

FARMAPA: DIGITAL INNOVATION IN PHARMACEUTICAL CARE FOR HEALTHY AGING AND THE RATIONAL USE OF MEDICINES

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Abstract

In the context of population aging and the growing prevalence of chronic diseases, access to reliable medication information becomes an urgent necessity to ensure quality of life and therapeutic autonomy. Many individuals aged 50+ face geographical, digital, and social barriers to obtaining adequate pharmaceutical guidance, often resorting to self-medication and misinformation. In this scenario, technology emerges as a strategic ally. Utilizing accessible platforms, such as WhatsApp, to promote the rational use of medicines (RUM) represents an innovation that converges digital inclusion, person-centered care, and health equity.

Keywords: Digital Health Innovation; Geriatric Pharmaceutical; CaMedication Rationalization