



# The Development of a Model for Drug Information Services Through PharmYaring Facebook Page, Pharmacy and Consumer Protection Department, Yaring Hospital

Drug Information Services (DIS) is recognized as one of the seven professional standards for hospital pharmacy practice (ThaiHP, 2023)



## Objectives

- To develop a model for DIS through PharmYaring Facebook page under Yaring Hospital's Pharmacy and Consumer Protection Department
- To evaluate its effectiveness regarding user **perception, utilization, attitudes, and satisfaction**

## Research Methodology

The research was conducted in 2 phases using R&D approach, comprising



1. Model Development
2. Effectiveness Evaluation

## Sample Group

- The sample is comprised of followers, visitors, and participants of PharmYaring Facebook page
- Calculated by Cochran's formula (Cochran, 1977): Resulting a sample size of

**385 Participants**

- To facilitate evaluation and data analysis, expanded sample size to

**500 Participants**



## Results



	No. of topics presented
	<b>249</b>

	No. of followers
	<b>19,668</b>

	No. of impressions
	<b>3,881,226</b>

	No. of reaches
	<b>3,073,429</b>

	No. of engagements
	<b>747,525</b>

	Most frequently presented topics
	<b>Efficacy, Dosage, and Administration (19.78%)</b>

	Most users applied the contents for Patient care (81.6%)
--	--

	Agreement on the format
	<b>High level</b> ( $M = 4.50$ , $SD = 0.649$ )

	Satisfaction
	<b>Highest level</b> ( $M = 4.70$ , $SD = 0.483$ )

The findings underline the potential of Facebook as an effective platform for distributing drug information in community hospitals.