



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

249



No. of followers

19,668



No. of impressions

3,881,226



No. of reaches

3,073,429



No. of engagements

747,525



Most frequently presented topics

Efficacy, Dosage, and Administration (19.78%)



Most users applied the contents for

Patient care (81.6%)



Agreement on the format

High level
($M = 4.50$, $SD = 0.649$)



Satisfaction

Highest level
($M = 4.70$, $SD = 0.483$)

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