

Abstract

Background: In spite of the great efforts to stabilize pharmacist's position in health care system, most of the people consider the pharmacists as a seller and distributor of drugs rather than professional medicine counselor. Improper design of Pharmacy such as "unsuitable counter design, glass barrier, lack of acceptable waiting area and counselling area" are categorized as important barriers in patient-pharmacist interaction. The aim of the present study was evaluation of pharmacy space design & its effect on pharmacists' and patients' attitudes on the quality of pharmaceutical services.

Methods: This descriptive and analytical study was carried out in two phases. In first phase 30 pharmacies were evaluated according to four perspective which include: counter height, glass barrier, waiting area and counselling area. In second phase of study, the effect of these parameters on pharmacist and patient's attitudes toward the quality of pharmaceutical services were assessed through two type of questionnaire for patients and pharmacists (30 pharmacists & 90 patients). data were obtained and analyzed through appropriate statistic tests. SPSS version 23 was used for data analysis.

Results: There were significant correlation between glass barriers, waiting area, counseling area with quality of counseling in both groups. In the absence of glass barrier, presence of appropriate counselling and waiting area, the quality of counselling was higher in both groups. There was significant correlation between height of counter and quality of counselling in patient group and at the height of 75-95 cm, the quality of counselling was the highest. No significant difference was observed in pharmacist group for height of counter.

Conclusions: This study concluded that improper design of pharmacy is one of the most important barriers in patient-pharmacist relationship. This problem has negative effects on the quality of counseling and eventually patient's satisfaction.

Keywords:

Pharmacy physical space, quality of counselling, pharmaceutical services, privacy, and waiting are, counseling area