productivity, and generational accounting, which accounts for a range of other gov-
ernment fiscal transfers to citizens. The possible produced value for a life-time term
was assumed as the difference between NPV on the year of life expectancy and each
decades as life years 50, 40, 30, 20, 10 and new. The economic values for the model
derived from World Bank, OECD or WHO. RESULTS: Possible produced
value for a life-time term for Turkey was calculated as US$ 483,298. Cost
life-time term, cost of premature death was calculated as the highest in early ages
and was decreasing up to the retirement age. The results may be reference for the
decision makers. Health policy makers may improve the access to the treatments
in the early life years for the possible increased cost of premature deaths in Turkey.

PHLP124
EXPOSURE TO POTENTIAL DRUG-DRUG INTERACTIONS IN TEACHING HOSPITAL OF SOUTH PUNJAB, PAKISTAN
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OBJECTIVES: Drug-drug interaction is a common error in poly-medication and con-
tributes a major part in adverse drug reactions. The aim of the present study was to
evaluate the percentage of potential drug-drug interactions in the prescription in the
region of South Punjab Pakistan prescribed by the medical practitioner. METHODS: A
total of 1000 prescriptions included in the study. The study was performed in Nishter Hospital Multan, Pakistan, the 3rd oldest medical institution of Pakistan, which has a capacity of 1800 beds and having a best facil-
ities to deal with this challenging issue. Pharmacists play an important role in health
system and improvement of quality of patient care. A clinical evaluation includes reviews of 100 prescriptions (543 medicines), 41% of prescriptions have potential DDI's. Mostly
PHLP127
BUILDING A “HIGH-ALERT/HIGH RISK MEDICATION REMINDER SYSTEM” TO IMPROVE PATIENT SAFETY
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OBJECTIVES: This paper aimed to introduce how we developed a “high-alert/
high risk medications reminder system” operated in the computer system to
improve medication safety in our hospital. METHODS: This reminder system was
designed in a 2,400-bed health institute with 2,000 nurses, consisting of 12 nursing
divisions and 75 units. The new module was added to the current BCMa system with
VB. net. The functions of this computer system include seven steps. RESULTS: A calculation of the operation of the new system revealed “high-alert/high risk medication reminder system” was done to MISU nurses (n=36). The survey response rate was 100%. The results showed high rate of positive support on the new module. The medication system is still needed before a final con-
clusion can be established. In addition, we are also keen to investigate whether this
system could reduce the waste of time, expenditure, and manpower in a medical center in our future study.

PHLP128
COST-EFFECTIVENESS OF TELEMEDICINE: LESSONS TO LEARN FROM AN INTERNATIONAL REVIEW
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OBJECTIVES: At the global level the large deployment of telemedicine raises needs for
cost-effectiveness evaluations. The objective of this literature review is to explore what extend telemedicine innovations that were implemented in many countries were effective. Speciﬁcally, what type of design is more appropriate for evaluate the cost-effectiveness can be adapted to the evaluation of telemedicine technologies. So, what answers can a review of the international literature relating to the med-
tecno surgical care provided? Methods: We conducted a systematic review of the literature by reading of 286 articles published between 2000 and 2013, 74 studies that imple-
cemedical economic evaluation of telemedicine are analysed. Three axis of analysis are examined: the act consequences of the telemedicine intervention, the medical
speciality, the economic evaluation method implemented. RESULTS: The descrip-
tive analysis showed significant heterogeneity in studies characteristics: economic analysis method, telemedicine applications, medical specialities, and organisational practices. The qualitative analysis underlines that most studies face methodological issues and provide reduced evidence of the economic impact of the telemedicine interventions. The telemedicine technologies are too individualised (by the context and the organisation) to be evaluated using the standards of cost-effectiveness analysis. CONCLUSIONS: This literature review did not allow proposing a classifica-
tion of telemedicine practices identiﬁed as efﬁcient, depending on the strategies
implemented, field of application or speciality, types of telemedicine or an organisation of
care model. Despite all this, one focus can be the management of chronic diseases
that remains a central topic at the international level. The increase in the number of medical specialties or fields of application concerned with telemedicine and the increased volume of activity necessitates that dissemination of methodological recommendations to promote the coherent development of economic evaluations. Our literature review shows that there is need to develop innovative methods to assess the cost-effectiveness of telemedicine technologies.

PHLP129
ASSESSMENT OF VALIDITY OF AN INDICATOR MODULE IN IDENTIFICATION OF ADVERSE DRUG EVENTS IN PATIENTS OF MEDICINE DEPARTMENT
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OBJECTIVES: Adverse drug events: An indicator that helps a health care organization to iden-
tify adverse drug events and assess the overall harm that occurs from medical care
within that organization. The main aim of the study was to investigate use of an indicator list for identification of adverse events in the health care setting
METHODS: The study was a prospective observational study in a tertiary care teaching hospital. The study mainly involves the review of medical records of patients in general medicine department who were admitted due to drug related problems with the help of trigger tool. When the presence of indicator is identified, those cases were thoroughly scrutinized to identify adverse drug events and confirm

PPA25
VALUE OF LIFE AND COST OF PRE-MATURE DEATHS WITH THE PERSPECTIVE OF PRODUCTIVITY AS NET TAX REVENUE: A COMPARISON IN ARGENTINA, BRAZIL AND MEXICO
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OBJECTIVES: The Human Capital Theory emphasizes investments to the health care sector of efficiency and impact in achieving economic growth. Investments to health care sector improves macro and micro economic outcomes for the whole society. The aim of this study is to calculate the possible produced value of potential drug-drug interactions and their severity level accounting as major (20%), moderate (63.4%) and minor (15.9%). The mechanism by which the drugs interact with one another showed that there were pharmacokinetic (60.5%), pharma-
codynamic (38.6%) and few of them interact by the mechanism which was not speci-
fied in the available literature (0.9%). CONCLUSIONS: Drug-drug interactions occur
in poly-medication and need to be evaluated and monitored for the positive impact
on the medication use system and improvement of quality of patient care. A clini-

PPA126
COMMUNITY PHARMACIST PERCEPTIONS OF GENERIC MEDICINES: A SURVEY IN TEHRAN
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Pharmaceutical expenditure as it has been increasingly grown during the last decades
so that policy makers have paid more and more attention to develop the strategies
to deal with this rising issue. Pharmacists play an important role in the health
continuum to implement such strategies through dispensing and delivering generic
goals. The main objective of this study was to explore the per-
ception of Iranian pharmacists regarding generic substitution, and also to explore how Iranian pharmacists think about patients' role, physicians' role and government
role in generic substitution. A cross sectional descriptive study involving the entire
sample of Tehran community pharmacies (n = 2000) was designed using a
self-administered anonymous questionnaire. A total of 1205 questionnaires were
returned indicating a response rate of 60%. Regarding to the first section, 62%
of respondents agreed that pharmacists should be given right to generic substitu-
tion. More than 65% believed that the generic medicine are bioequivalent with brand ones. Majority of the respondents (73.6%) stated that, they do substitution once generic
medicine is available. However, they think that patients, physicians and government
have important role in generic substitution. More than half (57%) of pharmacists
believed physicians' prescription behavior highly influenced by the marketing
and promotion activities of foreign companies. 93% of respondents pointed to full
coverage of generic medicines by providers as a strategy to generic substitution.

PPA127
A425
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