



# Community pharmacy

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# Definition

Community pharmacy includes all the establishments that are privately owned and whose function is to serve the society's need for drug products and pharmaceutical services.

-Includes corporate pharmacy chain to pharmacy department in supermarket and independently owned pharmaceutical shop.

-Hybrid of professionalism and business.



# Scope of community pharmacy


- Advancement in research and technology – newer drug in market.
- Population explosion – medical facility insufficient for all.
- Disease prevention and health promotion in society

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# Community pharmacy management

## **Selection of Pharmacy site.**


- A needy town or city should be selected.
- The site available must be most suitable one available in the city.
- Site of the pharmacy should be at the centre of the population to be served to ensure accessibility and convenience.
- Equipped with adequate and free parking facility.

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-If possible the site should be in the neighborhood of community shopping centre for convenience and accessibility of the customers.

-An island type of location in which the pharmacy is in the main traffic artery with adequate parking facility can be opted.

- A bargain location in terms of rent proves to be a liability than an asset in the long run.



# Plan of an ideal wholesale and retail drug store.

## **Objective of ideal layout design**

1. To attract a large number of customers.
2. To increase the sales of the store.
3. To reduce the selling expenses to the minimum.
4. To provide customer satisfaction

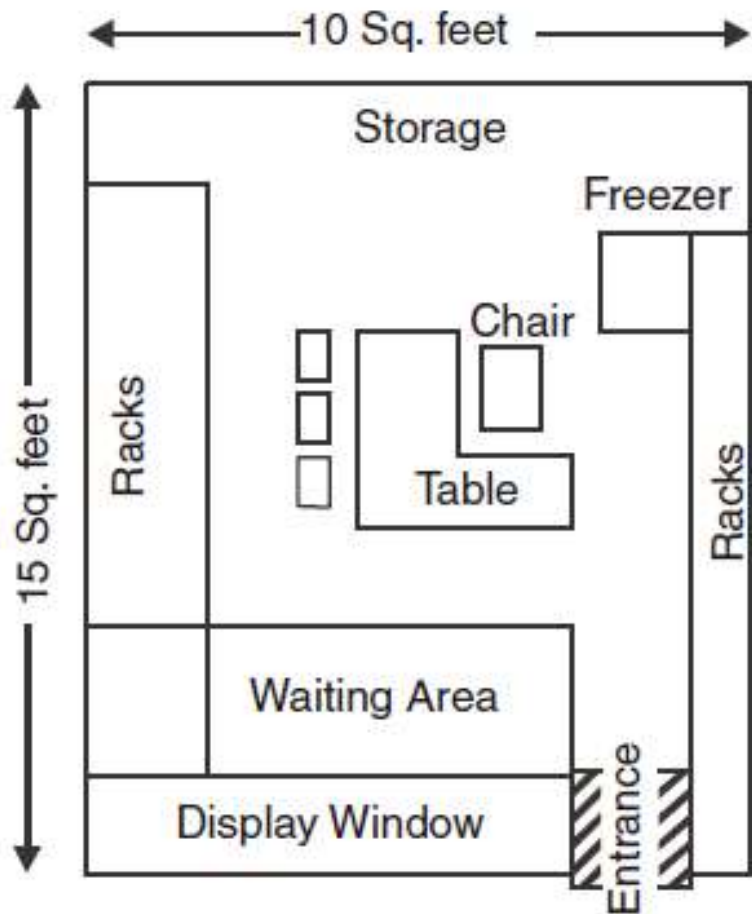
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5. Have adequate space for reserve stock , office and resting space.

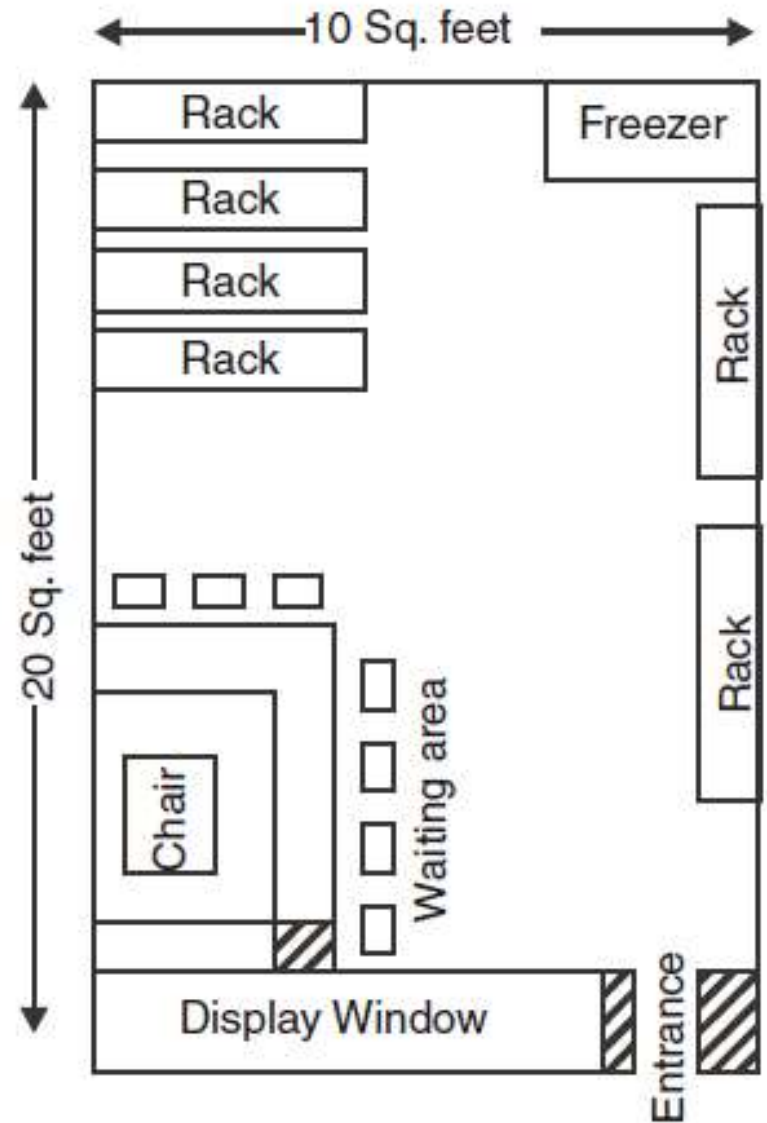
6. To have proper entrance for the newly arrived goods.

7. To project a professional image and improve general appearance.

8. To minimize the movement of the customers in the premises of the pharmacy.



Retail drug store design



Whole sale drug store design





# Legal requirements

## **General license**

- Granted to person who have the premise for the business and who engage the services of a qualified person to supervise the sale of the drugs.
- The license for the retail sale of drugs other than the ones mentioned in the Schedule C,C1 and X are issued in form 20.
- For drugs specified in Schedule C and C1 in form 21.
- Schedule X drugs in form 20F.

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# Condition for general license

1. Should be displayed in a prominent place open to the public.
2. The license should comply with the Drug and Cosmetics rule there under in force.
3. Any change in the qualified staff should be reported to the licensing authority within one month.
4. Precaution prescribed by the licensing authority for the storage of schedule C and C1 drugs should be observed.
5. Prior permission of the licensing authority is needed for

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## Restricted license

- The license for restricted sale of drugs other than those specified in Schedule C,C1 and X are issued in the form 20A
- Those specified in Schedule C and C1 but not in X are issued in the form 21A.

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# Condition for restricted licenses

1. The licensee must have adequate premises equipped with adequate facility for the proper storage of drugs. To which the licenses applies provided that this condition apply to the vendors
2. The licensee should be complying with the drug and cosmetic act and the rules there under in force.
3. Drugs only purchase from a duly licensed dealer or manufacturer.
4. The licenses can only deal in such drugs can be sold without the supervision of a qualified person.
5. Drugs should be sold in their original container.



# Staff / personnel

## Criteria for staff selection.

1. The qualification of the employee should not fall below the minimum standard or else the reputation of the pharmacy may get compromised.
1. 'Over hiring' i.e., superior people in inferior jobs, should be avoided as this will lead to an adverse effect on staff morale and efficiency.

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# Selection process

## 1. Job description

- The details of job, its relation to other job, working hours, pay scale , etc

## 2. Job specification

- The qualification needed for the job.

## 3. Job recruitment

## 4. Selection of personnel – tests, interviews , etc.

## 5. Orientation and training of staff.



# Coding of drugs

Process of assigning code for easy identification of a material.

- Essential for good store keeping.
- Ambiguity in description is avoided.
- Length of description minimized.
- Codes ensure of items lying in the floor.
- Item easily identified when it is known by more than one name.

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# Stocking of drugs

1. Stored in alphabetical order.
2. Provides a channel for distribution of drugs.
3. Drugs readily available in the pharmacy.
4. Enables correct storage of drugs e.g., antibiotics and vaccines in refrigerator.





# Maintenance of register

-Legal records : Required by law regarding the acquisition and disposition of drugs.

-Patient records :Regarding the patient utilization of the drugs.

-Financial records :Regarding the past and present financial status of the company

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# Legal records

- According to federal and state law.
- Adequate and up to date records should be maintained according to Drugs and cosmetics act 1940, Rules 1945 and the Poison Act 1919.
- Maintain adequate record related to acquisition and disposition of certain drugs.
- Records of distribution of poisonous and hazardous substances.

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# Patients records

- Patients drug history.

- Information on all kinds of information about kinds and amount of drugs taken by average patients.

- Source of information on insurance claims and income tax deduction of patients.



# Financial records

- For making sound decision regarding future needs , inventory requirements, etc.
- For evaluation of past operations, planning of present activities , forecasting needs, and controlling the activities.
- Analyzing revenues and expenses.
- Measuring return on investment.
- Help ensure profitable operations.



# community pharmacists

- The health professionals most accessible to the public.
- They supply medicines in accordance with a prescription or, when legally permitted, sell them without a prescription.
- Their professional activities also cover counseling of patients at the time of dispensing of prescription and non-prescription drugs, drug information to health professionals, patients and the general public, and participation in health-promotion programmes.
- They maintain links with other health professionals in

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# Activities of community Pharmacist( as per WHO)

## **1. Processing of prescriptions :**

- verifies the legality, safety and appropriateness of the prescription order.
- checks the patient medication record before dispensing the prescription (when such records are kept in the pharmacy).
- ensures that the quantities of medication are dispensed accurately, and decides whether the medication should be handed to the patient, with appropriate counseling.

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## **2. Care of patients or clinical pharmacy.**

- The pharmacist seeks to collect and integrate information about the patient's drug history.
- Clarify the patient's understanding of the intended dosage regimen and method of administration.
- Advises the patient of drug-related precautions.
- Monitors and evaluates the therapeutic response.

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### **3. Monitoring of drug utilization**

Participate in arrangements for monitoring the utilization of drugs, such as practice research projects, and schemes to analyze prescriptions for the monitoring of adverse drug reactions.

### **4. Traditional and alternative medicines**

Supply traditional medicines and dispense homoeopathic prescriptions.



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## 5. Extemporaneous preparation and small-scale manufacture of medicines

- Pharmacists prepare medicines which enables them to adapt the formulation of a medicine to the needs of an individual patient.
- small-scale manufacture of medicines, which must accord with good manufacturing and distribution practice guidelines.

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## 6. Responding to symptoms of minor ailments

- receives requests from members of the public for advice on a variety of symptoms and inquiries to a medical practitioner.
- supply a non-prescription medicine, with advice to consult a medical practitioner for self limiting minor ailments.
- give advice without supplying medicine.



## **7. Informing health care professionals and the public**

- The pharmacist compile and maintain information on all medicines
- Provide this information as necessary to other health care professionals and to patients
- Use it in promoting the rational use of drugs, by providing advice and explanations to physicians and to members of the public.



## 8. Health promotion

- Take part in health promotion campaigns, locally and nationally, on a wide range of health-related topics, and particularly on drug-related topics or topics concerned with other health problems and family planning.
- Take part in the education of local community groups in health promotion, and in campaigns on disease prevention, such as the Expanded Programme on Immunization, and malaria and blindness programmes.

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## 9. Domiciliary services

- They provide an advisory as well as a supply service to residential homes for the elderly, and other long-term patients.

In certain country pharmacists will visit certain categories of house-bound patients to provide the counseling service that the patients would have received had they been able to visit the pharmacy.

## 10. Agricultural and veterinary practice

- Pharmacists supply animal medicines and medicated animal feeds.

## **Summary of the areas where a pharmacist can involve in public health through community pharmacy:**

- Drug and nutrition counseling
- Use of OTC and prescribed medicines
- Family planning
- Pregnancy and infant care
- Immunization
- Sexually transmitted diseases
- Toxic agent control
- Health and safety
- Control of accidental injuries
- Fluoridations of community water supply
- Prevention of smoking
- Prevention of alcoholism and drug abuse
- Nutritional counseling
- Environmental protection
- Weight control program
- Poisoning and cancer detection



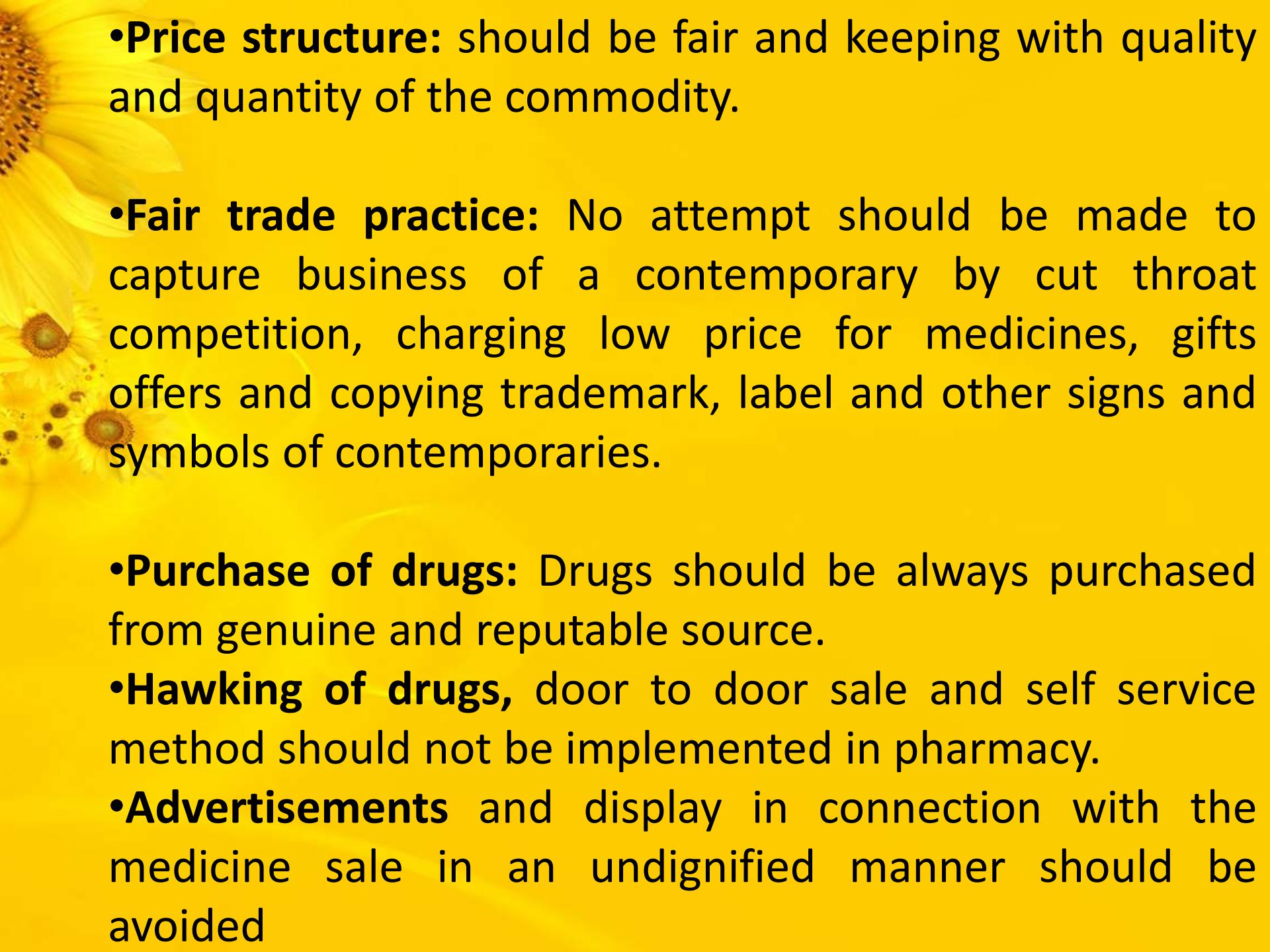


# Code of ethics

**In relation to his job:** reasonable comprehensive pharmaceutical services should be provided which involves supply of commonly required medicines without any delay and emergency supplies at all times.

**Conduct of pharmacy:** The arrangement of pharmacy should be such that it avoids the risk of accidental contamination in preparation, dispensing and supply of medicine.

**Handling of prescription:** prescription should be received without any comment over it regarding the therapeutic efficacy. Any question on prescription should be answered with care. Should not add omit or substitute any ingredient of the prescription.



•**Price structure:** should be fair and keeping with quality and quantity of the commodity.

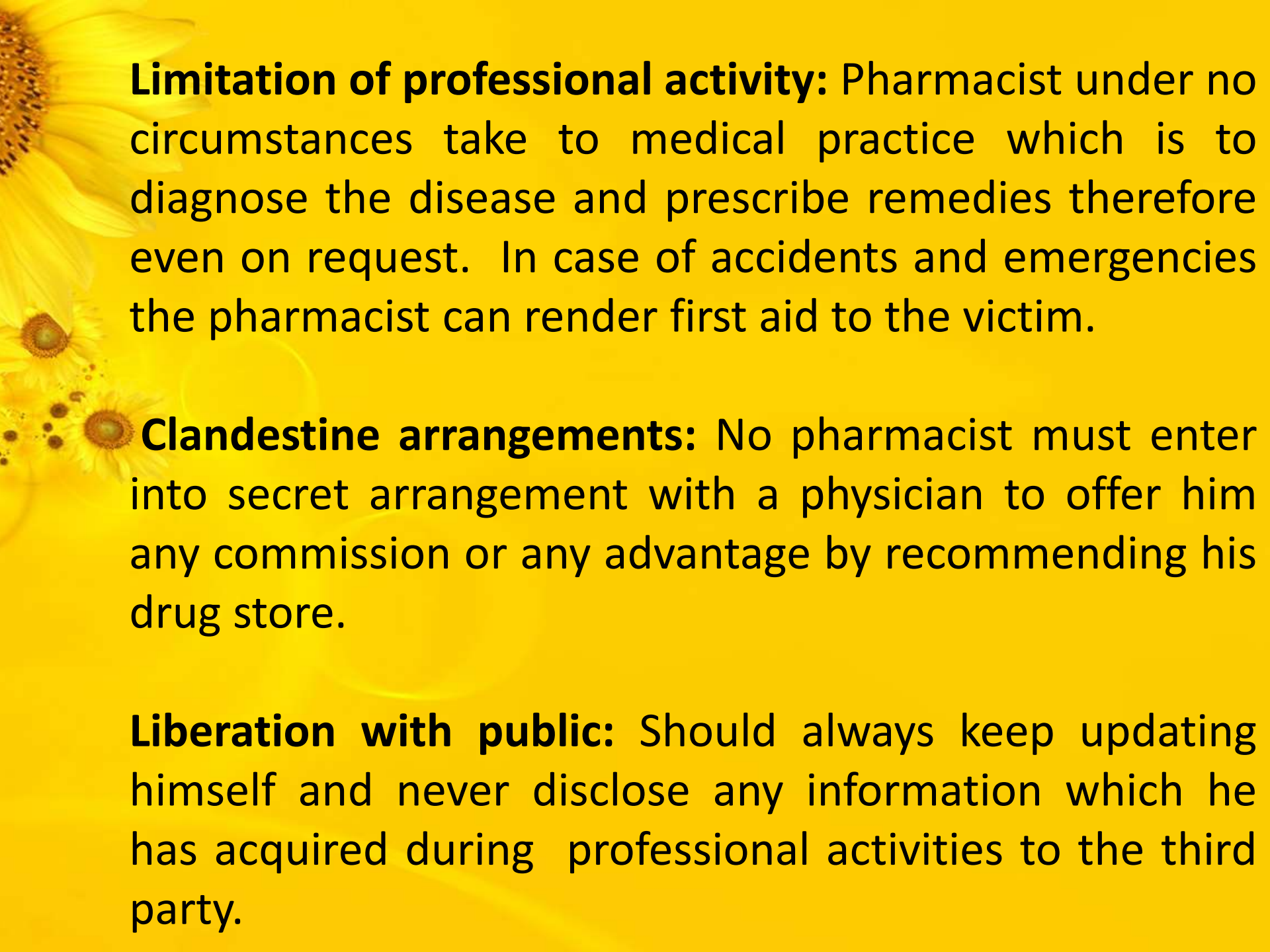
•**Fair trade practice:** No attempt should be made to capture business of a contemporary by cut throat competition, charging low price for medicines, gifts offers and copying trademark, label and other signs and symbols of contemporaries.

•**Purchase of drugs:** Drugs should be always purchased from genuine and reputable source.

•**Hawking of drugs,** door to door sale and self service method should not be implemented in pharmacy.

•**Advertisements** and display in connection with the medicine sale in an undignified manner should be avoided

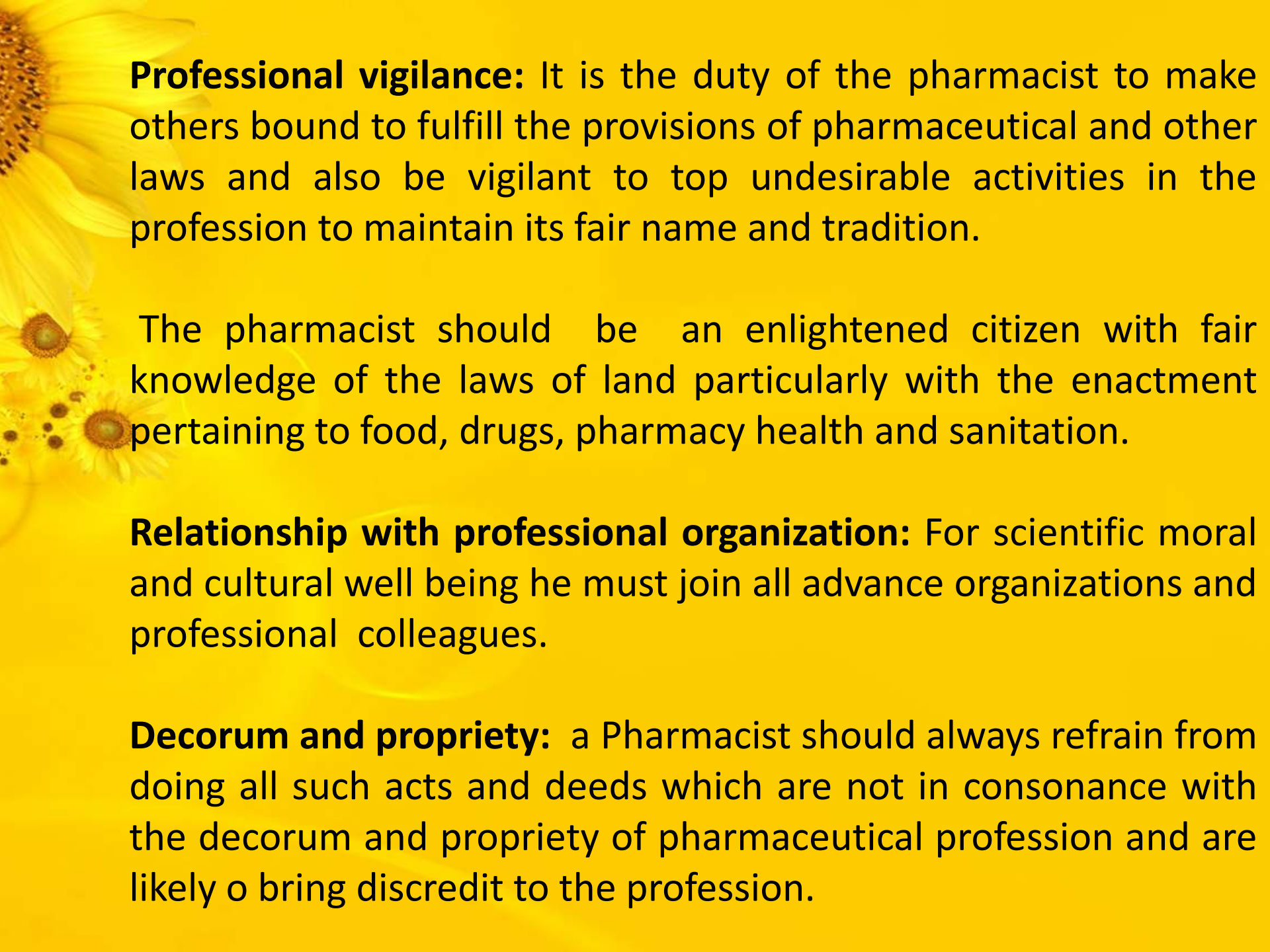


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**Limitation of professional activity:** Pharmacist under no circumstances take to medical practice which is to diagnose the disease and prescribe remedies therefore even on request. In case of accidents and emergencies the pharmacist can render first aid to the victim.

**Clandestine arrangements:** No pharmacist must enter into secret arrangement with a physician to offer him any commission or any advantage by recommending his drug store.

**Liberation with public:** Should always keep updating himself and never disclose any information which he has acquired during professional activities to the third party.

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**Professional vigilance:** It is the duty of the pharmacist to make others bound to fulfill the provisions of pharmaceutical and other laws and also be vigilant to top undesirable activities in the profession to maintain its fair name and tradition.

The pharmacist should be an enlightened citizen with fair knowledge of the laws of land particularly with the enactment pertaining to food, drugs, pharmacy health and sanitation.

**Relationship with professional organization:** For scientific moral and cultural well being he must join all advance organizations and professional colleagues.

**Decorum and propriety:** a Pharmacist should always refrain from doing all such acts and deeds which are not in consonance with the decorum and propriety of pharmaceutical profession and are likely o bring discredit to the profession.



*Thank You!*