



## Professional Services Area – Delineation of the Pharmacy

### The Concept

An Opportunity for Professionalism

In 1989, the Professional Practice Committee of SCPP (then the Saskatchewan Pharmaceutical Association) considered the issue of control over the distribution of non-prescription drugs.

Major features of the bylaw are:

1. Definition of Professional Services Area (PSA)
2. Inclusions within and exclusions from the area
3. Delineation of the area from the remainder of the premises
4. Enforcement

The **PSA Bylaw is mandatory for all new pharmacies**. “Dispensing-Only Pharmacies” are exempt and are defined as a pharmacy wherein the practice of pharmacy is limited to dispensing prescriptions and providing associated professional services and products, and which do not contain a conventional front store.

### Objectives

1. Demonstrate pharmacist control over the sale of non-prescription medicine in pharmacies so that the profession may continue to justify exclusivity of sale;
2. Clearly define the specific area of the pharmacy in which the public will recognize the place where professional services are offered;
3. Provide pharmacists with a new and unique marketing tool in playing a leading role in supplying health services; and,
4. View the PSA as an excellent opportunity to enhance the role of a pharmacist as a concerned health care professional.

### The Definition

The PSA means the area in each licensed pharmacy which includes the dispensary and all shelves, displays or fixtures bearing drugs and other items as permitted and which shelves, displays or fixtures are in an area in the vicinity of the dispensary so that they **are under the audio and visual control of the pharmacist**.

### Inclusions and Exclusions

All drugs restricted to sale in pharmacies *must* be included in the PSA. Other health related products, such as first aid supplies, surgical appliances and animal health supplies *may* be included. However, non-health related items such as cards, gifts, tobacco products and cosmetics *must* be excluded from the PSA. The PSA shall be under the personal attendance

and supervision of a pharmacist unless an approved Lock and Leave Permit has been granted and is in operation.

Displays within the PSA must not contain any non-PSA items; conversely PSA products may not be merchandised outside the PSA.

### **Delineation**

The PSA shall be delineated from the remainder of the premises by:

1. The display, on the boundary of the PSA of one or more signs entitled “Pharmacy” or “Professional Services Area” or other term and in an acceptable form, including size, shape, color, acceptable to the Registrar to clearly distinguish the area of the pharmacy from the remainder of the premises, and,
2. Using one or more optional methods, such as variation in flooring, ceiling, décor, fixtures, lighting, or additional signs or by physical separation.

### **Options**

If more than one additional method has been adopted, each method used will have to fulfill its particular requirements as described in the bylaws.

This program is a professional rewarding mechanism for establishing lines of communication with the consumer and re-establishing the pharmacy as the logical source of both prescription and non-prescription drugs.

1. **Variation in décor** includes any change in the décor, such as furniture, wall coverings or painted walls. Examples of acceptable alternatives include:
  - a. Use of special wall graphics encompassing the designated area to indicate a change in product availability to be found within the PSA.
  - b. A significant change in the colour of those walls surrounding the PSA resulting in an area where the colour differs from that of the remainder of the store.
2. **Variation in flooring** involves a significant change in the flooring found within the boundary of the PSA and would include:
  - a. The use of a carpeted PSA if the remainder of the store is finished with floor tiles.
  - b. The use of similar flooring material but incorporating a significantly different floor colour within the PSA.
  - c. The use of a bold, contrasting border, which clearly outlines the PSA boundary.
  - d. The raising or lowering of the floor of the entire PSA including the dispensary.
3. **Variation in the ceiling** includes such options as:
  - a. The use of different ceiling material such as a stippled ceiling with the PSA if the remainder of the store is finished in tile.
  - b. The raising or lowering of the ceiling within the bounds of the PSA
  - c. Adoption of a lowered canopy or false front (valance), which would outline the entire PSA in a clear, definite fashion.

4. **Variations in fixtures** used within the PSA offers additional options for compliance such as:
  - a. The use of shelving units of contrasting height, either a significant reduction or increase in the height of the units found within the PSA.
  - b. The use of shelving units of contrasting colour, different from the remainder used in the store.
  - c. The **turning of the existing fixtures found in the PSA to face a different direction—either at right angle or some other angle.**
5. **The use of lighting** offers the following possible options:
  - a. Utilization of different lighting fixtures within the PSA.
  - b. The raising or lowering of the PSA lighting fixtures.
  - c. The use of contrasting or different light intensities.
6. **The use of additional signing** to indicate the location of the various product sections and product categories within the PSA is an option easily incorporated.

**To further delineate** the PSA, it is recommended that the colour of the signs used within the PSA should differ significantly from other in store signing and be unique to the PSA.

This concept could be accomplished by the simple reversal of the colours of the signs used in the PSA. Thus, corporate in-store colours could be retained and yet give the PSA a unique series of signs. A description of each major product group would be necessary to fulfill this option. Examples of “Cough and Cold”, “Laxatives”, “Analgesics” indicate such product locations. There are many other product grouping signs available, the number of signs used would depend on store and department size.

Due to the number of options available in complying with this bylaw, each pharmacy will have its own unique PSA features.

### **Enforcement**

To ensure complete adherence to all aspects of the PSA, monitoring of pharmacies will be carried out through the regular field operations of this College. As with other standards, compliance with the pharmacy delineation bylaws is a standard for approval of a proprietary pharmacy permit.

**For further information on delineation of the pharmacy, please consult Part J of the SCPP Regulatory Bylaws.**