CONFERENCE PROCEEDINGS

Healthcare and Biological Sciences Research Association (HBSRA)

21st International Conference on Healthcare & Life-Science Research (ICHLSR), 9-10 Sept 2017, Bali, Indonesia

9-10 Sept 2017

Conference Venue
Courtyard Marriott Bali Nusa Dua Resort, Indonesia
KEYNOTE/PLENARY SPEAKER

Palanisamy Sivanandy
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| Dr. Sudha Summarwar               | Evaluation of enzymological parameters of tissue in Clarias batrachus and Labeo rohita | Sudha Summarwar  
Department Of Zoology, S.D. Govt. College, Beawar, M.D.S. University, Ajmer  
Jyotsana Pandey  
Department Of Zoology, S.D. Govt. College, Beawar, M.D.S. University, Ajmer  
Deepali Lall  
Department Of Zoology, S.D. Govt. College, Beawar, M.D.S. University, Ajmer |
| Akkachai Inhongsa                 | Effectiveness of the Community Diabetes Care Model through the DM Excellence Care Givers in the Amnatchareon province, Thailand. | Akkachai Inhongsa  
Department of Research and Development, Amnatcharoen Provincial Health Office, Amnatcharoen, Thailand  
Prasert Prasomruck  
Department of Research and Development, Amnatcharoen Provincial Health Office, Amnatcharoen, Thailand |

**Abstract**

In this study, oxidative stress was evaluated in Clarias batrachus and Labeo rohita by measuring indicators of the integrity of the enzymological parameters such as Superoxide dismutase (SOD) and Glutathione reductase (GR). The present investigation was carried out on eighty fishes of two species i.e. Clarias batrachus and Labeo rohita collected from various areas of Bisalpur during extreme cold conditions. The markers of oxidative stress included tissue enzymes i.e. Superoxide dismutase (SOD) and glutathione reductase (GR). The mean values of SOD and glutathione reductase in all the tissues were significantly higher in Thadoli area, followed by Negdiya and Nasirda. The lowest values were obtained in Bisalpur area. In Thadoli area concentration of dissolved oxygen was highest. In each area, the SOD and GR activity significantly differed among all the tissues collected i.e. heart, kidney, liver and gills. In each area, the activity of SOD and GR were highest in gills and lowest in the heart of both the fishes collected from all four areas. In each area, in each tissue, the SOD and GR activity were significantly higher in Clarias batrachus than in Labeo rohita.  

**Key words:** Superoxide dismutase, Glutathione reductase, Clarias batrachus and Labeo rohita.

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to collect the data. Descriptive statistic and Paired t-test were used to
analyses the data.
Descriptive statistic revealed that the most of both intervention and
control groups were female and age over 60 years old. The level of
education was mostly primary school and greatest of them were working
on agriculture. The study showed a statistically significant between prior
and after intervention (p-value<0.001). The intervention group was also
significantly different to the control group (p-value=0.001 and 0.035).
Consequently, this study found that the VHVs who had been though
the DMCG program be able to look after the diabetes surveillance
effectively. Therefore, the results of this study will be suggested to be
distributed to the entire province and other health care sectors.
Keywords: DMCG, Unable to control blood sugar level, blood sugar
controlling behaviours.

Catreeya Ratanatewanet
GICICHLSR1710056

Longevity life style and the cared model that affect the longevity active
ageing among female elders aged over 80 years in Amnatcharoen
Province, Thailand.

Catreeya Ratanatewanet
Department of Research and Development, Amnatcharoen Provincial
Health Office, Amnatcharoen, Thailand

Aung Arun Somnuk
Department of Research and Development, Amnatcharoen Provincial
Health Office, Amnatcharoen, Thailand

Abstract
This mixed method research aims to describe the patterns of the longevity
lives and uncovered the care model that affects the longevity active
ageing. The participants of this research were 32 older female aged 80
and over years old, in Huaysubdistrict, Patoumradchawongsa district
wherether were the greatest proportions of longevity elders in the
province. The data were collected through two methods of interviewing
form (reliability = 0.77) and face to face semi-structured in-depth
interview. These data were analyses by descriptive statistic and content
analysis.

The results of this study revealed that the participants average age was
85.97 years old (S.D.=4.63; Min-Max=80-99 years), having averagely four
people within the family, and having someone to look after them. These
older persons have no physical illness for 53.13% and attempted an
annual health checkup for 81%. With regards to the patterns of being
longevity, there were eating with the right portion, eat foods that had
been cooked by themselves, eat the local foods, hundred present of no
alcohol consuming, regularly exercise, going for outside activities, and
having no stress.For the cared modelthat involvedthe longevity active
ageing included three patterns, which are; 1) providing health care
services through home visit and supporting them with the physical
prostheses assistances, 2) Social and mental health support through
provide them opportunities for making merit and prepare them to be
ready for resting in a peaceful life, and 3) Assuring for financial security
where longevity elders will have enough income to make merit and look
after oneself. Subsequently, the local organizations and all involving
national sectors should be liaised and corroborated to manage
thoserealted elements to meet with the needs of longevity wellbeing
among the longevity Thaielde

Key words: active aging, longevity wellbeing

Anchalee Norkaew
GICICHLSR1710057

District Health System in Health Care Service for Diabetes and
Hypertension Patients: A Case Study in Phana District, Amnat Charoen

21st International Conference on Healthcare & Life-Science Research (ICHLSR), 9-10 Sept 2017, Bali, Indonesia
Courtyard Marriott Bali Nusa Dua Resort, Indonesia
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Abstract
The objective of this study was designed to determine the District Health System in Essential care for Diabetes and Hypertension patients in Phana District, Amnat Charoen Province during October 2013 to September 2014. The questionnaires were used to collect data from 31 Districts Health System committees. Data analysis were used Descriptive Statistics.

Results: Phana District was used the District Health System follows the principles
1) District-Level Cooperation. The committee covers 3 sections as local government sector, Local administrative organization and public sector. 2) Appreciation and Quality between the service recipients and service providers. The results of satisfaction showed that most of the participants had moderate level (69.6% of service recipients and 66.7% of Phana District Health Workers) 3) Resources sharing and personnel development, based on requirement from personnel in each area. For personal development were learning base on area context merge with routine to research strategies. 4) Selection of health problems for essential care at Phana district, Diabetes and Hypertension have chosen as one district-one problem. This study found that the number of patients with uncontrolled diabetes and hypertension were decreased after end of studies. Furthermore, this program was expand cover Phana district, the patients participate in community activities, health care in their family and themselves. Health facilities were developing the health system management to reach a standard both of operation and policy. The study suggested that the government authorities should add up the role of District Health System Committee from another sections. Moreover, glorification for another health system networking should be providing. Essential care service should be push forward to the district issue.

Keywords: District Health System, Essential care, Diabetes and Hypertension care

Sudha Summarwar GICICHLSR1710058
Evaluation of enzymological parameters in tissue of Clarias batrachus and Labeo rohita

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Abstract
In this study, oxidative stress was evaluated in Clarias batrachus and Labeo rohita by measuring indicators of the integrity of the
enzymological parameters such as Superoxide dismutase (SOD) and Glutathione reductase (GR). The present investigation was carried out on eighty fishes of two species i.e. Clarias batrachus and Labeo rohita collected from various areas of Bisalpur during extreme cold conditions. The markers of oxidative stress included tissue enzymes i.e. Superoxide dismutase (SOD) and glutathione reductase (GR). The mean values of SOD and glutathione reductase in all the tissues were significantly higher in Thadoli area, followed by Negdiya and Nasirda. The lowest values were obtained in Bisalpur area. In Thdoli area concentration of dissolved oxygen was highest. In each area, the SOD and GR activity significantly differed among all the tissues collected i.e. heart, kidney, liver and gills. In each area, the activity of SOD and GR were highest in gills and lowest in the heart of both the fishes collected from all four areas. In each area, in each tissue, the SOD and GR activity were significantly higher in Clarias batrachus than in Labeo rohita.

**Key words:** Superoxide dismutase, Glutathione reductase, Clarias batrachus and Labeo rohita.

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**Kris Siddharthan**  
GICICHLSR1710059

Telerehabilitation for veterans wounded in combat.

**Kris Siddharthan**  
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**Abstract**

As of April 2012, over 6,000 U.S. military personnel have died and more than 35,000 wounded in combat in Operations Enduring Freedom and Iraqi Freedom (OEF/OIF). Traumatic Brain Injury (TBI) and Post Traumatic Stress Disorders (PTSD) related to combat and accidents in combat theatres can cause life-long impairments in physical, cognitive, behavioural and social function that are usually more disabling concerning activities of daily living than the residual physical deficits. Over 2.2 million U.S. troops have deployed in Iraq and Afghanistan. Explosions and associated blast injuries are the most common cause of combat trauma and frequently result in polytrauma characterized by lung, bowel, and inner ear injuries; traumatic limb or partial limb amputation; soft tissue trauma from fragments and other missiles; and brain injuries. Secondary complications include orthopaedic extremity amputations, post traumatic stress disorders and chronic pain. In World War II, 1 in 3 wounded soldiers died: in the present Iraqi war the rate is 1 in 8. Every war has its distinctive characteristics in injury patterns. In the current OIF war only 16% of injuries have been caused by gunshots whereas close to 7 of 10 injuries are from explosions caused by roadside booby traps, car bombs and rocket propelled grenades. Regaining insight into the changes caused by polytrauma is often accompanied by an increase in depressive symptoms. Increased suicidal ideation has also been reported to occur for many years after initial trauma. Of those with battle injuries severe enough to require evacuation from theatre to a military hospital in OEF/OIF, 71% had traumatic brain injuries, with approximately half being classified as mild TBI and the rest moderate to severe. Recovery can continue many years after initial trauma. Little is known about optimal methodologies to treat the vast and complicated secondary manifestations of combat related polytrauma. Wounded warriors who are discharged from the US armed forces are eligible to seek medical treatment at Veterans Administration (VA) health care facilities in the United States. A shortage of rehabilitation resources to meet the demands of all wounded veterans remains a critical challenge. Telerehabilitation using the internet may represent a viable means for the delivery of care coordination and therapeutic services to
veterans with TBI who require continued care. The Telerehabilitation intervention at the Veterans Hospital in Tampa, Florida: In June 2008, the US Department of Congressionally Directed Medical Research Program awarded the James A Haley Veterans Research and Education Foundation in Tampa, Florida (Tampa VA) funding to provide care coordination and monitor veterans discharged from the Level 1 Polytrauma/Blasted Related Center at the Tampa VA with a diagnosis of mild and moderate TBI incurred in combat theatres. The Veterans Administration has investigated many telehealth programs for veterans. However, many of them pertain to telehealth applications for chronic conditions such as dementia or management of diseases such as diabetes, asthma, depression and hypertension. The only telehealth programs addressing war related injury are fewer such as the Telemedicine Treatment for Veterans with Gulf War Illness and Telemedicine and Anger Management Groups for PTSD Veterans in the Hawaiian Island. Our telerehabilitation intervention is one of the first in the VA to provide rehabilitation at a distance to combat wounded veterans.

Ahamada Safna Mariyam
Mubarak Ali
GICICHLISR1710061

Chemotherapy agents: “from bag to bed side”

Ahamada Safna Mariyam.
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Abstract

Pharmacists are health professionals who practice the science of pharmacy, distribute prescription drugs and advise patients, physicians, and health care professionals on the dosages, interactions, and side effects of medications. Their efforts ensure that medications are safely and effectively utilized. With the increasing burden of cancer in our society and the development and availability of novel chemotherapeutic agents, we are in a time where these novel agents are increasingly being used in tertiary hospitals, cancer centers and even general hospitals. Pharmaco-oncology has become a very important area within the pharmaceutical industry and hospital sector. The use of novel chemotherapeutic agents is complex, expensive, hazardous (if not handled properly) and highly effective in the scheme of treating or palliating a patient’s disease. Oncology pharmacists must play a proactive role in the development, handling and dispensing of these agents. In order to offer high quality services as part of a multidisciplinary team, oncology pharmacists will need to be more specialized, better educated, and fully accredited in their specialty. The objective of this abstract and poster is to provide certain guidelines for the practicing pharmacist in the oncology setting. We intend to highlight the interpretation of the physician’s orders, calculation of appropriate dosage based on basic key formulas, the process of checking for drug interactions and fluid compatibility, safety operating while handling these cytotoxic drugs and finally delivering a safe and logically compounded agent for its appropriate use as directed.

Keywords: Chemotherapeutic agents, Pharmaco-oncology, Oncology pharmacist.

Hadas Doron
GICICHLISR1710063

The Use Of Whatsapp Instant Messaging Application- Its Connection With Couplehood Relations

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Courtyard Marriott Bali Nusa Dua Resort, Indonesia
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Abstract
As modern society changes rapidly, various new technology-supported communication forms are available, and are constantly developed. These new forms of communication, which gain rising popularity, have their inevitable impact on social interactions and relationships. Though social relations in general and couplehood in particular are clearly affected by these trends, research have not yet exhausted the examination of the nature of these influences. The present study examined the relation between using mobile instant messaging application (Whatsapp) and qualities of couple relations. 109 participants in steady couplehood were administered questionnaires of demographics, Whatsapp usage, stability and perceived quality of couplehood. There was a significant positive correlation between stability of couplehood and Whatsapp usage; women used Whatsapp more than men, and younger participants used Whatsapp more than older ones. Results are discussed and accounted for, implications and directions for future research in this field are offered.

A. Al-Askar
Botany and Microbiology Dept., Fac.Science, King Saud Univ., Riyadh, Saudi Arabia

Abstract
Bioactive Compounds Produced by Trichoderma harzianum 1-SSR for controlling Fusarium verticillioides (Sacc.) Nirenberg and Growth Promotion of Sorghum vulgare

Twenty sorghum seed samples were collected in 2015 from sorghum fields in southern region of Saudi Arabia and investigated for seed-borne fungi. Thirteen fungal genera and twenty-one fungal species were recorded on sorghum seeds using agar plate technique. Fusarium verticillioides was the most common pathogenic fungus in the present survey. In a trial to find out dual-purpose microorganisms, which able to stimulate sorghum growth and control its pathogens with friendly environmental impact 6 species of Trichoderma were evaluated. One of them was selected and identified as T. harzianum 1-SSR. The high production of indole-3-acetic acid (IAA, 52.57 μg/ml), and total phenols (53.30 μg/ml) as well as the reasonable amount of gibberellic acid (AG3, 34.80 μg/ml) during fermentation process and the reduction of the final culture pH (4.6) compared to other Trichoderma isolates introduced explanation for such choice. Under laboratory, Trichoderma bioactive compounds (TBA) reduced total infection on sorghum seeds, especially F. verticillioides that was completely inhibited and colonized by T. harzianum. Inoculation with T. harzianum and/or its TBA reduced the pre- and post-emergence damping-off, increased growth and phenol content of sorghum seedling. This in turn may encourage the practical application of such dual-purpose fungus on large scale.

Key words: Trichoderma harzianum, Fusarium verticillioides, sorghum, Indole acetic acid, Gibberellic acid.

Adhi Triatmojo
Experimental Study Of Domestic Wastewater Treatment Using Scirpus grossus and Typha angustifolia Plants in Hybrid Constructed Wetlands System

21st International Conference on Healthcare & Life-Science Research (ICHLSR), 9-10 Sept 2017, Bali, Indonesia
Courtyard Marriott Bali Nusa Dua Resort, Indonesia
Institut Teknologi Sepuluh Nopember, Indonesia

Afifah Yusrina
Institut Teknologi Sepuluh Nopember, Indonesia

Abstract.
The growth of slum settlements on the banks of the river is increasing. Based on data from BPS (2014), there are 21,065 villages/settlements according to settlements in riverbanks in Indonesia. From the research conducted by Jakarta Public Works Department and JICA Team (2010), the unit of waste water from household waste per person per day is 118 liters with BOD concentration averaging 236 mg/L and in 2010 it is expected to increase to 147 liter with an average concentration of BOD 224 mg/L. Total wastewater as a whole is estimated to be about 1.3 million m3/day, of which 80% more than the amount of waste comes from domestic wastewater and office wastewater and commercial areas. This experiment are conducted using Constructed Wetlands using different Subsurface Flow (Vertical and Horizontal Flow) to reduce the pollutants and nutrient in the wastewater. The biggest COD removal is 92.31% occurs in Vertical to Horizontal Subsurface flow, using Typha angustifolia and Scirpus grossus that used as the plants. Keywords: Domestic Wastewater, Constructed Wetlands, Constructed Wetlands, Scirpus grossus, Typha Angustifolia, Wastewater Treatment.

A. Aziz
GICICCHLSR1710067

Concentration and Time Dependent Cytotoxic effect of Methanolic Crude Extracts of Pseuduvaria macrophylla on the Human Breast Cancer Cell Line (MCF7)

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Abstract
Preliminary study on the anti-oxidant and anti-cancer activities have been done on different parts of Pseuduvaria macrophylla (Annonaceae) in methanolic and hexanolic crude extracts. This species is a Malaysian local plant naturally found at montane forest area and traditionally has been used to treat clinical symptoms. Previous study demonstrated promising anti-cancer potential in methanolic crude extracts using single concentration especially on breast cancer cells under 24 hours treatment. The present study investigate the efficacy concentration of bark and leaf methanolic extract on MCF7 breast cancer cell line under 48 and 72 hours of treatment. The method employed was MTT assay to determine the half maximal inhibitory concentration (IC50) of both extracts at different concentration under 48 & 72 hours of treatment. The IC50 was obtained by plotting the concentration (µg/mL) versus the percentage of inhibition of each extracts. The MCF7 cell line had decrease response to both extracts within 72 hours but showing promising cytotoxicity within 48 hours especially for leaf methanolic extracts at concentration of 140 µg/mL to inhibit 50% of tested cancer cell line, meanwhile the medium inhibitory concentration (IC50) of bark methanolic extract on MCF7 cells
was 160 µg/mL. The results showed that the IC50 of leaf methanolic extracts was comparably lower than the IC50 of bark methanolic extracts. In fact, leaf methanolic extracts demonstrated better efficacy on the MCF7 after being treated within 48 hours compared to 72 hours. In other words, leaf methanolic extract more potent than bark methanolic extracts.

Keywords: Annonaceae, MTT assay, IC50, MCF-7 cell line.

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<th>Sehrish Iftikhar</th>
<th>Baseline sensitivities of alternaria solani isolates from potato to penthiopyrad and novel succinate dehydrogenase inhibitors</th>
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<td>Sehrish Iftikhar</td>
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<td>Waheed Anwar</td>
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<td>Institute of Agricultural Sciences, University of the Punjab, Lahore, Pakistan</td>
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Abstract

Potato (Solanum tuberosum L.) is the most widely grown solanaceous crop in the world. Early blight is one of the most prevalent foliar diseases of potato caused by Alternaria solani. In present study, we assessed the baseline sensitivities of A. solani isolates to penthiopyrad and novel SDHIs viz., C1-C12. The fungicide concentration that effectively inhibits mycelial growth by 50% relative to the control (EC50) for 25 isolates showed that the majority of the isolates were sensitive to all the new succinate dehydrogenase inhibitions (SDHIs). Analysis of EC50 values for penthiopyrad showed that 19 isolates were sensitive and 6 isolates had reduced sensitivity to penthiopyrad in mycelial growth assay. In contrast, all the isolates were sensitive to newly designed SDHIs. The EC50 values were also established for spore germination assay. Analysis of EC50 values of spore germination assay for penthiopyrad showed that 18 isolates were sensitive and 7 isolates had moderate resistance against penthiopyrad. While all the isolates were sensitive to twelve novel SDHIs in spore germination assay. The discrepancies of sensitivities of A. solani isolates to penthiopyrad and SDHIs propose that their binding confirmation in complex II may differ slightly. The data presented in this study will help the potato growers in regions with prevalent penthiopyrad resistance to avoid fungicides against which resistance is reported and in selecting SDHI candidates that remain efficacious.

Keywords: Complex II, fungicide resistance, SDHI, early blight, potato.

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<th>Sudha Summarwar</th>
<th>Evaluation of enzymological parameters in tissue of Clarias batrachus and Labeo rohita</th>
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In this study, oxidative stress was evaluated in Clarias batrachus and Labeo rohita by measuring indicators of the integrity of the enzymological parameters such as Superoxide dismutase (SOD) and Glutathione reductase (GR). The present investigation was carried out on eighty fishes of two species i.e. Clarias batrachus and Labeo rohita collected from various areas of Bisalpur during extreme cold conditions. The markers of oxidative stress included tissue enzymes i.e. Superoxide dismutase (SOD) and glutathione reductase (GR). The mean values of SOD and glutathione reductase in all the tissues were significantly higher in Thadoli area, followed by Negdiya and Nasirda. The lowest values were obtained in Bisalpur area. In Thdoli area concentration of dissolved oxygen was highest. In each area, the SOD and GR activity significantly differed among all the tissues collected i.e. heart, kidney, liver and gills. In each area, the activity of SOD and GR were highest in gills and lowest in the heart of both the fishes collected from all four areas. In each area, in each tissue, the SOD and GR activity were significantly higher in Clarias batrachus than in Labeo rohita.

Key words: Superoxide dismutase, Glutathione reductase, Clarias batrachus and Labeo rohita.
The survey was aimed to evaluate the knowledge, attitude and perception of retail pharmacists towards patient safety.

Methods:
A paper based cross sectional survey was carried out over 4 months from June to September 2016 across Kuala Lumpur. Malaysian registered pharmacists working in retail pharmacies and willing to participate in this survey were included. The survey included two questionnaires; one is to assess the retail pharmacists' knowledge on patient safety and another is to assess the attitude and perception of retail pharmacists towards patient safety.

Results:
Out of 150 questionnaires distributed, 149 were received with a responses rate of 99%. Among this 119(79.87%) were senior pharmacists and 30(20.13%) were junior pharmacists. Respondents said an equal proportion of pharmacist and health care professionals (38.25%) doing something that was not safe for the patient. 69.13% respondents said during their clinical training practice, teachers explained the ‘safety standards they follow with patients.’ 62.42% mentioned most medical errors are avoidable and 37.58% stated it was unavoidable. 74.50% respondents agreed they have learned how to better communicate with patients to prevent medication errors. The overall mean Positive Response Rate for patient safety culture was 90.60%.

Conclusion:
Among the practicing retail pharmacists surveyed, there was good knowledge; attitude and perception towards patient safety culture.

Keywords: medication, patient safety, response rate

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**Effect of caffeine on prenatal malformation skeletal system**

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Students Research Committee, Kermanshah University Of Medical Sciences, Kermanshah, Iran

Faramarz Jalili  
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Cyrus Jalili  
Department Of Anatomy And Cell Biology, Kermanshah University Of Medical Sciences, Kermanshah, Iran

Abstract

Objectives: present study was aimed to investigate the histological alteration caused by consumption of caffeine during neonatal age.

Methodology: in this study, pregnant nmari rats at the day 8of pregnancy divided into two groups of experimental (e) and control (c). In experimental group, caffeine (2mg/100gr) was orally administrated from day 8 to day 22 of pregnancy while no treatment was for control group. The newborns were assessed for skeletal growth and mineralization by alcian blue-alizarin r/s of the femur bones.

Findings: in caffeine treated group, there were significant reduction in the weight, total length of femur, length of ossificated part of the bone, amount of calcium, magnesium and phosphor in ossificated part (p≤0.05). Also, outbreaks of hematoma and tailless were observed in offspring’s rats of caffeine treated group.

Research outcomes: in conclusion, maternal caffeine consumption leads to induction of prenatal malformation on skeletal system and also decrease the body weight of infant as universal adverse impact of caffeine on developing whole body systems.
Future scope: caffeine as a widely used psychoactive compound is a teratogenic agent on neonates and its consumption should be limited in pregnancy period.

Keywords: Caffeine, Prenatal Malformation, Skeletal System

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<td>Imanurdin Abidillah</td>
<td>The effect of price and location to customer loyalty in marketing sales of public health facility</td>
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Imanurdin Abidillah
Bussines Administrasion Jember University

Abstract
The marketing mix is still a complicated issue in many health sectors in Indonesia, the cost of acquiring new customers is 6-7 times more expensive than keeping customers meaning by raising loyal customers by 6% will raise the profit. This research is a type of observational analytic research (prediction) with systematic random sampling method at UPT Health Laboratory of Lumajang Regency, East Java, Indonesia. The target population in this study was all customers of Lumajang District Health Laboratory, while the inaccessible population was all customers who came directly to UPT Health Laboratory Lumajang Regency. The average of direct visits in the last 5 years is 4260 general customers or about 350 direct monthly public customer visits. The variables in this study consist of: free variable that is element of price X1, place X2, while the dependent variable (Y') is patient loyalty. Products and prices have a positive and significant influence on customer loyalty, the product has a significant value \( t = 0.004 \). While the price has a significant value \( t = 0.015 \) with an alpha value of each less than 0.05. The marketing mix (product, price, place, promotion, person, process, and physical evidence) simultaneously significantly influences customer loyalty at UPT Health Laboratory Lumajang Regency. In accordance with the F-count value of 45.889> of the F-table value of (2,120), and the significance of F is 0.000 or <sig value \( \alpha \) (0.05). The value of R Square = 0.781, meaning that 78.1% dependent variable (customer loyalty) can be explained by independent variables (product, price, place, promotion, person, process, and physical evidence), while the rest (21.9%) explained by other variables not included in the study. The marketing mix (product, price, place, promotion, people, process, and physical evidence) simultaneously significantly influence customer loyalty at UPT Lumajang regency Health Laboratory

Keywords: Marketing Mix, Observational analytics, Loyalty, Customers, Products And prices

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<td>GICICHLSR1710069</td>
<td>Dr Louis Philippe</td>
<td>Society of Dentistry, Dentist, Belgium</td>
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<td>GICICHLSR1710052</td>
<td>Sirikorn Loedlukthanathan</td>
<td>Tourism Science Management, Chandrakesem Ratchapbht University, Bangkok</td>
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<td>GICICHLSR1710073</td>
<td>Isabelle Piens</td>
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<td>GICICHLSR1710074</td>
<td>Philippe Koch</td>
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