

SUMMER TRAINING REPORT

A STUDY OF FACTORS AT PLAY DURING THE STOCKING OF PAEDIATRIC MEDICATION IN DELHI PHARMACIES

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Introduction

- ❖ Pharmacists in India have a reduced role of medicine dispensers, even after possessing extensive knowledge about drugs, adverse events etc.
- ❖ Doctors are responsible for prescription of drugs, which limits a pharmacist's choice while stocking medication, including paediatric medication, at pharmacies.
- ❖ Apart from brand popularity among physicians, there are certain factors that influence a pharmacist's choice to stock paediatric medication.
- ❖ This study investigates those factors and explores pharmacists' opinions regarding e-pharmacies as a secondary objective.

Research Question: What are the most important factors pharmacists consider while they are stocking paediatric medications in their pharmacy, in Delhi, India?

Research Objectives

Primary objective:

- ❖ Find out the most influential factors while stocking paediatric medication.

Secondary objectives:

- ❖ Study the attitude of pharmacists regarding e-pharmacies.
- ❖ Frequency of dispensing additional info with paediatric medicines.

Rationale

- ❖ Pharmacists are in contact with the ultimate consumers of medication.
- ❖ Factors influential in stocking paediatric medication may be relevant to pharma companies.
- ❖ This may help to improve a product or selling strategy.

Methodology

Research Design: Descriptive design

Research Method: Survey research

Area: Delhi, India

Data: Primary qualitative data

Sample Size: 50 pharmacies (out of estimated 7000 in Delhi^[1])

Sampling Method: Simple random sampling

Research instrument: Physical forms, Google forms

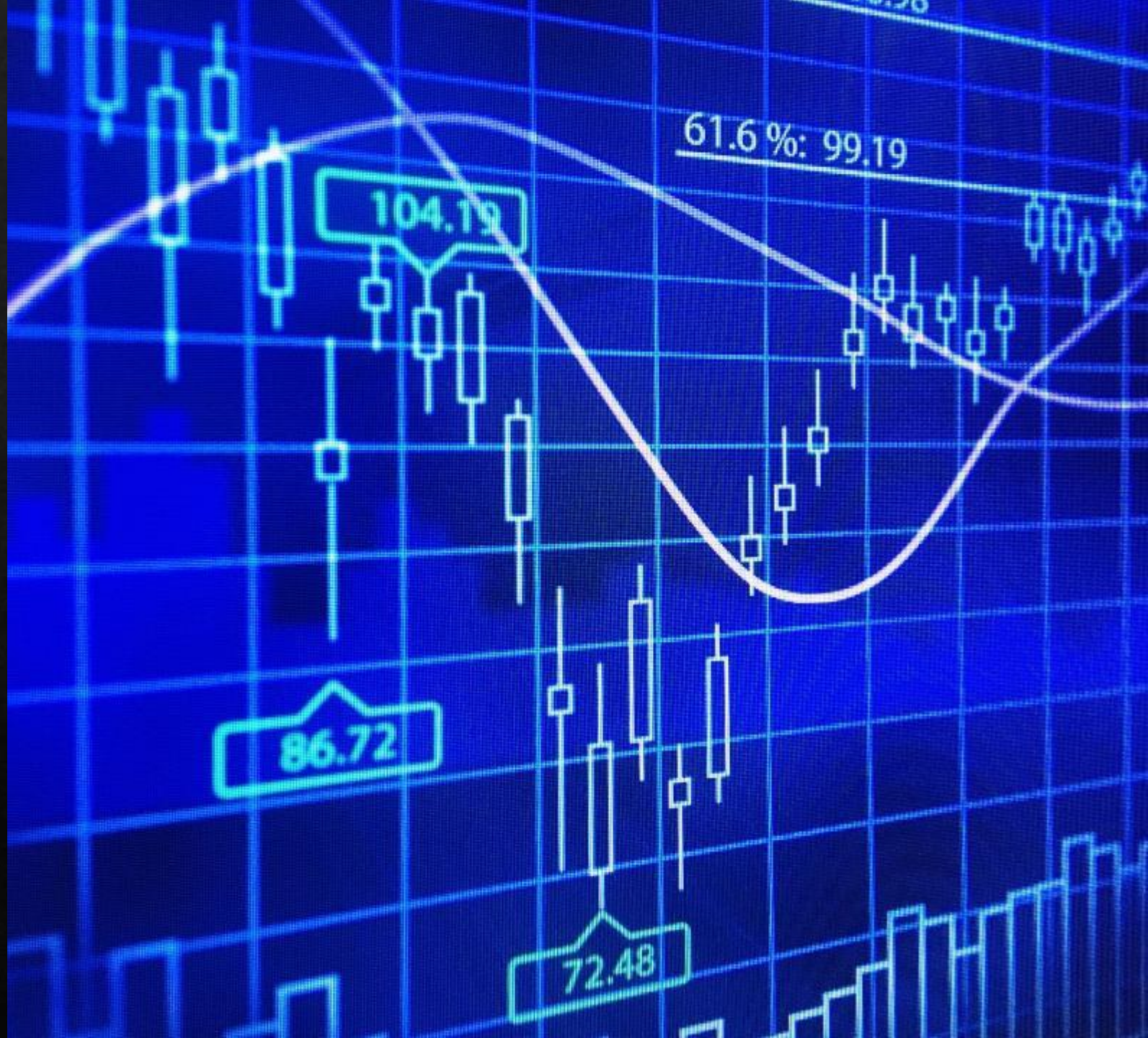
Analysis: Descriptive

Study Duration: 8 weeks

Literature Review

Title	Author	Year	Key Findings
Factors influencing community pharmacist decision to dispense generic or branded medicines; Eastern Province, Alahsa, Saudi Arabia.	Albadr Y, Khan TM	2014	Pharmacists working in hospital pharmacies are heavily motivated in their stocking by physicians' prescriptions.
Optimizing oral medications for children.	Mennella JA, Beauchamp GK	2008	Using pleasant flavor volatile compounds improves adherence to drugs in children.
Online pharmacies: A boon or bane?	Desai C.	2016	Online pharmacies are convenient, but often suffer from an unregulated manner of operation.
Drug interaction and pharmacist	Ansari, Ja	2010	A pharmacist possesses a detailed knowledge and can detect adverse effects.

Data Analysis and Discussion



Data on the Respondents

<i>District in which Pharmacy is located</i>				
S no.	District	Frequency	Percentage	Cumulative Percentage
1.	North	12	24	24
2.	South	8	16	40
3.	East	4	8	48
4.	West	3	6	54
5.	North-East	10	20	74
6.	North-West	1	2	76
7.	New Delhi	2	4	80
8.	Central	2	4	84
9.	Shahadra	2	4	88
10.	South-East	6	12	100
11.	South-West	0	0	100
<i>Type of Pharmacy</i>				
S no.	Type	Frequency	Percentage	Cumulative Percentage
1.	Community Pharmacy	48	96	96
2.	Hospital Pharmacy	2	4	100
3.	Clinical Pharmacy	0	0	100
4.	Others	0	0	100

Factors Influencing Purchase

Factors influencing purchase of solid dosage forms



Factors influencing purchase of liquid dosage forms



New brands and popular dosage forms

What are the important factors while stocking new brands?

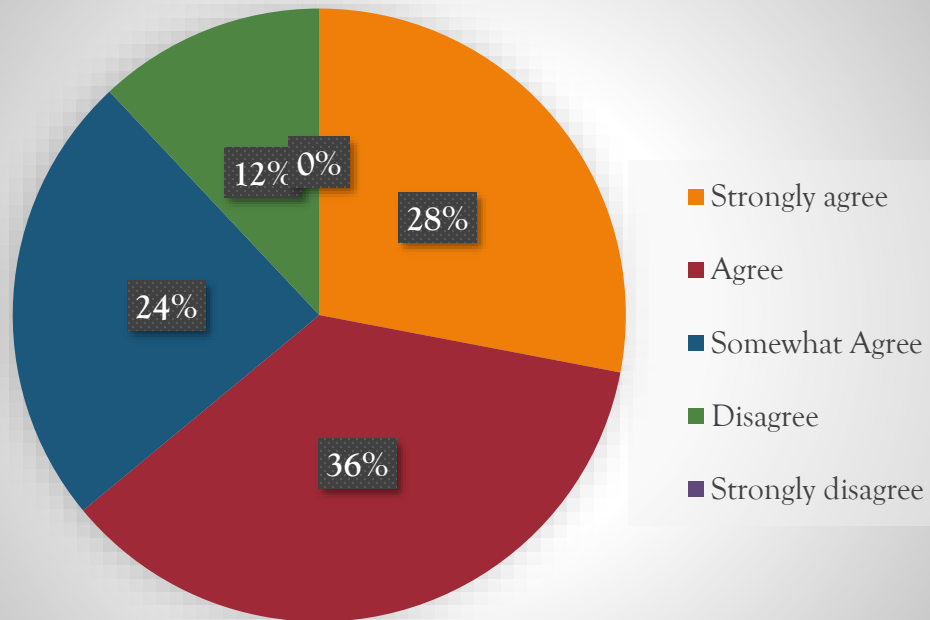


Most popular paediatric dosage form

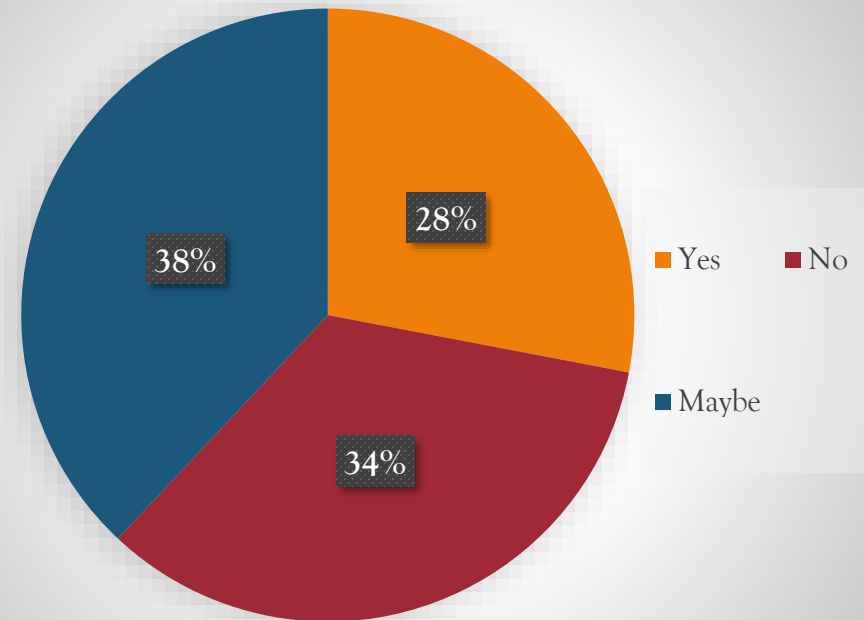


Attitude Towards E-pharmacies

Have e-pharmacies affected business of retail stores?



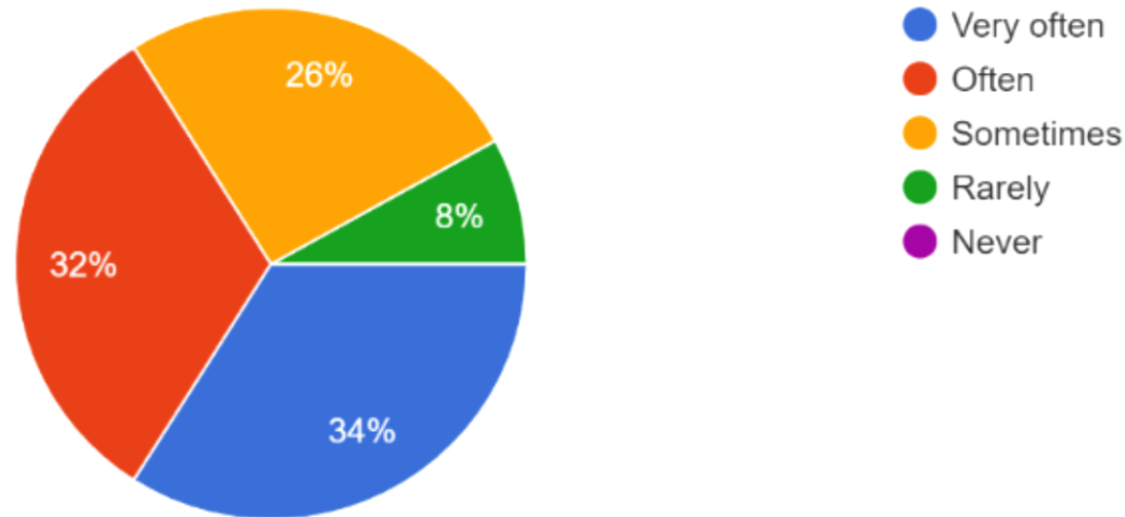
Would you invest in an online pharmacy system?



Frequency of Giving Additional Drug Info

12. How often do you impart additional information related to dosage, side effects, patient compliance etc while dispensing paediatric medication?

50 responses



Conclusion

- ◆ Brand popularity is the undisputed most influential factor when it comes to stocking of paediatric medication.
- ◆ Flavour is an influential factor while choosing paediatric brands.
- ◆ Syrups and suspensions are the best selling paediatric dosage forms.
- ◆ Most pharmacists agree that e-pharmacies have affected business of retail pharmacies.
- ◆ Most pharmacists give out information related to drug interactions, dosage, side effects etc. to patients while dispensing paediatric medication.

References

1. “Over 6,800 chemist shops shut in Delhi; join nationwide strike”. Business Standard. 14 October 2015
2. Ahmad, Akram & Atique, Suleman & Balkrishnan, Rajesh & Patel, Isha. (2014). Pharmacy profession in India: Current scenario and Recommendations. Indian journal of pharmaceutical education. 48. 12-15.. 10.5530/ijper.48.3.3.
3. Pharmacists: A Guide for Newcomers to British Columbia, Skilled Immigrant Infocentre
4. “Paediatrics to gynae, where are the surgeons, physicians?” Abantika Ghosh, The Indian Express, 2015
5. Analysis on India's Pharmacy Retail Market, 2016-2024 - Shares by Retail Channel, Drug Type and Therapeutic Area. Research and Markets. March 13, 2020.

A top-down view of several Christmas gifts wrapped in various patterns like hearts, snowflakes, and trees, tied with red ribbons and bows. The gifts are arranged on a dark wooden floor. In the bottom left, a pair of hands is shown unwrapping a gift with a red ribbon. The text "Thank You!" is centered over the image in a white serif font.

Thank You!