

PHARMACIUM DISPENSARY CORNER #1

By Pharmacium General Manager Marta Stybowski.

Marta Stybowski graduated as a pharmacist from the University of Tasmania before completing an MBA with a 12-month research project into health consumer and pharmacist perceptions of pharmacy services. Marta is passionate about the health and service focused model of pharmacy, with particular interests in the health consumer experience and health marketing.

After nine years of broad experience as a community pharmacist in Victoria, Tasmania and Queensland, Marta joined Willach Australia as a consulting pharmacist and communications manager. In January 2017 she took on her current role as General Manager with pharmacy consulting company Pharmacium where she is able to apply her passion and broad experience in helping pharmacies to improving their business operations.

Marta has worked closely with numerous pharmacies on process improvement, design, training and marketing. She has presented at a number of industry conferences and guest lectures at various pharmacy colleges.



What makes for a good dispensary design? Is it workflow? Medication access? Easy patient

interaction? Visual appeal? Storage space? Staff resources? In the practical land of compromise, in what order should these and other important design factors be considered?

Terms such as 'direct dispensing', 'forward pharmacy' and emphasis on pharmacist-led professional services continue to lead many conversations in our industry – the fact is, the pharmacist and the dispensary remain as the focal point of pharmacy business. With the ongoing industry pressures and changing

landscape, it is how these function and evolve that will determine the success of the business.

With Willach now having operated in the Australian market for more than 14 years, we have been involved in almost 1,500 dispensary design projects. Having seen so many pharmacy shapes, sizes and business models, in this six-part editorial series, we will draw on our experiences, independent research and industry data to create a benchmark dispensary concept for Australian community pharmacy – and in doing so, attempt to explore some of these questions as part of the design process.

In this first part of our Dispensary Corner series, we will introduce our benchmark dispensary concept, with subsequent columns each focusing on key areas of the dispensary



operation and workflow.

To set the scene for our design concept and discussion, we have set the following base criteria:

- Dispensary design concept must be scalable for larger and smaller pharmacies.
- Pharmacy size – about 200sqm, rectangle shape, one customer entrance.
- Script volume potential – up to 800 Rx/day.
- DAA packing volume potential – capacity for more than 1,500 patients (sachets).
- Patient-pharmacist interaction – maximised.
- One consult room – fully private, comprehensive set-up.
- One consult area – semi-private' sit-down.
- Pharmacotherapy – designated dosing area.
- Retail space size – no less than 70 per cent of total area (about 140sqm).
- Script-on-file storage capacity – up to 2,250 patients.
- Scripts ready/waiting storage capacity – 80 to 100 patient scripts (exc. fridge and safe).
- Budget estimate – about \$2000/sqm (dependent on finishes) including dispensing robot (excluding DAA automation).

The design concept combines our learnings and is based on the principles of our Dispensary Triangle Design Theory: ensuring the right resources are in the right place, performing the right function at the right time – which in turn contributes greatest value to the pharmacy business.

As we guide you through our concept dispensary in stages over each instalment in the coming months, we will start with our guiding principles and then focus on each component of the dispensary – looking at considerations and ideas behind it in greater detail. Look out for the next instalment of our Dispensary Corner editorial series to discover our simple, efficient, attractive, modern design and be inspired to transform the heart of your pharmacy business.