

DO-004

## PERSPECTIVE OF INDIAN PATIENT TOWARDS PHARMACIST: A SURVEY REPORT

**D. B. Narayana<sup>1</sup>, V. Kusum Devi<sup>2</sup>, Asha A N<sup>2</sup>, Uday Bhosale<sup>2</sup>, and Nimisha Jain<sup>2</sup>**

<sup>1</sup>Managing Trustee, Delhi Pharmaceutical Trust, New Delhi, India

<sup>2</sup>Department of Pharmaceutical Marketing and Management,  
Al-Ameen College of Pharmacy, Bangalore, India

### ABSTRACT

Delhi Pharmaceuticals Trust along with Al-Ameen College of Pharmacy, Bangalore, has carried out a survey to know the facts, findings and perspectives related to different issues of Retail Pharmacy Practice. Vital issues like handling of prescription, insisting on prescriptions for dispensing, patient counseling, information given by chemist, willingness of patient to pay for technical information, brand substitution, issue of Bill on Purchase. Some of the sensitive issues like Trust on Pharmacist for Prescribing, Conditions for which consumer preferred to consult a chemist without visiting doctor. The survey had been conducted in four major cities (Mumbai, Bangalore, Kolkata and Delhi) in core urban and suburban area. Outcome of the survey for most of the issues have similar trends in all cities. There is major difference about the facts or finding among the cities for the issues related to patient counseling, information given by chemist and willingness to pay money for getting information. There is a definite trend in the consumers feeling the importance of the pharmacists, recognition of their role in health care, trust factor has gone up from what it was a decade ago. Consumers are getting useful information from the pharmacists from the pharmacists about adverse effect and medicines although they want more from all. Based on the survey we have certain recommendations related to continuation of education programs for current pharmacists, to review health care delivery models.

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