



Community pharmacy is defined as a place where the medicines are stocked and dispensed to the patients on a valid prescription and where legally permitted without a prescription and also offer various professional services that improves the health of the patient.



Community pharmacy is a pharmacy service centre established in a community set up catering to the needs of the society for their drug products, health care items & related materials.

Community pharmacy in India is known as **retail pharmacy** or a **medical store** or simply a **drug store**.



# Community pharmacists



Community pharmacists are 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.

**World Health Organization defines community pharmacist as “legally qualified, trained health care professional who act as a vital link between the patient and the prescriber”.**



Pharmacists are registered under the clause (i) and section (ii) of the Pharmacy Act 1948, and their presence is legally required during the dispensing and selling of medicines according to Rule 65 of the Drugs and Cosmetics Rules 1945.



# Roles of community pharmacist

- ∞ Processing of Prescriptions
- ∞ Care of patients or clinical pharmacy
- ∞ Monitoring of drug utilization
- ∞ Extemporaneous preparation
- ∞ Responding to minor ailments
- ∞ Drug information
- ∞ Health promotion services
- ∞ Domiciliary services
- ∞ Veterinary practice



# TYPES OF COMMUNITY PHARMACY

**INDEPENDENT PHARMACY**

**CHAIN PHARMACY**

**MASS MERCHANDISER PHARMACY**

**FOOD STORE PHARMACY**



INDEPENDENT PHARMACY	CHAIN PHARMACY
Owned by the pharmacist or groups of pharmacists. A pharmacist owner makes his or her own decisions regarding the practice of pharmacy.	A community pharmacy consisting of several similar pharmacies in the region (or nation) that are corporately owned. Located to allow for large-volume dispensing, utilizing pharmacy technicians and automation. Administrative decisions are made at the corporate level Examples: Apollo Pharmacy
MASS MERCHANDISER PHARMACIES	FOOD STORE PHARMACIES
A regional & national community pharmacy that sells mass merchandise with in-store pharmacies. Examples: Walmart	Regional or national food store chains Examples: Giant Eagle, Kroger's



# **Organization and structure of retail and wholesale drug store**



# Schedule N

- ∞ Contains various regulations and requirements for a pharmacy
- ∞ To minimize the movement of customers within 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





# Conditions of licences

Licences in Forms 20, 20-A, 20-B, 20-F, 20-G, 21 and 21-B shall be subject to the conditions stated therein and to the following general conditions-

- (1) Any drug shall, if compounded or made on the licensee's premises, be **compounded or made by or under the direct and personal supervision of a registered Pharmacist.**
- (2) **The supply**, otherwise than by way of wholesale dealing of any drug supplied on the prescription of a Registered Medical Practitioner **shall be effected only by or under the personal supervision of a registered Pharmacist.**
- (3) The supply of any drug other than those specified in **Schedule X** on a prescription of a registered medical practitioner **shall be recorded at the time of supply in a prescription register** specially maintained for the purpose and the serial number of entry in this regard shall be entered on the prescription



# Plan of an ideal retail and whole sale drug store

**One of the main factors responsible for the success of a drug store is location and proper layout design**



# Selection of site space layout and design

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

- ∞ **A needy town or a city** should be selected
- ∞ Site should be **most suitable** among those available pharmacies.
- ∞ Site should be **convenient and accessible** to the majority of consumers
- ∞ Pharmacy site should be **equipped with adequate free parking facility**.
- ∞ If possible, site **should be in neighborhood of a community shopping center** for the convenience and accessibility of the consumers

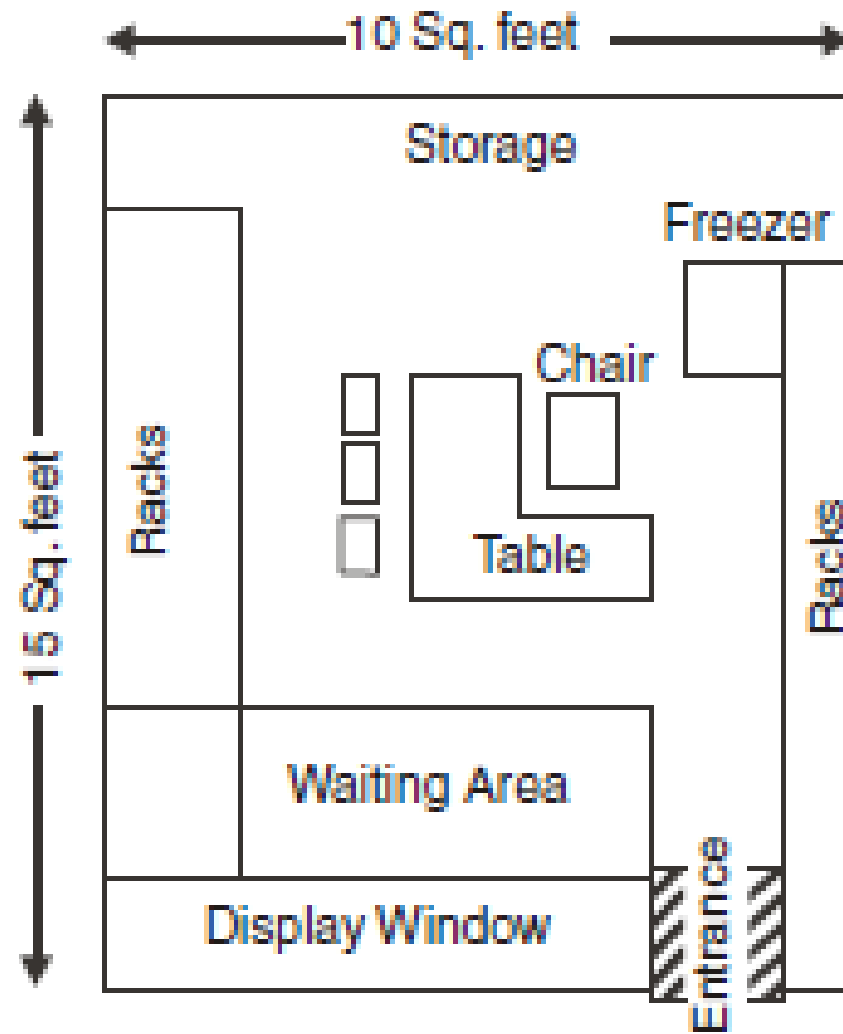


# Entrance & Premises

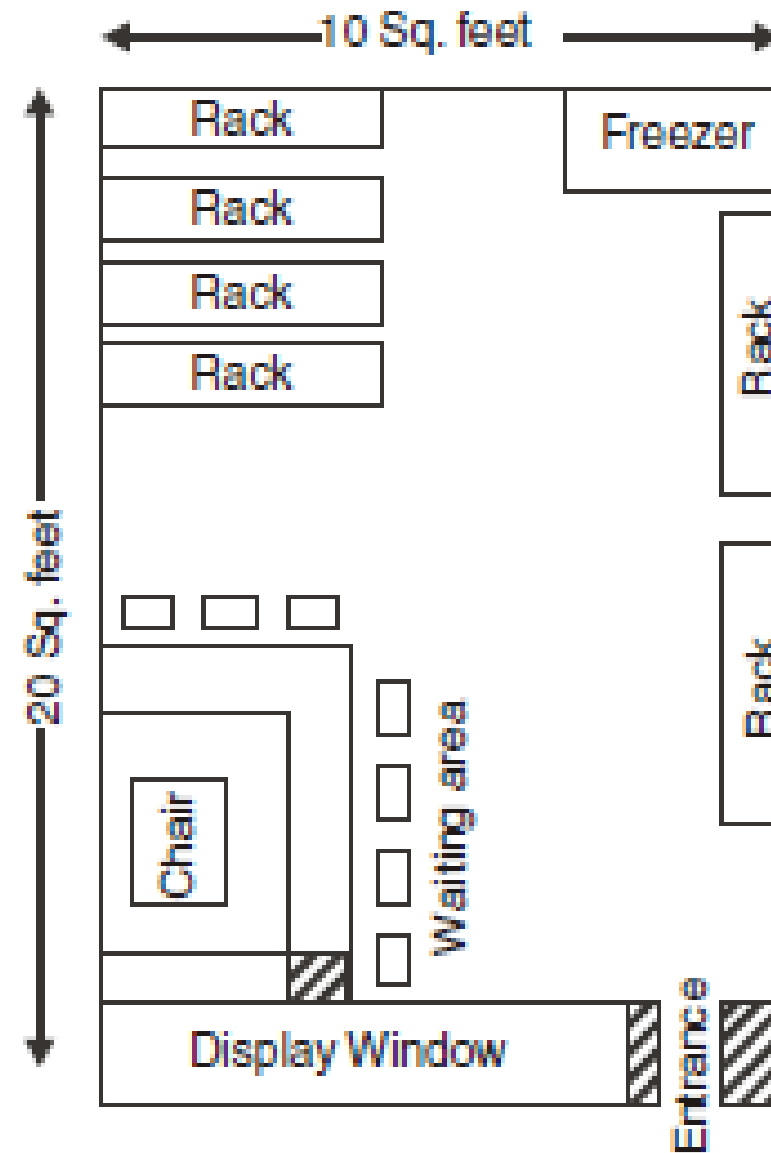
- ∞ The front of a pharmacy shall **bear an inscription “Pharmacy”** in front.
- ∞ The premises of a pharmacy shall be **separated from rooms for private use.**
- ∞ The premises shall be **well built, dry, well lit and ventilated** and of **sufficient dimensions to allow the goods in stock**, kept in a clearly visible and appropriate manner.
- ∞ The area of the section to be used as **dispensing department shall be not less than 6 square meters for one pharmacist** working therein with **additional 2 Square meters for each additional pharmacist.**



- ∞ The **height** of the premises shall be **at least 2.5 meters**.
- ∞ The **floor** of the pharmacy shall be **smooth and washable**.
- ∞ The **walls shall be plastered or tiled or oil painted** so as to maintain smooth, **durable and washable surface; devoid of holes, cracks and crevices**.
- ∞ A pharmacy shall be provided with **ample supply of good quality water**.
- ∞ The **dispensing department shall be separated by a barrier** to prevent the admission of the public.



Retail drug store design



Wholesale drug store design



# Staffing

Community pharmacies usually consist of:

- ∞ A pharmacist on-duty at all times when opened
- ∞ Pharmacy technicians while the pharmacist spends more time in communication with patients
- ∞ Qualified, registered pharmacists (under the licensing authority)
- ∞ Minimum Qualifications: Diploma in Pharmacy



# Dispensary area

- ∞ A retail storefront with a dispensary area where medications are stored and dispensed.
- ∞ Area **should be spacious** and designed in such a way as to promote communication between pharmacist and patient.
- ∞ Space should be available for patient advice and counseling in privacy.
- ∞ Adequate facilities for dispensing must be provided – cleanable floor and surfaces, adequate fixtures and fittings, clean refrigerator with appropriate temperature monitoring and control, clean sink, logical layout of stock and a normal workflow.





# Legal requirements

The legal requirements for the establishment of retail drug store are:

- ∞ **General licenses:** granted to persons who have the buildings for the business and the services of a qualified person to supervise the sale.
  - Should be displayed in prominent place
  - Should comply with provisions of drugs and cosmetics act and rules.
  - Any change in qualified staff should be reported.
- ∞ **Restricted licenses:** the license for restricted sale of drug
  - Drugs only are purchased from a licensed manufacture
  - Drugs should be sold in their original container



# Stocking of drugs

- ∞ Drugs are stored in alphabetical order
- ∞ Accurate stocking provides a channel for distribution of drugs
- ∞ Adequate space for storage of drugs or materials and supplies
- ∞ Drugs, readily available for administration
- ∞ Vaccine and antibiotic drugs are stored in refrigerator



# Records

- ∞ **Legal records:** disposition of drugs, distribution of poison and hazardous substances
- ∞ **Patient record:** patients drug history (type and amount)/ reducing drug problems and interactions
- ∞ **Financial records:** loans, expenses, income



# Register

The following particulars shall be entered in the register:-

- a. serial number of the entry,
- b. the date of supply,
- c. the name and address of the prescriber,
- d. the name and address of the patient, or the name and address of the owner of the animal if the drug supplied is for veterinary use,]
- e. the name of the drug or preparation and the quantity or in the case of a medicine made up by the licensee, the ingredients and quantities thereof,
- f. in the case of a drug specified in [Schedule C or Schedule H] the name of manufacturer of the drug, its batch number and the date of expiry of potency, if any,
- g. the signature of the [registered Pharmacist] by or under whose supervision the medicine was made up or supplied



# Retail drug store

- ∞ "Retail drug outlet/ retail drug store" means a place used for the conduct of the retail sale, administering or dispensing or compounding of drugs or chemicals or for the administering or dispensing of prescriptions and licensed by the board as a place wherein the practice of pharmacy may lawfully occur.
- ∞ Retailers are the dealers or his agents who are engaged in selling goods to patients and Doctors.
- ∞ They work at retail basis (Business to Customer Type).
- ∞ For Pharmaceutical Retail business (Also known as Chemist/Druggist/Pharmacy), one must have Retail/Pharmacy/Chemist Drug License Number



# Wholesale drug store

- ∞ Drug store supplying bulk amount of pharmaceuticals. They purchase medications directly from manufacturers.
- ∞ Wholesalers are the dealers or his agents who deals in supplying products to retailers, pharmacies, chemists, hospitals, institutions, dispensaries, medical education and research institutions or related dealers.
- ∞ They work at wholesale basis (Business to Business Type).
- ∞ Wholesalers don't sell products directly to consumers.
- ∞ For pharmaceutical sector wholesale business, one must have wholesale drug license Number



# Types of Wholesale distribution

Ethical/Branded Pharma products distributors

Generic pharma products distributors

Pcd/franchise pharma products distributors

OTC/Institutional supply pharma distributors



## Ethical/Branded Pharma products distributors

- These distributors work at a fixed percentage.
- Companies appoint distributors or wholesalers who distribute their products to retailers or chemists. For marketing and sales, the company appoints directly their medical representatives or sales representatives.
- Payment collection from chemist is responsibility of both – MR and Distributors.

## Generic pharma products distributors

- Generic products are similar products as of branded but their cost is very much less as compared to ethical/branded products.
- In generic distribution, stockiest has to approach directly to chemist/retailers to get orders.
- Payment collection responsibility of both – sales representative and Distributor or may be of distributor alone.





## Pcd /Franchise pharma products Distributors

- Pcd (Propaganda cum Distribution) pharma franchise is term used for appointing distributors cum marketing/promotional partner.
- These distributors could sale their products as generics or branded/ethical.
- All marketing, sales and promotional expenses have to bear by distributors.
- Payment collection from chemists/retailers is purely responsibility of distributor

## OTC (Over the counter) or Institutional supply pharma distributors

- OTC wholesaler/distributors mainly deals in over the counter products only.
- Institutional suppliers are the distributors who supply to government hospitals, private hospitals, nursing home or other medical institutions. They supply directly to these institutions without involvement of any third party.



# Wholesaler vs Retailers

Wholesalers	Retailers
Deals with retailers, pharmacies, chemists, hospitals, institutions, dispensaries	Deals with patients and doctors.
Should have wholesale drug license	Should have retail drug license number.
Purchase goods from direct company	Purchase goods from the wholesalers
Profit margin of wholesalers are 8% to 12%	Profit margin vary from 16% to 24%.
Deals in bulk quantity	Retailer deals in small quantity.
GST registration required for wholesaler as it deal interstate commerce	Don't need GST registration if its turnover less than 40 lakh
Wholesaler shop's location doesn't affect its sale	Retailer shop should be prime location for good sale.



# Dispensing of proprietary products



# Proprietary medicine

Proprietary drug is a drug that has a trade name and is protected by a patent (means that a drug can be manufactured and sold by the innovator company).

Patent or proprietary medicine is defined as:

“a drug which is a remedy or prescription presented in a form ready for internal or external administration of human beings or animals and which is not included in the current edition of the Indian Pharmacopoeia or any other Pharmacopoeia, authorized in this behalf by the Central Government after consultation with the Drugs Technical Advisory Board”



# Dispensing

Dispensing from bulk supplies which may involve transferring the product to a container

Dispensing of medicines in the original container of the manufacturer



# Dispensing from bulk supplies which may involve transferring the product to a container

- ∞ Pharmacists assumes the responsibility of dispensing this proprietary medicines.
- ∞ Pharmacists has the total responsibility in transferring, pouring or counting from the original bulk container.
- ∞ All the labels of manufacturer must be removed and the pharmacist should apply his own label along with prescribers direction and name and address of the pharmacy.
- ∞ Special instructions noted in the manufacturers label should be included in the pharmacist label.
- ∞ Special attention should be given to the repacking containers (light resistance, fit of the closure and size of the mouth)
- ∞ Dispensing pharmacist must take care not to damage products when repacking.



# Dispensing of medicines in the original container of the manufacturer

- ∞ No need of removal of labels from manufacturer.
- ∞ No need of concealing the name of manufacturer and applying pharmacists label.
- ∞ Eg: aerosols, nasal sprays and ointments are dispensed in manufacturers original pack.
- ∞ When prescriber orders an original pack, the product is dispensed as received from the manufacturer except that:
  - packing leaflets are not removed, if not intended for the patient.
  - A dispensing label is attached without obscuring the manufacturers label (strength, direction for use, storage instructions). Dispensing label should give patients name, name and address of the pharmacy).