



Dear pharmacists, friends and colleagues,

Extension of Early Bird Validity Date to 31-Jan-2013

Happy New Year to you all !

I would like to send you this warm reminder that the Hong Kong Pharmacy Conference 2013 – *the Silver Jubilee* will be held on 23 and 24 March, 2013.

In order to enable more applicants to enjoy the early bird concession, the Organizing Committee has postponed the Early Bird deadline to **on or before 31-Jan-2013**. Please do seize this opportunity to register for the Conference now !

http://www.pharmacyconference.org/registration_online.php

The theme title of the Conference this year is “**TransPharmAction**”. The word is coined to convey the important message for **pharmacy** service to be **transformed** for the betterment of our clients, with positive and proactive **actions**.

This year we have paid particular attention to cater for the interest of our participants coming from all sectors of the profession. **Day One** comprises a plenary session with experts from different countries, reporting on their latest, transformative services, which will surely stimulate us to transform our own. The plenary will start off with a keynote speech by our new Secretary of Food and Health, the Government of HKSAR.

Day Two is filled with an assortment of exciting and relevant topics ensuring that our participants have many favorite ones to choose from. For **hospital pharmacy practice**, we feature medication reconciliation, unit dose dispensing, and automated, decentralized drug supply. There will be a sharing by a Hong Kong pharmacist setting up and running a mainland hospital pharmacy. Likewise, an Australian pharmacist will tell us of their innovative service in the area of emergency medicine.

For **clinical pharmacists**, there is a dedicated session for paediatrics, covering important areas such as oncology, respiratory diseases and drug formulations. To make it more interesting to learn clinical pharmacy, there will be 3 “therapeutic debates”, where local, iconic clinical pharmacists will discuss controversial topics and bring out the pros and cons of important drug therapy regimens/practices. The hot topic of Biosimilars, which is transforming the industry of drug development, will also be addressed.

For **community and primary care pharmacists**, they will find it interesting to come to the discussion where practice models from different countries are shared. We have also invited a dietitian and a veterinary pharmacist to add an extra flavor to our conference.

In **management**, we offer lectures about new service planning, professional image and leadership for success. If all these topics are not transformative enough for you, you should come to the presentation about the newest smart phone “app” called “My e-drug management”, which is developed to empower patients to manage their own medication profile.

In order to be able to enact the transformation, an adequate and well utilized workforce is instrumental to success. The grand finale of our Conference is a plenary discussion of the **Manpower Review** being undertaken by the initiative of the Hong Kong Government.

We hope the Conference 2013 – *the Silver Jubilee* will live up to its title – “**TransPharmAction**” !
See you all in the Hong Kong Convention and Exhibition Centre on 23 and 24 March, 2013.

Yours faithfully,



Mr. Michael Ling
Chairperson,

Hong Kong Pharmacy Conference 2013 – *the Silver Jubilee*

For full information, please visit the following site: <http://www.pharmacyconference.org/>