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Diploma in Pharmacy 2nd Year
Community Pharmacy & Management
Chapter 9 : Community Pharmacy Management

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Chapter 9
Community Pharmacy Management

→ Community Pharmacy Management refers to the practice of overseeing and coordinating the daily operations of a community pharmacy, including financial management, inventory control, staff management, and customer service.

→ Community pharmacy managers are responsible for ensuring that their pharmacy is run efficiently and effectively, and that it meets the needs of its patients and the community it serves.

Legal requirements to set up a community pharmacy

→ Community pharmacy requires compliance with legal requirements and regulations set by regulatory bodies such as the Pharmacy Council of India (PCI).

→ The following are some of the legal requirements to set up a community pharmacy in India :

1. **Registration :** Before setting up a community pharmacy, the owner must register the pharmacy with the PCI. The registration process involves filling out an application form and providing documents such as proof of ownership, pharmacy layout plan, and educational qualifications of the pharmacist.
2. **Location :** The pharmacy must be located in an easily accessible area with adequate space for storage, dispensing, and patient counseling. The pharmacy must also be located at least 200 meters away from another registered pharmacy.
3. **Infrastructure :** The pharmacy must have proper infrastructure and equipment such as air conditioning, refrigeration, computer, and software to manage inventory and patient records.
4. **Pharmacist :** A qualified registered pharmacist must be present in the pharmacy at all times during working hours. The pharmacist must have a D.Pharm or B.Pharm degree from a recognized institution and a license to practice.
5. **Drug Storage :** The pharmacy must have proper storage facilities for drugs and other products. The storage area should be clean, well-lit, and well-ventilated.
6. **Dispensing :** Drugs should be dispensed only on the prescription of a registered medical practitioner. The pharmacist must ensure that the drugs dispensed are of the correct dosage and formulation.
7. **Record Keeping :** The pharmacy must maintain accurate and up-to-date records of drugs dispensed, drugs received, and inventory management.
8. **Adherence to Regulations :** The pharmacy must comply with all regulatory requirements set by the PCI and other regulatory bodies, such as the Drugs and Cosmetics Act.

Site Selection requirements

→ Site selection means selection of place or area for opening community pharmacy . Good site selection is the key of success of any shop

→ following areas are considered good for community pharmacy :

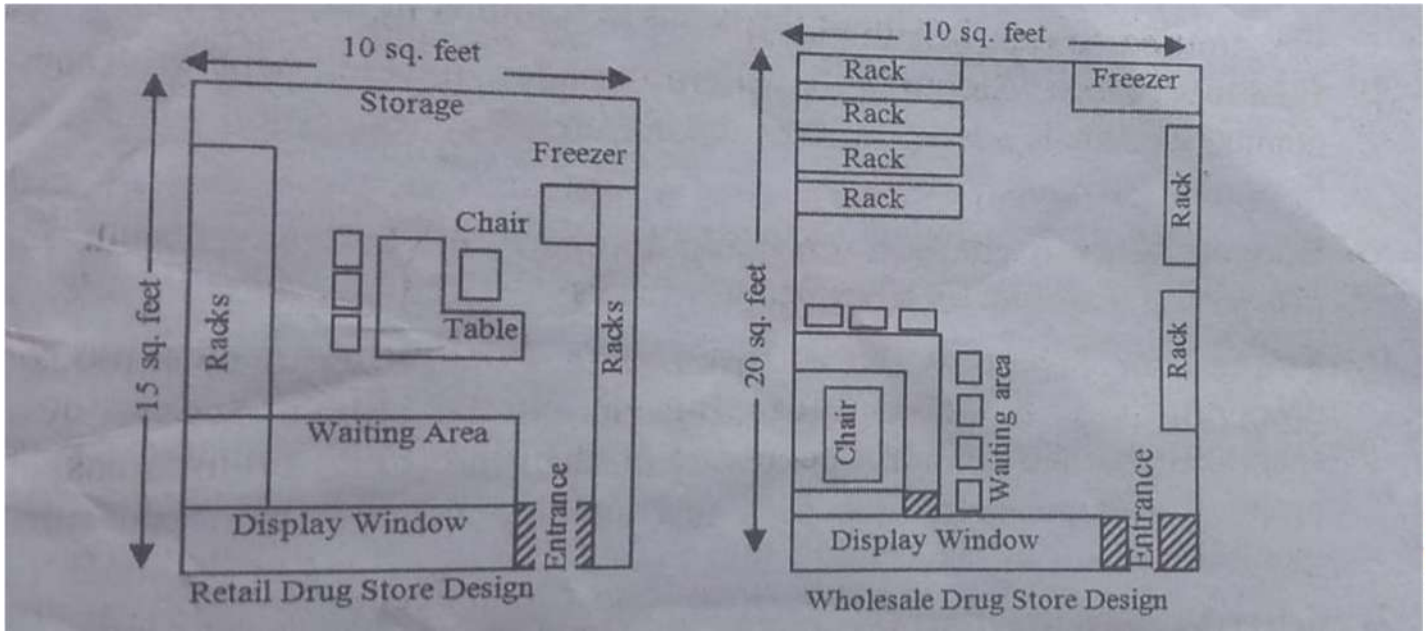
1) **Hospital or Nursing Home :** A community pharmacy location near hospital or nursing home is considered quite good , because drugs are prescribed there and pharmacy business mostly depends on prescription filling . so a pharmacy near to hospital can attract the patient .
2) **General Market :** A pharmacy in general market also attracts people , where people go for their general needs , this location is also good .
3) **Drug store market :** Many of developed cities have a separate market for drugs and other things so if there is drug market it suitable location for a pharmacy .
4) **Parking Facility :** On a road of high traffic , the those location are preferable where parking facility is available .
5) **Near by a famous place :** A pharmacy near to a famous place is considered good which people commonly visit like park , hotel , school , play ground etc.
6) **High population area**

Pharmacy Designs and Interiors

→ The organisational structure of pharmacy may vary with the size and type of the business .

→ But some main parts should be available in every pharmacy like

- General drug store.
- Dangerous and schedule X drugs store.
- Cold room or refrigerator area.
- Bulk drug store area.
- Waiting area.
- Dispensing area etc



Vendor selection and ordering Procurement

→ Vendor selection and ordering procurement in pharmacy involves the process of identifying and evaluating potential suppliers, selecting the best supplier(s) to meet the pharmacy's needs, and placing orders with the chosen vendor(s) for pharmaceutical products, medical supplies, and other related items.

→ Here are some steps involved in the procurement process for pharmacies :

1. **Determine the pharmacy's needs :** The first step in the procurement process is to identify what the pharmacy needs. This includes identifying the types of pharmaceutical products, medical supplies, and other related items required to meet the pharmacy's needs.
2. **Identify potential suppliers :** Once the pharmacy has determined its needs, the next step is to identify potential suppliers. This can be done through research and networking with other pharmacies, industry associations, and trade shows.
3. **Evaluate potential suppliers :** After identifying potential suppliers, the pharmacy should evaluate them based on their reliability, quality, pricing, delivery time, and other factors that are important to the pharmacy.
4. **Select the best suppliers :** Based on the evaluation, the pharmacy should select the best suppliers that meet its needs and requirements.
5. **Negotiate contracts :** Once the pharmacy has selected the suppliers, it should negotiate contracts with them. This involves agreeing on the terms and conditions of the agreement, including pricing, delivery time, payment terms, and any other important details.
6. **Place orders :** After the contracts have been negotiated, the pharmacy can begin placing orders with the selected suppliers.
7. **Track orders and performance :** The pharmacy should track the orders placed and monitor the performance of the suppliers to ensure that they are meeting the agreed-upon terms and delivering the expected quality of products and services.

Procurement

→ Procurement means " purchasing " and procurement is a process of purchasing right quality and quantity of drugs at right time and right price . Good procurement is necessary for running the community pharmacy efficiently principal of procurement is " you buy a product cheap and sell that with reasonable margin

Process of procurement

1) Purchase requisition : The list of product to be purchased is made on the basis of product flow and patient request and needs.
2) Selection of supplier : selected right suppliers considering quality , time and price .

3) Placing order : after preparation of requisition slip and selection of supplier the order is placed in desired date , time and amount
4) Receiving in checking products
5) Checking of invoice and bills
6) Recording of bills
7) Releasing the payment to the supplier

Inventory control methods

→ Effective inventory control is an essential aspect of managing a pharmacy. Proper inventory control can help reduce costs, minimize waste, and ensure that the pharmacy has the necessary medications and supplies on hand to meet the needs of patients.

Here are some common inventory control methods used in pharmacies

1. **First-In-First-Out (FIFO) Method :** This method involves using the oldest stock first to minimize expiration or spoilage of medication. It is particularly useful for managing perishable items like vaccines.
2. **Minimum-Maximum Method :** This method sets a minimum and maximum inventory level for each medication or supply. When the inventory level falls below the minimum level, the pharmacy orders more stock to reach the maximum level.
3. **ABC Analysis :** This method involves categorizing items based on their level of importance or usage. Class A items are the most important and highest in usage, while Class C items are the least important and lowest in usage. This helps prioritize inventory control efforts.
4. **Continuous Review Method :** This method involves monitoring inventory levels on a regular basis and placing orders to replenish as needed. It is suitable for managing fast-moving items with a predictable demand.
5. **Barcoding and Scanning :** This method involves using a barcode system to track inventory levels and manage stock. Barcodes are scanned to identify products and monitor their usage, allowing for accurate inventory management and minimizing the risk of errors.
6. **Automated Inventory Management Systems :** This method involves using computerized software to manage inventory levels and automate the ordering process. It helps streamline the inventory management process and ensures accurate stock levels

Inventory management

→ Inventory management is crucial in the pharmacy setting to ensure that the right medications and medical supplies are available when needed. Proper inventory management can help to reduce the risk of stockouts, minimize waste, and ensure that the pharmacy is able to meet the needs of its customers.

Here are some key strategies for effective inventory management in a pharmacy

1. **Set par levels :** Determine the minimum and maximum levels of inventory that you need to maintain for each medication or supply. This will help you to order products in a timely manner and avoid running out of stock.
2. **Track expiration dates :** Ensure that you have a system in place to track expiration dates and remove expired products from your inventory. This will help you to avoid dispensing expired medications or supplies, which can be dangerous and lead to legal liability.
3. **Conduct regular inventory checks :** Schedule regular inventory checks to ensure that your actual inventory matches your records. This will help you to identify any discrepancies and take corrective action.
4. **Use a computerized system :** Consider using a computerized inventory management system to help you track inventory levels, order products, and manage expiration dates. This can help you to save time and reduce errors.
5. **Monitor trends :** Monitor trends in medication usage and adjust your inventory levels accordingly. This can help you to avoid overstocking or understocking certain products.
6. **Work with suppliers :** Establish relationships with suppliers and work with them to ensure that you receive timely deliveries and can quickly address any issues that arise.

Financial Planning and Management

→ Financial planning and management are essential skills for pharmacists who want to run a successful pharmacy business. Here are some key areas to consider :

1. **Budgeting :** Creating a budget is the foundation of financial planning. Pharmacists need to know how much money they have coming in and going out each month. This allows them to allocate resources effectively, set financial goals, and monitor their progress.
2. **Cash flow management :** Managing cash flow is critical for pharmacies, as they need to maintain adequate cash reserves to pay suppliers and cover expenses. By tracking cash inflows and outflows, pharmacists can identify potential cash shortages and take steps to prevent them.
3. **Inventory management :** Managing inventory is crucial for pharmacies, as they need to balance maintaining enough stock to meet demand while avoiding excess stock that ties up cash. Implementing an inventory management system can help pharmacists track stock levels, monitor expiration dates, and identify slow-moving items.

4. **Cost control :** Controlling costs is vital for pharmacy businesses. Pharmacists need to be mindful of expenses such as rent, utilities, wages, and supply costs. By keeping a close eye on these costs, they can identify areas where savings can be made and take action to reduce expenses.
5. **Revenue management :** Pharmacists need to monitor revenue closely to ensure that they are earning enough to cover expenses and generate a profit. This requires careful management of pricing, billing, and payment processes, as well as identifying opportunities for new revenue streams.
6. **Financial reporting :** Pharmacists need to be able to generate financial reports that provide an accurate picture of the pharmacy's financial health. This includes generating balance sheets, income statements, and cash flow statements. Regular financial reporting allows pharmacists to track their progress towards financial goals and make informed decisions about future investments

Accountancy in community pharmacy - day book , cash book

→ Accountancy or accounting is a process of recording the financial transactions in books of account.

→ Accountancy is necessary to run any business smoothly and it is helpful in many aspects like :

- In financial management
- In settlement of taxation liability
- In financial analysis
- To check profit and loss
- To reduce and detect fraud
- To maintain evidence .

Day book

→ Day book is an original entry book in which all the transactions and drug related activities are recorded on a daily basis including all the transactions buy and sale

→ Details of medicines sold , quantity , price of per unit and total amount of money collected for each transaction . Details of product purchased by the pharmacy including drug and equipments

Cash Book

→ It is a dairy in which all the business related transaction s are recorded , It includes :

- All the payment done for purchase and sale of products or any equipment for pharmacy
- Bank deposits and withdrawals .

Introduction to Pharmacy operation softwares - usefulness and availability

→ Pharmacy operation softwares are softwares programs or apps which help a pharmacist to manage pharmacy activities effectively in less time . there are a lot of softwares available in market that meet the needs of Pharmacy management.

Key features of Pharmacy operation softwares A Pharmacy operation software should have following features :

1. **Billing :** A good software should have billing facility and recording the billing data , including patient's and medication information.
2. **Inventory management :** It should have inventory management system to keep record of stock level and indicate the re-ordering of products .
3. **Prescription processing (scanning) facility :** A good pharmacy operation software has the scanning facility of description , this feature saves the pharmacist's time of typing the items name .
4. **Accounting :** It should have accounting facility of Pharmacy transactions
5. **Reporting :** A good pharmacy software has the reporting facility , this feature reports the business performance .
6. **Point of sale functionality :** This facility allows the pharmacist to accept payments from customers.

Usefulness

- They provide fast services
- They save time of pharmacists and patients
- They recognise Expired items
- They improve pharmacist efficacy.
- They record patient's medical history.
- They prevent medical fraud.

Availability

- EnterpriseRx
- Cerner Retail Pharmacy
- PioneerRx
- Logic ERP
- eVitalRx etc.

Customer Relationship Management (CRM)

- → Customer Relationship Management (CRM) software is designed to help businesses manage their interactions with customers and improve customer satisfaction.
- → In the context of pharmacy operations, CRM software can help pharmacies keep track of customer orders, preferences, and history, as well as track customer feedback and complaints.
- → CRM software can also help pharmacies improve communication with their customers by providing tools for email marketing, automated messaging, and appointment scheduling.
- → This can help increase customer engagement and loyalty, leading to increased revenue and a stronger reputation in the industry.
- → Many pharmacy operation software providers offer CRM features as part of their package, making it easy for pharmacies to adopt this technology.
- → Some of the most popular pharmacy operation software programs with CRM features include PioneerRx, PrimeRx, and QS/1.

Audits in pharmacies

- → Auditing or financial audit is an official examination and verification of a business 's financial record which are presented by management.
- → Auditing gives the business partners , shareholders and government a confident and satisfaction that financial records are present by management are true and fair.

Type of auditing

1) **Internal Audit :** An internal audit is an audit performed by a qualified auditor or accountant who is part of your company.
2) **External Audit :** An external audit is an audit of your financial statements made by an independent, third-party professional.
3) **ISR Audit :** Internal Revenue Service (IRS) audits, or tax audits, are government reviews conducted to a business to ensure that financial data has been reported in compliance with tax laws.

SOP of Pharmacy management

- → A standard operating procedure is a set of instructions and guidelines are prepared and documented by an organisation to help workers , to carry out the repeated operations (works) safely and effectively .
- → Pharmacies make their SOPs according to their business size and needs but some key points should be included in SOPs which are following :
    - SOP for drug list
    - SOP for procurement of medicines
    - For drug receiving into a Pharmacy

- For storage of drugs
- For vaccine storage
- For temperature control
- For dispensing of drugs
- For Patients counselling
- For compounding of Medicines
- For disposal of expired drugs
- For training of new pharmacists

Introduction to Digital Health

→ Digital health is the use of digital technologies, tools, and platforms to enhance healthcare delivery, patient care, and public health.

→ It encompasses a wide range of digital tools and services that enable healthcare providers, patients, and caregivers to access, share, and analyze health information.

→ The key topics include Learning Health Systems and Electronic Health Records and various types of digital health technologies to include mobile applications, wearable technologies, health information systems, telehealth, telemedicine, machine learning, artificial intelligence and big data.

→ These technologies are assessed in terms of the key opportunities and challenges to their use and the evidence of their effectiveness in the field of digital health in relation to public health and healthcare globally.

→ The use and application of digital health for COVID-19 forms a case study demonstrating the use of different types of digital health technologies to address key aspects of the response to the virus globally.

mHealth and Online pharmacies

➢ mHealth (mobile health) refers to the use of mobile devices, such as smartphones and tablets, to support healthcare services and improve health outcomes.

➢ Online pharmacies, on the other hand, are digital platforms that allow patients to order medications online and have them delivered to their doorstep.

➢ Both mHealth and online pharmacies have the potential to improve access to healthcare and medication for people who may face barriers to traditional healthcare services.

➢ For example, people living in rural areas or those with mobility issues may find it difficult to visit a physical pharmacy or healthcare provider. With online pharmacies and mHealth, they can order medication or access healthcare services from the comfort of their own homes