

Customer Satisfaction level towards Deendayal Prime Minister Jan Aushadhi Stores (DPMJAS)

By

Nasrain Nikhat Khan

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2015-2017



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To Whomsoever It May Concern

This is to certify that **Nasrain Nikhat Khan** has undergone her Summer Training in **Gujarat Medical Services Corporation Limited** from 1st March 2017 to 31st May 2017 and has done project on-

“Customer Satisfaction level towards Deendayal Pradhan Mantri Jan Aushadhi Stores (DPMJAS)”.

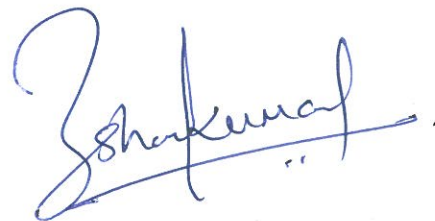
The candidate herself carried out all the studies related to her Summer Training. Her approach to the study has been scientific and analytical.

The Internship is in fulfilment of the course requirement recommended for the award of Master of Business Administration-Pharmaceutical Management.

I wish her success in all her future endeavours.



Col. (Dr.) Ashok Kaushik,
Dean (Academic and Student Affairs)
IIHMR University, Jaipur



Dr. Ashok Kumar Peepliwal
Associate Professor
IIHMR University, Jaipur



GUJARAT MEDICAL SERVICES CORPORATION LIMITED

(A Government of Gujarat Undertaking)

The certificate is awarded to

Ms. NASRAIN NIKHAT KHAN

In recognition of having successfully completed her Internship in the department of

LOGISTICS & SUPPLY CHAIN

and has successfully completed her Project on

**“Customer satisfaction level towards Deendayal Pradhan Mantri Jan
Aushadhi Stores (DPMJAS)”**

From 1st March to 31st May, 2017

AT

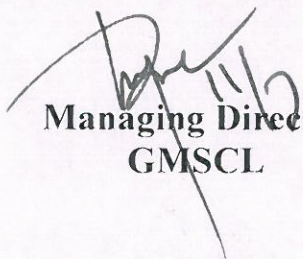
GUJARAT MEDICAL SERVICES CORPORATION LIMITED (GMSCL)

Gandhinagar, Gujarat

She comes across as a committed, sincere & diligent person who has
a strong drive & zeal for learning

We wish her all the best for future endeavors




**Managing Director
GMSCL**

Acknowledgment

MEEKNESS IMPLIES A SPIRIT OF GRATITUDE AS OPPOSED TO AN ATTITUDE OF SELF-SUFFICIENCY, AN ACKNOWLEDGEMENT OF A GREATER POWER BEYOND ONESELF, RECOGNITION OF GOD, AND AN ACCEPTANCE OF HIS COMMANDMENTS.

(<https://www.brainyquote.com/quotes/quotes/g/gordonbhi641080.html> retrieved on 06/076/2017)

“It wouldn’t be possible without the assistance and encouragement of mention people. This one is certainly no exception.”

I would like to manifest my sincere gratitude and genuine obligation towards the persons who has helped me in this project. Without their guidance and reassurance, I would not have made progress in the project.

First of all I am extremely obligated to our Director, **Dr. Vivek Bhandari**, IIHMR University, Jaipur.

I would like to say by my deep sense of gratitude to my mentor **Dr. Ashok Peepliwal**; I am really grateful to him for giving his valuable time, support and constant inspiration, without his assistance, it would not had been possible to complete this project.

It’s my Pleasure and highly gratified to **Dr. Vipul Agarwal** (Managing Director) Gujarat Medical Service Corporation Ltd., for giving me this opportunity to learn and develop professionally.

I am extremely thankful to my Project mentor **Mr. Dheeraj Sonkhiya** (Procurement Consultant) Gujarat Medical Service Corporation Ltd., for his valuable suggestions and assistance throughout the study. His assistance and constant effort make this project successful. I also admit with a deep sense of respect, my gratefulness towards respondents for sparing their valuable time, support and providing the relevant information.

At last but not least gratitude goes to all my teachers for grooming me and my classmates who openly and incidentally assisted me to complete this mission.

Nasrain Nikhat Khan

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INTRODUCTION

Background

“The wealth of a nation is said to depend on the health of its citizens.” Health is the “prime importance to the happiness of a man. According to the National Health Accounts (NHA), Indians’ out-of-pocket (OOP) expenditure on healthcare, which “is the money individuals “pay on their own rather than being covered by insurance or health benefits, has been estimated to be around Rs.2.9 lakh Cr. or 69 per cent “of total health expenditure “in the country. This is alarmingly high and India stands among the highest in this regard worldwide. It is mentioned in the report that half of all the household money “that is spent on healthcare—around Rs. 1.5 lakh crore “—goes to pharmacies. This includes chemists, community and independent pharmacies. Health care costs continue to rise in India. Therefore, consumers, providers and policymakers need to assess the best way to keep health care affordable without adversely affecting access to “quality care. With prescription drug (branded drug) costs serving as a major contributor to cost escalations, generic drugs offer an important tool for reducing the rate of growth in overall health expenditure.

GUJARAT MEDICAL SERVICES CORPORATION LIMITED

Introduction

The Central Medical Stores Organization” (C.M.S.O) was established in 1978 under Health and Family Welfare Department. Govt. of Gujarat and was entrusted with the functions of “procurement, storage, distribution of medicines surgical goods medical equipment / instrument and insecticides for the health care institutions under Govt. of Gujarat.

With the changes in the healthcare arena there was a felt need of developing new as well as upgrading the existing functioning and processes of CMSO, and” consequently develop an institution supported with necessary infrastructure to make the system responsive to meet the objectives of the universal health coverage. “With the view to match the changing demands and pace of development in the sector, CMSO was transformed into "Gujarat Medical Services Corporation Limited" (GMSCL) as an autonomous body and was incorporated under

companies act, for systematic procurement, inventory management, Management information system and to infuse professional management with establishment, development and strengthening the use of information technology in medical store organization.

With the expansion of health care network in the state and increasing budgetary provisions, CMSO was transformed into Gujarat Medical Services Corporation, as per GR MSP/102012/58/G dated on 20 July 2012 as an autonomous body, to ensure timely procurement & distribution of drugs and medical equipment for all the State Health Institutions.

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GMSCL was established primarily to look after the procurement and supply of medicines and other hospital requisites for the government health care facilities in the state. The working of HMSCL during the first 3 years of its existence was studied and critically analyzed in the study.

The situation prior to the establishment of HMSCL for a period of Four years was also studied and evaluated. The study finds that HMSCL could improve access to medicines in the state during the study period. The quality and availability of medicines in government hospitals also increased considerably. HMSCL could introduce many innovations in its functioning and make

the procurement scientific and transparent. Preparation of Essential drug list, modernization of warehouses is other progressive steps of GMSCL. The utilization” of information technology in a “unique manner helped to bring transparency in functioning and reduce unethical practices remarkably. It also helped to make its services fast in many aspects.

The Corporation deserves more support” and encouragement from the State and “Central Governments and other organizations. GMSCL also establish a market intelligence wing for conducting studies and evaluate its functioning, programmes, policies and other related activities that will further strengthen its functioning. The manner in which GMSCL is improving” its functioning in the four years of its origin shows that the Gujarat model of Drug Policy is one of the best policies among all Indian states.”



Gujarat Medical Services Corporation Limited
A Government of Gujarat Undertaking

Functions & Services

The Main “Functions of GMSCL are as following:

Procurement of essential, lifesaving quality medicines, surgical goods & Insecticides and their timely availability by creating highly decentralized storage capacity & distribution network.

”

Procurement of quality medical equipment/Instrument and its maintenance for entire product life cycle.

Establishment of Diagnostic Medical Service Center foe early diagnosis & ease of treatment for beneficiaries.

DEENDAYAL PRIME MINISTER JAN AUSHADHI STORE (DPMJAS)

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is an ambitious program conceived and implemented by Govt. of Gujarat to provide generic medicines at affordable prices. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) pharmacy reflects Govt. of Gujarat's strong commitment to reduce the cost of treatment or out-of-pocket expenditure for the patients. Lakhs of patients will benefit from this initiative. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would be selling generic drugs (all specialties), and implants at very affordable prices. Patients can buy medicines and implants at up to 80 percent cheaper prices than the open market from Deendayal Prime Minister Jan Aushadhi Store (DPMJAS).

Deendayal Prime Minister Jan Aushadhi Store(DPMJAS) will sell drugs at significant discount on market rates, based on authentic prescriptions from doctors not only to patients Govt. hospitals but also even to patients availing treatment at other hospitals. Stores will be established in Govt. hospital premises or where ever Govt. space is available in the first phase.

Drugs stores operated under this scheme shall have the following products:

- Generic drugs
- Specialized drugs for tertiary care
- Over the counter drugs
- Surgical implants (in next phase of implementation)
- Hospital consumables

All drugs dispensed through Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) will subject to stringent quality checks through NABL accredited laboratory.

Rollout Plan

In first phase, 52 Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) Pharmacies would be setup in major hospitals across all districts. The pharmacies in medical colleges would be running 24 X 7. About 1000 drugs to be made available in the beginning, including around 500 Essential Drug List (EDL) drugs and rest Non EDL drugs. In the next phase, number of drugs

will be increased to 2000. The stores around the medical colleges will also have drugs envisaged under AMRIT (Affordable Medicines and Reliable Implants for Treatment) covering around 1500-2000 drugs.”

Adequate staff to be recruited to run the “drug stores & utilize latest software and hardware. Stores will be computerized and citizen amenities will be provided including furniture, air conditioning etc”.

In the second phase, it is proposed to expand the “network to around 500-1000 stores across the state. These stores will cover even taluka locations. There will be multiple stores in the bigger towns and cities.”

[Gujarat Chief Minister Shri Vijaybhai Rupani with Minister of State for Health & Family Welfare Department Shri. Shankarbhai Chaudhary at the inauguration ceremony of Deendayal Prime Minister Jan Aushadhi Store]



IEC materials (**information, education & communication**) materials





G-DWA
(જેનેરેટ-ટુ-ગેટ ડ્રગ્સ અને ફરજીયાત કોષ્ટક સાર્વજનિક સેવાઓ-ટીડીસી)

ગ્રુ-દવા :
ગ્રુ-દવાના સરકારના ટ્રાન્કા ઘાતુ કચણમાં ભરવાની યોજનાના અંતર્ગત (ફુ-દવા) એ સામાજિક અને જેનેરીક દવાઓ તથા દવાઓ વિશેષ પાસપાસીને પસંદગી આપવા આગામી એક અવિભાગના અગાઉ છે.

આ એપ્રિલ-મેના જેનેરીક દવાઓ માટેના કાર્ડ એન્ટ્રીના છે. જેમાં, સામાજિક કાઉન્સિલીની પાસેથી દવાઓ તથા તેના જેવા જ સાર્વજનિક તરફેણે કંદારમાં જેનેરીક દવાઓની સહી તથા તેનાના અવગ આપવામાં આવે છે. આ એપ્રિલ-મેના દવાઓ, તેમજ કાર્ડમાંથી અલગથી તમારું તેમના જેવી જ સરકારીક અલગથી કચણમાં જાહેર કરવાની સાર્વજનિક સુવિધાઓના વિગતો છે જેમનું સુરક્ષામાં ઉપલબ્ધ થાય છે કે ડિજિટલ કાર્ડ કાગળોના કાર્ડ તેમજ તેના જેવી માહિતી આપવામાં આવે છે. કારણ, એપ્રિલ-મેના એપ્રિલ સામાજિક ઉપલબ્ધ છે. કારણિકિત થવા તક આ સેવામાં કિનારોનાઓની દવાઓના ડોઝ, સામાજિક આયોજન, સેવાઓની, દવાની માહિતી અને જે કચણ અને જે નાં જેવી માહિતીની વિશેષ સરકારમાં આવે છે.

કચણ :
એક સામાજિક સહુ દવાઓના કાર્ડના અંતર્ગત ગ્રુ-દવાની કિંમત દવાઓની હાથની નીચામાં, ગ્રુ-દવા, સિંકાઓની અને ગ્રુ-દવાની કિંમત સરકારમાં છે.

આઈકેટ નામના, ડીકેટ કાર્ડ સામાજિક આયોજન દવા તથા જેનેરીક દવાઓના સામાજિક સરકારમાં કરી શકે છે, જેથી જેનેરીક દવાઓની પસંદગી કરી આઈકેટ નામના સામાજિક આયોજન કરી શકે છે.

દીનદયાળ

પ્રધાનમંત્રી જન સોષ્ટી સ્ટોર

ડિસ્ક સુવિધાઓની દવાઓ સુધર સોષ્ટી કિમો

કાર્ડમાંથી દવા
સરકારીક સિંકા સુધર સોષ્ટી કિમો ૨૨૨-૨૨૨
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સરકારીક સોષ્ટી કિમો ૨૨૨-૨૨૨

વધુ માહિતી માટે www.deendayadugs.com
www.gdwa.in

 /deendayastore  /deendayastore

આસોડસ અને પરિવાર સરકારના વિભાગ સુધર

(In Gujarati)

G-DAWA
Generic - Drug Awareness for Wider Acceptability (G-DAWA) is an innovative, free medicine app launched by Govt. of Gujarat to create social awareness about generic medicines.
The app is a generic medicine search engine, which lists down the names of all kinds of branded medicines and their equivalent molecule - generic medicines with their composition and comparative prices of various brands of same composition, manufactured or marketed by various pharma companies.
The app has simple but effective user interface. The app searches medicine by brand name as well as generic name. After searching, it compares the price of each brand and its substitute generic medicine. A user just has to type the name of the medicine that they have been prescribed and not search. Results are then provided with details of that particular medicine as well as its generic substitutes with manufacturer's name in increasing order of price.
At present the app is available in English. Once launched, will also add another features to help users about the dosage, common usage, warnings, drug interaction, etc. and more.
Advantages
With over 1,00,000 drugs in the database, G-DAWA aims to clear the misinformation around medicinal drugs with quick, credible, and safe options.
People can do a cost comparison of generic and prescribed drugs that allows you to choose generic drugs helping you save money.

Deendayal
Prime Minister Jan Aushadhi Store
High Quality Medicines at very low prices

PRIME KILLER Paracetamol 500mg/5ml, 100mg/5ml Branded product price: ₹ 10.00	ANTICANCER Methotrexate 25mg/5ml, 50mg/5ml Branded product price: ₹ 10.00
COMMON COLD Paracetamol 500mg/5ml, 100mg/5ml Branded product price: ₹ 10.00	ANTICANCER & ANTIBIOTICS Cyclophosphamide 150mg/5ml, 300mg/5ml Branded product price: ₹ 10.00
DEWORMING Albendazole 400mg/5ml, 800mg/5ml Branded product price: ₹ 10.00	ANTI-HYPERTENSIVE Amlodipine 5mg/5ml, 10mg/5ml Branded product price: ₹ 10.00
ANTICANCER Methotrexate 25mg/5ml, 50mg/5ml Branded product price: ₹ 10.00	ANTI-HYPERTENSIVE Amlodipine 5mg/5ml, 10mg/5ml Branded product price: ₹ 10.00
ANTI-HYPERTENSIVE Amlodipine 5mg/5ml, 10mg/5ml Branded product price: ₹ 10.00	ANTI-HYPERTENSIVE Amlodipine 5mg/5ml, 10mg/5ml Branded product price: ₹ 10.00
ANTI-HYPERTENSIVE Amlodipine 5mg/5ml, 10mg/5ml Branded product price: ₹ 10.00	ANTI-HYPERTENSIVE Amlodipine 5mg/5ml, 10mg/5ml Branded product price: ₹ 10.00

For more information | www.deendayaldrugs.com
www.gdawa.in

Deendayal
Prime Minister Jan Aushadhi Store
Health and Family Welfare Department
Government of Gujarat

Deendayal
Prime Minister Jan Aushadhi Store

Background
The wealth of a nation is said to depend on the health of its citizens. Health is of prime importance to the happiness of a man. According to the National Health Accounts (NHA), Indians' out-of-pocket (OOP) expenditure on healthcare, which is the money individuals pay on their own rather than being covered by insurance or health benefits, has been estimated to be around Rs.2.9 lakh cr. or 69 percent of total health expenditure in the country. This is alarmingly high and India stands among the highest in this regard worldwide. It is mentioned in the report that half of all the household money that is spent on healthcare - around Rs.1.5 lakh crore - goes to pharmacies. This includes chemists, community and independent pharmacies. Health care costs continue to rise in India. Therefore, consumers providers and policymakers need to assess the best way to keep health care affordable without adversely affecting access to quality care. With prescription drug (branded drug) costs serving as a major contributor to cost escalations, generic drugs offer an important tool for reducing the rate of growth in overall health expenditure.

What are Generic Drugs?
Generic medicines are unbranded medicines, which are equally safe and having the same efficacy as that of branded medicines in terms of their therapeutic value. It is also defined as a drug marketed under its chemical name without advertising. There are two concepts to be understood here, one is generic vs. patented drugs and the other is a drugs "brand name" vs. "non-proprietary name" or "generic name." Non-proprietary name is the name for the active ingredient in the medicine that is decided by an expert committee and is understood internationally (WHO, 2013a). Thus, paracetamol / acetaminophen is the non-proprietary name (generic name) while Crocin/Metacin/Mefal/Tylenol etc. are brand names.
The cost of generic medicines is much lesser than their branded equivalent. The quality, safety and efficacy of generic medicines are ensured by getting each batch of medicines tested from NABL approved laboratories and conforming to the required standards before the same are supplied.

Advantages of Generic Drugs

- i. The generic drugs often cost the consumer considerably less than brand name drugs.
- ii. The use of generic drugs can add up to marked savings for everyone in general but particularly for the elderly who generally take more medications than the young and have less available income for such items.
- iii. Generic drugs do not have unfavorable effect on an individual.
- iv. Time and again the importance of generic prescribing has been emphasized, primarily to reduce the cost of drugs.

Products
Drugs store operated under this scheme shall have the following products:

- Generic drugs • Specialized drugs for tertiary care
- Over the counter drugs • Surgical implants (in next phase of implementation) • Hospital consumables

Quality
All drugs dispensed through Deendayal - Prime Minister Jan Aushadhi Store will be subject to stringent quality checks through NABL accredited laboratory.

Rollout Plan
In first phase, 52 Deendayal Pharmacies would be setup in major hospitals across all districts. The pharmacies in medical colleges would be running 24 X 7. About 1000 drugs to be made available in the beginning, including around 500 Essential Drug List (EDL) drugs and rest Non EDL drugs. In the next phase, number of drugs will be increased to 2000. The stores around the medical colleges will also have drugs envisaged under AMRIT (Affordable Medicines and Reliable Implants for Treatment) covering around 1500-2000 drugs.
Adequate staff to be recruited to run the drug stores & utilize latest software and hardware. Stores will be computerised and citizen amenities will be provided including furniture, air conditioning, etc.
In the second phase, it is proposed to expand the network to around 500-1000 stores across the state. These stores will cover even taluka locations. There will be multiple stores in the bigger towns and cities.

(In English)

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Rationale for Generic drug promotion

Generic drugs play an important role in health care and the availability” of generic drugs reduces the monopoly and oligopoly powers of the patent holder. It is seen that many countries do not have the technological capability for manufacturing and supplying generic drugs even if the laws of those countries permit them to do so.

It is a known fact in India that people are influenced by the “brand name” of a product, be it clothes, cosmetics, accessories, including grocery, durables or “medicines. In the case of the medicines market, the brand names are more popular. Certain names of medicines have a powerful impact on people’s minds that” both the medicine and the brand have become synonymous. For the over-the- counter (OTC) drugs, majority of people are aware of the brand names rather than their chemical or generic names.

Generic Medicines - Cost Factors

In India most of the companies manufacture Generic drugs with Brand name. These are popularly known as Branded generics. The same company is manufacturing the medicines under brand name with the same composition with heavy publicity/promotion /Advt., Due to this, there is a huge gap between the ex-factory price and MRP between Branded Generics and branded Medicines and it varies as much as from 30 to 80 percent.

It's a well-known fact that due to market lead consumer awareness and availability, branded medicines are sold by drug manufactures at higher prices than their unbranded generic equivalence, which are equally good in therapeutic values. It is also a fact that there are no separate standards for generic and branded drugs. As per the drugs and cosmetics act, every drug has to pass specified parameters. In developed countries like U.S.A most of the prescriptions are in generic names.

ADVANTAGES

- **Pricing**

Prices of medicines dispensed through Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would be up to 80% lower than Branded drugs available in pharmacies.

- **Technology Driven**

Efficient drug logistic management system in place and prescription capture solution is established. All the Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) Pharmacies will be interlinked through an IT platform to ensure smooth and efficient operation.

- **Scale-up plan**

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) will be scaled up through franchisee model across the state to extend the network to around 500 stores.

Once implemented, Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would benefit millions of under privileged patients and reduce the cost of treatment.

GMSCL and GATL are coming “in with Joint Venture to incorporate GUJARAT AROGYA SEWA PRIVATE LIMITED which will be taking over 52 Deendayal Prime Minister Jan Aushadhi Stores.

CURRENT OPERATIONS

Currently, Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is already in operation which is a program implemented by Govt. of Gujarat to provide generic medicines at affordable prices. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) pharmacy reflects Govt. of Gujarat’s strong commitment to reduce the cost of treatment or out-of-pocket expenditure for the patients. The Store operations started on 14th November 2016 across 52 stores in Gujarat.

These 52 Stores have been established at the Govt. Hospital Premises / Medical Colleges, District and Sub District level. Lakhs of patients are already benefitting from this initiative. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is already selling generic drugs (All specialties) at very affordable prices. Patients are buying medicines which have up to 80 percent cheaper prices than the open market from these Deendayal Prime Minister Jan Aushadhi Store (DPMJAS).

“Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is selling drugs at significant discount on market rates,” based on authentic prescriptions from doctors not only to patients from Govt. hospitals but also even to patients availing treatment at other hospitals. Gujarat Arogya Seva Private Limited [GASPL] shall be taking over the operations of these 52 DPMJAS and the stores allotted to various Franchisees in which around 100 store opened.

Review of Literature

Rajbil (2011), in his article, he “constructed a tool to measure customers” satisfaction in retail pharmacy. Customer satisfaction is considered as the important” determinants of service quality. In this context, it becomes more relevant to study pharmacy “service quality expectations and perceptions of customers. This study aims to measure expectations and perceptions with respect” to retail pharmacy.

José Augusto Rosa Bastos (2008), in his research paper, developed a “model to demonstrate that loyalty is a consequence of service quality and customer satisfaction. A specific scale has been developed” and applied to a survey at a two level of Portuguese pharmacies: rural (with no competition) and “urban pharmacies (with some competition). Using a structural equation modeling methodology we demonstrate that the more competition” (urban pharmacies) less loyalty, the more dependent with the service (high consume in product pharmacies) the more loyal.

Bunday, BD (2001), in his article” titled, “An introduction to Queuing Theory”, The purpose of this “article is to give the reader a general background into queuing theory and queuing systems, its associated” terminology, and how queuing theory relates to customer “satisfaction. Theory utilizes mathematical models and performance measures to assess and hopefully” improve the flow of customer through a queuing system. “Queuing theory has many applications and has been used extensively by the service” Queuing theory has been used in the past to “assess such things as staff schedules, working environment, productivity, customer” waiting time, and customer waiting environment. In pharmacy, queuing theory can “be applied to assess a multitude of factors such” as prescription fill-time, patient waiting time, patient “counseling time, and pharmacist and technician” staffing levels.

Patel, GN and “Smriti Pande (2013), in their study measured the performance of chain of 46 pharmacy retail stores located in Delhi and National” Capital Region (NCR) and to analyze the impact of non-discretionary variables on the efficiency of the stores”. A two stage procedure is used for benchmarking the retail stores. “Firstly, data envelopment analysis is applied and in the second stage, To bit regression model is applied to” determine the drivers of efficiency. The results indicate that most of the retail stores are” either average or below average in their

performance and therefore needs improvement". Scale plays an important role in efficiency evaluation. Footfalls, sales, operating expenses and store size are identified as drivers of efficiency. The non-discretionary input variables, age and location of the store has insignificant impact on efficiency of retail stores. This shows that the current efficiency level is mainly attained through the controllable operations taking place at the store level. This study provides us with a framework for performance measures along with useful managerial insights. Also, assists in focusing upon the right areas of operations by identifying the efficiency drivers. This may help out the management in improving their overall performance :

Sunil Patel et al. (2010), in this article, they conducted a research to understand the functions of planet health & customer perception towards planet health. The study was carried out at Planet Health Retail Store (Ahmedabad) where the survey has been conducted through questioner. The conclusion of the study shows that as far as CRM and store ambience is concern, they are managed properly, while the product range should extend vertically and horizontally. While testing the hypothesis, it was found that the customer perception towards planet health was on the positive side. Thus the management is making the right moves towards better customer satisfaction. The customers feel that the store ambience and decor are up to the mark and does not require changes in it. The store layout is such that the customer find easy to search for the products and also is their way through it. The product range should be expanded both horizontally and vertically to cater the needs of customers.

Amit D. Kandhare (2011), he did the research, to find out the level of customer satisfaction and also their buying behavior when shopping in general pharmacies i.e. autonomous pharmacies and in series or shopping mall pharmacies. Cross sectional descriptive study were used. To know the customer satisfaction and purchasing behavior this questionnaire was made the questionnaires were distributed in the customers who are used to go pharmacy, Chemists in Mall pharmacy, and in general drug store and some of the physicians. There is an establishment of correlation between satisfaction of customer and buying behavior in all kind of pharmacies was measured on the basis of various eminence of service provide by the chemist's and the price of drugs laterally with their accessibility in the pharmacy shop. It was concluded that the satisfaction level of customers and perception of customer have special impact on outcome.

STUDY QUESTION

To understand the customer satisfaction towards Deendayal Prime Minister Jan Aushadhi store, Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan District), Gujarat.

AIM:

To understand the customer satisfaction towards Deendayal Prime Minister Jan Aushadhi store, Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan District), Gujarat.

OBJECTIVE OF THE STUDY:**PRIMARY OBJECTIVE:**

To find out the customer satisfaction towards Deendayal pharmacy store at Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan District), Gujarat.

SECONDARY OBJECTIVES:

To identify the customer satisfaction towards the services rendered by Deendayal pharmacy store at Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan District), Gujarat.

To assess the customer satisfaction towards quality, availability, price of medicines in Deendayal pharmacy store at Gandhinagar region (Gandhinagar, Banaskantha, Sabarkantha, Mehsana and Patan District), Gujarat.

SCOPE

This type of research is necessary for every organization who wants to satisfy their customers with the given value of products and services. This research will assist the organizations.

LIMITATIONS OF STUDY

- The study was conducted in Deendayal Stores located in Gandhinagar Region with 100 respondents only. The result of which may vary in other locations.
- The respondents' response may be bias.

RESEARCH METHODOLOGY

STUDY DESIGN – Descriptive Study

STUDY AREA- Gandhinagar Region

Population includes customers of Deendayal store at different Districts, i.e.

- Gandhinagar
- Mehsana,
- Banaskantha,
- Sabarkantha, and
- Patan

DURATION OF STUDY – 3 months

SAMPLE SIZE – 100 patients from 5 different district stores.

SAMPLING TECHNIQUE – The samples was collected from the population, by using sampling technique, non-probability sampling technique, because the meticulous population size is unknown and the accessibility of the customer is difficult.

DATA COLLECTION PROCEDURE –

In research the data involved will be from primary and secondary source. The primary data was collected through questionnaires. Questionnaires will have the advantage that the respondent

will have adequate time to respond to questions and free from bias because the respondents will be guided and interviewer will not influence answers.

DATA ANALYSIS PROCEDURE – The data collected will be analyzed by both qualitative and quantitative methods. Quantitative techniques such as percentages and frequencies were used. Tables, graphs and charts will be used to present the data using MS-Excel. Interview and focus group study will be done among the respondents.

DATA ANALYSIS AND INTERPRETATIONS

GENDER-WISE DISTRIBUTION

Table 1. Gender Distribution

Gender	
Male	68
Female	32
Total	100

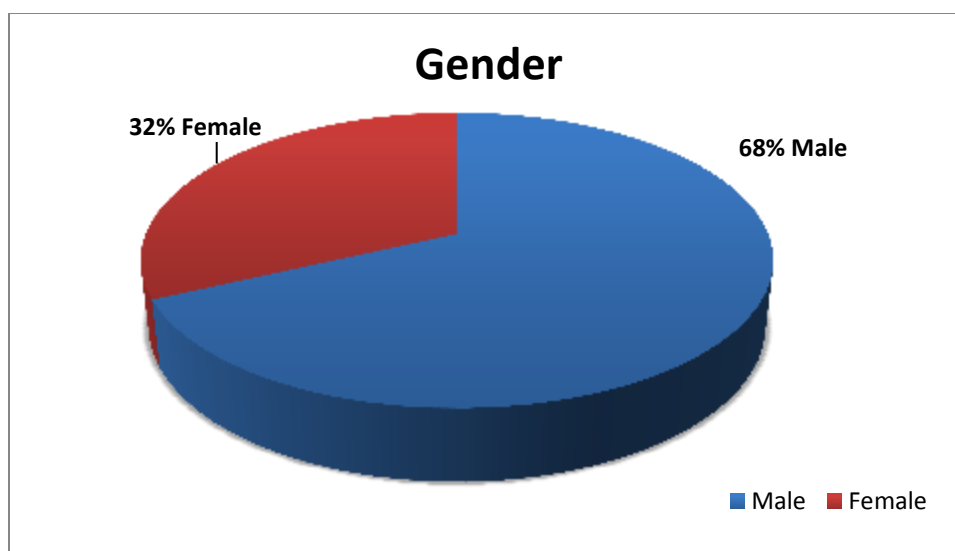


Figure 1. Gender Distribution

Interpretations: From the sample data collection found that maximum male population (68%) visits the Deendayal Prime Minister Jan Aushadhi Stores.

AGE-WISE DISTRIBUTION

Age		Male	Female
< 20 years	10	7	3
20-30 years	27	16	11
30-45 years	25	17	8
> 45 years	38	28	10
Total	100	68	32

Table 2. Age wise Distribution of male and Female**Interpretations:**

From the sample data collection found that maximum people were coming from the age group >45 years.

OCCUPATION-WISE DISTRIBUTION

Occupation	No. of Respondents
Student	11
Employee	45
Business-person	11
Homemaker	16
Senior Citizen	17
Total	100

Table 3. Occupation wise Distribution**Interpretations:**

From the sample data collection found that maximum people visiting Deendayal stores were coming are Employees (45%), senior citizen (17%) and Students (11%).

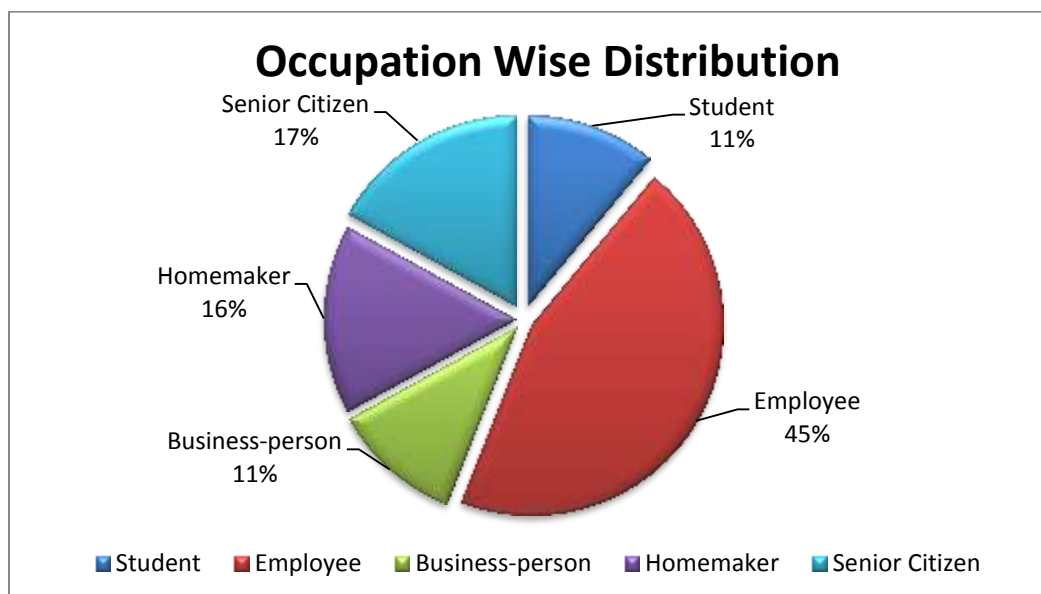


Figure 2. Occupation wise Distribution

Interpretations:

From the sample data collection found that maximum people visiting Deendayal stores were coming are Employees (45%), senior citizen (17%) and Students (11%).

ACCEPTABILITY OF MEDICINES

S. No.	Particulars	Frequency	Percentage
1	Frequency of visit to Deendayal Prime Minister Jan Aushadhi Store pharmacy		
	Once in a week	53	53%
	Once in a month	31	31%
	Frequently	16	16%
		100	100%

Table 4. Frequency of visit

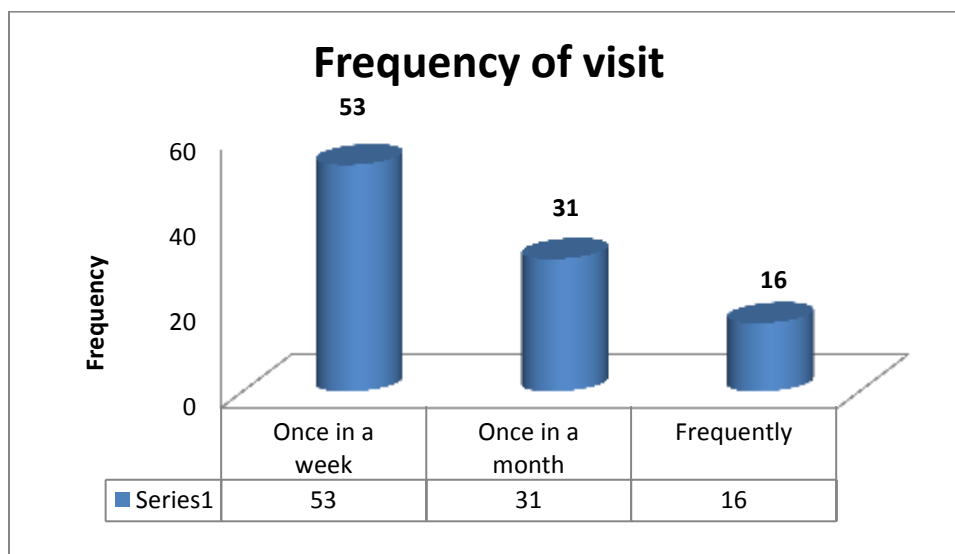


Figure 3. Frequency of visit

Interpretation: From the graph it is clearly understood that frequency of visits were not very often and showing that only 53 respondents out of 100 respondents were visiting the store once in a week.

2	Quality of Deendayal Prime Ministe Jan Aushadhi Stores medicines		
	Excellent	8	8%
	Good	63	63%
	Moderate	29	29%

Table 5. Quality of medicines

AVAILABILITY OF MEDICINES

3	Ever returned due to non-availability of medicines		
	Yes	40	40%
	No	60	60%
		100	100%

Table 6. Non-Availability of Medicines

Issue of non-availability of medicines	No. of Respondents
Never	16
Once	54
Twice/Thrice	22
Always	8
Total	100

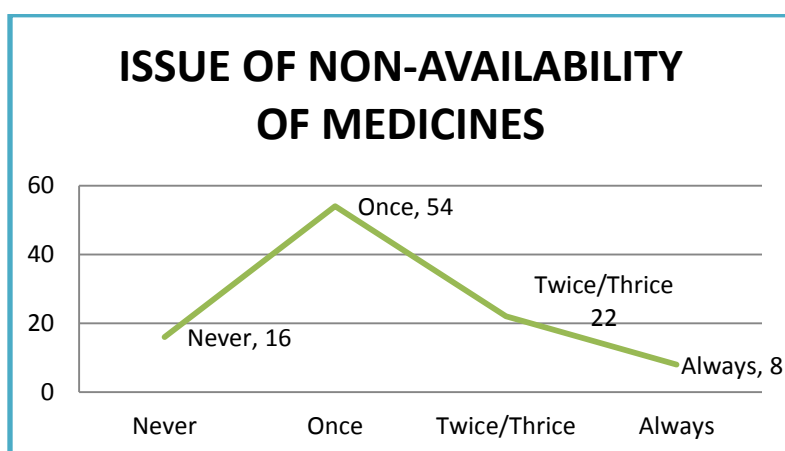


Figure 4. Non-Availability of Medicines

Interpretation: 16% of respondents had never faced issue of non-availability whereas 84% of respondents had faced this issue. Out of this 84 respondents, 54 respondents (64.28%) had faced this issue one time. 22 respondents (26.19%) had faced this issue twice or thrice and only 8 respondents had faced this issue for all the time they visited the store.

Guidance by the Pharmacists	No. of Respondents
Never	14
Sometimes	35
Often	34
Always	17
Total	100

Interpretation: From the data drawn we came to know that around 86% of respondents were getting some kind of guidance for medication from the pharmacist. But the limitation is that we cannot determine the quality of guidance given by pharmacist.

ACCESSIBILITY OF MEDICINES**DISTANCE OF DEENDAYAL STORE FROM THE PLACE OF REQUIREMENT OF MEDICINES**

Distance from place of requirement	No. of Respondents
< 2 km	16
2-5 km	20
5-10 km	31
> 10 km	33
Total	100

Table 7. Distance of Deendayal stores

Interpretation: From the data obtained we came to know that 64% of respondents were coming far from more than 5 km from the location of Deendayal Store.

ADAPTABILITY OF MEDICINES

Reason for switching from previous drug provider	No. of Respondents
Price	28
Non-accessibility of other store	5
Awareness of Generic medicines	12
Doctor's recommendation	51
Other	4
Total	100

Table 8. Reason for switching from previous drug provider.

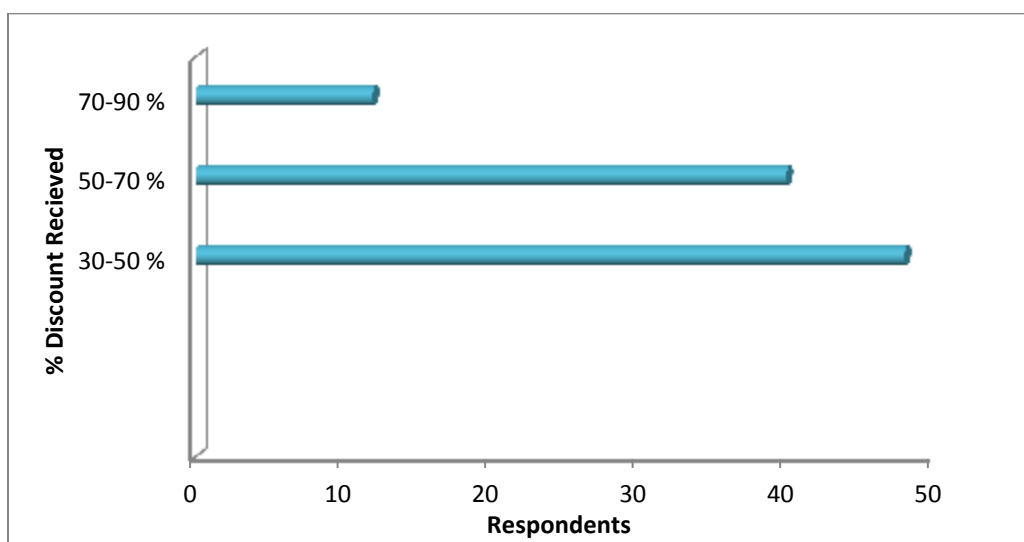
Interpretation: Doctor's recommendation was the major reason for choosing Deendayal Stores over other conventional pharmacy stores.

AFFORDABILITY OF MEDICINE**Price of Medicines**

S.No.	Price of Medicines	No. of Respondents
1.	Low	52
2.	Medium	43
3.	High	5
4.	Total	100

Table 9. Price of Medicines

% Discount received	No. of Respondents
30-50 %	48
50-70 %	40
70-90 %	12
Total	100

Table 10. Percentage discount received**Figure 5. Price of medicines**

Interpretation: From the data obtained from the respondents, interpreted that all the respondents were admitting, they were getting at least 30% discount on all the medicines available at Deendayal Store. This discount rate is extended.

AMBIENCE OF DEENDAYAL MEDICAL STORES

Layout and Design of Medical Store	
Particulars	No. of Respondents
Very poor	0
Poor	2
Moderate	27
Good	54
Very Good	17
Total	100

Table 11. Layout and Design of Medical Store

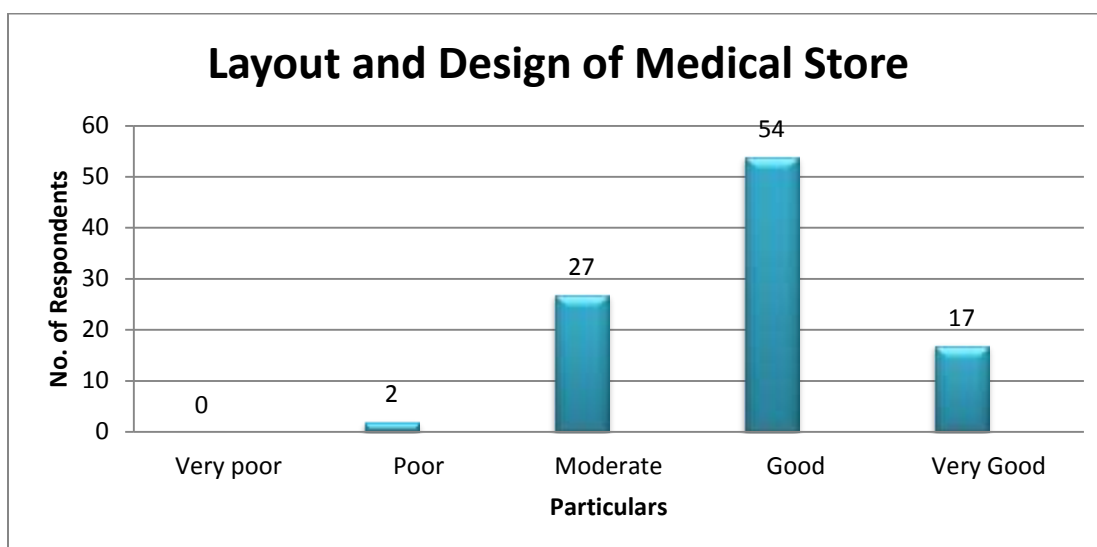


Figure 6. Layout and Design of Medical Store

Interpretation: From the data obtained from the respondents, interpreted that 54% respondents were admitting that layout and design of Deendayal medical store was good and 17% were very good.

Cleanliness of Medical Store	
Particulars	No. of Respondents
Very poor	0
Poor	0
Moderate	7
Good	78
Very Good	15
Total	100

Table 12. Cleanliness of Medical Store

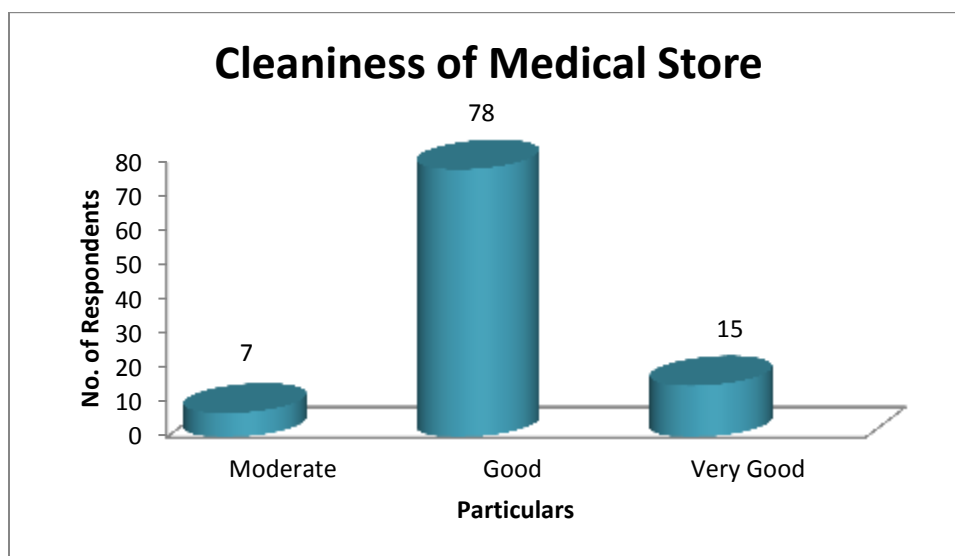


Figure 7. Cleaniness

Interpretation: From the data obtained from the respondents, interpreted that 78% respondents were admitting that cleanliness of Deendayal medical store was good and 15% were very good.

SERVICES PROVIDED BY THE DEENDAYAL MEDICAL STORE

1. Understanding of Prescription

Particular	No. of Respondents
Very Poor	1
Poor	0
Moderate	13
Good	73
Very Good	13
Total	100

Table 13. Understanding of Prescription

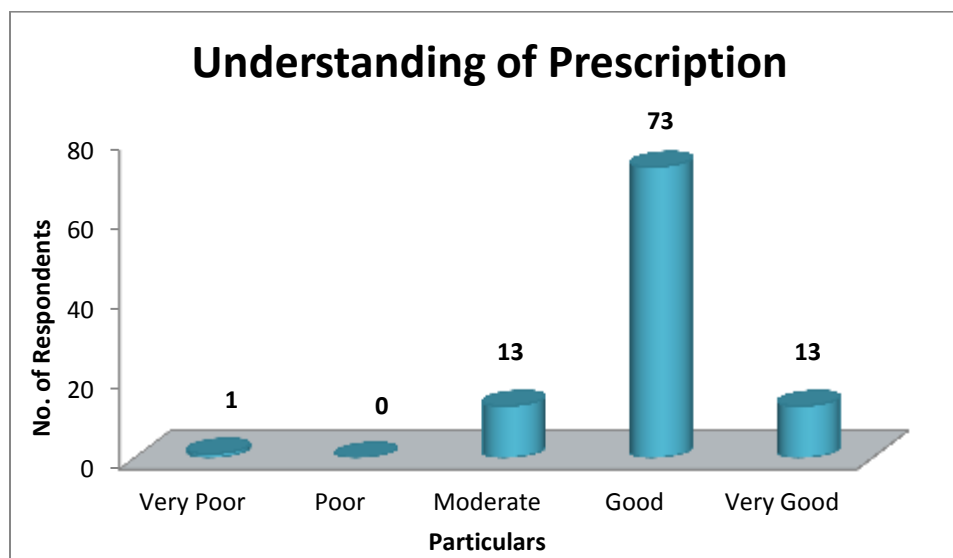


Figure 8. Understanding of the Prescription

Interpretation: From the data obtained from the respondents, interpreted that 73% respondents were admitting that cleanliness of Deendayal medical store was good and 13% were very good, moderate.

COMFORT LEVEL WITH THE PHARMACIST

Particulars	No. of Respondents
Not at all satisfied	0
Slightly Satisfied	3
Moderately satisfied	11
Very satisfied	79
Completely satisfied	7
Total	100

Table 14. Comfort level with the pharmacist

Table 14 .shows the comfort level of customers of patients with the pharmacist, so here 79% customers have rate this as very satisfied whereas 21% says that they completely satisfied.

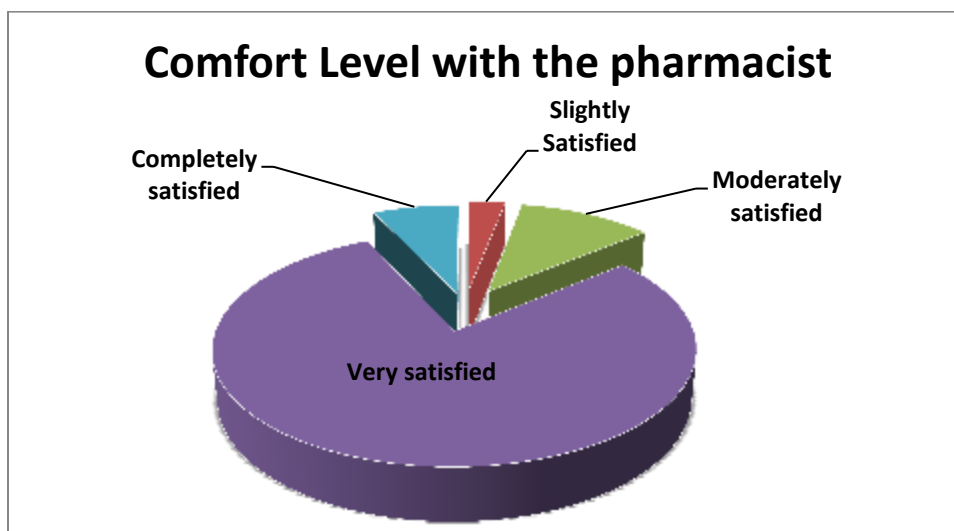


Figure 9. Comfort level with the Pharmacist

Figure 9. shows the comfort level of customers of patients with the pharmacist, so here 79% customers have rate this as very satisfied whereas 21% says that they completely satisfied.

OVERALL SATISFACTION LEVEL

Particulars	No. of Respondents
Not at all satisfied	0
Slightly Satisfied	8
Moderately satisfied	34
Very satisfied	52
Completely satisfied	6
Total	100

Table 15. Overall satisfaction level

Interpretation: The overall satisfaction of customers towards Deendayal Prime Minister Jan Aushadhi Store and its all services were 52% customer rates this factor as very satisfied with others stores, whereas 34% gave rate moderately and slightly.



Figure 10. Overall satisfaction level of the Respondents

Interpretation: The overall satisfaction of customers towards Deendayal Prime Minister Jan Aushadhi Store and its all services were 52% customer rates this factor as very satisfied with others stores, whereas 34% gave rate moderately and slightly.

FINDINGS:-

- The quality of medicines which were available at Deendayal Jan Aushadhi Stores was good.
- The price of medicine was low as compare to the other retail pharmacies, so it's affordable to all standards of population.
- The working hours of the store was 24 hours of all stores.
- 81% customers rate yes to the pharmacist for listening to them and advising them.
- 59% customers rate good for the layout and designing of the store which is an attractive factor.

DISCUSSION

1. **Acceptability:** Initially all the medicines were available at the stores; there was no issue of non-availability. By the time due to non-predictability of the movement of the medicines, issue of non-availability aroused and many of the customers were not-convince in case of branded generic concept or mentioned in the prescription; the store was facing stock-out problems. This was one of the reasons for decreasing frequency of visits. This was the main reason that 19% of respondents were denying to recommend someone to buy medicines from Deendayal stores.
2. **Availability:** Most of the respondents had faced issue of non-availability but there are two types of non-availability: One is non-availability of specific brands prescribed by the doctors while the second type is non-availability of specific molecule. Here in our case we can derive from the graph that issue of non-availability is decreasing because of timely supply of previously non-available essential drugs.
3. **Accessibility:** Almost all the medicines which were available at Deendayal Store were offering at least 30% of discount which may extend up to 90% which itself masks the problem of accessibility. Problem of accessibility may vary with the age.

4. **Adaptability:** From the data obtained we came to know that doctor's support is one of the major reasons for increasing adaptability of Deendayal Stores. Price is second most reason for adaptability of Deendayal Stores.
5. **Affordability:** All the respondents were admitting that they had getting at least 30% discount on any medicine which is available at Deendayal store which was the salient feature of this scheme. Affordability was directly related to the Customer Satisfaction which indicates higher Customer Satisfaction level because of higher affordability.

CONCLUSION:-

From the above findings and results it was concluded that most of customers were satisfied with Deendayal Prime Minister Jan Aushadhi Store. The cleanliness, price of medicine, quality of medicines, ability of pharmacist etc., have rated very well. All Patients were comfortable with the pharmacists to sharing the things (condition of treatment and prescription), and also pharmacists giving their best suggestion to them. The affordability of medicine for customer was very good, because these generic brands have very low price as compare to the other branded marketed medicines.

Also the customers were loyal towards Deendayal Prime Minister Jan Aushadhi Store.

RECOMMENDATIONS

1. There is need to improve upon rigorous IEC (Information Education Communication) activities. One area to work upon is to spread more awareness on Generic medicines and another is about opening of Deendayal Stores.
2. During study it was found that people residing in rural areas should have easy accessibility of this affordable pharmacy stores as they have very limited exposure of medical stores in rural areas. So it is recommended that more and more Deendayal Stores should cater to rural population.
3. Customers were coming from various disciplines and their understanding levels were different from each other. It is required to have some kind of Capacity Building Sessions for Pharmacist to train them to improve convincing power, interpersonal skills, communication skills etc.
4. To address issue of non-availability, it is required to adapt new methods for procurement, storage and supply of medicines.

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ANNIXURE-1**Gender:**

- Male
- Female

Age:

- < 20 years
- 20-30 years
- 30-45 years
- > 45 years

Occupation:

- Student
- Employee
- Business-person
- Homemaker
- Senior Citizen

ACCEPTABILITY**Frequency of visit at Deendayal Store**

- Frequently
- Weekly once
- Monthly once

Quality of medicines at Deendayal store

- Excellent
- Good
- Moderate
- Poor
- Very poor

AVAILABILITY**Have you ever face non-availability of medicines because of Stock-outs?**

- Never
- Once
- Twice/Thrice
- Always

Ever returned due to non-availability of medicines

- Yes
- No

Does the pharmacist provide some guidance regarding medication at Deendayal Store?

- Never
- Sometimes
- Often
- Always

ACCESSIBILITY

How much is the distance of Deendayal Store from the place of requirement of medicine?

- < 2 km
- 2-5 km
- 5-10 km
- > 10 km

ADAPTABILITY

What is the reason for switching from previous drug provider? (Most Preferably)

AFFORDABILITY

Price of medicines

- High
- Medium
- Low

How many percent of money have you saved after buying from Deendayal Store than buying from other/ previous drug provider?

- 30-50 %
- 50-70 %
- 70-90 %

	VERY POOR	POOR	MODERATE	GOOD	VERY GOOD
The cleanliness of the pharmacy					
Clear and organized layout and design of the store					
The service you received from the pharmacist					

How would you rate the Deen Dayal Store you visit the most frequently on the following factors

For the DeenDayal store you visit most frequently please indicate your overall satisfaction level for the following:-

	Not At all Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Completely Satisfied
Comfort level with pharmacist and staff					
Confident that I have received a thorough consultation					
Thorough and easy to understand information about my medicines					
Satisfaction with my overall experience					