

Role of Community Pharmacy in Helping Patients and Public in the Society

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Abstract

The impact of community pharmacies are outstanding as they are able to work at the front row in providing healthcare services in towns, cities and villages. Constant rising disease cases in India suffer the community pharmacies to handle huge number of patients. This research article has described the role of community pharmacies in helping patients as well as financial condition. E-pharmacy Model has been helped the researchers to move the further procedure. Along with this secondary data collection method has adapted by the researchers to find out the proper relevant data and information to make this research more reliable.

Keywords

Community pharmacy, India, Patient satisfaction, Pharmacy education. Quality of service.

INTRODUCTION

Community pharmacy has always played a vital role in maintaining, promoting and improving public health by the pharmacy usually connects with patients more than the prescribed medicine professionals. Apart from allocated medicines a pharmacist has effectual information regarding medications. Community pharmacy is able to provide several services to the public health included prevention measures, provide care and pharmacotherapy.

Rationale

Particularly, in middle and low income countries such as India the presentation of professional pharmacy services continues to be limited. Being a low income based country this remains a un-development health system and ratification that did not provide proper development of pharmacy practice. In India, there are 5,600 small licensed medicine shops or pharmacies that are suffering due to low sales value [13]. Along with this, over all in India there are nearly 8 lakh pharmacies to serve their services to public health that exist in several positions [13]. In India 12% of the total population are above the age of 54 and this increases the possibility of being affected by any serious diseases by 14% [11].

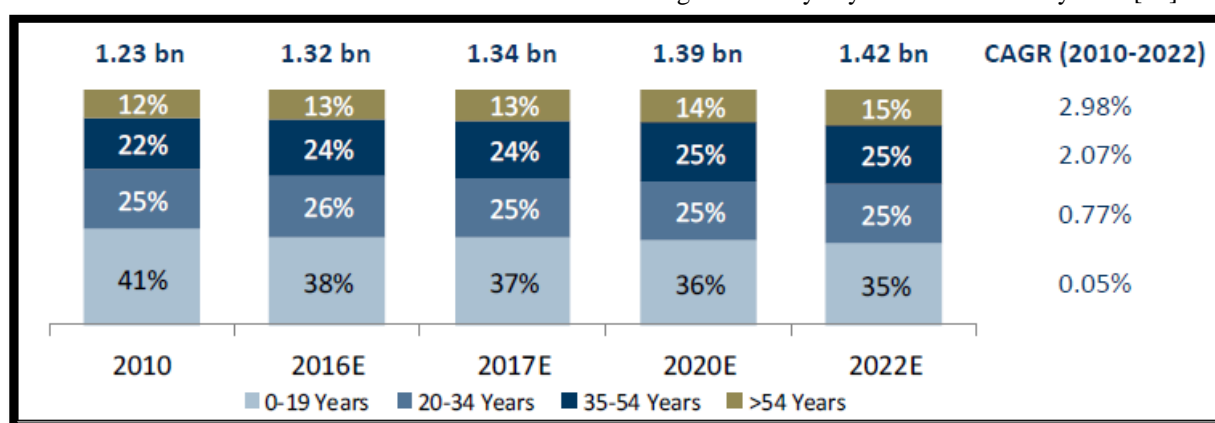


Figure 1. Classification of Population in India

(Source: [11])

Aim and objectives

The purpose of this research article is to look over the role of community pharmacy in helping patients and public in the society in India. This has been estimated based on several objectives and those are as follows:

- To identify the role of community pharmacy in India to look after public health

- To analyze the importance of public health practice in community pharmacy to serve better health service
- To evaluate the rules and regulations provided by the government in order to lead the working process in a community pharmacy in India
- To examine the financial condition in community pharmacy stores in India

LITERATURE REVIEW

The role of community pharmacy in helping patients

The community pharmacies are increasingly undertaking the additional task to assure the quality of medicines they supply to the patient. As per the view of [9], nowadays community pharmacies are working at the front row in providing healthcare services in towns, cities and villages. Providing better medication safety the community pharmacists are advising the patients related to the side effects of medicines if it can occur. Along with this, they spend a lot more time than any doctor in order to explain to the patient about the rules and regulations of all medicines provided by the doctors.

The importance of public health practice

Practicing public health is a very crucial requirement in the service of community pharmacies. In order to prolong and aiding life to prevent possible health issues, health practice is mandatory. As opposed by [20], the essential tools of clinical practice are capable of identifying important spiritual and physical changes, to regularly monitoring, to examining subjective phenomena of a particular health-disease state. As a medicine and health advisor the pharmacist must have knowledge of health practices. There are nearly 5%-7% pharmacists practicing multiple drug therapy in order to serve better health service to the patients as well as public health [14][15]. Managing a proper communication with patients and customer the practice is important to improve the skills.

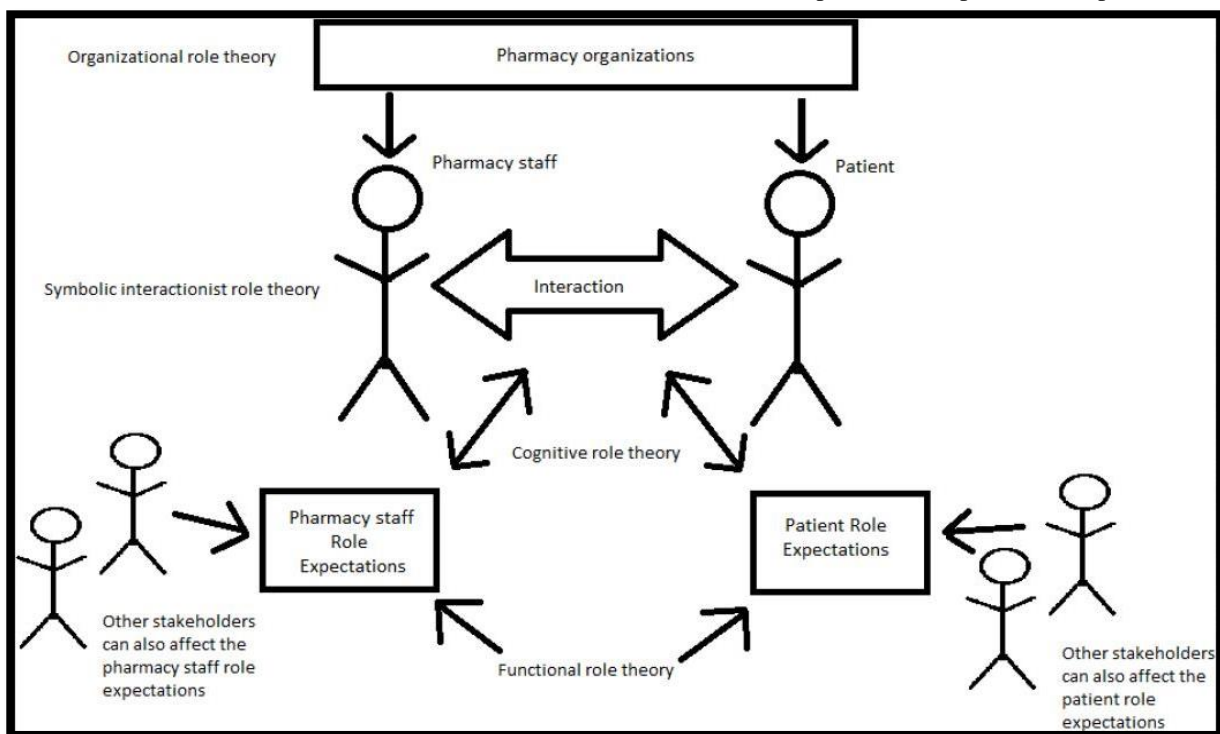


Figure 2. The importance of public health practice

(Source: isciii.es, 2021)

Financial condition of pharmacy in India

The community pharmacy services make a remarkable contribution towards public health throughout daily activities. Containing near about 12,000 devoted premises pharmacists deliver a highly informal and accessible network in order to provide advice on health and for medicines to make the patients significantly satisfied [13]. As opined by [2], India has successfully taken the sixth largest position by nominal GDP by having the Purchasing Power Parity (PPP). Based on the 2010-2017 report the annual growth of GDP is

5.4% in India by the several community pharmacies [11]. By 2022 India’s GDP rate will be expected as \$3.9 Trillion and achieved a status regarding upper-middle class income [11].

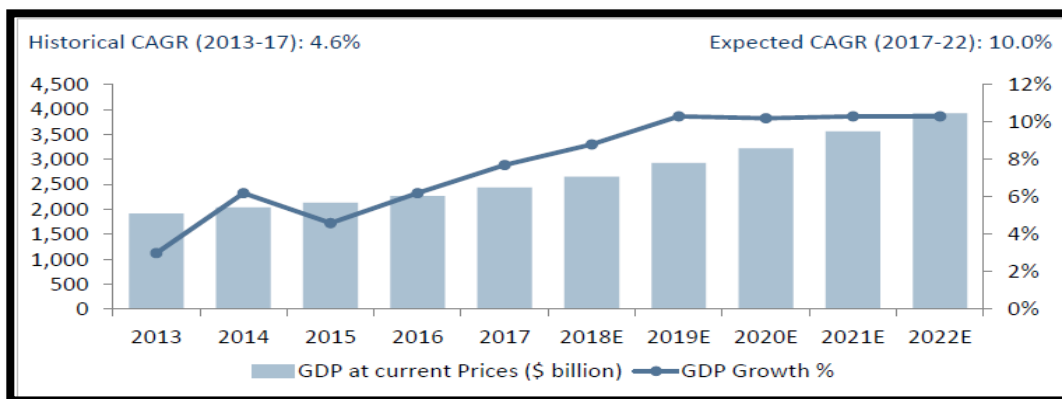


Figure 3. GDP growth in India

(Source: [11])

Rules and regulations in community pharmacy provided by the government

The Indian government has decided that no license will be issued to a pharmacy without providing and checking proper pharmaceutical educational certificates. In the words of [1], governmental rules and regulations always remain effective to execution. Avoiding any kind of contradiction in public health practice the pharmacists in India need to adapt both *Pharmacy Act* and *D&C Act* regulated by the government [15]. Proper prescription checking, medicine date checking are under the pharmacy rules and regulations provided by the government.

Theoretical underpinnings

The E-pharmacy Model

The e-pharmacy model has been adapted in India to provide an effective guideline to the community pharmacies by the Government. It has been restricted by the government that every pharmacy should check the date of their drugs properly before storing those medicines for sale. Over 80% pharmacies in India are following this model to improve their public health regarding service [17]. Along with this, the governmental license must be in each and every pharmacy store. Based on this model currently in India medicines have not given to the customers without a doctor’s proper prescription.

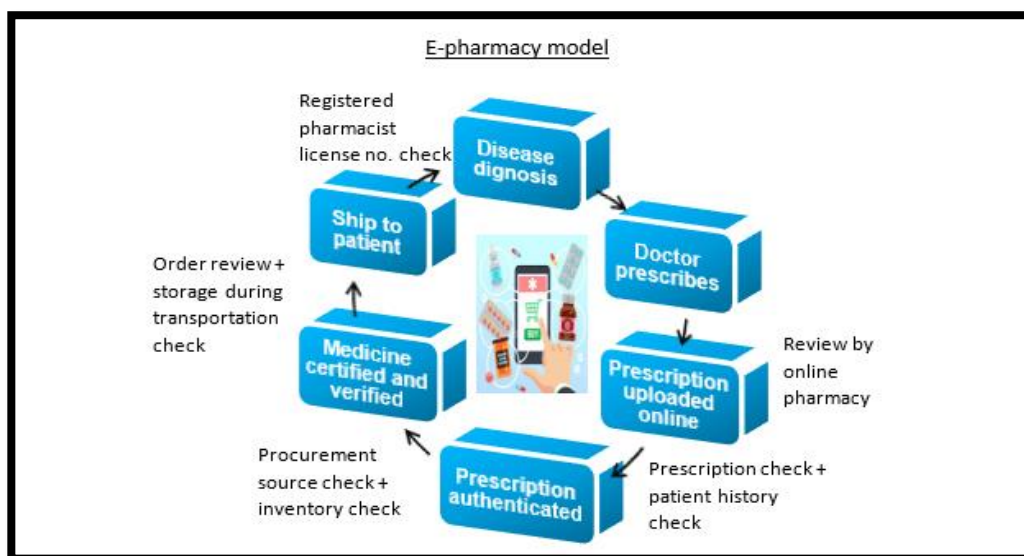


Figure 4. E-pharmacy Model for community pharmacies in India

(Source: televisory.com, 2021)

Literature gap

As previous literature researchers did not mention some important viewpoints regarding the role of community pharmacies in maintaining, promoting and improving public health. In order to justify a proper impact of community

pharmacy it must be done by proper theory such as the e-pharmacy model approach. In addition, the previous researchers highlighted a few criteria that were difficult to understand the role properly.

METHODOLOGY

Research philosophies are the techniques of explaining the basic notion of the mentioned research topic that are used in the research article. In this research article, in order to lead the further process the researchers have adapted the *positivism research philosophy* to investigate the research

topic. This positivism research philosophy is helpful in collecting the real life experiences in order to improve the knowledge. As per the view of [7], the data have been collected within this philosophy are considered as more reliable and genuine. Moreover, this philosophy is helpful for the researchers to make perfect articles regarding the role of community pharmacy in India.

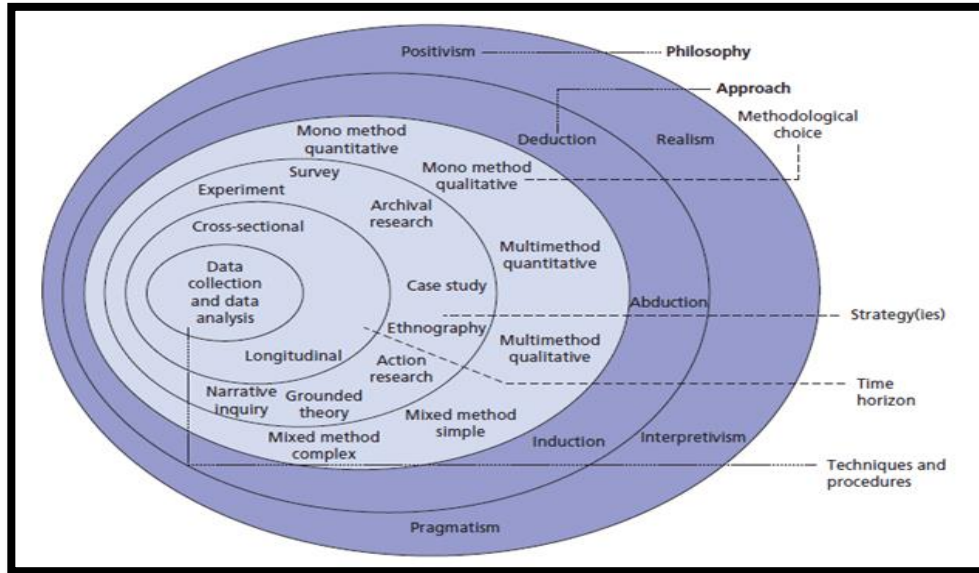


Figure 5. Research Philosophy

(Source: kxcdn.com, 2021)

It has been observed in the case of this research article the researchers have adapted the topic with the approach of *inductive research design*. As stated by [16], the process of inductive reasoning can easily be considered as one of the first steps towards collecting information through research. The researchers have shown by their approaches that the impact of pharmacies over patients is very useful. This procedure of inductive research design always starts from a particular point and gradually moves towards the comprehensive conclusion.

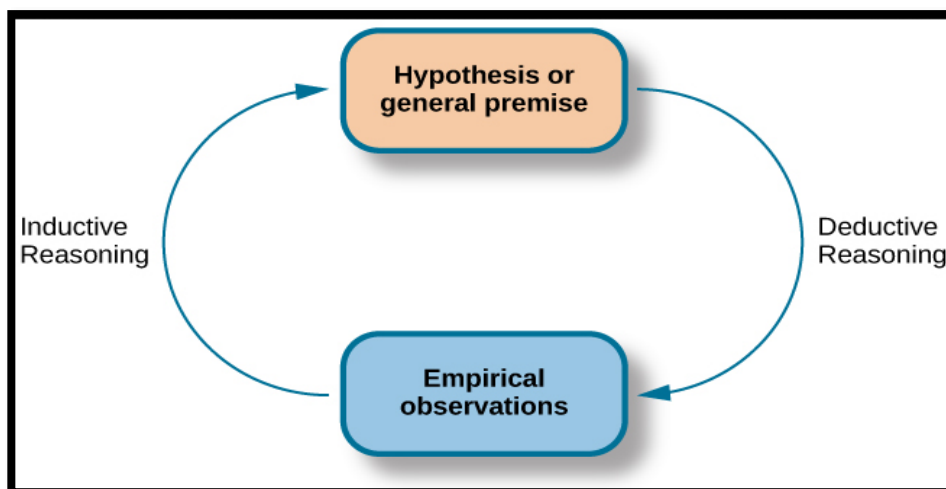


Figure 6. Research Approach

(Source: amazonaws.com, 2021)

The researchers have used *exploratory research design* to finish this research article properly in time. Understanding the accurate existing problem regarding the constant growing number of patients in India affected by diseases helped them to provide conclusive results. As opined by Morris *et al.* (2019), within this research design research something about very little information is becoming very difficult. Therefore, it has proven very effective for the researchers to find out the important miniature information about the topic.

In this research article the researchers used *a secondary*

data collection method regarding assembling more effective and reliable data and information to lead to further research process. Various types of journals, newspapers, websites, and books are used to collect the informative data in this particular research article. As opposed by [8], the secondary data collection method is considered as helpful as it is able to save money and time for the researchers. In order to collect more relevant information this method has helped the researchers as the data are already collected.

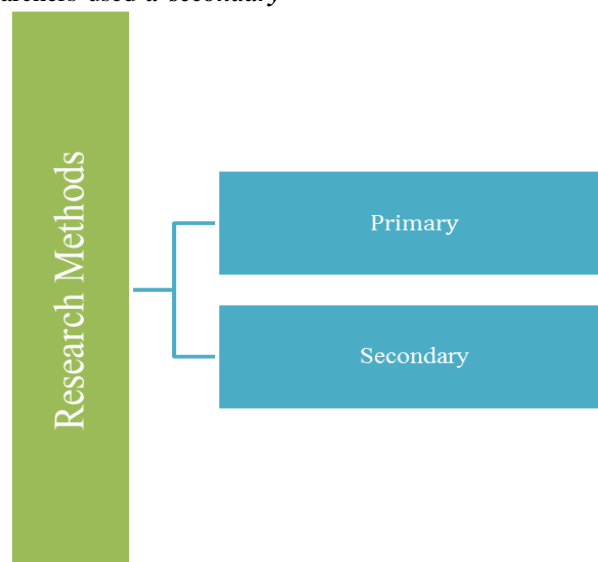


Figure 7. Data collection Methods

(Source: Self-made)

DATA ANALYSIS

The role of community pharmacy in managing public health policy

Based on the *thematic analysis* the researchers have successfully moved forward the research article to the finish point. Accompanied with day to day activities the community pharmacies in India have made them prove as significant contributors to public health. As observed by [3], community pharmacies are considered as the independent craftsperson to the public health service by dispensing medicines and giving advice. It also can be analyzed by the findings that a number of key policies have outlined the areas pharmacists that should be advanced further in order to serve better public health services. The Indian government initiatives are also effective elements to encourage a more active role by the pharmacists in public health. Providing the better quality service in the public health many pharmacy stores are open

for 24 hours a day.

The role of Community Pharmacy due to improving Medication Safety

In this recent decade, India has relied on prescription drugs to control the health issues of the citizens. Prescription is required as a compulsory element in India, especially due to buying any medicines online. Based on prescription sales through online it can be seen that the rate of sales has increased 63% and is assured to touch Rs. 25,000 crore by 2022 [5]. It is also expected on this basis that this sales record will increase 15-20% in the next 10 years [5]. As per the view of [10], for providing the safe and secure medicine to the patients it is very important to give medicines after observing proper valid prescription. Due to improving medication safety the risk of intake of wrong medicine this is an effective way to follow. As a result, the online medical pharmacies have earned a total amount of Rs. 25,000 crore in the last 4 years [5].

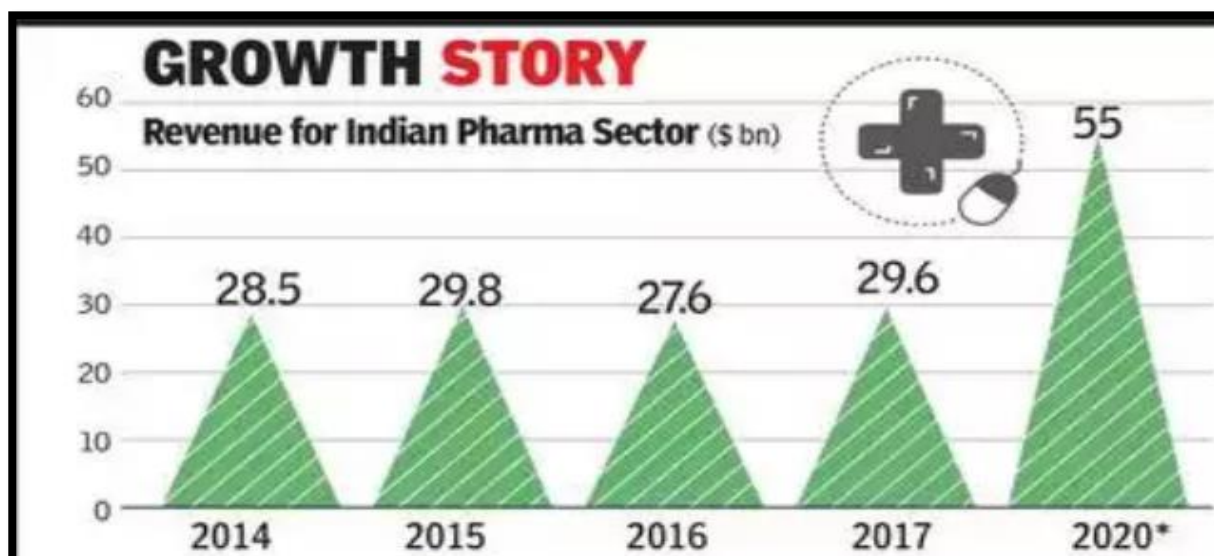


Figure 8. Online medicine sales growth in India

(Source: indiatimes.com, 2021)

Pharmacists as a Community Resource to support the Health Care

Medication interactions and errors have an effective and strong financial cost as well as an effect over an individual. Due to having safety issues in the case of illness of patients, community pharmacists can be proven as a vital part of the solution. As opposed by [19], due to multiple disciplinary approaches and safety management pharmacists are considered as community resources. From the moment the COVID-19 pandemic began the inhalers became a common element all over India. In this scenario, mitigating this inhaler crisis the pharmacists play a great role in communicating the entire resource. Association of Community Pharmacists of India is basically a nonprofit professional organization that works only to provide patient safety and care. All the board members of this organization are having special training and experience. Each and every essential activity regarding prescription handling, delivering health information to the public and patient, patient medication record, patient counseling are managed by this organization.



Figure 9. Association of Community Pharmacists of India

(Source: who.int, 2021)

Training and Education of Community Pharmacy in India to help public health improvement

In the world of globalization and specialization education in the Indian pharmacy is suffering from serious flaws. India has total 7 union territories, 29 states, and 22 national languages and is considered as the world's 2nd populated country [6]. In the terms of both employment and revenue healthcare presents as India's largest concern. As per the view of Walus and Woloschuk (2017), while working in a pharmacy the employee needs to be properly trained and educated as it is about public health. According to the Indian government rule the pharmacists should be holders of Pharm.D degree in the case of getting a valid license. This entire education has been set up for the long 6 years introduced by PCI [6]. Along with this, due to working at community pharmacy the required minimum qualification is Diploma in pharmacy. Accompanied with the minimum qualification a person is considered to be registered for the pharmacy practice. Though there is any kind of pharmacist

licensing pre-reg exam in order to be appointed in pharmacy in India.

RECOMMENDATIONS AND CONCLUSION

Based on the entire study it can be analyzed that India has an affluent traditional capacity of providing ayurvedic medicines from 5000 years ago that would be run for a long term [6]. Along with this due to increasing the selling rate of medicines day by day it would be expected that the pharmacy industry of India would touch a high amount of revenue in the future. As opposed by [4], the practice of pharmacists needs more concern based on the vast and growing population in India. The medication practice of community pharmacists should be done with more perfection and affordability. In addition, with various types of occurring changes in the health issue in India the pharmacy practice should change according to the type of diseases. In India there are many retail medicine shops that have no valid license so in that case the government should focus on that matter (nih.gov, 2021).

According to the entire study it can be concluded that Indian community pharmacy has the ability to be sustainable for a long term. As within the rapidly growing population the rate of being affected by several diseases also increased hence the revenue of pharmacy also enhanced. The role of pharmacists and their medication practice need to be changed according to the rapidly changing the form of diseases. Therefore, more activeness in the training and practices can help the community pharmacy of India to lead towards success and be able to fight against the health diseases.

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