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SWASTHYA PHARMACY AND HEALTHCARE CLINIC

Pharmacy education in India since its independence in 1947 was primarily product focused. Pharmacists were trained in various aspects of pharmaceutical formulations, and after graduation primarily employed in manufacturing, teaching, research, regulatory affairs and pharmaceutical marketing. By the end of the century, India was considered “Pharmacy of the World”, as even in US 50% of the generic drugs sold were manufactured in India.

Dispensing of the drugs in India in the “Medicine Shop” was performed by personnel with diploma in pharmacy [2-year post-secondary education], who handed out drug strips to patients in paper bags on request, with or without prescription. They did not perform any of the functions stipulated by WHO for pharmacist.

In 2008, India started awarding PharmD degrees that required six years of post-secondary education [comparable to that in US]. Unfortunately, the R.PH [registered pharmacist license] was conferred for all 2, 4 and 6-year trained graduates. This has resulted in an erroneous perception in PharmD graduates that their expertise is only required in the hospital setting and therefore, have shown no interest in working in community

pharmacy.

Swasthya Pharmacy and Healthcare clinic is a model pharmacy that has a mission to bring awareness on the role and importance of pharmacist services in the largest democracy with 1.3 billion people.

Why start a community pharmacy?

Being able to stay healthy without illness throughout the year is indeed great. However, there are people who may not be able to enjoy this type of opportunity due to deteriorated immune system, co-morbidities, lifestyles and other reasons. India is projected as the Pharmacy of the world with world-class manufacturing facilities and export quality medicines throughout the world. Community pharmacy is the first point of contact for the patients and public for their health care needs. The new community pharmacy hopes to provide professional services like medication counseling in local language, advise about preventive care & lifestyle modification, Drug information services to the needy and efforts to minimize adverse events of drugs

Origin

Swasthya pharmacy commenced its services on 3rd May 2022 to dispense prescription drugs, Over The Counter (OTC) products and to sell beauty products, cosmetics, convenience foods, surgical items, baby care products, select veterinary items and special foot wear for diabetic patients.

Located in the busy street in the outskirts of Mysuru city with about 625 sft of area for dispensing, counseling, billing, refrigerated items and waiting area. Pharmacy is open from 8 am to 10 pm from Monday to Saturday. Employees are qualified and trained to work professionally, ethically to meet wide range of customers and their specific needs. Necessary licenses’ and approvals have been obtained



Swasthya Pharmacy Inauguration, Mysuru



Front Swasthya Pharmacy



Drug Shelves of Swasthya Pharmacy

from the respective bodies. Pharmacist will provide free counseling and relevant literature

in local language for better understanding of disease and medication/s. Swasthya uses special software available in the market for business and other purposes

The TEAM

Established in 2022 and managed by Nagavi family with two generations of Pharmacists with specially chosen clinicians, diabetologist, biochemist and nutritionist, dentist and trained professionals makes the core TEAM working to serve the community and meet its requirements.

Our Vision, Mission and Goal

Vision is to be the best and reliable retail pharmacy in the region to provide value for money to customers, to work ethically and professionally.

Mission is to make available a wide range of quality prescription and OTC products at affordable cost along with other health care and life style products.

Goals are to integrate family physicians, specialists practices with community pharmacy to provide collaborative clinical and pharmaceutical care; **Provide** personalized **SMART** (Specific, Measurable, Achievable, Relevant and Time bound) care to the patients and customers; **Conduct** community based surveys, minor and major research projects for drug utilization reviews, disease profiling and other purposes; **Provide** medication related services to the needy at their door step to improve adherence and compliance; **Implement** specialized personal care for diabetes and hypertensive patients who are on medication for a long time; Develop linkages and exchange programs with international community pharmacies and health care providers to share experiences and best practices



Swasthya Health care Clinics

Located in the adjoining premises is a cluster of clinics for family physicians, consultant Diabetologist, Dermatologist, Urologist and Dental surgeon. Clinics are open from 10 am to 9 pm, Monday through Saturday. A space of 1000 sft is provided to accommodate clinics, office, pantry, rest rooms and waiting areas. Qualified and experienced clinicians' will provide medical care at affordable cost. Special camps will be held from time to time for diabetic check up, BP monitoring, BMI and CBG determination.

Based on current Indian regulations, while Swasthya will employ 2-year diploma holders in dispensing role, they will receive training so that they could perform many of the functions stipulated by WHO for pharmacists. Swasthya clinic will also provide internship opportunity for PharmD students in community setting and will lobby the national pharmacy board in incorporating community pharmacy rotation in their curriculum.