

Pharmacy Evaluation Form

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Please discuss your Pharmacy Position?

Include your discussion to the points includes, but not limited to:

1. Geographical location
2. Socioeconomic class of the area
3. Size of the pharmacy
4. Availability of parking
5. Traffic in the area
6. The availability of health care institution nearby and the their specialty
7. Other?

What are the most types of customers you are dealing with?

Include your discussion to the points includes, but not limited to:

1. The socioeconomic class of the customers
2. Referral patients
3. Repetition of the customers
4. Level of education
5. Demographic (age/sex)
6. Others?

What are the most common products sold?

Include your discussion to the points includes, but not limited to:

1. List 20 products which consider the top in term of value per specific period.
2. List 20 products which consider the top in the term of quantity per specific period.
3. What are the most common categories of product sold (e.g., macrolide antibiotics or hair removals products).
4. Others?

What is your estimation to the percentage of medicines to the total sales?

Include your discussion to the points includes, but not limited to:

1. What is the percentage of sales of pharmaceuticals to the others
2. What is the sales percentage of sales of chronic medications among other pharmaceuticals or OTC
3. Others?

How many written prescriptions you fill per day as an average and range?

Include your discussion to the points includes, but not limited to:

1. How many actual physical prescription you are dispensing per day?
2. How many customers asking for prescription but orally.
3. Does the prescriptions contain non-pharmaceutical items (e.g., cosmetics or specific machines) and how frequent?
4. Does the prescription came from specific health care institution, please mention them?
5. Does the prescription came from specific physicians?
6. Others?

How do you compare your pharmacy status (including sales and other points) to your nearby pharmacies?

Include your discussion to the points includes, but not limited to:

1. Analyze each competitor in your area in term of their strength and weakness
2. What are your sales compared to them?
3. Are you and your competitor selling the same items?
4. Do you see that your competitor is having advantages that you don't have?
5. How frequent you interact with customers they came already from different competitor? Why they came?
6. How frequent you loss customers for the preference of competitor?
7. Others

Are you satisfied with the performance of your pharmacy and why?

Include your discussion to the points includes, but not limited to:

1. Performance is related to many factors like potential of the area, sales, customer satisfaction
2. What is the percentage of customers, in one single day, which you think they are loyal to your pharmacy or to your group of pharmacies and why?
3. Others?

What is the average number of customers per day and what is the range?

Include your discussion to the points includes, but not limited to:

1. Estimate of number of customers per day
2. If the pharmacy is working more than one shift or having variation in customer flow during day, please mention those variations.
3. Others?

What is the number of products, in your opinion, available in your pharmacy?

Include your discussion to the points includes, but not limited to:

1. Number of products include general groups and also specific for each product with unique form or size or color.
2. Variation in the availability of products; please mention detailed examples if they are available.
3. How frequent you lost customer because one item is not available? Please mention several examples.
4. How frequent you are running out of particular item which is available in your competitor pharmacy; please mention ALL examples you encountered.
5. Others?

What do you think your pharmacy needs ideally?

Include your discussion to the points includes, but not limited to:

1. If you are the owner of the pharmacy, and you have all the power and facility what you will do with the pharmacy?
2. Mention all points related (e.g., duty time, number of staff, removing some products, adding new products, changing layout, adding new services, etc)
3. Others?

If you asked to put action plan for performance enhancement for your pharmacy, what will be that?

Include your discussion to the points includes, but not limited to:

1. Simply mention how is your specific pharmacy could improve their performance.
2. Write detail of each tack you recommend?
3. How do you think each task recommended could affect the performance or sales of your pharmacy?
4. Others