

A comparison of pharmacy customers and services for two comparative cities in Iran and Germany

A. Ardam¹, F. H. Shirazi^{2,*}, A. Tavakoli¹

¹*School of Pharmacy, Shahid Beheshti University of Medical Sciences, Tehran, Iran*

²*Pharmaceutical Sciences Research Center, Shahid Beheshti University of Medical Sciences, Tehran, Iran*

Background and Aims: Pharmacy is a health related profession in which clinic correlates with basic sciences. The wide duties of pharmacists include medicine preparations, consult with patient, nurse and physicians. Improvement of these duties through various tricks including comparison of experiences in different societies is very much important.

Methods: The pharmacy system in two similar cities of Lavasan, Iran and Bad Bevenzen, Germany has been compared through questioner for the situations of pharmacists, patients, and reason of coming to pharmacy. Results are presented in cumulative graphs with statistical comparisons using SAS software.

Results: A comparative pattern for illnesses in these two cities, however, most of patients come to pharmacies at night in Lavasan from which ladies are double in this city compare to Bad Bevenzen. Higher educated persons are more coming to pharmacies in Lavasan compare to Bad Bevenzen. All citizens in Germany are covered by medical insurance, for which only about 80% of population is covered in Lavasan. Although the most presentation of pharmacists in both cities are to sever for prescriptions, but consultation and sale of cosmetics and hygien products are more in Lavasan. Four times more request for pharmacist consultation is significant in Bad Bevenzen, however 60% of these requests are for medication prices in that city, while 70% of requests are for hygiene and cosmetics in Lavasan. Hygiene, cosmetics and weight lowering medications are the most frequent consultations in Lavasan, being double than its frequency in Bad Bevenzen.

Conclusions: Based on these findings, the nature of customers' exposure to pharmacies are significantly different between two cities, which might be a good hint to evaluate and improve the social presentation and role of our pharmacies.

Keywords: Pharmacy; System; Iran; Germany