

PHARMACY Layout Design

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+ Learning Outcomes:



1

Discuss types of community pharmacy

2

Describe types of pharmacy layouts

3

Discuss style of pharmacy layout

4

Review layout of hospital pharmacy

5

Explain how to improve pharmacy layout

6

Discuss modern pharmacy layout

Introduction

A layout primarily refers to the floor plan and the arrangement of fixtures in your front end, which reflects how you want to flow your space and present your merchandise, Your pharmacy layout plays a significant role in patient perception which have a positive role on its sale potential.



01

TYPES OF COMMUNITY PHARMACY



+ TYPES OF COMMUNITY PHARMACY

PHARMACEUTICAL CENTER

The pharmaceutical center is similar to the prescription-oriented pharmacy, but it must conform to certain standards. The doctor, the atmosphere, and the uncluttered floor space are the hallmarks of the pharmaceutical center. It usually has a separate room for fitting orthopedic and surgical appliances.

PRESCRIPTION-ORIENTED PHARMACIES

The pharmacy may have a separate room for fitting trusses and other orthopedic and surgical appliances. This type of pharmacy usually occupies up to 1500 square feet. Health-related items, including drugs, home health care appliances and supplies, are displayed near the prescription department.

TYPES OF COMMUNITY PHARMACY

TRADITIONAL PHARMACIES

The traditional or conventional pharmacy usually occupies between 1500 and 6000 square feet. The major objective of the layout design for this type of pharmacy is to disperse the customers and expose them to all areas in the pharmacy.

THE SUPER DRUGSTORE

The super drugstore occupies more than 5000 square feet, generally 10000 square feet or more. The layout design is usually for the self-service type to facilitate traffic control and provide maximum sales at minimum cost.

02

TYPES OF PHARMACY LAYOUTS



+ TYPES OF PHARMACY LAYOUTS

there are three basic types of layout:

-Clerk or Personal service

-Self-Selection

-Self Service

Clerk or personal services:

The clerk service layout is the old traditional design that is still in most pharmacies. It consists entirely of complete assistant service except a small part of the products exposed for customers to handle. The modern example of this layout design is the pharmaceutical center in which no merchandise is on display.

TYPES OF PHARMACY LAYOUTS

Self selection

Many independent pharmacies are now trying to use the self-selection layout design. In this type of layout, Clerk service is maintained at all service-oriented sections such as cosmetics and photo supplies. but prescription item have no possibility of self-selection.

Self service

- Self service is restricted for layout utilizing a minimum of clerk service and exposes the maximum of customers to handle.
- It is not possible to have 100% self service in pharmacy because of the prescription drugs and item.
- This type of layout is most often used in super drug store but for the non-drug items and commodities such as cosmetics and nutritional supplements.

03

STYLE OF PHARMACY LAYOUT



+ STYLE OF PHARMACY LAYOUT

1) Grid layout

Here the product are displayed in parallel lines.

- Advantage:

- More product exposure
- Increase self-service possibility
- Maximize the use of available space
- Familiarity with products that can be needed in future.



+ STYLE OF PHARMACY LAYOUT

2) Free flow layout

Here the fixture are arranged in irregular shaped circles or triangles.

- Advantages:

- Flexibility and visual appeal.
- Maximize impulse purchases.

- Disadvantage:

- Costly.
- Waste of floor space.



04

LAYOUT OF HOSPITAL PHARMACY



LAYOUT OF HOSPITAL PHARMACY

- Location and layout of hospital pharmacy In hospital so that staff and patients could easily approach it
- In multi storied building, on ground floor.
- Manufacturing room should be adjacent to pharmacy.
- Outpatient pharmacy should give pleasant appearance and must have enough space for seating of patients who have to wait for medicines.
- Medicine stores should be connected adjacent to pharmacy.

05

HOW TO IMPROVE PHARMACY LAYOUT





HOW TO IMPROVE PHARMACY LAYOUT

- Layout and Design. These two functions are often misunderstood as one in the same that is not true ; layout relates to the arrangement and placement of everything within the space; design relates to color and visual effects.
- Use a grid layout style.
- Modular cabinetry combined with custom casework.
- Use metal shelves in most areas. Metal shelving has many advantages over wood and glass.
- Adjust lighting levels in the pharmacy.



HOW TO IMPROVE PHARMACY LAYOUT

- Choose colors wisely: Most non-selling areas such as the walls and floors should be a neutral color; darker colors may be used for service counters.
- Dispensing area: The dispensing department should have enough work counter space and shelving.
- Display similar categories together.
- Differentiate your business: Provide departments and services not offered by the competition. Compounding, MTM, and custom patient services are examples
- Security: Such as Having one entrance rather than two or more well improves the security. Installation of cameras and other security measures.

06

**MODERN PHARMACY
LAYOUT**





MODERN PHARMACY LAYOUT

- A key component to a modern pharmacy is recognizing the need for successful product placement. If the goods on the pharmacy shelf will probably not attract the attention of the customer if they are not displayed in the correct location.
- The key to a successful modern pharmacy floor plan lies in two important factors – organization and space.
- Technology and innovation play a major part when designing a new modern pharmacy layout. Giving your customers an interactive shopping experience can be as simple as integrating television screens into displays, and shelves designed to “try and test” products.



MODERN PHARMACY LAYOUT

- Having a professional work with on product and brand placement will allow you to make the correct decision .
- The new layout of the pharmacy shopping experience should leave the customer with the same level of personalization and convenience as they would expect from a typical high street shop. So should leave the customer with:
 1. The feeling that modern pharmacy stocks all the recommended brands in each category.
 2. The feeling that the staff members have a keen knowledge and understanding of all the products and are available to assist.

+ Summary

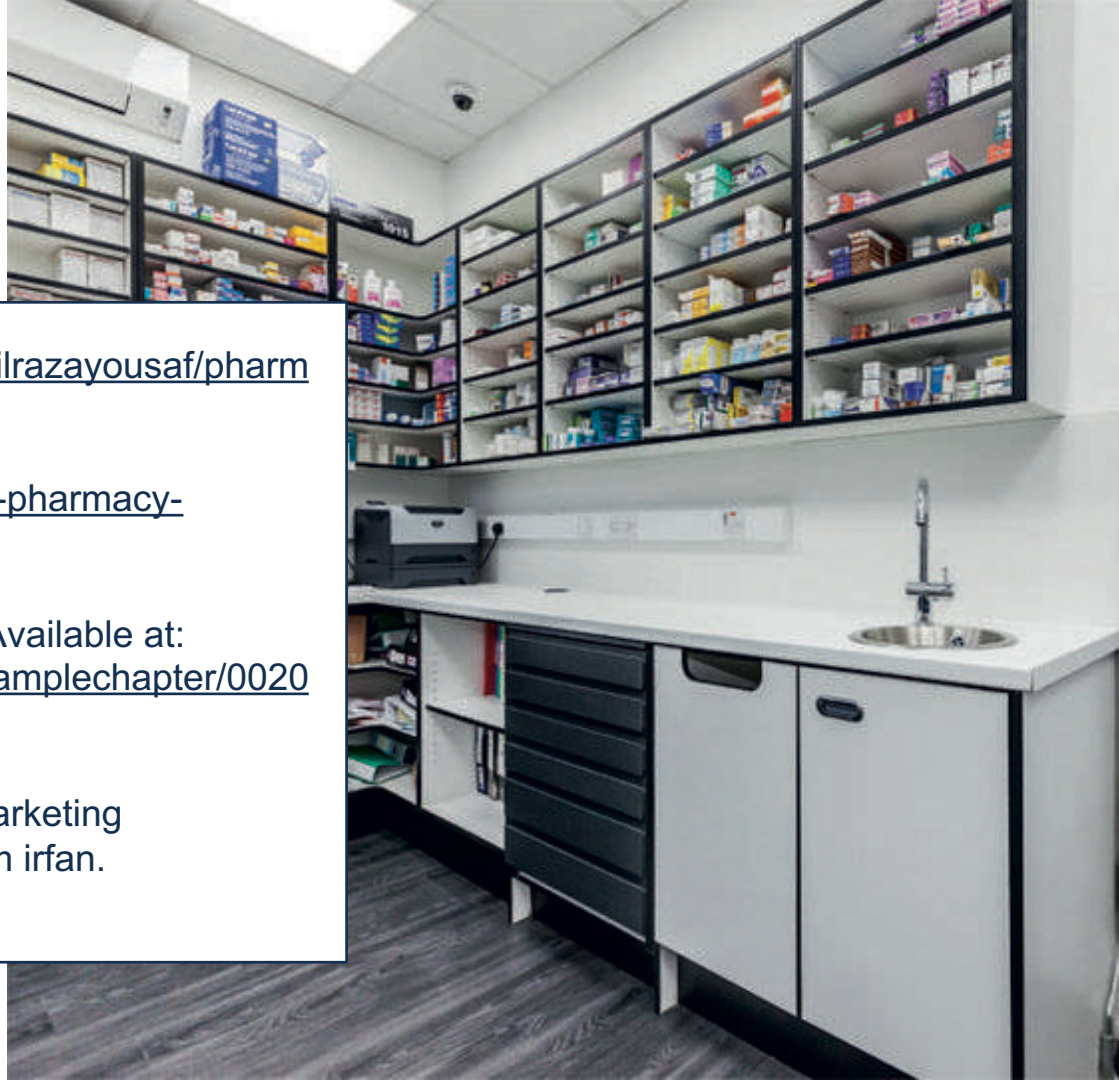
The major layout used is personal services in most pharmacies the grid layout have many advantages over the free flow there are tips to improve the pharmacy layout such as using metal shelves and the key to a successful modern pharmacy floor plan lies in two important factors – organization and space.





References

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THANKS

Do you have any questions?