

# Pharmacovigilance and Drug Safety

Dilip.C\*

*Department of Pharmacy Practice, Alshifa college of Pharmacy, Perinthalmanna, kerala, India*

\***Corresponding author:** Dilip.C, Department of Pharmacy Practice, Alshifa college of Pharmacy, Perinthalmanna, kerala, India, Tel: 9447252670; E-mail: dillu7@rediffmail.com

**Received Date:** 16th August 2014

**Accepted Date:** 18th August 2014

**Published Date:** 21st August 2014

**Citation:** Dilip.C (2014) Pharmacovigilance and Drug Safety. Enliven: Pharmacovigil Drug Saf 1(1): e001.

**Copyright:** © 2014 Dr. Dilip.C. This is an Open Access article published and distributed under the terms of the Creative Commons Attribution License, that permits unrestricted use, distribution and reproduction in any medium, provided the original author and source are credited.

This is both challenging and exciting to write an editorial for the journal Pharmacovigilance and Drug Safety. The number of medicines in the market has increased dramatically over the last few years, bringing some real innovations, but also considerable challenges in controlling the quality and rational use of medicines. Safety of medicines is an important issue. Due to intense competition among pharmaceutical manufacturers, products may be registered and marketed in many countries simultaneously. As a result adverse effect may go unnoticed and so are not monitored systematically. Pharmacovigilance is a structured process for the monitoring and detection of adverse drug reactions in the given context.

The motive of drug companies in production of new pharmaceutical product is the maximization of profits. Production and distribution of counterfeit medicines is acknowledged to be another problem of great magnitude in many developing countries.

In the era of globalization and information explosion, it has become critical to safeguard the patients from the side effects of drug. Due to ignorance of patients, it has become mandatory to teach and correct every drug you prescribe to a patient. Concern about adverse effects and drug interaction has increased worldwide. At this juncture the journal titled 'Pharmacovigilance and Drug Safety' sets a new paradigm for pharmacy practice. The journal focuses on Pharmacovigilance and has role in protecting the patients from undesirable drug effects and drug related problems by publishing research articles of high standard.

This international journal is open access, peer reviewed and first issue has been released successfully. Mission of the journal is to become most popular open access journal in the field of science by publishing high quality articles. The journal also aims to report innovative, evidence based research articles related to pharmacology, drug delivery etc ,which will further contribute to the advancement of Pharmacovigilance.

We look forward to publish articles of good scientific merit and invite researchers across the globe to be a part of our mission by contributing valuable articles to the journal.

**Submit your manuscript at**  
<http://enlivenarchive.org/submit-manuscript.php>  
**New initiative of Enliven Archive**

Apart from providing HTML, PDF versions; we also provide **video version** and deposit the videos in about 15 freely accessible social network sites that promote videos which in turn will aid in rapid circulation of articles published with us.