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# flourish

A Publication of Pharmalliance, Africa's Premier Retail Pharmacy Business Support Network.

ISSUE 1-APR/MAY 2014



## STANDING ON THE SHOULDERS OF GIANTS

An insightful interview with Pharm. Ladi Odukoya  
CEO, Vanguard Pharmacy, Ibadan.

HEALTHY PEOPLE, HEALTHY BUSINESS  
THE POWER OF SUPPLEMENTS.

BUSINESS LESSONS FROM A  
CULTIST PHARMACIST

MANAGING CHILDHOOD RESPIRATORY  
INFECTIONS IN YOUR PHARMACY



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## PUBLISHER'S NOTE

It's with great joy that I introduce this new publication to you. It has been in the works for the past 6 months as the editorial team has been working tirelessly to ensure you get a magazine worth your time. This magazine would focus primarily on the practice at the Retail sector of the Pharmaceutical Industry. On a regular basis we will be reviewing business and clinical issues with a view to building the capacity of the African Community Pharmacist. This maiden edition features an interview with a young and upwardly mobile community Pharmacist, Pharm Ladi Odukoya of Vanguard Pharmacy, Ibadan. This interview is a must read for all Pharmacists desirous of success.

Clinical Education is not left out as our focus for this edition is on Pediatric respiratory disease. While treating our patients we should also take out time to treat ourselves hence the business health quiz featured in this edition. Leading with supplements would be a regular column in this magazine and its focus would be on empowering retail pharmacists with the necessary knowledge and expertise to enable them avail their patients of the immense benefits that Nutraceuticals have to offer. It's not all serious stuff as we have some other content that would tickle your fancy. We have a very interesting Satire about the realities of Pharmacy Practice in Nigeria. However I must warn you that it take the strong mature mind to appreciate the content of that article. If the article gets you angry, let me apologise from here. Like they say where I come from, when a matter goes beyond crying, you laugh! Finally we end with some business lessons from a cultist pharmacist. I believe that once you begin to flip through this magazine, you won't stop until you get to the last page.

The magazine is intentionally designed to be small in size yet punchy in content such that you can read through from cover to cover while in Lagos traffic yet you would want to keep it as a reference material due to the timeless nuggets that abound in each edition. I want to say a big thank you to all the visionary organizations that supported this maiden edition. Thanks for being true to your word. Big thanks to New Heights Pharmaceuticals, Pharmacy Plus Limited and Novartis Pharma. **God bless you real GOOD!**

On behalf of my team, I say happy reading.

Yours,  
Sunshyne!



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## FEATURING



**Atai Okokon**, a Public Health Pharmacist based in the UK. She is a prolific writer and humorist.



**Ifeanyi Emene**, a Pharmacist, Author and Business Consultant he writes from lagos.



**Cornelius Umanze** a Pharmacist based in lagos. He is the AGM at Alpha Pharmacy & Stores.

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## HOW TO BE A NIGERIAN PHARMACIST Atai Okokon



**S***TOP! Before you read this article, please note that this piece is written and published strictly as a satire. Its content is not intended to ridicule anyone but rather as a comic relief. If comedy is contraindicated for you, please move on to the next article.*

You have finally finished Pharmacy school; one of the chosen ones! You were taught in school that Pharmacists are very important – “a doctor kills a person at a time but a pharmacist can kill a whole nation”. Now you are out of school and reality sets in- you realize that, you are only important as a Pharmacy student and nobody really knows who a Pharmacist is or his importance. Also, depending on where you find yourself, you are either a glorified marketer, sales boy/girl, or a “dispenser” of drugs! All the 5(+x) years you spent in school to do this? All the structures you had to cram, all the practical classes you failed and had to repeat for this? May the hustle of all those lecturers

in Pharmacy School be truncated. Anyway, Do not worry, I will tell you how to succeed as a Pharmacist in Nigeria!

**FIRSTLY**, you must find a Pharmacy to register. Register and Go (popularly known as R&G) is the way forward- easiest way to get that bulk sum of money. Money needed to hustle by just using your license to register the place- and they also foot all your registration fees. Make sure you register a Pharmacy that is not in the centre of town so that those wicked people in PCN will not reach there. Do not mind all those “bad belle” Pharmacists Council people that are trying to catch R&G people (as if they did not do R&G in their time). May their hustle also be truncated.

**SECONDLY**, become a rep. It is the easiest way to get a car as a Pharmacist. Depending on the company you are representing, you can get a brand new car or a second hand car (but car na car!). Some companies would even give you a driver (make sure you collect the driver's salary but drive yourself). Beware of all those indigenous companies that promise you a car after you start work-Do NOT accept their offer until you see the car keys. May the hustle of any company that wants to truncate your hustle will be truncated. I must warn you about this; as a Medical representative, your worst nightmare is not the Doctor (Doctors are very easy to convince- once you know how to sort them out your brand becomes number 1- I could give a whole lecture on

this). It is your fellow Pharmacists that work in the hospital as “dispensers” or the glorified “sales boys/girls” in community Pharmacies that you should be wary of- Do not mind them, they are only jealous because they do not have flashy cars like you! Just try to buy drinks for them and give them branded birs, jotters and key-holders; it would help distract their envious minds!

**THIRDLY**, do Locum. How can you not do Locum as a Pharmacist? It is also a good way for our God to bless your hustle. Make sure you do Locum in a Pharmacy where you are the only Pharmacist- In fact, If possible, do locum in a Pharmacy owned by a Non-Pharmacist. Pharmacists are very greedy and stingy and you have to be really careful working for another Pharmacist because they are very wicked.

***‘May the hustle of any company that wants to truncate your hustle will be truncated. I must warn you about this...’***

These older Pharmacists do not want young Pharmacists to progress; they watch your every move, maybe because they were dubious when they were young and now are scared. Work for a Non-Pharmacist; this way, your word is LAW. You can sit in the Pharmacists office and demand consultation fees from anyone who comes to the Pharmacy.

**NOOO! DO NOT** scare the client by telling them before-hand, just add it to the overall bill. Make sure you give expensive “nutriceuticals”, explain how a lack of vitamins is the reason behind ALL illnesses. Make sure you are nice and friendly to the young girls that come to your Pharmacy, you can make a lot of money from birth control pills and “counseling”.

They will surely tell their friends about you and God can use them to bless your hustle. God bless the men that come to buy Viagra, many of them will buy at whatever price you give them and it is a wonderful way to make money.

May God continue to bless their hustle. In fact, within one year if you are very sharp you can open your own Pharmacy (or find your way outside Nigeria)! Of course you can sell sedatives, just make sure there will be no trace to you if anything happens.

May the hustle of anyone that wants to arrest you for selling a sedative of N300 be truncated. This is very important- make sure you tell all your clients that going to the hospital is a waste of their time. You are the Pharmacist and even the Doctor does not know drugs like you. Liaise with

a laboratory near-by and send all your clients to that Lab (if necessary). Be careful though, some Lab scientists can be greedy. They can claim to be doctors and may attempt to truncate your hustle. Work out a payment formula with the lab and get paid for every patient you send there. Of course, your consultation fee will be more and you also get to sell drugs to the patient.

**FINALLY**, NEVER EVER tell your patient what drug they are taking. These people are wicked; if they know the name of the drug they would not come to you again! God will surely bless your hustle I will tell you more about making it as a Hospital Pharmacist in Nigeria For now, I wish you all the Best May God bless our collective Hustle! **fl**

## BUSINESS LESSONS FROM A CULTIST PHARMACIST

Ifeanyi Emene



**W**hile in school, I had avoided him because I knew he was a strong man. People who knew him did not mess with him because the consequences could be dangerous. Recently, after several years, I met him and he told me he was on his way for evangelism. He was looking very humble and I knew a radical change had happened in his life. It was not the person I knew years ago that I was seeing now. A positive radical transformation had happened in his life. He now dedicates some hours from his work weekly to go out and tell people about Jesus. I then thought about the businesses. I knew that they were run by Pharmacists. Most of them are still the way they were five years ago. These pharmacists do not see any wrong in remaining in the same place for years. Five years ago, they had one shop today they still have only one shop. Five years ago, they had their B. pharm degree, today they still have just a B. pharm. The question I want to ask pharmacists is this “will you be satisfied with your two year old child if she can recite the alphabet and count from 1 to 50”. Most likely your answer will be yes. Now my second question is will you still be happy with that child if at seven years all she can still do is recite the alphabet and count from 1 to 50? Most parents will take that child to see a

therapist. If you will take a child to a therapist for not developing within a five years period, dont you think you need to see a business therapist if your business has not grown beyond the state it was five years ago? Dont you think you need a financial therapist if your salary, finance or income has not radically increased beyond the level it was five years ago? I strongly believe that when God asked Adam “WHERE ARE YOU?” in the bible, He was asking Adam where Adam was relative to his development as a person the last time He ,God spoke with Adam. God wanted to know if Adam was till a baby intellectually or if he had grown. Alas, Adam had not grown rather had depreciated. So, if you want to grow, here are a few suggestions. If your retail shop is still equivalent to the money you used to start it, employ a vibrant young pharmacist and set a target of increasing your business assets by at least the percentage you use for your mark up. If you still have one premises after five years start to actively set aside funds to start another one. If you are still single after five years post graduation, start to strategically position your self to be marriage compliant.

If Bachelor of pharmacy is still your only qualification after five years of leaving the university, go and get an MBA or MSC application form or even a certificate program. There was such a radical change in the pharmacist I met today five years after he left the university. You too must strive to make sure people you saw about five years ago can see some positive change in your life if they meet you today. Look at your life, find an area that has not changed over the last five years and aggressively drive its change. **fl**

# ARE YOU IN BUSINESS OR INTO BUSYNESS!

Adeshina Opanubi



business whether a fortune 500 business or a street recharge card business. Whether Emzor, Pfizer or your small corner retail pharmacy. Its basically a difference in scale. The essence of this test is not just to know your score but more importantly taking appropriate action to get better. We advise you take this test quarterly and hopefully your score will rise consistently till you become the very best you can possibly be.

## KEY – GUIDE TO UNDERSTANDING SOME OF THE QUESTIONS.

Every day we open our doors as Retail Pharmacists to patients who come to us for help concerning their health. Sometimes we get so engrossed in this service to our community that we don't take out time to check ourselves to be sure we are doing fine. More importantly, we don't examine our businesses periodically to be sure we are running healthy businesses. As you would know, elementary business studies, teaches us under the entity concept that the business and the business owner are 2 separate entities. Whenever patients go to the hospital or even come to us, we would clerk them in a bid to get some vital information from them which would help us make proper diagnosis and thereby administer appropriate treatment. We have therefore developed a 28 item questionnaire that would help examine different aspects of your business. Please note that there are basic laws governing the running of any

- Q1;** You must be able to produce this written vision statement within a period of 1 hours, if not, 0
- Q2;** At least 70% of your staff must have a clear idea of this vision/mission statement, if not 0
- Q5;** PSN and ACPN annual conferences don't count here
- Q16;** This refers to an up to date collection of customer names, phone numbers, address, birthdays. Not just a random collection but a deliberate process. If not 0.
- Q20;** this is a strategy to attract new people into your pharmacy consistently
- Q21;** this is a strategy to keep the people coming back into your pharmacy
- Q23;** this means all your operations are captured in your computer. You always have power at all times. You don't switch to manual recording when power goes out.

fl



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NOW GO AHEAD AND TAKE YOUR BUSINESS HEALTH QUIZ

**PERSONAL**

- YES(1) NO(0)
- 1. Do you have a clearly written vision and mission for your business  YES  NO
  - 2. Do you staff know your vision and mission of your business  YES  NO
  - 3. Are you having fun /fulfillment doing what you are doing?  YES  NO
  - 4. Have you finished a business related book in the last 1 year  YES  NO
  - 5. Have you attended a business conference/meeting/training in 2 years  YES  NO
  - 6. Do you have a house of your own  YES  NO
  - 7. Have you gone on vacation in the last 2 years  YES  NO
  - 8. Can you afford to go on a 2 week vacation with your phone switched off.  YES  NO

**BUSINESS SUPPORT**

- YES(1) NO(0)
- 9. Do you have immediate access to legal services  YES  NO
  - 10. If there is a fire in your Pharmacy, do you have insurance  YES  NO
  - 11. If there is a robbery in your Pharmacy, do you have insurance  YES  NO
  - 12. Do you have a clear picture of your finances ?  YES  NO
  - 13. Can you give a state of the business report in 12 hours  YES  NO
  - 14. Are up to date with your tax filings. i.e Corporation, PAYE, VAT etc  YES  NO
  - 15. If you could be in the pharmacy all the time, will it affect the sales  YES  NO

**CUSTOMER RELATIONS**

- YES(1) NO(0)
- 16. Do you have an up to date customer database  YES  NO
  - 17. Do you know their birthdays  YES  NO
  - 18. Do you communicate with them regularly  YES  NO
  - 19. Do you have an advertising/marketing plan/budget for your business  YES  NO
  - 20. Do you have a customer acquisition programme in your Pharmacy  YES  NO
  - 21. Do you have a customer retention programme in your pharmacy  YES  NO

**BUSINESS OPERATIONS**

- YES(1) NO(0)
- 22. Do you have a clear grasp of your inventory velocity  YES  NO
  - 23. Are your operations functionally computerized?  YES  NO
  - 24. Has your pharmacy being renovated/repainted in the last 2  YES  NO
  - 25. Have you sent your staff for training in the last 2 years  YES  NO
  - 26. Do you have a clear understanding of merchandising  YES  NO
  - 27. Are you the one personally in charge of purchases  YES  NO
  - 28. Do you have a functional tracking system for product expiries  YES  NO

LEADING WITH DIETARY SUPPLEMENTS.

Cornelius Umanze

The aim of this series is to equip pharmacist in community pharmacy with stimulating information that spurs us to look at the counters behind us for additional values to add and increase our earnings professionally. The counter behind us is usually where we have our Over –the –counter products. Prominent among these OTCs products are our dietary supplements. What constitutes dietary supplements these days is a band of products derived from plants and animals that are used to bridge

the patient is on his prescribed medication. This is today at the Pharmacist's desk. The principle behind Leading with Dietary Supplements is to expose how pharmacist can take advantage of the complementary effect of nutraceuticals, and dietary supplement to further improve the treatment outcome by correcting the nutritional deficiencies associated with the disease being treated. This can be moved further by encouraging people at risk of certain disease to take preventive measures by making sure they have no deficiency

nutritional gap in the health of the users. Dietary supplements behind our counters include products classified as natural medicinal agents such as whole herbs and herb extracts, hormones and enzymes,



that will accelerate the occurrence of such diseases in their lives. The opportunities we are talking about are awesome: Chronic diseases present us with a large population to deal with. I will advise that we take

animal extracts, vitamins, minerals and various combinations of these: nutraceuticals.

With increasing scientific proof of the efficacy of these natural products coupled with the mounting evidence of nutritional deficiencies associated with many common diseases, it has become necessary to correct these nutritional deficiencies while

advantage of the time we measure blood pressure for hypertensive patients to tell them the importance of certain dietary supplements that will help them. Not only will they get better result from their prescriptions but the delay in the manifestation of complications from their hypertension is a great reward. This is a very interesting area of study and

CHECK YOUR SCORE ON PAGE 13

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LEADING WITH DIETARY SUPPLEMENTS.



enterprise. The sales team in the pharmacy shop must be trained to recognise these individuals and adequately communicate with them without being pushy or ambitious. The Pharmacist must be in a position to give current scientific information on any of the supplement as well as the limits of their application. This is because there are a lot of formulation specifics to deal with.

The formulation specific issues stem from the fact that most supplements are just supplements at low doses. At high strengths they are purely therapeutic while some can be very toxic. You can see a lot of these among vitamins and minerals. Zinc is toxic to the immune system above 100mg, in fact the upper limit of zinc as dietary supplement is 45mg in many countries. Another is Vitamin D: more than 800iu is considered therapeutic dose. (Evidence is accumulating on other benefits of vitamin D and there is a push to shift the recommended daily allowance to 1000iu).

Chromium is very important in the activity of glucose tolerance factor (GTF) but at high doses chromium is diuretic. To give diabetic patients high dose chromium based on the first observation is to add diuresis to polyurea and this can cause renal damages. The upper limit according to the complete drug reference is 250mcg. For diabetics the nearer you go to 250mcg the greater the chance of causing profound diuresis. Yet prolonged chromium deficiency may present fasting hyperglycemia and a diagnosis of Type 2 diabetes.

The next edition would be focussing on antioxidants: spectrum benefits and what you can do to get more off your shelf and the customers being happier at the same time. And what about your bottom line, it will definitely go up. Watch this space!!!

FL

CONTINUED FROM PAGE 10

## RESULT OF BUSINESS HEALTH QUIZ

Match your FINAL score with the right traffic colours



20-28 Healthy Business



16-19 Okay Business



10-14 Ailing Business



<10 Critically ill Business



# MANAGING CHILDHOOD RESPIRATORY INFECTIONS

One of the most common infections among children is Respiratory tract infections. This edition will focus on common respiratory tract infections that pediatric patients present in the Community Pharmacy. Infections of focus will include

- Common Cold
- Sinusitis
- Acute Pharyngitis
- Acute Otitis Media
- Pneumonia

## THE COMMON COLD:

This is usually a viral infection characterized by nasal discharge which is watery, and becomes thickened rapidly. It is also characterized by loss of appetite sometimes with cough, sore throat and fever. Symptoms usually do not last for more than 10 days.

## COMPLICATIONS:

If not well managed, common cold could degenerate into acute otitis media, secondary bacterial infection, lower respiratory tract infections and asthma.

## WHEN TO WORRY:

You need to refer the case to a medical doctor or specialist if there is persistent fever, fast breathing, difficulty in breathing, in drawing chest wall, ear discharge, convulsions or loss of consciousness.

## WHAT ELSE CAN THIS BE:

A number of medical conditions have a similar manifestation just like common

cold. These include Allergic Rhinitis, Foreign Body Impaction, deviated Nasal Septum, partial Choanal Atresia and Measles .

## TREATMENT

- Antipyretic and Analgesic.
- Steam inhalation
- Lots of fluid intake.

Please Note that Antibiotics have no place in the treatment of Common Cold. However, if secondary bacterial infection is suspected, consider the use of Macrolides

## SINUSITIS:

This is not common in Children. It is usually viral in origin. It is difficult to diagnose and sometimes over diagnosed. Symptoms are similar to that of common cold and last for up to 30 days.

## COMPLICATIONS:

If not well managed, it could degenerate to orbital abscess, orbital cellulitis, brain abscess.

## DIAGNOSIS:

History and Examination, plain x-ray, CT scan, MRI of the nasal sinus. Choice of drugs depend on the sensitivity of the culture

## ACUTE PHARYNGITIS:

This is an infection of the pharynx which include tonsillitis and pharyngotonsillitis. This disease is mostly viral in origin. Patient presents with history of fever, poor



feed, throat pain and cough. Sometimes it may be as a result of a group A  $\beta$  streptococci.

## SYMPTOMS:

Headache, abdominal pains, high grade fever, vomiting with a throat pain. Child can be ill for 2 weeks

## WHAT TO BE WORRIED ABOUT:

Fever, purulent nasal discharge, Tonsillar abscess.

## MANAGEMENT.

- Non specific-bed rest
- Paracetamol,
- Warm saline gargle.
- Oral penicillin such as amoxycillin, ampicillin+sulbactam, or macrolide.

## ACUTE OTITIS MEDIA:

Having a child with fever of unknown origin? Think Acute Otitis Media. It may start as an URTI with fever, pain in the ear and ear discharge. Diagnosis is usually made by culture of the

discharge.

## TREATMENT:

This depends on the bacterial cause and on the susceptibility of the test.

- Ampicillin+sulbactam
- Erythromycin, azithromycin
- Analgesic
- Anti-pyretic.
- If symptoms still persist despite antibiotic refer to ENT.

## PNEUMONIA

Pneumonia is the leading cause of death in children worldwide. It kills an estimated 1.2 million children under the age of five years every year – more than AIDS, malaria and tuberculosis combined. Pneumonia can be caused by viruses, bacteria or fungi. It can be prevented by immunization, adequate nutrition and by addressing environmental factors. Pneumonia of bacterial origin can be treated with antibiotics but only around 30% of children with pneumonia receive the antibiotics they need.



**SYMPTOMS:**

- Rapid or difficult breathing
- Cough
- Fever
- Chills
- Loss of appetite
- Wheezing (more common in viral infections).

**SIGNS:**

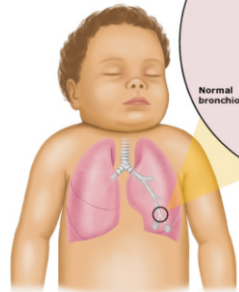
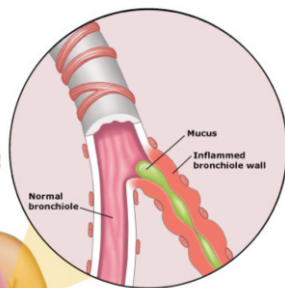
When pneumonia becomes severe, children may experience lower chest wall in drawing, where their chests move in or retract during inhalation . Very severely ill infants may be unable to feed or drink and may also experience unconsciousness, hypothermia and convulsions.

**MANAGEMENT**

History and examination.  
Investigation.

**CAUSES:**

Streptococcus pneumoniae – the most common cause of bacterial pneumonia in children;  
Haemophilus influenzae type b (Hib) – the second most common cause of bacterial pneumonia;



Respiratory syncytial virus is the most common viral cause of pneumonia; In infants infected with HIV, Pneumocystis jiroveci is one of the commonest causes of pneumonia. **TREATMENT**

ANTIBIOTICS used are

- Erythromycin
- Azithromycin
- Ampicillin+Sulbactam
- Cephalosporin
- Fluoroquinolones e.g Levofloxacin
- Vancomycin
- Trimethoprim and sulfamethoxazole

**NON SPECIFIC TREATMENT:**

- Increase fluids
- Bronchodilators for wheezing.
- Nonsteroidal anti-inflammatory medications for pain
- Anti-pyretic for fever.
- Oxygen therapy.

**COMPLICATIONS**

- Heart failure
- Lung abscess
- Pleura effusion
- Meningitis
- Pericarditis
- Sepsis
- Respiratory failure
- Foreign body aspiration
- Acute bronchial asthma

*Adapted from the ACPN Continuing education lecture delivered by Dr Edem Duke, FMC Paed, A consultant pediatrician practicing in Lagos. fl*



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# STANDING ON THE SHOULDERS OF GIANTS

*Can we meet you Sir?*

My Name is Odukoya Taofik Oladipupo I had my primary and secondary education in Olu Ola Nursery & Primary School and Ijebu Ode Grammar School respectively. Then proceeded to University of Ibadan where i studied pharmacy and graduated in 2001, MSc Clinical Pharmacy in 2006 from the same university and MBA in Obafemi Awolowo University in 2008.

I worked as a Medical representative in May and Baker Nigeria Plc and Nigerian German Chemicals Plc . Then as Pharmacist and Senior Pharmacist in Vanguard Pharmacy Ltd. Currently i am the Chief Executive Officer Vanguard Pharmacy Ltd.

*What attracted you to retail business?*

If it is possible to inherit the raw skills needed in the retail business then i will say that i inherited the love for retailing. My late father died a retailer and my aged mother retired recently in retailing business, infact i got married into a retail family if indeed there is anything like that.

*What challenges do you face in this business?*

The challenges are enourmous but i can put them simply as follows: Human Resource, Power Generation, Suply Chain Management. These three broad headings will summarise the major challenges we battle with everyday.

*How many branches do you have?*

Well, we have just One branch as at today. That will sound not too fantastic but if you check the model we run, a One Stop Shop for Pharmacy, Veterinary, Supermarket and Books then you will begin to appreciate our One Branch.



*You have only one branch yet you are doing so well. It is that your prices are high so you make good profit or you have a large number of customers?*

Yes only one branch, but like I said earlier our business model is very clear, we are trying to bring a lot of things under the same roof, all our clients know that we are indeed a one stop environment. This has paid off in increased footfall and continuous marketing effort in ensuring that the older customers are retained while new ones are also sought after. We understand our model and we work hard each day in protecting the model and

the credit goes to the entire management and staff of Vanguard pharmacy.

*What is your current staff strength?*

Our total staff strength is 52 including 4 full time Pharmacists.

*You seem to have done very well in a relatively short period of time, what is the secret?* Well the first and most important secret is God. I will not then add hard work because there are a lot of people working very hard but not getting the right result. The ability to be able to humble oneself and learn from the people i call mentor(s) has really made all the difference. Alhaji Bisoye Rahmon of Goodall Pharmacy and Mrs Bukky George of Health Plus have been wonderful in providing the necessary assistance.

*Apart from Pharm Bukky George of Healthplus and Pharm Bisoye Rahmon of Goodall Pharmacy, are there other people you have learnt from on your way up the ladder of success?*

Oh yes! My immediate elder brother and friend Alhaji Odukoya Oyebola Akeem, CEO Roadmech Nigeria Limited, who has been in charge of the family spare parts business has been instrumental all the way. My being in the pharma industry today is all to his credit. When most of my pharmacy colleagues were joining the telecom and banking industry, he mentored me all the way to remain. His key words of encouragement to me were 'there is no field of practice that is not good, you only need to have the right vision and the willingness to zig when everyone zags'. Also Pharm Abiola Adekunle, the CEO of Kunle Ara Pharmacy taught us how to survive in turbulent and difficult times . I call him the master of the pricing policy.

There is indeed nothing like a fixed mark up in the world of business.

*You mentioned Bukky George as a mentor to you. How exactly did you meet her and how often do you discuss business with her?*

Well it took me almost 4 years to meet Mrs Bukky George on a one on one basis since the first time I took her as a mentor. My first contact was listening to her give a wonderful presentation that changed my orientation about pharmacy practice completely during an annual retail pharmacy business summit tagged. 'THE PANEL' of 2009. She made me realise that trust is good but control is better. She spoke so well about articulating our vision and mission statements, the reason for being in business, core values and other basic rudiments needed in running a successful business model. Ever since that very first encounter I became an ardent follower of Mrs George.

*How did you feel when you were called upon to present the award to Mrs Bukky George at Panel 5?*

Presenting the award to Mrs Bukky George was one of the best moments i had in 2013. It was a moment of joy, satisfaction and fulfilment. It gave me the opportunity to show gratitude to a mentor whom without knowing had impacted greatly in my reasoning about business and entrepreneurship.

*Why do you think most retail businesses are suffering?*

Well, the bitter reality is that most retailers want instant gratification rather than delayed gratification, this makes most of them abuse the greatest asset in retailing, i.e 'Supplier Credit' . Also the inability to appreciate the fact running a retail outlet is like running a standard organization and all



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STANDING ON THE SHOULDERS...



Photo: Vanguard Pharmacy

the basic rules of business must be obeyed.

*With your strong leadership attributes, why haven't you taken up any elective position in the industry?*

Well the closest i have gone is being the chairman of the pharmacy week planning committee in Oyo state for 2013. I feel that if we all come so close to the Body things can improve.

*What advice do you have for pharmacists interested in retail business?*

They must be able to appreciate the fact that Bpharm, Mpharm or pharmD can only give them technical skills as pharmacist and not enough for them to be managers and entrepreneurs. There is a lot to learn in running a successful retail business.

*How do you relax?*

Well, I do that occasionally with my family, that is an area i know i have to improve upon.

*If you weren't a pharmacist, what would you have been?*

Engineer, I used to be a very good student of Mathematics and Further Mathematics in my days in Ijebu ode grammar school (JOGS).

*Do you think there is hope in the profession?*

Oh yes there is a lot of hope for the pharmacy profession in Nigeria, the sky is indeed the beginning if we can put our house in order.

*What advice do you have for young pharmacists?*

They must be able to humble themselves and learn at the early stages of their career if indeed we want to phase out the charlatans in the drug business then our upcoming pharmacists must rise up to the daunting challenges we are facing. **fl**



...building businesses that work

## FREQUENTLY ASKED QUESTIONS

### What is Pharmalliance Network?

Pharmalliance is an informal network of retail pharmacies that access a common pool of shared resources. These resources include Financial Services, Legal Services, Insurance Services and Business Development services. These businesses come together to discuss strategic growth issues on a monthly basis.

### How can I become a member?

Fill a sign-up form either online or hard copy and submit to our office or on our website. Your application would be reviewed and a response will be sent to you within 48 hours. Once approved, you would pay for the membership for the current month while you provide post dated cheques for the remaining part of the year. Each cheque must be dated latest 28th of the preceding month. You would however be notified before the cheque is presented.

### Is it for all retail pharmacists?

This network is for retail pharmacies registered by the Pharmacists Council of Nigeria. It is an alliance of Pharmacy businesses and not Pharmacy professionals.

### How much will it cost me?

The membership costs N20,000 per month and you would be required to pay for 6 months using post dated cheques.

### What if I have more than one pharmacy?

The membership is per pharmacy branch hence Pharmacies with more than one branch pay per branch. What if I have some of the services offered.

### Do I get to pick what I want?

Being a buffet service, you won't be able to pick what you want. You have access to all services on offer, if you don't have need for any of the services, you can simply skip that offering and focus on the ones that meet your need.

### What if I need more services from the service providers than they are offering the group?

Those would be out of scope services and would be charged on a fee for service basis. However, group membership entitles you to generous discounts from our service providers

### How do I make insurance claims?

For every category of insurance we offer i.e fire, burglary, cash in premises and professional indemnity, there are terms and conditions.

Once you suffer any incident, you have to inform us within 12 hours and we will guide you through how to go about it.

### How does your professional indemnity work?

All member pharmacies in the group would provide the name of one pharmacist in their organization who will be indemnified every month.

Our professional indemnity is up to the tune of N10m

### How do I reach the lawyer?

The contact details of all service providers would be available to all subscribers. This would also be available on the website. You can reach the lawyer either via email or phone. The lawyer will confirm whether you have an active subscription before he begins to offer services to you.

### What does the lawyer cover?

The lawyer's services include company secretarial work, legal counsel on business issues and transactions, legal representation prior to litigation. The full scope of service is available on the service providers portal of the website

### Who can attend the mastermind session?

A representative from each of the registered member pharmacies can attend the bakery session for free. However, an additional participant from the pharmacy would pay N5000. Non members of the group would pay N10,000. However, participation for each bakery session would be based on pre registration.

### What if I don't know how to use a computer?

You are still welcome to join the group. The computer knowledge required for this group is very elementary. Basic use of Microsoft office applications is enough. This is because most of the services are web based hence the need to be internet compliant.

### Do I get any benefit for introducing members?

Yes you will. You are entitled to credit points once you have an active membership. Each member you invite who becomes a member qualifies you for one credit point. A credit point is valued at N1000. The member you refer also enjoys a onetime 10% discount. You can use your accumulated credit points to offset your membership dues.

### Do I get a discount if I pay in bulk?

If you pay for 6-12 months ahead, you get a 10% discount.

### How does your financial support service work?

We offer 3 basic financial services. Accounting, Tax advisory and auditing services. To access the accounting service, you would fill our online accounting form and send the completed template to our financial consultants. If however, you can't fully populate the template because you don't have some basic in house book keeping knowledge, that service could be provided to you on a discounted fee for service basis. Based on what the consultants see in your books, you will be advised on what tax liabilities you have. We will however not be responsible for tax filing. This can be provided to you on a discounted fee for service basis. Having prepared your monthly management account for 12 months, we would prepare an annual audited report for your business.

### Will you do my tax filing for me?

Our service only covers tax advisory services. We do not handle tax filings. However, our tax adviser can offer you the service at a discounted rate on a fee for service basis

**Will you do my stock taking for me?**

We will only be represented once a year and that is at the annual stock taking exercise. However, if you require the services of the auditor outside this date, it would be on a discounted fee for service basis.

**Will I attend the panel for free?**

Panel Attendance is on the out of scope list. However you will enjoy a generous discount of between 50%-80%. Please note that is for only one member of the Pharmacy. An additional member will enjoy a 20% discount to attend the programme.

**Will I be entitled to the in house training?**

Yes. This would be on a periodic basis. You can pick from any of our modules. You however need to book well ahead of time so that we can assign one of our trainers to you for the scheduled date.

**Will my membership give me access to your bespoke Consulting services?**

Your membership only gives you access to Pharmalliance in scope services. However, if you require any other Shyne and Chloe Services such as trainings, coaching or consulting services, they would be made available at a heavily discounted rate.

**Will my membership give me access to use of Rxevolution services?**

Yes. The full online Rxevolution portal would be open to you absolutely free of charge.

**Can non pharmacists participate in this programme?**

The membership of the group for

Pharmacies and not Pharmacists. So all PCN registered Pharmacies are eligible to participate.

**Do you have a management team?**

We run an administrative office primarily to ensure excellent delivery of our promised services. However, we have a high power league of advisers which include Sir Ike Onyechi of Alpha Pharmacy, Pharm Lere Baale of Business School Netherlands, Pharm Chris Ehimen, Pharm Remi Adeseun of Rodot Consulting, Pharm Abiola Adekunle of Kunle Ara Pharmacy and Pharm Jimi Agbaje of Jaykay Pharmacy.

**What if I want to access services from the service providers not covered in the plan?**

We have an agreement with all service providers to provide their services at significant discounts to our members. Simply contact any of the service providers if you require their services and keep us in copy so we can ensure you get your discount.

**Any other benefits from being a member?**

We have a number of strategic partners we work with and you will therefore get a lot of value added benefits from having an active membership. For instance, once you are a member, we create a web profile for you and that give you access to the marketplace. Our online trading portal, that allows you buy and sell products with members. This is especially important when you have short dated products or very slow moving product which you can easily trade with other members.


**Am I sure my details with not be shared without my permission?**

You are guaranteed of absolute confidentiality of your sensitive information.

**What is the relationship between this group and other bodies like the PSN and ACPN?**

This group is a voluntary association of retail pharmacies, perhaps something similar to NIROPHARM in the industrial sector of our profession. However, the activities of this group are endorsed by the PSN and ACPN. How do I leave the group? You would need to give us 3 months notice before exiting the group. This would enable us prepare for your exit and settle any outstanding benefits we may owe you. We will also return all post dated cheques in our custody to you.

**Can I rejoin after I have left?**

Yes you can. You will however be required to pay a readmission fee of N50,000 before being accepted back in the group. 



**DECEMBER** Pharmalliance mastermind session on finance for non- finance business executives led by chartered Accountant & taxation expert.



**JANUARY** Pharmalliance mastermind session on strategic planning hosted by Pharmalliance adviser- Claire Omatseye in her conference room @ JNC International Ikoyi.



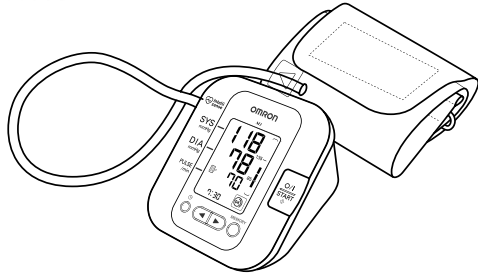
**APRIL** Pharmalliance mastermind session on small business taxation led by Mr. Emmanuel Famuyiwa, Consultant taxation expert.



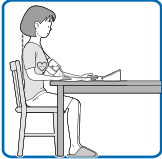
**MARCH** Pharmalliance mastermind session on human resources management for small businesses led by Mr. Arousa Osemwinge, an International HR consultant.

## HOW TO CORRECTLY USE AN OMRON DIGITAL BLOOD PRESSURE MONITOR

### PRECAUTIONS AND PROCEDURES



#### PROCEDURES...Upper Arm Blood Pressure Monitor

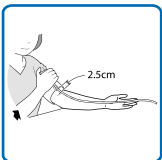


**Sit down relax .  
Do not cross your legs.**

- Remove your coat or jumper
- to expose bare upper-arm.



**Avoid rolling sleeves up as  
this can constrict the arm.**



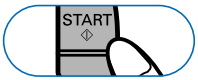
**Place the cuff approximately  
2.5cm above the elbow crease.**

- Fasten the cuff comfortably  
without it being too tight.



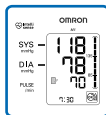
**Press the (O/I) button to switch  
the monitor on.**

- Remain still during the  
measurement and do not talk



**Press START**

- The cuff will inflate and then  
slowly deflate.



**Make a note of the measurement  
and the pulse rate.**

**If your systolic pressure is more than 220 mmHg**

After the cuff starts to inflate, press and hold the O/I START button until the monitor inflates 30 to 40 mmHg higher than your expected systolic pressure.

**Notes:**

- The monitor will not inflate above 300 mmHg. • Do not apply more pressure than necessary.

#### PRECAUTIONS...Upper Arm Blood Pressure Monitor

**REFRAIN FROM SMOKING, ALCOHOL, CAFFEINE AND FOOD  
AT LEAST 30 MINUTES BEFORE HAVING A BLOOD  
PRESSURE MEASUREMENT TAKEN.**

**DO NOT TAKE BLOOD PRESSURE MEASUREMENT WHEN  
YOU ARE COLD.**

**ENSURE THAT YOUR BLADDER IS EMPTY i.e YOU ARE NOT  
PRESSED TO GO AND URINATE WHEN A BLOOD PRESSURE  
MEASUREMENT IS TAKEN.**

**ENSURE YOU ARE SEATED IN A COMFORTABLE CHAIR, LEGS  
UNCROSSED WITH BACK AND ARM SUPPORTED.**

**IT IS IMPORTANT TO RELAX AND REST QUIETLY IN A  
COMFORTABLE CHAIR FOR 5 MINUTES BEFORE TAKING  
MEASUREMENTS.**

**DO NOT TALK WHEN TALKING MEASUREMENTS.**

**USE THE RIGHT BLOOD PRESSURE CUFF SIZE FOR TAKING  
BLOOD PRESSURE MEASUREMENTS.**

**DO NOT PLACE CUFF ON CLOTHING WHEN TAKING  
MEASUREMENTS.**

**DO NOT THINK OF THINGS THAT CAN CAUSE AGITATION  
WHEN TAKING BLOOD PRESSURE MEASUREMENTS.**



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