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COMMUNITY PHARMACY

“Community pharmacy includes all of those establishments that are privately owned and whose function, in varying degree, is to serve societies need for both drug products and the pharmaceutical services”.

Or

“Community pharmacy is a unique hybrid of professionalism and business. In addition to dispensing pharmaceuticals, pharmacist in community (retail) pharmacies answers questions about prescription and over the counter (OTC) drugs and give advice about home health care supplies and durable medical equipments.”

Community pharmacy include a great variety of pharmacy services ranging from corporately owned chain pharmacy, to the pharmacy department in supermarket or an independently owned pharmaceutical shop that provide prescription service plus a relatively few lined of health related products.

SCOPE OF COMMUNITY PHARMACY

As we know that there is a steep rise in the field of the medical and health services due to introduction of various latest techniques and globalization of medical profession. Population of whole world is rising tremendously day by day, during the last few decades it has been realized that additional medical and health services are insufficient for overall improvement of health status. Due to above reasons there is a requirement of a equal participation of all health professionals to obtain a common goal of disease prevention and health promotion. Nowadays community pharmacists are paying their attention toward the health patients, environment of the patients and the state of patients general wellness, counseling of the patients about drug related matters, health, diseased state, nutrition and drug abuse etc.

ROLES AND RESPONSIBILITIES OF COMMUNITY PHARMACIST

Following are the area where a community pharmacist can be actively involved to serve the community.

1. In all drug related problems like counseling on proper use of OTC and prescribed medicines, recording of drug and medical problem histories, immunization schedules, refer of patients to a specific health care professionals, etc.
2. A community pharmacist may involve actively into the area of “Pharmacoepidimilogy”. Pharmacoepidimilogy is the post marketing phase of clinical trial of a drug, which concern with the safety or risk assessment of a new drug after coming in market.
3. A community pharmacist may involve in the control of serious communicable disease, by making community aware through counseling. By this method a lot of diseases like tuberculosis, syphilis, gonorrhea, herpes genitals, AIDS and hepatitis can be controlled.
4. A community pharmacist can encourage, his/her patient to prevent themselves from various chronic diseases by using various proven techniques of preventions like risk of strokes of heart can be reduced by control of the high blood pressure check up, for regulate intake of prescribed medicine, quitting smoking, controlling high blood pressure, lowering cholesterol intake and increase in physical exercise.
5. A community pharmacist may also involve in patient health education through the use of pamphlets and bulletins freely available on display racks.
6. A community pharmacist may provide counseling to pregnant ladies about material and child health, hygiene, management of pregnancy, material diet and other diseased or sub nutritional states. A community pharmacist can also play a major role by guiding the parents for the protection of child against the disease of childhood by proper immunization schedule.
7. A community pharmacist may guide patients about nutrition intake according to the requirement of the patient and their disease states.
8. A community pharmacist can make community aware about environmental health like food born disease, local hazards, carcinogens, etc.
9. A community pharmacist may provide counseling to the persons involved in alcoholism and drug abuse about the hazards and side effects or draw backs of those evils, and may refer these patients for proper treatment to an appropriate health professional.

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

Moral may be defined as “the conduct of individuals in any society is governed by the environment controls on the one hand and the social customs and duties on the other.” For this purpose, government and societies lay down a code of conduct of decide that what is right and what is wrong.

Code of ethics = the code of moral principles = science of morals

Government restricts the practice of Pharmacy to who's who qualify under regulatory requirement and grant them privileges necessarily denied to other. In return, the government expects the pharmacist to recognize his responsibilities and fulfill their professional obligations honorably and with due regard for the well being of the society.

Following are the duties of a pharmacist according to the laws of government and the code of ethics.

Pharmacist in relation to his job

Scope of pharmaceutical services: When a pharmacist is registered under statutory requirement and opened as a pharmacy, reasonable comprehensive pharmaceutical services should be provided.

This involves the supply of commonly required medicines without any delay. It also involves emergency supplies at all the time.

Conduct of the pharmacy: The arrangement in the Pharmacy should be of such grade that it avoids risk or error of accidental contamination in the preparation, dispensing, supply of medicines. There should be pharmacist in personal control of pharmacy who will be regarded as primarily responsible for the conducts. A notice stating that dispensing under employee's states insurance scheme (E.S.I.S.) or any scheme sponsored by government is carried out may be displayed at the premises.

Handling of prescriptions: Prescription should be received by a pharmacist without any comment over it regarding the merits and demerits of its therapeutic efficacy. Any question on a prescription should be answered with every caution and care. It is not within the privilege of a pharmacist to add, omit, or substitute any ingredient or other the composition of a prescription should be taken.

Apprentice pharmacist: A pharmacist should see that the apprentice trainee is given full facilities for their work, so that completion on their training they have acquired sufficient technique and skill to make themselves dependable pharmacist.

Pharmacist in relation to his trade

Price structure: Price charged from customers, should be fair and in keeping with quality and quantity on commodity supplied.

Fair trade practice: No attempt should be made to capture business of a contemporary by cut throat competition, by any short of prizes or gifts or any kind of allurements to patronize or by knowing charging lower prices for medical commodities than those charged by a fellow pharmacist. Labels, trade marks and other signs and symbols of contemporaries should not be copied.

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

Hawking of drugs: Hawking of drugs and medicinal nor should any attempt be made to solicit order for substances from door to door. "Self-services method of operating pharmacies and drug store should not be used.

Advertising and displays: No display material, either no premises, in the press or elsewhere should be used by a pharmacist in connection with the sale to the public of the medicines or medical appliances, which is undignified in style or which contains :-

- (a) Any wording, design or illustration, reflecting unfavorably, on pharmacist collectively, or upon any group of individuals.
- (b) A disparaging reference, direct or by implication of other suppliers products, remedies or treatments.

- (c) Misleading or exaggerated statements or claims.
- (d) The word “cure” in reference to an ailment or symptoms of ill health.
- (e) A guarantee of therapeutic efficacy.
- (f) An appeal to fear.
- (g) A prize, competition or similar scheme.
- (h) A guarantee of therapeutic efficacy.
- (i) Any reference to medical practitioner or a hospital or use of the term “Doctor” or “Dr.” or “Nurse” in connection with the name of a preparation, not already established.
- (j) A reference to sexual weakness, premature aging or loss of virility.
- (k) A reference to complaint of sexual nature in terms, which take the reticence proper to the subject.

No articles or preparation, advertised to the public by means of display material of a kind mentioned above should be exhibited in pharmacy. Contraceptive preparations and appliances or their illustrations except a notice approved by regulations or bearing the word “family planning requisites” should not be exhibited.

Pharmacist in relation to medical profession

Limitation of professional activity: It should be made a general rule that pharmacists, under no circumstances, take to medical practice, which is to diagnosing diseases and prescribing remedies therefore, even if requested by persons to do so. In case of accidents and emergencies a pharmacist may, however render first aid to victim.

Clandestine arrangements: No pharmacist should enter in to a secret arrangements or contract with a physician, to offer him any commission or any advantage by recommending his dispensary or drug store or even his self to patients.

Libation with public : Being a link between medical profession and people, a pharmacist always keep himself updated by regularly reading books, journals, magazines and other periodicals. A pharmacist should never disclose any information, which he has acquired during his professional activities to nay third party or person, unless required by law to do so.

Pharmacist in relation to his profession

Professional vigilance: It is a duty of the pharmacist to make other bound to fulfill the provisions of the pharmaceutical and other laws and regulations. It is obligatory for a pharmacist to extend help and corporation to a fellow member in his legitimate needs, scientific, technical or otherwise, he is to be, at the same time make a vigilance to stop

undesirable activities of the profession and thus help to maintain its fair name and tradition.

Law-abiding citizen: A pharmacist should be an enlightened citizen having a fair knowledge of laws of the land and he should be particularly conversant with the enactment pertaining to food, drug, and pharmacy health sanitation.

Relationship with professional organizations: For the scientific, moral and cultural well-being of pharmacist he should join all advance organization 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 to bring discredit or upbraid to the profession or to him.

COMMUNITY PHARMACY MANAGEMENT

Selection of Site Space Layout and Design

Various factors should be considered during the selection of a site for a new pharmacy. Such as population in the trading area, distribution of the income among the population, type of industry and the competitive climate.

During the selection of a site for new pharmacy following factors should be considered:

- A needy town or city should be selected.
- Site of pharmacy in a particular city should be most suitable among those available.
- Site of pharmacy should be convenient and accessible to the majority of consumers. For this purpose site location should be centre to population to be served.
- Pharmacy site should be equipped with adequate free parking facility.
- If possible then site should be in neighborhood of a community shopping centre for the convenience and accessibility of the consumers.
- An island type of location, where the pharmacy sites by itself in a main traffic artery and surrounded by adequate parking facility, should be preferred.
- Usually, a bargain location in terms of rent proves to be a liability rather than an asset in the long run.

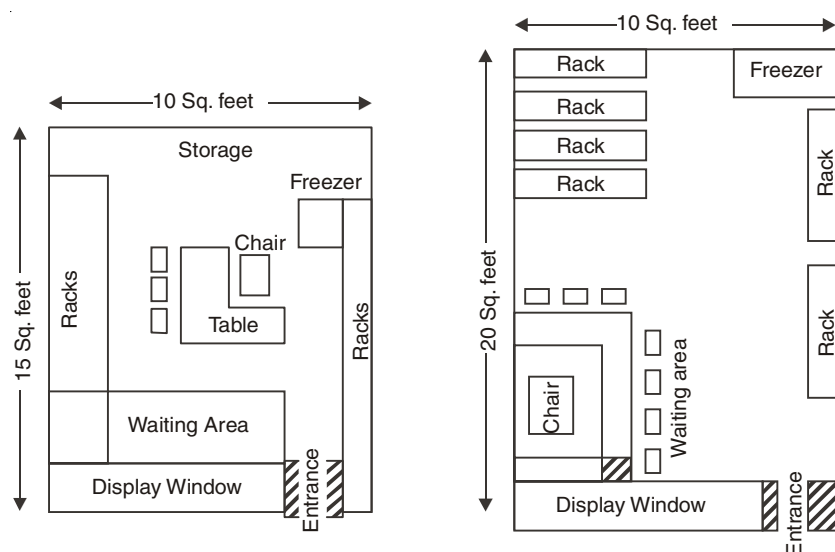
Plan of an Ideal Retail and Whole Sale Drug Store

One of the main factors responsible for the success of a drug store is its location and proper layout design. An ideal plan for proper layout design of a retail drug store and whole sale drug store.

Objective of layout design

1. To attract a large number of customer.
2. To increase the sale of a store.
3. To reduce the selling expenses to a minimum.
4. To provide the customer satisfaction.
5. To have space for reserve for stock, office and resting place for the employees.
6. To have a proper entrance for coming goods.
7. To project a professional image and improve general appearance.
8. To minimize the movement of customers with in the premises of the drug store.

A modern drug store should fulfill all the requirements in schedule 'N' of the drug and cosmetic rules, 1945. To start a retail drug store a minimum of 150 sq. meter area is required similarly to whole sale drug store a minimum of 200 sq. meter area is required.



Retail drug store design

Whole sale drug store design

The legal requirements for the establishment of retail drug store.

For retail sale two types of licenses are issued.

1. General licenses
2. Restricted licenses

General licenses: General licenses are granted to persons who have the premises for the business and who engage the services of a qualified person to supervise the sale of drug store.

Licenses for retail sale of drugs other than those specified in schedule C, C1 and X are issued in form 20 for drug specified in C, C1 excluding those specified in schedule X in form 21 and for schedule X drugs in form 20F.

Condition for general licenses:

1. The licenses should be displayed in prominent place in a part of premises open to the public.
2. The licenses should comply with the provisions of drugs and cosmetics act and rules 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. For the sale of additional categories of drugs listed in schedule C, C1 excluding X the licensee must take prior permission of the licensing authority.

Restricted licenses: The licenses for the restricted sale of drug other than those specified in schedule C, C1 and X and those specified in schedule C and C1 but not in schedule in X are issued in form 20A and 21A respectively.

Condition for restricted licenses:

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

Staff (Personnel): Personnel or staff selection is one of the most important aspects of developing an efficient operating community pharmacy. Success of a community pharmacy depends upon proper selection training, and maintenance of employees (staff).

Selection of staff: Following criteria should be followed during the selection of the staff for community pharmacy:

- Minimum standards for qualification of employees should not be allowed to fall below the minimum standards “under here” for a given position will result in fall in reputation of pharmacy.
- “Over hiring” means superior people should not be hired for inferior jobs; this type of selection may result in an adverse effect on staff moral and efficiency.

For the proper selection of staff for a specific job, the manager should develop a job description and a job specification for each position in pharmacy. This job description should contain such detail as scope of job, its relation to other jobs, working hours, and pay scale, etc. It prevents misunderstanding about the nature of the duties of a particular job.

Promotion within a pharmacy staff may be appropriate. But in most of the cases external source must be used such as employment agencies, placement offices of schools and universities or classified news paper advertising.

Co-op-work study program may prove as a big source of part time employees. An availability file (a record of qualified peoples who applied for job) should be maintained in pharmacy which serves when no opening existed.

Owner or manager of pharmacy should design an application form to assist in the selection process. Although an application form serves basically to provide information about the applicant, it also serve in following way:

- Helps in observing the applicant’s ability to follow simple written instruction.
- Serves as a guide during interview.
- Serve as a permanent record of employee and a source of information of social security and with holding tax reports.

All the employment policies and procedures must be consistent with applicable federal state laws governing equal employment opportunity. In general such laws prohibit discrimination in selection and hiring process.

Orientation and training of staff: After proper selection needs to be followed by adequate orientation and training of the employee, which results in increase productivity and reduced employee turnover. During the orientation process, discussion should be on the basis of give and take basis on the following points:

- Basic goal and philosophy of the pharmacy.
- Expected working hours from the employee (evenings, weekends and holidays).
- Duration of lunch hours.
- Overtime rules and compensation.

- Policy of coffee break.
- Rules about punctuality.
- Uniform rules and paying schedule for uniform purchase and maintenance.
- Safety and security regulations.
- Telephone usage and answering authority of telephonic questions.
- Personal telephone usage.
- Vacation policy.
- Policy regarding leave (sick or personal business).
- Opportunities and procedures for advancement or promotions.
- Policies on employees purchase and discount.

These points concern to both the employer and the employee so a clear discussion about them prevents, reduces problems between employers and the employee.

After a general orientation to the pharmacy, the employee needs specific training in the duties and responsibilities of the job. Sink-or-swim method of training is insufficient to pick up knowledge on the job, for this purpose a community pharmacy should arrange a sophisticated training program. There are effective simple training methods that can be used. The sponsored system of training is most suitable for a pharmacy. A new employee is assigned to a capable experienced employee who explains and demonstrates the job in questions. Conference method can also be used, by itself of sponsored system.

Compensation: Retaining good employees is one of the most difficult problems faced by the community pharmacy manager. Many factors decide keeping of employees but most important factor is the compensation plan. Adequate compensation is necessary, not only to retain employee but also to encourage them to work toward the overall goals and objectives of the pharmacy.

IMPORTANCE OF CODING AND STOCKING

Importance of coding for drug store: Coding is the process of assigning of code symbol or a number to a particular material for easy identification. It is important for a drug store because;

1. Coding of various items of materials is essential for good system of store keeping.
2. Ambiguity in description is avoided.
3. The length in description is minimized.
4. The codes ensure of item lying in the store.
5. Each stored item is easily identified, particularly, where the same item is known by more than one name.

Importance of stocking for drug store

1. Drugs are stored in alphabetical order.
2. It provides a channel for distribution of drugs.
3. It provides space for storage of drugs or materials and supplies.
4. Drugs are readily available for administration.
5. Vaccine and antibiotic drugs are stored in refrigerator.

Maintenance of various registers (records) in community pharmacy: For various reasons it is very important to maintain various legal, financial and professional records in a community pharmacy. Type of records required in a community pharmacy may be classified as following:

1. Legal records (records required by law regarding the acquisition and disposition of drugs)
2. Patients record (records regarding patients utilization of drugs)
3. Financial records (records regarding the past and present financial status of pharmacy)

This is the duty of the management to identify the specific record required, development of the system and assuming the responsibility of capable personal for day to day record keeping.

(1) **Legal records (registers):** According to federal and state law, the pharmacy owner (manager) is responsible for maintenance of accurate up-to-date records of specific classes of drugs and poisons according to Drugs and Cosmetic Act 1940, Rules 1945 and The Poison Act 1919, the pharmacist is responsible for maintaining accurate records related to acquisition and disposition of certain drugs that are supposed to be subject to possible misuse or abuse. According to law it is required to maintain a record on the distribution of poison and hazardous substances. Improperly maintained or incomplete records can bring legal action and penalties.

(2) **Patient's records:** To include patient's drug histories those type of records are maintained, although the format of records may vary according to basic ideas of establishing a record. Records may be based on family unit basis that allows the pharmacist to monitor the drug usage of each member of family. It provides basic information about kinds and amounts of drugs being taken by average patients, which helps in reducing the problems associated with drug interactions and individual's idiosyncrasies to drugs. These records also serve in economic purposes, as source of information for insurance claims and for income tax deduction of the patients.

(3) **Financial records:** Properly collect and organized accounting data serves various important uses as follows:

- Serves as a basic tool for efficient management and measuring its effect.

- For making sound decisions regarding future money needs, inventory requirement, personnel matters and expansion of facilities.
- In evaluation of past operations, controlling current operations and providing information for planning and forecasting.
- Analyzing revenues and expenses.
- Measuring return on investment.
- Providing the required information to potential granter's credit and loans as well as to federal, state, and local governmental agencies regarding income and business taxes.
- Helping to ensure a profitable operation.

Use of computer in community pharmacy: Computers have invaded in every walk of life and almost all commercial organization and business firms have undergone significant computerization with no exception of community pharmacy establishment. At present community pharmacy use computer for selective pharmaceutical purposes. While there are several possible purposes. Following is a list of majority of community pharmacy functions that could be computerized.

(1) Clerical: Preparation of prescription levels. Providing a receipt for patient, Generation of hard copy record of transaction. Calculation of total prescription cost. Maintenance of perpetual record of inventory record. Accumulation of suggested orders based on suggested order quantity. Automatically order required inventory via electronic transmission. Calculation and storing of annual withholding statements.

(2) Managerial: Preparation of daily sales report. Generation of complete sales analysis as required for a day, week, month, year and to date for number of prescriptions handled and amount in cash. Estimation of profit and financial ratio analysis. Production of drug usage reports. Calculation of gross margin, reported in all manner of details. Calculate number of prescriptions handled per unit time, to help in staff scheduling. Printing of billing a payment summary.

(3) Professional: Building a patient profile. Storing of information on drug and other allergies to warn about possible problems. Retrieval of current drug regimen for review. Updating of patient information in file. Printing of drug-drug and drug-food interactions. Maintaining of physicians file including specialty, designation, address, hone office hours, etc.

(4) Clinical support:

- Patient medication profile
- Patient education profile
- Consulting pharmacist activities
- Drug utilization monitoring

(5) Accounting and business management:

- Business record keeping
- Prescription analysis.

QUESTIONS

1. Write a note on scope of community pharmacy.
2. What is the scope of community pharmacy in India?
3. What is the role of community pharmacist?
4. Write a note on the staff in community pharmacy.
5. Give a plan of an ideal retail and whole sale drug store.
6. What are the legal requirements for the establishment of drug store?
7. Write a note on maintenance of record in a retail drug store.
8. Discuss the design and organization of wholesale drug store.
9. Write a note on role of pharmacist in drug store.
10. Briefly discuss the responsibilities of a community pharmacist.
11. What are the legal requirements for setting a community pharmacy?
12. Briefly discuss the code of ethics of a community pharmacy.
13. What is the parameter for lay out of a community pharmacy?
14. How does register maintained in a community pharmacy?
15. Write a note on coding and stocking.
16. Discuss the importance of computers in a community pharmacy.

