisation by V. Bulc. In this essay the alignment of two is presented. It serves us as a rethinking tool of our attitudes towards and expectations from health and healthcare stakeholders. The purpose of this writing is therefore to rethink how to achieve a better health of people.

¹ The Holistic Community Pharmacy concept is defined by its authour M. Puc in Holistic Community Pharmacy: Declaration of fundamental principles of Holistic Community Pharmacy, 2017 and her other work. References on holistic pharmacy are on that particular concept and are hereinafter marked as proprietary concept.

² The #EcocivilisatonTalks is a platform for open discussions, searching and unfolding weak signals pointing towards a new civilizational paradigm which has been started to call #Ecocivilisation. More information is available on <https://www.ecocivilisation.eu/en/home/>.

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The Holistic Community Pharmacy is aligned with Ecocivilisation



The Holistic Community Pharmacy² is aligned with Ecocivilisation³

The role of an industry can be presented by its placement in the value chain. The value chain is speaking already loud and even more the position of a single link in it. The classic regulatory view presented in Picture 1 is placing a wholesaler as an intermediate between pharmaceutical industry and community pharmacies to avoid the direct influence on their choice among products. However, in practice we can see a completely different situation with direct communication of the industry with end users, changing the role of community pharmacies as presented in Picture 2 (see Page 7).

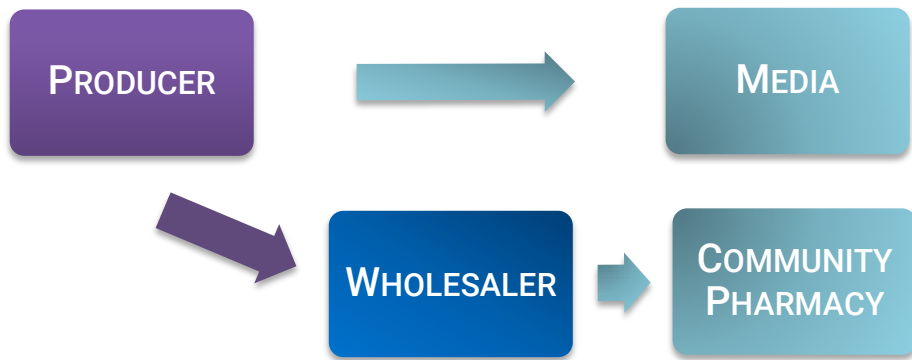
The concept of a Holistic Community Pharmacy© includes a formation of a new value chain, a business model, a structured consultancy process, integrated quality assurance system, knowledge management system, KPI's, awarding system and cooperation with therapists, including medical doctors, product vendors and local community. A Holistic Community Pharmacy© is building an identity of a hub, becoming more independent from the logistic of products as presented in Picture 3 (see Page 7).



Picture 1. Presentation of the value chain including Community Pharmacies assumed by the legislation.

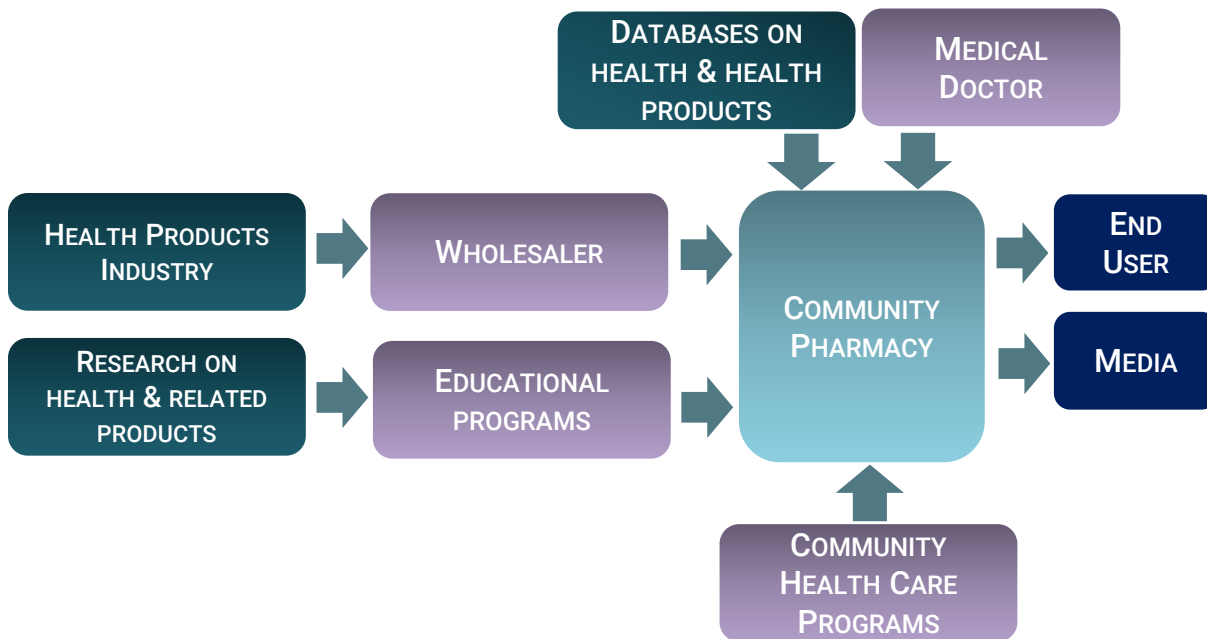
² M. Puc. 2017. Holistic Community Pharmacy: Declaration of fundamental principles of Holistic Community Pharmacy. COVIRIAS: Ljubljana.

³ V. Bulc. 2020. [Ecocivilisation](#).



Picture 2. Presentation of the actual value chain including community pharmacies.

The purpose of the Holistic Community Pharmacy[©] is to add value to visitor's health⁴ with a holistic structured consultancy and health products.



Picture 3. Presentation of a Holistic Community Pharmacy[©] on the way of transformation to a network organization. Becoming a hub.

⁴ Focus of a Community Pharmacy on people is emerging worldwide; however even in those cases the common orientation is on patients. However, practice has shown that medicines, even prescribed ones, are many times picked up by somebody else but patient, and not necessarily the person who is taking care of the patient, which is even more the case in the times of pandemic in 2020. In addition, the welcoming attitude towards visitors paves the ground for respectful relationship for both sides.

It is of an utmost importance for further actions and behavior of any Community Pharmacy, how health is defined. Aiming at just the absence of symptoms is not in line with the Holistic Community Pharmacy© concept, but is broadly accepted within Standard⁵ and Legal⁶ Community Pharmacy. A Holistic Community Pharmacy© aims to holistic wellbeing of a visitor as much as possible in line with the definition of WHO set out in the preamble to its Constitution⁷, followed by the non-selection and non-discrimination approach to every visitor⁸.

⁵ Standard Community Pharmacy is the second one of the three levels of Community Pharmacies. Besides basic legal requirements it follows the purpose of managing prescribed therapy, with selective professional approaches like Pharmaceutical care for chosen individual patients in a separate consultancy- process, attitude and space wise.

⁶ Legal Community Pharmacy is the basic one of three levels of Community Pharmacies. It follows the minimum legal requirements to operate, focusing on logistic of distribution of medicines.

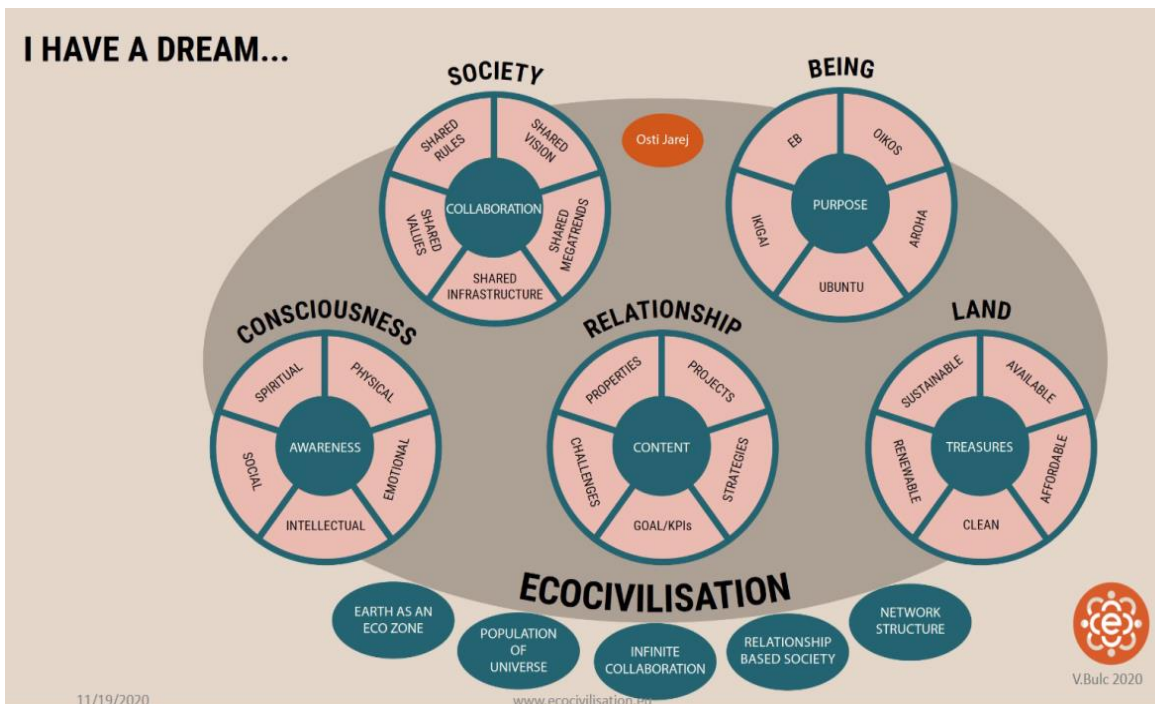
⁷ "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

⁸ "The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition."

How does a concept of a Holistic Community Pharmacy© resonate with a model of a future society, namely the Ecocivilisation? Does it bring added value for the future society?

A close look to the dimensions of awareness in Ecocivilisation model reveals it is mirroring the description of health in the definition of health by WHO in a more structured way.

Having in mind the understanding of health in such a broader way, it is important to nurture it as a *treasure component of the land* in Ecocivilisation model, since it goes along with *awareness of the co-dependence of human beings with other treasures of the land* resulting in *health of everything and everybody*. Can anybody be healthy in an unhealthy environment?



Picture 4. Presentation of the Ecocivilisation model by V. Bulc.

Collaboration of a Holistic Community Pharmacy© with a local society with a purpose to nurture health of humans as one of the treasures enables adequate relationships to ensure enough good food and facilities for exercise for example. Within the holistic structured consultancy it means that healthy living style of a visitor is addressed and that in the decision criteria for a selection of products values are incorporated with an awareness of resources for health. The main principle for selection of products in a Holistic Community Pharmacy© is professional criteria based on objective broad knowledge and understanding, which is incorporating values of OIKOS, UBUNTU, EB, AROHA, OSTI JAREJ and IKIGAI as shown on the Picture 5 (see Page 11). Questions to be addressed are how a certain product is contributing to the whole health of an individual (sustainable resource, side effects, and ingredients) and the environment (packaging, production, distribution) with knowledge and a deep understanding of contribution of all beings (myself, relationships with others, viruses, microorganisms, fungi, algae, plants, animals) and land (soil, water, air, climate) to our health.

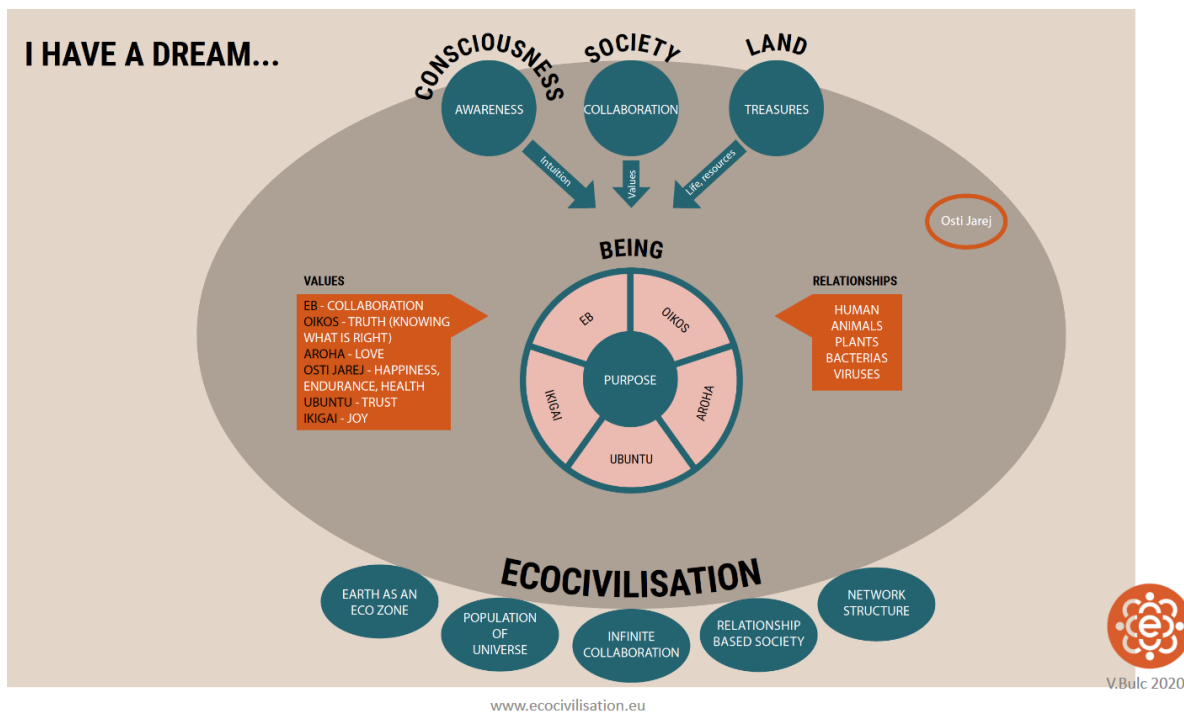
The most important relationship for a Holistic Community Pharmacy© is the one with a visitor. Holistic Community Pharmacy© values should be reflected in the welcome, in the communication and the design of a dedicated space to communication.

A visitor should sense the welcome from the attitude of personnel and the messages from the dedicated space. The communication of health care providers with patients which is based on respect of both side's values and knowledge for the purpose of a whole wellbeing of a person in question brings more added value and positive results. The design of the space should support such communication and respect the land.

Therefore the Key Performance Indicators of a Holistic Community Pharmacy© are for example a measurement of Holistic Community Pharmacy© impact on visitors compliance with a prescribed therapy, an evaluation of performance of structured holistic consultancy, the overall wellbeing improvement of visitors.

Transformation challenges lie for example in the level of awareness of the owners and the employed pharmacists, the level of awareness of professional societies and chambers and legal institutions as the regulatory bodies and of the producers and distributors, to name some.

In short, the level of awareness of the society about the proper role of a Holistic Community Pharmacy© and how to utilize it for different purposes in order to establish new collaborative relationships is one such challenge that aspires for full implementation.



Picture 5. Presentation of the Ecocivilisation model with a being in focus by V. Bulc.

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What can we learn from an alignment of Holistic Community Pharmacy with Ecocivilisation for a Healthcare system?

It is important to discuss the understanding of health and the purpose of healthcare organizations and professionals having in mind all dimensions of Ecocivilisation.

Circular economy is in a way maximizing a broad variety of interconnections of a business with a minimum loss. We can say it is an application of wisdom of life since the life itself is interconnected not just with other lives but also with resources and social environment and it depends on relationships and awareness. Ecocivilisation is then the highest awareness of all interconnectivities and respects them in all aspects of their being⁹.

The existing WHO definition of individual health¹⁰ is nested well in this concept, however unmeasurable it looks like. Nevertheless, we can see from the WHO definition of public health, that it is more concentrated on physical aspects and the manifestations of it¹¹. Where is awareness? Where is reciprocal influence on the environment? Where are healthy relations? Where is personal growth? We should talk about healthy living when we take care of us, others and environment if we are in line with the Ecocivilisation concept practicing respectful relationships.

How far are we ready to go with this?

⁹ Besides animals, plants, bacteria and viruses, algae and fungi should be added as kingdoms of their own.

¹⁰ "The World Health Organization (WHO) defines health as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity".

¹¹ WHO defines Public Health as "the art and science of preventing disease, prolonging life and promoting health through the organized efforts of society". Comparable terms for public health are social medicine and community medicine; the latter has been widely adopted in the United Kingdom, and the practitioners are called community physicians.

The practice of public health draws heavily on medical science and philosophy and concentrates especially on manipulating and controlling the environment for the benefit of the public. It is concerned therefore with housing, water supplies, and food. Activities to strengthen public health capacities and service aim to provide conditions under which people can maintain to be healthy, improve their health and wellbeing, or prevent the deterioration of their health. Public health focuses on the entire spectrum of health and wellbeing, not only the eradication of particular diseases. Many activities are targeted behavioural counselling, or health advice.

There is a gap between the concept of health on individual level, including the inclusion of its affirmation as a human right, and its impoverishment on the big scale of states and other communities¹² as a public health.

¹²In 1984, WHO brought in a new conception of health, not as a state, but in dynamic terms of resiliency, in other words, as “a resource for living”. This revised definition of health defined it as “the extent to which an individual or group is able to realize aspirations and satisfy needs and to change or cope with the environment. Contemporary philosophy of health has been quite focused on the problem of determining the nature of the concepts of health, illness and disease from a scientific point of view. Some theorists claim and argue that these concepts are value-free and descriptive in the same sense as the concepts of atom; metal and rain are value-free and descriptive. To say that a person has a certain disease or that he or she is unhealthy is thus to objectively describe this person. Health is a resource for everyday life, not the objective of living; it is a positive concept, emphasizing social and personal resources, as well as physical capacities”. Thus, health referred to the ability to maintain homeostasis and recover from insults. Mental, intellectual, emotional and social health referred to a person’s ability to handle stress, to acquire skills, to maintain relationships, all of which form resources for resiliency and independent living. WHO states that it remains firmly committed to the principles set out in the preamble to the Constitution which adopted by the International Health Conference held in New York from 19 June to 22 July 1946, signed on 22 July 1946 by the representatives of 61 States and entered into force on 7 April 1948. Later amendments are incorporated into this text. It states that:

The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition.

The health of all peoples is fundamental to the attainment of peace and security and is dependent on the fullest co-operation of individuals and States.

The achievement of any State in the promotion and protection of health is of value to all.

Unequal development in different countries in the promotion of health and control of diseases, especially communicable disease, is a common danger.

Healthy development of the child is of basic importance; the ability to live harmoniously in a changing total environment is essential to such development.

The extension to all peoples of the benefits of medical, psychological and related knowledge is essential to the fullest attainment of health.

Informed opinion and active co-operation on the part of the public are of the utmost importance in the improvement of the health of the people.

Governments have a responsibility for the health of their peoples which can be fulfilled only by the provision of adequate health and social measures.

The Determinants Of Health

Many factors combine together to affect the health of individuals and communities. Whether people are healthy or not, is determined by their circumstances and environment. To a large extent, factors such as where we live, the state of our environment, genetics, our income and education level, and our relationships with friends and family all have considerable impacts on health, whereas the more commonly considered factors by public health movements such as access and use of health care services also have far reaching impact.

The determinants of health include:

- The social and economic environment
- The physical environment
- The person’s individual characteristics and behaviours.

The context of people’s lives determine their health, and so blaming individuals for having poor health or crediting them for good health is inappropriate. Individuals are unlikely to be able to directly control many of the determinants of health. These determinants—or things that make people healthy or not—include the above factors, and many others:

Income and social status: higher income and social status are linked to better health. The greater the gap between the richest and poorest people, the greater the differences in health.

Education: low education levels are linked with poor health, more stress and lower self-confidence.

Physical environment: safe water and clean air, healthy workplaces, safe houses, communities and roads all contribute to good health. Employment and working conditions – people in employment are healthier, particularly those who have more control over their working conditions

Genetics: inheritance plays a part in determining lifespan, healthiness and the likelihood of developing certain illnesses. Personal behaviour and coping skills – balanced eating, keeping active, smoking, drinking, and how we deal with life’s stresses and challenges all affect health.

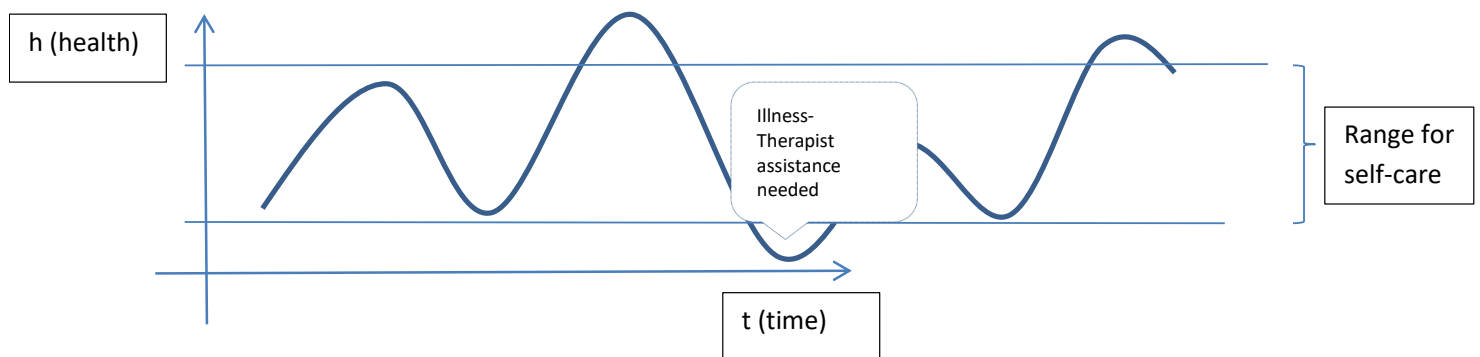
Gender: Men and women suffer from different types of diseases at different ages.

Social support networks: greater support from families, friends and communities is linked to better health. Culture – customs and traditions, and the beliefs of the family and community all affect health.

The public health definition is the one needing more in depth discussion from the Ecocivilisation perspective.

The fundamental gap is in the better understanding and having more clarity about the individual health. From the WHO definition we can understand it also as a static quality with a constant value. For example, it means when our body systems reacts to an infection with higher temperature, that is the sign of a disease we should treat. On the other hand, if we understand a state of one's health as a wave in time with a sine like curve, than we understand also that our immune system and the whole being is able to fight the infection.

The fight itself and higher body temperature are signs of a good health – a proper reaction in certain circumstances. Is therefore better to speak about health as an ability to cope with a dis-balancing situations- i.e. stress? Is therefore public health proportion of individuals able to cope with various stress situations? Is then a healthcare system a support system for coping with various stress situations – greater misbalances?



Picture 6. Presentation of an interpretation of health as a wave.

6 human dimensions (Bulc, 2020) are:

- Energy
- Spiritual
- Physical
- Intellectual
- Social and
- Emotional dimension

Any dis-connection or exclusion among them is instability from within causing waves in another axis (z) in the presentation on the previous page (Picture 6).

Awareness is the glue among them. Higher awareness is giving one more agility.

Traditional society and/or state systems are focusing on each of them more or less exclusively – in an isolated manner in line with functional organization. However, in Ecocivilisation we are going towards higher level of presence. For example we can connect human activities with dimensions in a following way:

Energy → Food chain
Spiritual → Church, religion
Physical → Medical doctors, Hospitals for ill, Sport institutions for healthy
Intellectual → School, academia, research
Social → Art institutions, events...
Emotional → Family, friends

The V. Bulc Ecocivilisation system suggest each system to start from a purpose through values with relationships with all other beings in collaboration with respect to the land and other treasures while being at the higher level of awareness.

Having in mind all said, the healthcare system should start from an awareness of every individual which should be supported from all systems building values (in that perspective with focus on Osti Jarej) and interdependence with land and treasures, other beings, etc. coming to the support for all dimension of human health:

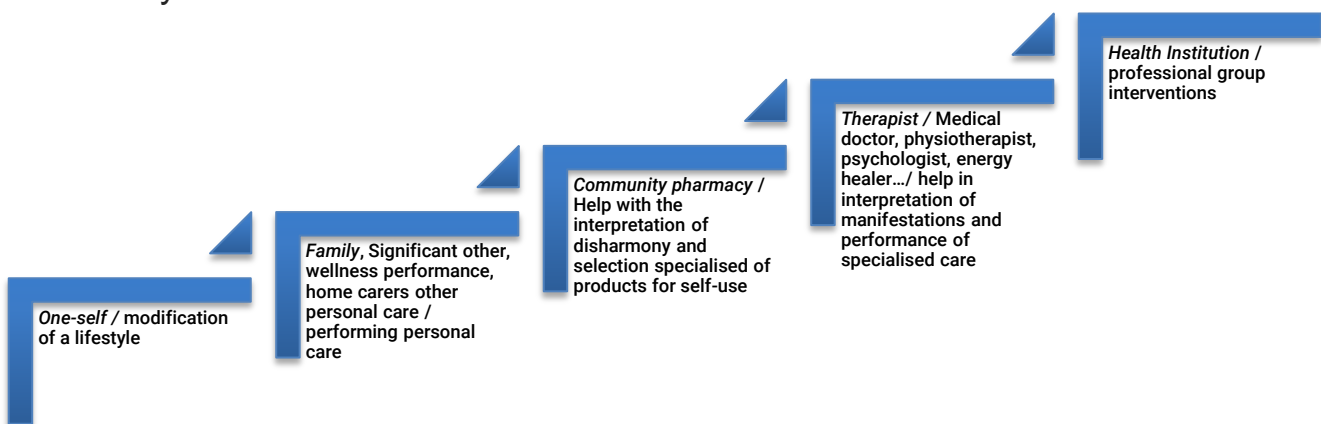
- (Sleep, rest and wellness, food...) Treasures → Energy
- (Church, religion, sacred, connected...) Consciousness → Spiritual
- (Sports organizations, plants, parks) → Physical
- (Educational organizations, research, learning...) → Intellectual
- Society, events; Relationships → Social and
- Family, personal relationship, art; Belonging → Emotional

Ability to resist disharmony in any of dimensions could be then supported. With increased disharmony more specialized support is needed, however always including all dimensions in line with personal values and beliefs, together with choice and consent to the therapy.

As a response to outer or inner disbalancing factors we can use help from various professionals.

The relationship within Holistic Community Pharmacy[©] is based on the assumption that people who are coming are visitors and should be welcomed. Community Pharmacists are consultants. They communicate with each other from the ego state of an adult (Berne, 1958). There should be no patronizing, no pleasing just for the sake of it. There are no kings or queens in a Holistic Community Pharmacy[©].

It means that a Holistic Community Pharmacist[©] as a consultant and a visitor are equal with regard to their communication. The purpose of holistic consultancy is clear, how to improve or at least maintain the state of health of a visitor with the product selection (when necessary a recommendation of a therapist visit or modification of a lifestyle). The structure of every consultancy is defined, learned and trained, along with supervision and documentation of the cases. In such a way, new form of a pharmacist identity can be established and a more in depth relationship with visitors maintained.

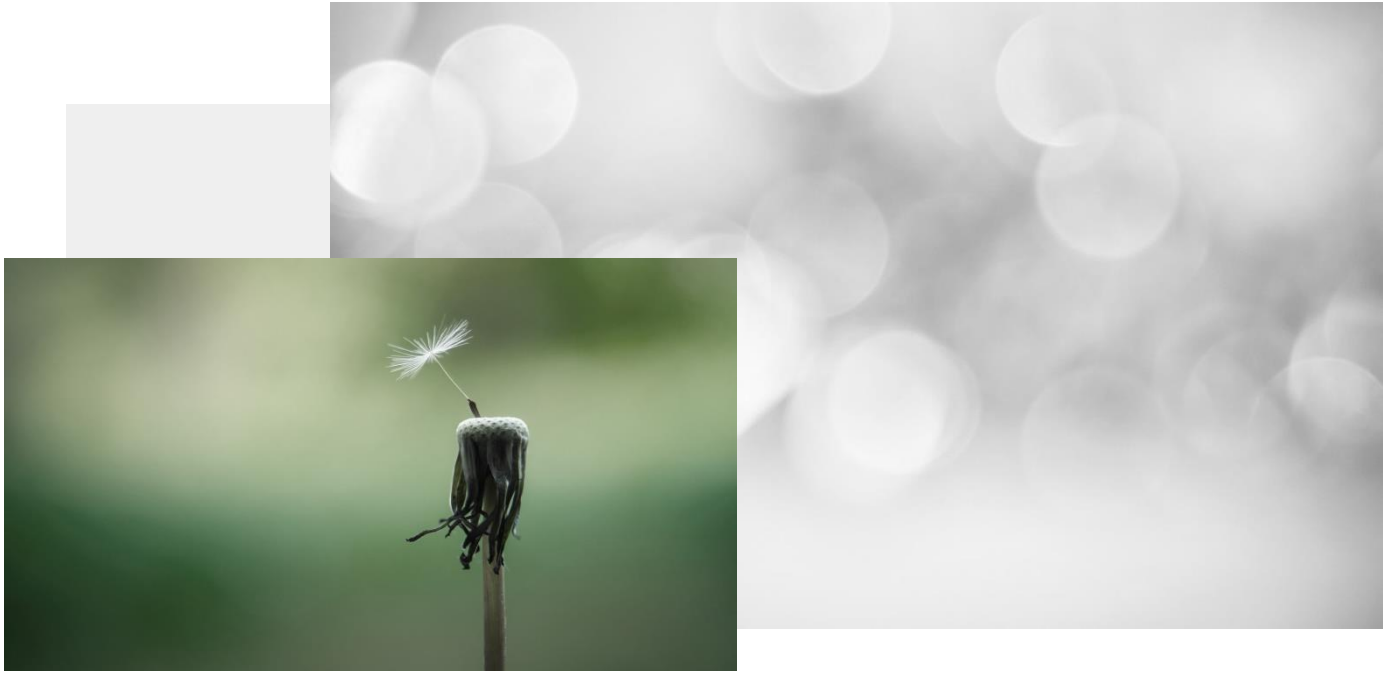


Picture 7. Presentation of an escalation of health imbalance correlation with a need for professional help



3

Conclusion



In conclusion, a new start of rethinking, what kind of a world we would like to live in together with a well thought basic assumptions, how we understand what health is and what should be the role of community pharmacists and other stakeholders of a new healthcare system we would like to be able to lean on, has already begun.

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