

Pharmacy Sector

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PROFESSIONALISM AND SAFETY

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Consumers and the Future Pharmacy Sector

“What can we learn from other EU countries,
and will competition make a difference? ”

The Norwegian Pharmacy Sector – facts and
figures

Dynamics of chain pharmacy

Professionalism and safety

Can Denmark learn from Norway?

Pharmacies i Norway before March 2001

- 260 pharmacy owners (pharmacists)
- 14 000 inhabitants/pharmacy
- Turn-over in pharmacies mainly Rx drugs and OTC drugs
- Opening of new pharmacies regulated by the government – each pharmacy had its own territory
- Various supportive systems – hardly any incentives for changes /improvements

Pharmacies in Norway after deregulation

- Deregulation March 2001 of ownership and establishment
- New Pharmacy Act
- Redesigned Pharmacy Owners Association
- 7 100 inhabitants per pharmacy
- One IT system – Farma-Pro
- Sale of a selection of OTC drugs deregulated November 2003

The new owners

VERTICAL INTEGRATED CHAINS

- Celecío : Vitus-apotek
- Phoenix: Apotek 1
- Alliance Unichem (Boots): Boots-apotek

VIRTUAL CHAIN

Ditt apotek (organised by Norsk Medisinaldepot/Celecío)

APOTEKSGRUPPEN – similar to Danish pharmacy chains



apoteksgruppen



Norwegian Pharmacy Association

-founded 1881

- All pharmacies, also hospital pharmacies, are members.
- The board has 6 members: CEO of the three chains, 1 member from hospital pharmacy owners, 2 independent pharmacists.
- Uptil 2001 a union for pharmacy owners, now a lobby organisation.

The present market

700 pharmacies

- 7 100 inhabitants per pharmacy
- 2 600 pharmacists
 - 1 400 MPharm/1 200 BPharm
- 2 900 pharmacy technicians

Concession to own and to manage

- The Drug Agency issues two concessions: to own a pharmacy and to manage a pharmacy.
- To obtain a manager concession (driftskonsesjon) you need to hold a Master degree in pharmacy and have minimum two years experience from pharmaceutical work.
- The Pharmacy Act clearly states the responsibilities of the manager and the owner.

Dynamics of chain business

- **Vertical integrated** chains facilitates:
implementation
equal standards

However, one can streamline systems,
but not human beings!

Dynamics of chain business

- **Horizontal / virtual chains** –with individual owners facilitates:
 - entrepreneurship
 - variety

Can be tougher to implement standards/
systems.

Professionalism and Safety

- How do we ensure the quality?
- The individual chains / hospital pharmacies.
- Horizontally – coordinated by the Pharmacy Association.
- The Drug Agency closely follow up when inspecting pharmacies.

Professional activities

- Each chain has a professional department, providing the pharmacies with e-learning courses, daily news via intranets, guidelines, postgraduate education etc
- The Pharmacy Association coordinate professional activities on behalf of all members – the most



Safety activities

- Each chain has electronic Quality Systems, and each pharmacy has to comply with the standards. Internal inspections is integrated in the QS.
- The Drug Agency inspectors use the chain's QS when inspecting pharmacies.

Horizontal cooperation

- Apotekenes utviklingscenter – APOKUS
- BRA – bransjestandard
- Compounding
- PR activities
- Apotekbarometret – customers satisfaction

Professionalism in Norwegian pharmacies

- Customer satisfaction is the number one competition factor.
- Systematic and continuous training of the staff
 - e-learning programs have expanded.
- Professional activities connected to dispensing drugs.

The Norwegian community pharmacy system works well in Norway!

- We do not participate in a "Who is best" competition.
- The public has a very high confidence in pharmacies.
- Service has improved.
- Introduction of chains – and strong competition – has led to a more equal standard in pharmacies.

Future challenges

- What implications will the financial crisis in Europe have upon Norwegian – and Danish-pharmacies?
- Will the politicians and regulating bodies see and accept the pharmacies' potential in improving public health?
- Economic conditions – remuneration for pharmacy services?

Professionalism in the future

- Sooner or later pharmacies will be more integrated in health care. Look to hospitals: nurses are doing what the doctors used to do.
- Politicians and bureaucrats should not only focus on financial aspects
- Strict and clear law is paramount. Those who do not follow the rules must be excluded.

Professional news from Norway

- The two right wing political parties want to explore the possibility for "pharmacy only" drugs and that pharmacists may dispense drugs like chloramphenicol eyedrops and antimalaria drugs without a doctor's prescription.
- Drug reviews will hopefully become a reality in the not too far future - and remunerated.

Safety aspects in pharmacies- to-day and in the future

- Increased focus on DOCUMENTATION– of temperature in storage and information given to patients. IT SYSTEMS of vital importance.
- ACCREDITATION of staff – and of pharmacies?
- Keep COUNTERFEIT DRUGS out of pharmacies.
- Culture for HANDLING MISHAPS.
- Transparent systems.
- Cultural differences

Professions

- Important that education of pharmacists and pharmacy technicians (farmakonomer) keep pace with the development in the pharmacy field.

Can Denmark learn from Norway?

- Denmark has to make her own decisions.
- Focus on professionalism, not only financial matters.
- Customers want to feel safe – with regard to products and information.
- Competence in pharmacy is a well kept secret. Take advantage of it – for the benefit of public health.



Thank you for
your attention!
Merry Christmas
&
A Prosperous New Year
for Pharmacies
&
their Customers!