

The community pharmacist

Abstract:

A community pharmacy has the unenviable task of being a professional, while managing a business. The interplay of interests between patient/customer satisfaction, improving sales, breaking even and inter-pharmacy competition in most cases tend to disorientate the professional component. The business instinct take over. Lack of managerial training means the pharmacist spends more time learning to manage. This deficiency require urgent remedial action whilst long term solution are incorporated into pharmacy degree curriculum