

**COMMUNITY PHARMACY
MANAGEMENT FINANCIAL,
MATERIALS, STAFF, AND
INFRASTRUCTURE REQUIREMENTS**

Community pharmacy is a pharmacy service center 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 pharmacy management (CPM) represents all activities involved in the organization and direction of getting people together to accomplish desired goals and objectives of pharmacy enterprisers.

Primary objectives:

- ↓To compare the proportion of patients receiving the treatment & services
- ↓To quantify the health gain by describing change in patients
- ↓To evaluate the total cost changes on monetary basis
- ↓To conduct medicines management intervention

Secondary objectives:

- ↓To describe the role of nonprescription medicines in patient care management
- ↓To set the opinion between stakeholders such as patients, physicians and community pharmacists
- ↓To provide and share guidelines between intervention and control groups.

Role of Pharmacist in CPM

- ↓ Handling of day-to-day problems and crises related to medicines.
- ↓ Monitoring of adverse drug reactions.
- ↓ Making people aware regarding the side effects, toxicities, dosage regimens of drugs.
- ↓ Ensuring all health workers to develop a social conscience and assume more responsibility for the economic effect of their activities.
- ↓ Transferring health-related information and services from one place to other.
- ↓ Pharmacists must reorganize appropriate space, time and resources to deliver new services.
- ↓ Pharmacy owners should also be cognizant of the need to include their whole staff in the implementation process, even for a service that is ostensibly delivered by the pharmacist alone.

Financial management

It involves capital investment which is expenditures made during a particular period to acquire or improve long-term assets such as a building, delivery van or dispensing equipment.

It is necessary for paying bills, making changes, paying employees and making any other financial transaction in which the pharmacy is involved.

Importance of financial management.

- Helps in successful development of business
- Helps in forecast of future funds
- Gives an efficient direction of business
- Helpful in making economy in operating activities.
- In effective financial planning, financial managers make owners & creditors capital safe & secure by investing it in well business.



Material management

It can be defined as the function responsible for the coordination of planning, sourcing, purchasing, moving, storing, & controlling materials in an optimum manner so as to provide a pre-decided service to the customer at a minimum cost.

Objectives of Material management.

- ✓ To maintain inventory materials for working capital.
- ✓ To purchase materials at minimum price.
- ✓ To establish good vendor-customer relationship.
- ✓ To establish an integrated system for reducing duplication of functions.
- ✓ To achieve optimum inventory turnover.
- ✓ To achieve best customer services.
- ✓ To search new sources of supply, standardization & quality control
- ✓ To process plan & ensure performance.

Importance of material management.

- ✓ For faster turnover
- ✓ For selection of raw materials
- ✓ Increases personal development of staffs
- ✓ Establish better inter-departmental cooperation
- ✓ Reduces material obsolescence
- ✓ Reduces lead time

Buying team

Buying Team

Dispensary Team

Business Team

Mail Order Team

Merchandising Team

Personnel Team

Advertising Team

Infrastructure management

Selection of site

- Site is well connected with various modes of transport.
- Surroundings should be good; no congestion of traffic.
- Site of the plot has a sufficient scope for expansion

❖ Layout of store

- ❖ Flexibility in arrangement
- ❖ Convenience in physical counting of materials
- ❖ Items used sparingly should be easy to locate
- ❖ Efficient protection against deterioration & pilferage of materials
- ❖ Better stock control but minimum routine work like record maintainance etc.
- ❖ Efficient use of floor space & height
- ❖ Safety from hazards, insurance etc.
- ❖ Proper illumination & ventilation
- ❖ Proper security arrangement, so that no person other than stores staffs can enter the store
- ❖ Heavy & bulky items should be stored as low as possible
- ❖ Shelves & bins should not be very deep
- ❖ Minimum handling & transporation of materials

Objectives of layout plan

- ✓To attract maximum customers
- ✓To increase purchase from each customer
- ✓To improve general appearance & professional image
- ✓To maximize utilization of space
- ✓To reduce pilferage, theft & provides surveillance
- ✓To control movement inside the store