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SHORT REVIEW ON DRUG, DIET AND DISEASE (3D) CLINICS– THE NEED OF HOUR

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ABSTRACT

To uplift the quality of life, improve the standard of living of the masses dwelling in rural areas and the life style awareness, the concept of Drug, Diet and Disease (3D) Clinics had ignited authors to pen down this short review which was interesting and providing the clarity about nook and corner of this 3D clinics. In this jet age, various life style diseases like obesity, cancer, heart disease, lung disease, diabetes and mental illness including short temper were posing a great loss on the quality of life of the mankind by derailing the mental, physical and economic stability and these conditions were really worse in the limited-resource settings like rural areas, where the health awareness was not a major concern. This short review provides an information with emphasis on importance of 3D clinics, drug, dietary and disease related tips. The 3D novel clinics shall bring sea change in this pathetic and empathetic conditions of the masses.

Keywords: Drug, Disease and Diet (3D) clinics, Life style diseases, Non-communicable diseases, Quality of Life

INTRODUCTION

Need of 3D Clinics

Well, there was a great saying that, "when money was lost, nothing was lost; when character was lost, something was lost and when health was lost everything was lost", so the health plays a pivotal role and often it was said that "Healthy is wealthy". On the other hand, in this modern world, to reach the pinnacles, jet age man neglected health owing to rapid industrialization and urbanization and forced to live in a world of lifestyle diseases¹. In present scenario, these life style diseases were a tremendous threat not only to human health, but also for the development of socio-economic prosperity and 63% of deaths worldwide were caused by these life style diseases and projected to burden the world with a cost of \$47 trillion by 2030 by causing untold pain, suffering, and hardship for millions of masses in terms of lost productivity and rising health care expenses, hence comes the pivotal role of 3D clinics in continuously monitoring the health status of the masses who were suffering with chronic life style diseases and often considered as the Non-Communicable Diseases (NCDs)². 3D clinics also would be helpful for developing the cost-effective treatment at various levels of healthcare like primary, secondary and tertiary settings. The setup of 3D clinics would also be helpful for integration of various healthcare systems like allopathy and ayurveda paving a way for the novel methods of treatments for NCDs mitigation⁵.

The Journey of 3D Clinics

Initially, the authors were ignited by seeing the suffering of the modern man primarily due to his/her life style, we believe that the 3D Clinics were a multi-tasking hubs being mastered by Doctor of Pharmacy (PharmD) program, a pre-PhD, post-graduate professional doctorate graduates of six years of exposure to hospital settings and were the experts in improving clinical pharmacy services in India^{3-4,6}. As still, 3D clinics were still in toddling stage, need to face plethora of challenges to be the part and parcel of the healthcare system and also the authors got ignited by the "National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS)" and which was launched by Ministry of Health & Family welfare Government of India in the year 2010 for strengthening infrastructure, human resource development, health promotion, early diagnosis, management and referral⁵.

Tips and tricks from 3D Clinics

As 3D clinics being run by the qualified subject matter experts in the domains of drugs, disease and dietary aspects, these can effectively provide some of the tricks and tips with the help of aids like patient information leaflets, audio-visual aid regarding various aspects of NCDs⁸.

Drug related tips

The important aspect of drug related tip provided by the 3D clinics includes the medication adherence, providing information about the adverse and side effects of various kinds of pills, providing

the nook and corner of the drug related information. In addition to this, the concept of rational use of antibiotics and knowledge transfer regarding cost minimization methods in various types of medications for the management of various NCDswas also provided to the masses⁷.

Disease related tips

In the context of diseases, these 3D clinics provided the crystal clear clarity regarding the symptoms, signs and pathogenesis of various NCDsand the knowledge on risk factors namely various types of NCDswere also clearly explained by the 3D clinics highlighting the concept of “prevention is far better than curing”, conveying that the food you eat can be either the safest and most powerful form of medicine for the management of various pathological conditions that the mankind was facing⁸.

Dietary related tips

The importance of dietary modification was highlighted by igniting the minds of masses with the concept that the pill is not the solution for every illness, also bringing awareness on nutrition and dietary modifications like changes in meal size, meal times, or frequency of meals, so as to mitigate the various types of NCDs in their earlier stages⁹.

Other tips Provided

In addition to the above suggestions, some of the other tips and tricks provided by the 3D clinics includes important aspects like life style modifications like performing daily exercises, cessation of alcohol and smoking, promotion of awareness on stress and weight

reduction, and adopting various novel methods for the improvement of quality of sleep and all these parameters were also often considered as the important aspects to be considered for the treatment of various non-communicable diseases^{3,6-10}.

Concluding remarks

Interestingly, it was exciting to continue working on this public health issue and take the concept of 3D clinics from lab to lifestyle, which would help in relieving the pain of millions of masses across the globe by the set up of chain of 3D clinics in rural and urban areas focusing mainly on the drug, diet and disease counselling for strengthening the healthcare system and prolonging the healthy life span of the masses. These novel clinics would also play a pivotal role as part of Ayushman Bharat Yojana and Pradhan Mantri Jan Aushadhi across the country in achieving the concept of health for all and make India as a healthy and wealthy nation. Also, the awareness created by these clinics among the masses shall ignite the mankind to move out of consumerism, corporate consumption complex, and shall make them mentally strong so as to meet the plethora of challenges and to stay as the survival of the fittest by achieving myriad of milestones.

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