

**Ministry of Health of Ukraine
Odesa National Medical University
Faculty of Pharmacy**

Department Organization and Economics of Pharmacy with post-diploma specialization

Discipline Organization and Economics of Pharmacy Business

Year of study 5 Term 9-10

GUIDELINES FOR CASES ##1-8

**Discussed and approved
at the meeting of the Department
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Odesa, 2024

Practical class _____
Date

Student _____
Name

Case #1

Pharmacy business project "Forms of Business Organisations in Pharmacy business"

Starting a business in the pharmaceutical field requires making many important decisions, especially regarding the choice of the appropriate organizational structure. Taking enough time to explore your options and understand how each of the main forms of organization works will help you make the best choice for your future pharmaceutical company.

Compare five forms of business organizations (Features, Advantages, Disadvantages)

- I. Sole trader
- II. Partnership
- III. Joint stock company
- IV. Corporation
- V. Limited Liability Company

What is your opinion: if you wish to develop your pharmacy in the future, but at the beginning it would be rather small, which legal status you have to choose? Why?

Case #2

Pharmacy business project "How to Optimize Pharmacy Inventory Management?"

Pharmacies are retail industry representatives, distinguished by a rather challenging inventory management system.

Which decision you have to make to solve such challenges in inventory management:

1. Promotion planning
2. Working with analogs and substitute products
3. Divisibility of the amount of medicine in one package
4. Data reporting and analytics
5. Multi-store and multi-location synchronization
6. Expiry management
7. Precise demand forecasting
8. Stock re-order management

Case #3

Pharmacy business project “Business Ethics”

Business ethics are guiding principles that not only determine how companies interact with customers and employees, but also shape their reputation in the marketplace. Examining the importance and impact of business ethics can provide valuable insights into how companies maintain trust, integrity and responsibility in their operations.

Business ethics – is _____

List and characterize the types of business ethics

Why is business ethics important for pharmaceutical companies?

What is your definition of pharmacy ethics and ethical dilemmas?

Give examples of business ethics in the pharmaceutical sector:

- Ethical aspects **in clinical pharmacy practice**
- Ethical aspects **in the manufacturing of pharmaceutical products**
- Ethical aspects of **wholesale trade, supply, import and export of**

medicines

- Ethical aspects of **retail trade of medicines**

Case #4

Pharmacy business project “Promote Your Pharmacy Business”

Which decision you have to make to promote your Pharmacy Business

- List the potential customers of your pharmacy
- List the examples of potential social media campaign
- Describe an email marketing
- Describe a procedure of the good customer service to generate patient referrals
- Describe the potential website of your pharmacy for search engines
- Describe the examples of marketing campaigns for building credibility
- List the examples of pharmacy advertising ideas

Case #5

Pharmacy business project “ Consumer Behaviour in Pharmacy Industry (wholesale and retail) ”

Consumer behaviour is defined as the actions a consumer takes when searching for, purchasing, using, evaluating, and disposing of products and services that they believe will satisfy their needs.

The study of consumer behaviour helps marketers understand and predict consumer actions in the marketplace. It focuses not only on what consumers buy but also on why, when, where, and how they make their purchases.

Consumer research occurs at every stage of the consumption process: before the purchase, during the purchase, and after the purchase.

Plan for presentation

- Nature and Importance of Consumer Behaviour
- Applications of Consumer Behaviour in Marketing
- categories of consumer characteristics
- Consumer Involvement and Decision Making:
 - 1 Buyer Roles
 - 2 Initiator
 - 3 Influencer
 - 4 Payer
 - 5 Decider
 - 6 Buyer
 - 7 User
- Factors influencing buying behaviour of consumers
- Organizational Purchasing Decision Process

Case #6

Pharmacy business project "How to Open a Pharmacy"

Step 1 Consult Advisors & Mentors

Which professionals does you need for consult (and possibly hire) seeking advice from those who've been in "your shoes"?

Step 2 Research and Planning

Market Research - conducting market research uncovers several consumer insights including demographics, psychographics, traffic patterns, and more.

Positioning - determine your best location options. A few questions to guide the direction of your research:

- Are there other pharmacies around?
- Is there a sufficient prescription base in this area?
- Is this area heavily trafficked?
- Does this specific location provide visibility and accessibility?
- Is this location the appropriate size to both operate and grow?

determine how you will obtain that financial capital using one or a combination of the following options:

- Personal Investment
- Financing
- Partnership

Step 3 Legal and Operational Requirements

Choosing the type of business structure, you want for your pharmacy depends on the amount of legal liability you desire, tax liability, and how much you are willing to spend on ongoing costs of formation and administration, according to Entrepreneur.

- Licenses
- Taxes
- Insurance

Step 4 Obtain a Business Bank Account & Start-up Capital

Step 5 Select and Design Store

Step 6 Hire and Train Employees

Step 7 Purchase Inventory and Supplies

Step 8 Marketing

Step 9 Soft Opening

Step 10 Grand Opening

Remember: What makes your pharmacy unique? What do you have to offer to your community? Keep this in mind when promoting your opening.

Case #7

Pharmacy business project " Drugs Importation "

Plan for presentation

Definition of the term “importation”

Legislative and regulatory requirements for getting import license for pharmaceuticals (drugs, cosmetic)

Types of Drugs that Is Prohibited to Importation

Types of Drug Applications

Importation of New Drugs

What is parallel import? What are the benefits for patients, s for pharmacies and hospitals?

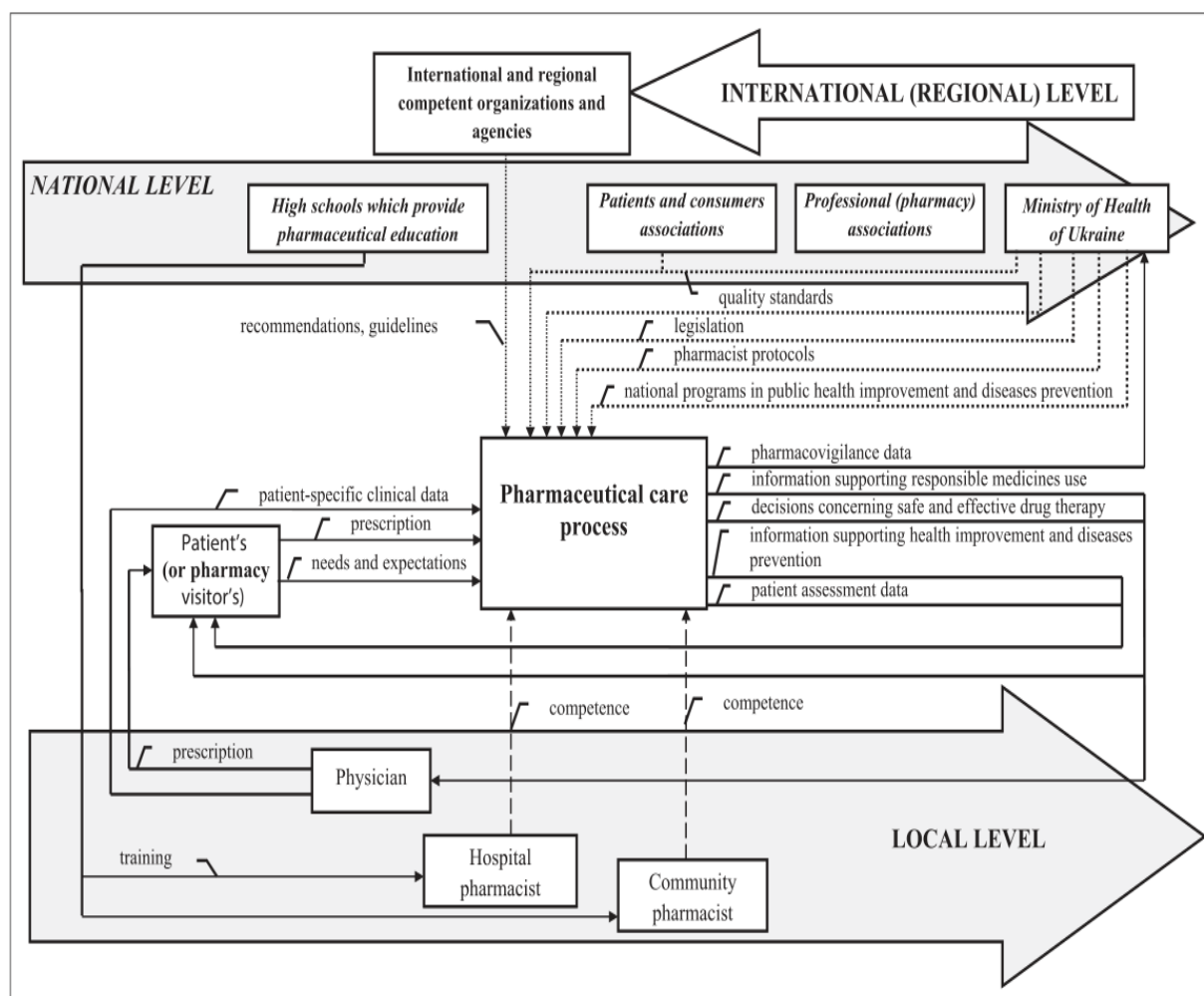
Case #8

Pharmacy business project “How do community pharmacists make decisions?”

All health care practioners should be able to assist individuals in the management of their own self-care. However, pharmacist, because of their accessibility and expertise with respect to non-prescription medications, are in a unique position to fulfil the self-care needs of most individuals with minor health ailments.

Pharmaceutical care policy: Structure and design

Pharmaceutical Care Models is a patient-centered, outcomes oriented pharmacy practice that requires the pharmacist to work in concert with the patient and the patient's other healthcare providers to promote health, to prevent disease, and to assess, monitor, initiate, and modify medication use to assure that drug therapy regimens are safe and effective.



Patient's (or pharmacy visitor's) needs and expectations as well as physician's prescription have been defined as the inputs for the pharmaceutical care process which is transformed into the several outcomes described below.

A decision concerning safe and effective medication therapy

This outcome promotes positive results of a patient therapy. These results include curing or slowing down a disease, reduction or elimination of symptomatology, preventing a disease, or symptomatology. In worth to note that important elements of this outcome are assurance cost-effectiveness of the therapy as well as preventing or/and resolving of drug-related problems.

Information supporting responsible medicines use

One of the key pharmacist's roles is providing consumers and prescribers with information that supports the appropriate and optimal use of medicines. In this way, a pharmacist might play a role of an educator, minimizing negative outcomes of a drug therapy such as adverse events and antimicrobial resistance.

Pharmacy student decision making in over-the-counter medicine dispensing (choose 1 from the cases ##1-7)

1/Pain and Fever Disorders: headache, fever, musculoskeletal injuries and disorders

2/Respiratory Disorders: cough, allergy

3/Gastrointestinal Disorders: Heartburn, Dyspepsia, Overweight and Obesity

4/Ophthalmic, Otic, and Oral Disorders

5/Atopic Dermatitis, Fungal Skin Infections

6/Insomnia

7/Smoking Cessation

The basic steps used in the guided-design decision- making format are as follows.

1. Gather information pertinent to the problem and in solution.
2. Identify the problem.
3. Identify exclusions for self-treatment.
4. Perform patient assessment and triage.
5. Identify alternative solutions.
6. Select an optimal solution.
7. Prepare and implement a plan to solve the problem.
8. Provide patient education.
9. Evaluate patient outcome.