

Pharma Unit



Community Pharmacy & Management

Top 25 Most Important Questions with Answers

According to New Syllabus ER 2020-21

1) Define community pharmacy write history and development of community pharmacy?

Ans.

Definition: Community pharmacy means any place under the supervision of a pharmacist where the practice of pharmacy occurs or where prescription orders are compounded and dispensed other than a hospital pharmacy or a limited-service pharmacy.

History and Development of Community Pharmacy:

- A. Middle Easterners pioneered proficient drugstore setups, with the first drugstore established in Baghdad.
- B. The concept of community pharmacy spread to Egypt, ancient China, and Europe.
- C. In 1763, Benjamin Franklin initiated contact with the first community pharmacists at Pennsylvania Hospital.
- D. The first community pharmacy was founded in Philadelphia in 1729.
- E. Madras Medical College, established in 1835, became the first college in India to offer professional training in drug treatment.
- F. The "chemist and druggist diploma," a two-year professional course, began at Madras Medical College in 1874.
- G. Pharmacy education commenced at Banaras Hindu University in 1932, introducing Bachelor's Pharmaceutical Chemistry and initiating the first 3-year bachelor's program in pharmacy.
- H. Professional pharmacy education began at Banaras Hindu College in 1937, followed by a similar program initiated by Lord Edward Douglas MacLagan in Punjab, leading to the development of community pharmacists capable of running a community pharmacy.

2) Describe the professional responsibilities of community pharmacist?

Ans.

Professional responsibilities of community pharmacist:

- a) Prescription Management: Community pharmacists verify and fulfill prescriptions accurately.
- b) Drug Interaction Checks: They ensure medication compatibility and safety by checking for potential interactions.
- c) Medication Dispensing: Pharmacists label and dispense medications, including over-the-counter drugs.
- d) Medication Disposal: They collect and safely dispose of unused medications according to guidelines.
- e) Patient Counselling: Pharmacists provide guidance on medication use and address patient health concerns.
- f) Personalized Counselling: They offer individualized support and advice tailored to each patient's needs.
- g) Women's Health: Pharmacists educate on hygiene, breastfeeding, and infant care for the welfare of women and infants.
- h) Health Education: They inform about HIV/AIDS prevention, transmission, and risk reduction strategies.
- i) Substance Abuse Support: Pharmacists actively assist individuals dependent on alcohol, drugs, and smoking, helping them in cessation efforts.
- j) Family Planning: They educate individuals about proper family planning methods and the benefits of maintaining smaller families.

3) Explain in detail good pharmacy practice (GPP)?

Ans.

Definition: Good pharmacy practice ensures pharmacists provide quality service to every patient. Responds to patient needs for optimal, evidence-based care Based on pharmaceutical care by pharmacists.

WHO Recommendations for GPP:

- Professional responsibility as main philosophy.
- Pharmacist input crucial in medicine use decisions.
- Therapeutic partnership with healthcare professionals.
- Collaboration with colleagues for service improvement.
- Importance of patient information provision.
- Continual maintenance of professional competence.
- Adherence to national GPP standards.

Elements of GPP:

- Health Promotion: Achieving health objectives and preventing illness.
- Rational Medicine Use: Supply and appropriate use of medicines.
- Self-care Activities: Providing advice and medications for self-treatment.
- Influencing Prescribing: Activities to improve medicine use.
- Collaboration: Health promotion and prevention activities.
- Clinical Trials: Involvement at all stages.

Major Roles for Pharmacists in GPP:

- Preparation, distribution, and disposal of medical products.
- Providing effective therapy.
- Maintaining and improving performance.
- Improving the effectiveness of the healthcare system.

Requirements for GPP:

- Premises/Layout/Furniture: Easily identifiable pharmacy location. Neat, clean environment with clear signage. Accessibility for disabled individuals. Adequate space for storage, counselling, and waiting.
- Equipment: Refrigerator for temperature-sensitive medicines. Counselling area with essential equipment. Basic medical instruments and communication facilities.
- Manpower: Supervision by qualified pharmacists. Well-trained personnel with documented guidelines. Proper attire, medical examinations, and qualifications.
- Storage: Quarantine and proper storage of medicines. Protection from light, dust, and humidity. Proper labelling and segregation of expired medicines.
- Inventory Control: Effective procurement and inventory management. Ensuring availability of medicines in sufficient quantities.
- Services: Home delivery and special care for patients. Detailed service manual and operation schedule.
- Documentation: Maintenance of necessary documents and records. Proper handling of operational documents.

4. Define prescription and explain different parts of prescription?

Ans.

Definition: Prescription is an order written by physician, dentist, or any other Registered Medical Practitioner to the pharmacists to compound and dispense a specific medication for the individual patient.

Parts of Prescription:

- a) **Prescriber Information:** Includes doctor's name, address, and contact number for identification and communication.
- b) **Date of Prescription:** Placed at the top to track issuance and prevent misuse, especially for drugs like narcotics.
- c) **Patient Details:** Includes patient's full name, age, weight, and address to ensure accurate dispensing and avoid errors.
- d) **Superscription:** Symbol "Rx" represents a historical prayer for healing and is understood as an abbreviation of "recipe," meaning "take thou" or "you take."
- e) **Inscription:** Lists medication composition, dosage, and quantities of prescribed ingredients, including active medicament, adjuvants, and vehicles.
- f) **Subscription:** Provides directions to the pharmacist on dosage form and quantity, such as "tab paracetamol-10" for ten paracetamol tablets.
- g) **Signatura:** Contains instructions for the patient on how and when to take the medication, often abbreviated in Latin, such as "TDS" for three times a day.
- h) **Renewal Instructions:** Specifies if the prescription can be renewed and how many times, particularly crucial for habit-forming drugs to prevent misuse.
- i) **Registration Number and Seal:** Includes the medical practitioner's registration number, signature, and stamp for authentication and accountability.

5. Explain good dispensing practice?

Ans.

Definition: Good dispensing practice ensures that the right medicines of the desired quality are delivered to the right patient at the right time, with the correct dose, strength, frequency, dosage form and quantity as well as clear written and verbal instructions and appropriate packaging to maintain the medicine's quality and efficacy.

Elements of the Dispensing Environment:

- Qualified/trained staff.
- Appropriate physical surroundings.
- Adequate shelving and storage areas.
- Proper work surfaces.
- Suitable equipment.
- Necessary packaging materials.

Aims and Objectives of GDPs:

- Ensure dispensing in accordance with laws.
- Supply the right medicines to improve patient adherence.
- Minimize adverse drug reactions.
- Avoid medication errors.

Good Dispensing Practices:

- Working Environment: Includes trained staff, suitable surroundings, adequate storage, proper equipment, and packaging materials.
- Receiving Prescription: Pharmacist maintains a professional appearance and impression while receiving prescriptions.
- Review and Interpretation of Prescription: Pharmacist reviews and interprets the prescription following efficiency guidelines.
- Filling of Prescription: Selection of medicines ensured by double-checking labels. Dispensed medicines labelled according to legal requirements. Prescription and filled medicines cross-checked for accuracy.
- Issuing Medicines to the Patient: Registered pharmacist issues medicines, ensuring the "five Rs": Right patient, medicine, dose, route, and duration.
- Medication Counselling: Essential for proper medicine use. Records of counselling sessions maintained.

6. Explain Dispensing errors?

Ans.

Definition: Dispensing error is defined as any preventable event that may cause or lead to inappropriate medication use or patient harm while the medication is in the control of the healthcare professional, patient, or consumer.

Types of Dispensing Errors:

- Dispensing for the wrong patient
- Dispensing wrong medicine
- Dispensing wrong drug strength (dose)
- Dispensing the wrong quantity
- Dispensing wrong dosage form
- Dispensing with wrong information on label
- Dispensing at wrong time
- Failure to dispense.
- Dispensing medicines of inferior quality
- Dispensing expired or almost expired drugs

Reasons of Dispensing Errors:

- Wrong prescription evaluation
- Dispensing the wrong medicine
- Poor handwriting and communication among healthcare professionals
- Ambiguities in product names, directions, or abbreviations
- Poor dispensing procedures or techniques
- Inadequate knowledge of drug usage and treatment
- Lack of understanding of medication directions and adverse effects
- Unsafe working environment and lack of communication
- Incorrect abbreviation use
- Incorrect dosage and dosage form
- Similar packaging and labelling
- Wrong labelling
- Providing wrong quantity or strength of medication
- Dispensing expired medicines

Common Dispensing Errors:

- Look-alike and sound-alike (LASA) drug names causing unintended interchange.
- Incorrect selection of similar drug names in electronic order entry systems.

7. Define communication skills? Explain types of communication skills?

Ans.

Definition: Communication skills are the abilities used while giving and receiving different kinds of information. Communication skill is the ability to use language and express information. Communication skill involves listening, speaking, observing, and empathizing.

Types of Communication skills:

- A) **Verbal Communication Skills:** Verbal communication is the most common type of communication. Verbal communication occurs when we speak with others. It involves face-to-face, via mobile phones, radio, and video conferencing. Verbal communication use words to convey message. When pharmacist communicates with patients it is best example of verbal communication.
- B) **Non-verbal Communication:** Non-verbal communication is the use of gestures, tone and voice, body language and facial expressions to communicate your thoughts and feelings without using words. It involves complex mix of behaviours, psychological and physical environment. Non-verbal expressions convey attitudes and emotions.



8. Explain Verbal communication in detail?

Ans.

Verbal Communication: Verbal communication is the most common type of communication. Verbal communication occurs when we speak with others. It involves face-to-face, via mobile phones, radio, and video conferencing. Verbal communication use words to convey message. When pharmacist communicates with patients it is best example of verbal communication.

Advantages:

- Time-efficient communication
- Quick feedback acquisition
- Offers complete understanding and clarity.
- Reliability in conveying messages
- Flexibility and effectiveness
- Cost-effective communication method

Disadvantages:

- Emotional cues can lead to misunderstandings.
- Lack of legal validity in certain situations
- Absence of permanent record without modern recording methods
- Challenges in communication with distant individuals
- Difficulty in understanding due to varied speech tones.
- Not suitable for lengthy messages
- Risk of information leakage through modern devices like polygraphs

Types of Verbal Communication:

a. One-to-one verbal communication:

- Occurs between two individuals.
- Effective when both parties are relaxed and take turns speaking and listening.
- Common in healthcare settings for professionals interacting with patients, partners, relatives, or friends.
- Key aspects include friendly greetings, focus on objectives, and positive closure.

b. Communication over the Telephone:

- Integral part of individuals' lives.
- Vital in community pharmacies.
- Involves transmitting information over distances using phones.
- Used to communicate with patients, their families, physicians, nurses, and other healthcare professionals.

9. Explain Written communication skills in detail?

Ans.

Definition: Written communication skills are those skills that use written words for conveying a message to another person. Written communication is the best channel for communicating with a large group of people, transmitting a large amount of data or keeping a record of the communication.

Advantages:

- Written communication allows for the retention of important information, unlike oral or non-verbal methods.
- It provides a clear and structured way to convey intricate ideas and data.

Disadvantages:

- Written communication involves costs such as paper, ink, and labour, making it comparatively costly.
- Both composing and reading written messages consume valuable time.
- Secrecy can be challenging to uphold through written means.
- Altering written documents is not as easy as modifying oral communications, limiting adaptability.
- Replies to written messages often take longer, lacking the immediacy of oral exchanges.
- Maintaining written records can be both cumbersome and expensive.
- The use of complex language may hinder understanding for some recipients.

Types of Written Communications:

Emails, Letters, Contracts, Briefs, Memos, Meeting agendas, Bulletins, Announcements.

10. Explain in detail about patient interviewing technique?

Ans.

Definition: The patient's interview is the primary way of obtaining comprehensive information about the patient to provide effective patient-centred care and the medication history component is the pharmacist's expertise.

Patient interviewing technique:

- **Building Rapport:** First impression sets the tone for the interview. Establishing rapport fosters openness and honesty in communication.
- **Active Listening:** Mastering active listening is crucial.
- **Respect Patient's Privacy:** Consider patient's privacy, especially with sensitive questions. Be mindful of delicate topics like pregnancy or psychiatric conditions.
- **Recognize Facial Expressions:** Pay attention to patient's facial expressions for clues. Facial cues can indicate unspoken concerns or severity of issues.
- **Consider Appearance:** Physical appearance influences patient's willingness to share information.
- **One Thing at a Time:** Ask questions sequentially to prevent patient confusion.
- **Ask Open-Ended Questions:** Encourage detailed responses beyond simple yes or no answers.
- **Utilize Silence:** Allow moments of silence for reflection, leading to more thoughtful responses.

11. Define patient counselling and explain different stages of patient counselling?

Ans.

Patient Counselling Definition: Patient counselling is defined as providing medication information orally or in written form to the patients or their representative on direction of use, advice or side effects, precautions, storage, diet and lifestyle modification to give maximum benefits to the patients.

Stages of Patient Counselling:

- a) **Introduction:** Pharmacist introduces themselves to the patient, establishing trust.
- b) **Preparation:** Pharmacist gathers relevant information about the patient and their treatment, consulting drug information references for unfamiliar medications.
- c) **Opening Session:** Pharmacist introduces themselves, obtains patient consent, and avoids asking uncomfortable questions.
- d) **Counselling Contents:** Pharmacist provides essential information including medication name, strength, purpose, administration instructions, treatment duration, benefits, side effects, interactions, storage instructions, time for therapeutic effect, what to do if a dose is missed, and special monitoring needs.
- e) **Closing Session:** Pharmacist addresses patient doubts, offers contact information if needed, marking the end of the session.

12. Explain patient counselling points for AIDS/HIV, asthma, diabetes, hypertension, and chronic obstructive pulmonary disease?

Ans.

- a) AIDS/HIV:** Adapt counselling style to patient's communication and literacy level. Facilitate discussions about coping with HIV status. Provide HIV transmission prevention information and support services. Offer counselling and therapy monitoring. Provide individual, relationship, and family counselling. Instruct on barrier method usage during sexual activity. Inform about antiretroviral drugs and emphasize medication adherence. Monitor medication adherence. Stress lifelong commitment to antiretroviral therapy. Encourage healthy lifestyle habits.
- b) Asthma:** Describe asthma symptoms and prescribed medications. Demonstrate inhaler use. Warn about side effects and interactions. Stress proper storage. Ensure regular check-ups. Encourage smoking cessation and avoidance of respiratory irritants.
- c) Diabetes:** Educate on diabetes symptoms. Instruct on medication timing and food intake. Stress importance of medication adherence. Warn about drug interactions. Highlight proper storage. Emphasize regular medication intake. Inform about potential complications.
- d) Hypertension:** Define hypertension and its risks. Explain medication usage and dosage instructions. Emphasize regular medication intake to prevent rebound hypertension. Notify physician about potential drug interactions. Advise on proper storage conditions. Encourage lifestyle changes like exercise, smoking cessation, and dietary adjustments.
- e) Chronic obstructive pulmonary disease:** Assess COPD risk. Educate on dosage, treatment expectations, and adherence. Encourage smoking cessation and provide nicotine replacement advice. Recommend annual flu vaccination. Demonstrate inhaler use and storage. Support self-management plans. Identify and address medication non-adherence. Advise on lifestyle modifications. Highlight importance of air quality awareness. Provide detailed instructions on inhaler usage.

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13. Write in detail about patient information leaflets (PIL)?

Ans.

Definition: Patient information leaflets are defined as written or printed document in simple language that provide the essential information which patient need to enable them to use medicines safely and gain the most benefit.

Contents of Patient information leaflets:

- Identity of the medicine.
- Therapeutic indications.
- Dosage instructions.
- Description of side effects.
- Additional information.

Uses of patient information leaflets:

- Widely used as reliable sources of medication and health information.
- Provide patients with crucial details on medication administration, precautions, and potential side effects.
- Enable immediate patient involvement in their own healthcare.
- Enhance patient understanding of diagnosis, treatment, and prognosis, facilitating informed decision-making.
- Encourage patient participation in managing long-term conditions and promoting well-being.
- Support disease prevention, medication treatment, and compliance objectives as part of patient education or health promotion.
- Facilitate pharmacist-patient dialogue and empower patients through informed decision-making.

14. Explain about patient package insert (PPI)?

Ans.

Definition: Patient package insert is defined as an officially technical document and prescription of OTC medications containing information about that medication and its use, written in plain language intended for the end-user, the person who will take the drug or give the drug to another person such as a minor.

Contents of patient package insert:

Description of drug/dosage, Clinical pharmacology, Indications and use, Contraindications, Warnings, Precautions, Adverse reactions, non-clinical toxicity, Drug abuse and dependence, Overdosage, Dosage and administration, Dosage form and strength, Storage and handling, Manufacturer's name and address, References.

Importance and Benefits of patient package insert:

- Helps doctors prescribe the right medicine and advise patients properly.
- Organized information makes it easy for doctors to find what they need.
- Guides patients in using their medicine correctly.
- Gives important details for over-the-counter medicines too.
- Easy-to-understand language makes drug information clear.
- Simple enough for most people to understand.
- Includes pictures to help explain.
- Clear layout helps patients find what they need quickly.
- Helps patients learn more about their medication.
- Gives a balanced view of the benefits and risks of the medication.

15. Define medication adherence and factors influencing nonadherence?

Ans.

Definition: Medication adherence is defined as the extent to which patient take medication as prescribed by their doctors. WHO defines medication adherence as “the degree to which the person behaviour corresponds with the agreed recommendation from a healthcare provider.

Factors Affecting Non-adherence:

- Patient-related: Age, education, and physical abilities influence adherence. Cultural beliefs and economic factors are contributing factors.
- Disease-related: Overprescription of medications can confuse patients. Ineffective communication about medication instructions contributes to non-adherence.
- Doctor-related: Overprescribing medications overwhelms patients. Lack of effective communication and rapport with patients leads to non-adherence.
- Prescription-related: Illegible or inaccurate prescriptions cause confusion. Forgetting to refill prescriptions or complex medication regimens result in non-adherence.
- Pharmacist-related: Pharmacist counselling and professionalism play a role in improving adherence. Patient counselling before dispensing medications is crucial for understanding and adherence.
- Health System-related: Long waiting times and uncaring staff contribute to non-adherence. Accessibility issues hinder patients' ability to adhere to treatment plans.

16. Explain in detail about health screening services in community pharmacy?

Ans.

Definition: Health screening services are the services provided by healthcare professionals to screen the health status of individual with or without positive signs or symptoms.

Importance of Health screening services:

- Facilitates early detection and treatment of health problems like cancer, hypertension, diabetes, osteoporosis, and high cholesterol.
- Reduces the risk of serious complications through early identification of issues.
- Enhances awareness and understanding of personal health.
- Validates adherence to a healthy lifestyle.
- Enables timely and effective treatment.
- Provides preventive measures for individuals with a family history of cardiovascular diseases, stroke, or diabetes.
- Saves lives and improves quality of life by preventing or reducing complications of chronic diseases.

Health Screening Services Include:

Blood pressure measurement, Blood sugar level testing, Lung function assessment, Body mass index (BMI) measurement, Lipid profile checking. Assessment of drug addiction, abuse, and misuse, Nutritional assessment, Pulmonary function tests, Health awareness and adherence testing, Smoking, and alcohol cessation counselling.

17. Define OTC medication and explain role of Pharmacy in OTC medication?

Ans.

Definition: Over-the-counter medicines are defined as the drugs which can be purchased without a prescription of registered medical practitioner from healthcare professionals (pharmacist).

Role of Pharmacy in OTC medication:

- a) Pharmacists assist in proper selection of OTC medication, which should be the best resource for patients.
- b) Pharmacists encourage self-medication among consumers and ensure appropriate OTC drug selection.
- c) Pharmacies control the dispensing of OTC drugs and provide counselling to consumers.
- d) Pharmacists should educate the patient on Self-medication which will reduce burden on healthcare system,
- e) Pharmacists should advise patient on possible contraindications, interactions, and guide patients before OTC use.
- f) They assess symptoms to determine if self-treatment or medical intervention is necessary.
- g) Pharmacists listen to patient complaints, counsel on OTC drug use, and advise on consumption.
- h) Counselling by pharmacists helps understand patient complaints and seriousness of issues.
- i) Pharmacists educate themselves on OTC dispensing practices and refer patients to doctors when necessary.
- j) Dispensing non-OTC drugs without prescription is prohibited; pharmacists identify when to refer patients to doctors.
- k) Regulated OTC drug advertising ensures consumers receive accurate information.

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18. Write about OTC medication in India?

Ans.

OTC Medication in India:

In India, till date, there are no guidelines for licensing of OTC medicines. There is no separate category allotted for OTC medicines in India, and the drugs which do not come under the prescription medicines schedule are generally sold as over-the-counter medicines. OTC drugs allow faster and cheaper access to healthcare but the possibilities of misuse and adverse effects cause concerns. In India, over the counter drugs are not recognized by the courts. A large proportion of the population relies on over the counter medications to treat minor ailments such as headaches, colds, fevers, coughs, indigestion, flu, dermatitis. A large safety margin must be established to ensure the safety of OTC medications. The major factor contributing to growth in OTC market includes consumers attitude towards self-medication, the easy access, convenience, time saving, fast relief and high consulting fees of the physician. In India, regulatory control over drug is exercised through variety of Acts and rules. In Schedule K of the Drugs and Cosmetics Rules 1945, drugs have been listed under the little household remedies. The distribution and sale of these drugs are exempted from certain provisions applicable to distribution and sale of drugs. These are considered as OTC medications and can be sold for self-medication purpose or sold by pharmacists without the prescription or RMP. The list of OTC drugs consists of aspirin tablets, paracetamol tablets, analgesic balms, antacid preparations, gripe water used for infants, inhalers, syrups, lozenges, pills and tablets for cough, liniments, skin ointments, burn ointments, absorbent, cotton wool, castor oil, liquid paraffin, eucalyptus oil, tincture of iodine, etc. In India, medications in the name of OTC have been recognized legally. The drugs not included in Schedule H, X, and G can be sold by pharmacist without prescription from RMP and thus can be considered as OTC medication.

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19. Explain role of pharmacist in promoting the safe practice and self-medication?

Ans.

Role of Pharmacist in Promoting Safe Self-Medication Practices:

- 1) Recommend OTC medicines based on patient condition through effective communication skills. Provide comprehensive counselling on medication usage, frequency, and safety measures. Offer informative guidance to prevent future issues with OTC medicines.
- 2) Ensure that dispensed OTC medicines are sourced from approved manufacturers and maintain optimal quality. Maintain appropriate storage conditions to ensure therapeutic effectiveness and mitigate risks of toxicity.
- 3) Actively engage in professional development and continuous education to enhance competency. Establish clear protocols for referring patients to pharmacists and community health workers. Provide training and ongoing supervision to non-pharmacist staff to ensure adherence to standards of practice.
- 4) Foster collaborative relationships with healthcare professionals, professional associations, and governmental bodies. Facilitate the sharing of resources, expertise, and data to enhance self-care practices and self-medication outcomes.
- 5) Participate in health screening initiatives to identify health issues and at-risk individuals within the community. Vigilantly monitor and report adverse events related to self-medication to ensure pharmacovigilance. Contribute to raising awareness about health issues, disease prevention, and provide tailored health advice to empower individuals in making informed decisions.
- 6) Address the challenge of a low pharmacist-to-population ratio by advocating for and providing pharmaceutical training and orientation to other healthcare workers, community health workers, household caretakers, and relevant laypeople.
- 7) Work towards improving access to pharmaceutical care through innovative solutions and community engagement efforts.

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20. Write about the legal requirements to set up a community pharmacy?

Ans.

Legal Requirements for Setting Up a Community Pharmacy:

A. Minimum Qualification:

- Must be a registered pharmacist with the State Pharmacy Council.
- Minimum qualification: Diploma in Pharmacy with practical training of at least 500 hours.

B. Space Requirements:

- New retail drugstore: 10 square meters.
- Wholesale and retail combined: 15 square meters.

C. Documents Required for Retail Drugstore:

- Application on Form 19 of the Drugs and Cosmetics Rules, 1945.
- Fee deposit challan for drug license.
- Attested copy of Diploma in Pharmacy.
- Affidavit from a registered pharmacist or competent person.
- Affidavit of non-conviction under the Drugs and Cosmetics Act, 1940.
- Map of the drugstore, partnership deed (if applicable), and refrigerator purchase receipt.

D. Issuance of Licenses:

- Licenses issued in various forms based on the type of drugs.
- Forms include Form 20, Form 21, Form 19A, etc., depending on the type of license and drugs.

E. Duration of License:

- Valid until 31st December of the following year and must be renewed within 6 months after expiry.

F. Conditions for General License:

- Adequate premises with proper storage facilities.
- Supervision by a registered pharmacist.
- Visible display of licenses.
- Purchase of drugs only from licensed manufacturers or dealers.
- Proper storage arrangements for drugs specified in Schedule C and C1.
- Preservation of records for two years.
- Notification of premises changes to licensing authority.
- Permission required from licensing authority for selling additional drug categories specified in Schedule C and C1.

21. Explain SOPs of pharmacy management?

Ans.

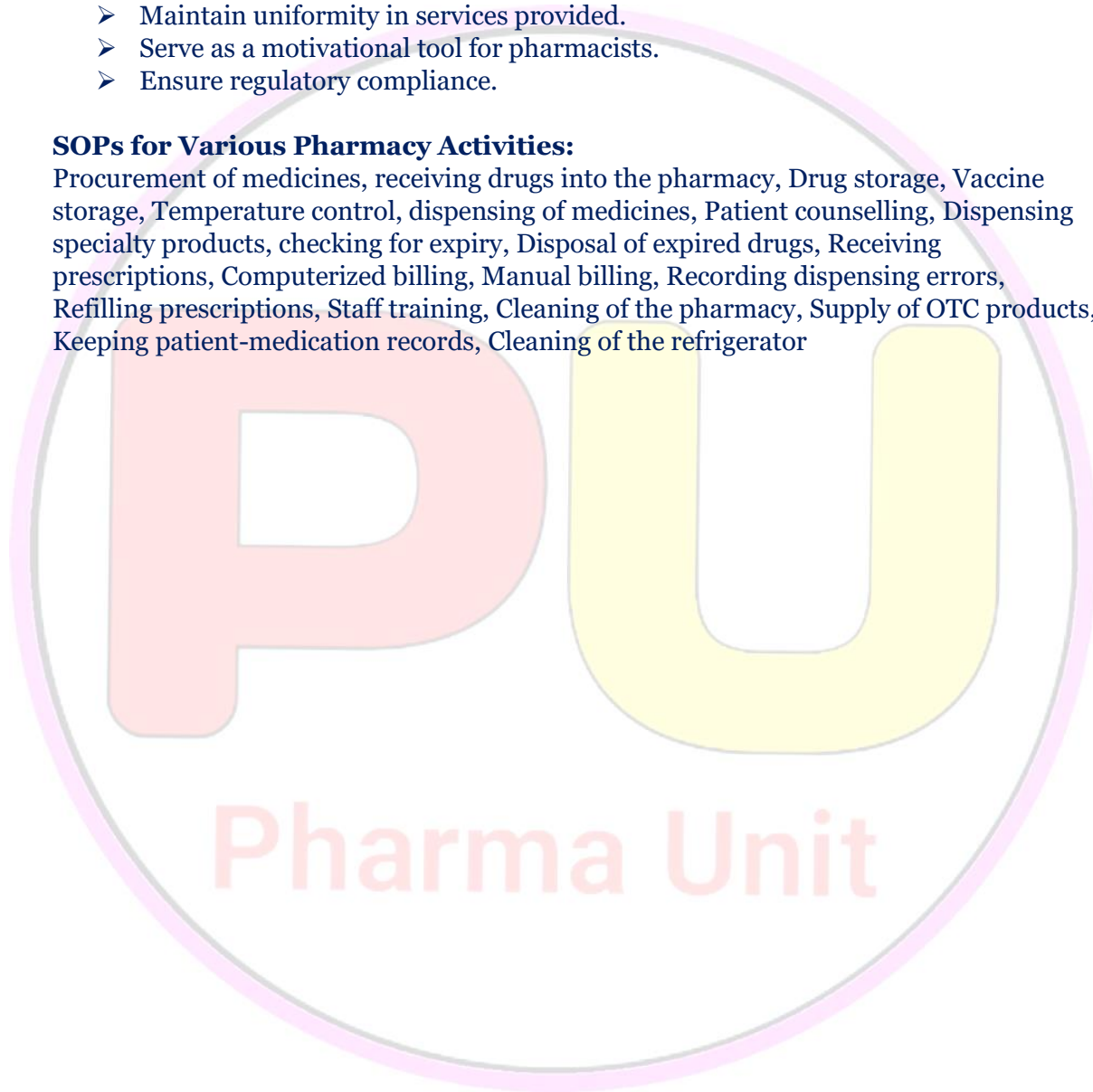
Definition: SOP is a document which describes as to how an activity should be performed systematically in a stepwise manner. SOPs should be available at the place of work.

Objectives/Purpose of SOPs:

- Ensure the quality of pharmaceutical services for patients.
- Prevent errors in pharmacy activities.
- Maintain uniformity in services provided.
- Serve as a motivational tool for pharmacists.
- Ensure regulatory compliance.

SOPs for Various Pharmacy Activities:

Procurement of medicines, receiving drugs into the pharmacy, Drug storage, Vaccine storage, Temperature control, dispensing of medicines, Patient counselling, Dispensing specialty products, checking for expiry, Disposal of expired drugs, Receiving prescriptions, Computerized billing, Manual billing, Recording dispensing errors, Refilling prescriptions, Staff training, Cleaning of the pharmacy, Supply of OTC products, Keeping patient-medication records, Cleaning of the refrigerator



22. Write a note on digital health?

Ans.

Definition: Digital health refers to the use of information and communication technologies in medicine and other health professions to manage illnesses and health risks and to promote wellness.

Objectives and Goals of Digital Health:

- Improve the quality-of-care outcomes.
- Enhance population health.
- Enhance patient experience.
- Enhance physician and non-physician provider experience.
- Address health disparities.

Examples of Digital Health Products and Services:

Remote sensing and wearables, Telemedicine and health information, Data analytics and intelligence, predictive modelling.

Health and wellness behaviour modification tools, Bioinformatics tools (omics), Medical social media, Digitized health record platforms, Patient-physician-patient portals, DIY diagnostics, compliance, and treatment, Decision support system, Imaging.

Importance of Digital Health:

- Prevents diseases and lowers healthcare costs.
- Personalizes medicine for patients.
- Provides quick access to health services, improving quality of care.
- Facilitates early detection of disease progression.
- Increases partnership, trust, and transparency between patient and doctor.
- Enables patients to share health information with physicians anytime.
- Reduces financial burdens for hospitals and patients.
- Increases efficiency and improves medical outcomes.
- Expands access to information through smartphones, social networks, and internet applications.
- Extends the reach of healthcare professionals.

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23. Explain in detail about online pharmacy?

Ans.

Definition: Online pharmacy is a pharmacy that works over the web that facilitates the availability of medicines and other healthcare items without the need for people to visit the pharmacies.

Advantages

- Easy ordering of medicines online, particularly beneficial for those living far from pharmacies or with mobility issues.
- Supports initiatives like Jan Aushadhi Program under Digital India, enhancing access to quality medicines.
- Saves time compared to visiting physical pharmacies.
- Offers competitive prices for medications.
- Allows discreet purchasing, especially for sensitive conditions.
- Provides a variety of medications and healthcare products.
- Some platforms offer valuable medical information and resources.

Disadvantages

- No medical supervision or physical evaluation, potentially leading to inappropriate medication use.
- Lack of continuity if not consistently using the same online pharmacy.
- Some platforms may not require prescriptions, risking inappropriate medication use.
- Risks associated with sharing personal and financial information online.

Various Online Pharmacies in India: PharmEasy, Practo, 1mg, NetMeds, BookMeds, SmartMedics, We Chemist, BrownPacket

24. Write about customer relation management?

Ans.

Definition: Customer relationship management (CRM) in community pharmacy is the process of identifying the customers, understanding their needs, and building relationship with them to improve their health, gain their trust and increase the professional and financial rewards.

Importance of CRM:

- Better service provision.
- Fostering loyalty and retention.
- Enhancing profitability.
- Establishing long-lasting relationships.
- Enhancing customer satisfaction.
- Staff training for customer orientation.
- Gaining a competitive advantage.
- Building pharmacy image and reputation.
- Generating high returns on investments.

25. Explain in detail about inventory control method?

Ans.

Definition: Inventory control is an effective way to keep a watch over losses from misappropriation, damage, deterioration and carelessness and proper control over maintenance and stock. Modern inventory control systems help your business to maintain profitability.

Objectives of Inventory Control:

- Ensure maximum customer satisfaction by meeting demand promptly.
- Lower operating costs by maintaining stable production through sufficient inventory.
- Minimize inventory investment to reduce storage and production costs.

Functions of Inventory Control:

- Keep the right amount of inventory based on market needs.
- Prevent running out of stock to avoid expensive last-minute purchases.
- Make sure there's enough product to meet customer demand.
- Keep accurate records for smart decision-making.
- Predict market trends to plan inventory accordingly.
- Keep track of purchases and supplies effectively.
- Avoid buying the same things twice.
- Determine prices correctly.
- Manage working funds efficiently.
- Use storage space wisely.
- Manage cash flow by keeping inventory levels low.
- Maintain the right amount of inventory to keep operations running smoothly.

Methods of Inventory Control: ABC analysis, VED analysis, Economic Order Quantity (EOQ), Setting various inventory levels, Perpetual inventory control system, Review of slow-moving and fast-moving items, Input-output ratio analysis, Want book, Effective purchase procedures.

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Very Imp Note:

- Please Read All the chapters very carefully before Community Pharmacy & Management Exam.
- These questions are only for the reference purpose.