satisfaction level of university students towards the program. CONCLUSIONS: The results showed the satisfaction assessment model was suitable to this study. Based on the order of path coefficients, several reform proposals for improving university students’ medical insurance are proposed, including establishing a multi-level medical insurance system with corresponding regulatory and monitoring mechanism of its performance, as well as enhancing awareness and education of students about health insurance.

PHP88
WORKPLACE-BASED SMOKING CESSATION PROGRAMMES – IDENTIFYING THE GAPS BETWEEN EVIDENCE AND PRACTICE
Gan HJ, Wei HL
National University of Singapore, Singapore, Singapore
OBJECTIVES: Previous research has shown that workplace-based smoking cessation programme (WPSCP) is cost beneficial to employers due to improved productivity of employees. Yet, the number of companies in Singapore that support or provide smoking cessation talks (n=31, 77.5%) is lower. Further, employees may not support group counseling and pharmacological treatment even though they were shown in a Cochrane review to have strong evidence of efficacy within the workplace. CONCLUSIONS: Interestingly, interventions shown to be effective in experimental settings were not supported by employers and they were unwilling to implement these strategies. This gap between evidence and practice needs to be addressed possibly through employer education.

PHP89
PERCEPTION ANALYSIS OF PHARMACEUTICAL CARE PRACTICES AMONG GENERAL PHYSICIANS FROM PART OF SOUTH INDIA
Udupa DN
Manipal College of Pharmaceutical Sciences, Manipal, Karnataka, India
OBJECTIVES: To analyse perception of Pharmaceutical Care Practices among General Physicians from Part of South India. METHODS: Study was conducted in Selected Part of South India including Udupi District. Sample size was calculated by using market research statistical software. Sample size was calculated to achieve confidence level of research up to 93%. A questionnaire was designed including closed and open ended questions. Questionnaire was administered to General Physicians to elicit their opinion. Information collected was processed to derive results and conclusion. RESULTS: Results derived from above study shows that, General Physicians from selected Part of South India are aware about the concept of Pharmaceutical Care. Majority of respondents are of opinion that Concept of Pharmaceutical Care is very useful for people to maintain their health. CONCLUSIONS: Result shows that, there is a need of introduction of Pharmaceutical Care in India.

PHP90
THE RISK OF WITHDRAWAL FROM LABOR FORCE IN PATIENTS WITH BIPOLAR DISORDERS IN TAIWAN
Chang HC1, Huang KC2, Huang KC2, Chiui WC3, Tang CH4, Su KP5
1 King’s College London, London, UK, 2 Taipei Medical University, Taipei, Taiwan, 3 Taipei Municipal Hospital, Taipei, Taiwan, 4 Cathay General Hospital, Taipei, Taiwan, 5 China Medical University, Taichung, Taiwan
OBJECTIVES: Bipolar disorder is associated with high unemployment rate and job-related difficulties in small-scaled qualitative, cross-sectional studies and observational surveys. This study was designed to assess the risk of withdrawal from labor force in bipolar disorder patients using a national claim-based database in Taiwan. METHODS: The Psychiatric Inpatients Medical Claims Data (PIMC) database from National Health Insurance Research Database was used and enrolled with a DSM-IV diagnosis of bipolar disorder (N=502) between 1998 and 2001 were matched with a cohort of controls (N=2,008) for comparison. Each patient was observed since one year before the incidence and up to the end of the 10th year (12/31/2011). Risks of withdrawal from labor force after adjusting for covariates were investigated between two groups. RESULTS: The risk of withdrawal from labor force was found higher in patients with bipolar disorders with an adjusted HR of 1.39 years (95% CI = 1.18 – 1.63) for controls (p<0.0001). CONCLUSIONS: Bipolar disorders had an increased risk of withdrawal from labor force with a longitudinal follow-up up to 10 years using national claimed data in Taiwan.

PHP91
USING OBSERVATIONAL COMPARATIVE EFFECTIVENESS STUDIES TO INFORM DECISION MAKING: THE NEED FOR A TWO-PHASE APPROACH TO ASSESSING QUALITY AND Appropriateness
 Dias AAa, Leary MBb, Daddy A, Vinyard P, Outcome, A Quintiles Company, Cambridge, MA, USA
OBJECTIVES: Observational studies are increasingly being used in comparative effectiveness research (CER) because they provide information on ‘real-world’ use of therapies. Most decision makers, however, have little experience in evaluating observational research. We assessed whether existing standards and scales were sufficient for identifying observational studies of high enough quality to inform decision making. METHODS: We identified standards and quality scales for observational research and developed a framework. RESULTS: We applied the different methods and standards to 50 case studies. We found that many studies were unqualified to be used by decision makers. Rather than attempting to develop scales or standards that can independently be used for all types of research questions and decisions, a two-phase approach, in which a tool like the GRADE Checklist is used to identify studies of sufficient strength and then a framework is used to select the most appropriate standards and methods for a specific question on CER, may be most useful to decision makers.

PHP92
THE IMPACT OF THE SURVEILLANCE IN PHARMACOTHERAPY BY HOSPITAL HEALTH CARE RISKS MANAGEMENT (HHRM)
Huang HY1, Diamente LM2
1 Hospital Municipal, São Paulo, Brazil, 2 Hospital Municipal, São Paulo, Brazil
OBJECTIVES: Pharmacology is considered as the main basis of medical science and so the pharmacotherapy is a valuable therapeutic tool, however adverse drug events (ADE) are harmful just it may increase the morbidity and mortality, so the importance of surveillance in all this therapy process. The present study performed by the HHRM aims to point out what are the most common faults that can lead to ADE and plan improvements to provide greater security and quality in pharmacotherapy process. METHODS: Active searches from May to August of 2011 by the HHRM in multidisciplinary patients in the pharmacotherapeutic process routinely applied in the ICU and in two clinical and surgical wards of a public metropolitan teaching hospital with about 300 beds, by checking dosages, routes of administration, correct medical orders, correct patients, correct devices and possible drug interactions. RESULTS: There were about 5 big events of pharmacotherapy risks in a week, with non-compliance in the medical prescriptions of medicine by not recommended route (15%), wrong solutions for drugs administrations (25%), using wrong medical devices for drugs administration (10%) and electrolyte abnormalities (7%), and, it was a non-adherence to withdrawal in patients. The method of copy and paste in the medical prescription is a dangerous process and deserves a big attention CONCLUSIONS: Pharmacotherapy process is very complex which errors should occurs at various stages, in any different manners and situations, so it needs the support and involvement of every health care professional and their training in order to ensure greater security and quality in health care, specially in pharmacotherapy knowledge. So avoiding ADE may reduce the time of hospitalization, the cost of treatment, the morbidity and even mortality. Active searches by HHRM acting in preventing ADE risks or even correcting the possible risks is paramount for every health care service.

PHP93
DOES PUBLIC HEALTH SPENDING MATTER? EVIDENCE FROM CHINA PROVINCIAL PANEL DATA
Yuan J1, Shao Z2
1 University of Macau, Macau, Macau, 2 China Research Institute for Fiscal Science, Beijing, China
OBJECTIVES: The prevailing view in the literature is that additional government health input has little effect on mortality and/or morbidity. In China, however, this is not an accepted consensus. Researchers and policy makers are still debating whether or not government health spending contributes to the reduction of health care costs. In this paper, we aim to investigate the efficiency of China public health spending. METHODS: We obtain unique China provincial level panel data and use fixed effect model to test the relationship between public health spending and mortality probability of thirteen major infectious diseases. RESULTS: We find that budgetary allocation to epidemic prevention and control expenses has little impact on reducing the mortality rate of the sample infectious diseases in China. CONCLUSIONS: Understanding the efficiency of public health spending is crucial in designing public health policy in China, especially when the health care system reform puts the deep water. The above finding suggests that the policy maker should seriously consider the role of government in the future health care reform.