



## PHARMACOVIGILANCE: A KEY FOR DRUG SAFETY MONITORING

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### ABSTRACT

Pharmacovigilance (PV) is a scientific activity which keeps constant watch on the drug throughout its life cycle. Pharmacovigilance is an important and integral part of clinical research. Pharmacovigilance is “defined as the pharmacological science relating to the detection, assessment, understanding and prevention of adverse effects, particularly long term and short term adverse effects of medicines. PV acting as the main link between patients and other healthcare professionals for better outcome in promoting safety of drugs. The process of drug safety monitoring and its outcomes will not only improve patient’s quality of life, but will also help in bringing changes in policies related to healthcare economics and other issues of national importance. Every drug is associated with beneficial as well as undesirable or adverse effect. Adverse drug reactions (ADR) is the common clinical problem. Appropriate and effective monitoring of ADR i.e. Pharmacovigilance, is the only best way to safeguard the public health. Here the main focus on the aims and role of pharmacovigilance in medicines regulation and their Partners. Pharmacovigilance is the only way to ensure the safety of drug throughout the lifecycle.

**KEYWORDS:** Pharmacovigilance, Adverse Drug Reactions, Patient safety.

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