Complaints ....

a pharmacist’s response
Programme Outline

1. Introduction
2. Hiking the legislative mountain
3. Patient/Customer expectations
4. Adopt a positive attitude!
5. The Patient/Customer is no 1!
6. What to do about it!
7. Examples
8. The way forward

from.....my Little Black Book – of pharmacy practice
Introduction

“By failing to prepare, you are preparing to fail….

But in this world nothing can be said to be certain, except death and taxes…”

Benjamin Franklin  1706-1790
In the world of pharmacy practice, nothing can be said to be certain, except mistakes and complaints...

from My Little Black Book of pharmacy practice....Gary Black
Regulations relating to the practice of pharmacy

20. Conditions under which a pharmacy shall be conducted.—
   (1) good pharmacy practice
   (2) the code of conduct
   (3) the provisions of applicable legislation.

“Applicable legislation” includes:

• Medicines & Related Substances Act
• National Health Act
• Medical Schemes Act
• Consumer Protection Act
• Protection of Personal Information Act (POPI)
“Applicable legislation” includes: (cont.)

- Health Professional Act, Nursing Act, Veterinary Act
- Labour Law including BCEA
- Occupational Health & Safety Act
- Hazardous Substances Act
- Liquor Act
- Food Stuffs, Cosmetics & Disinfectants Act
- Fertilizers, Farm Feeds, Agricultural Remedies & Stock Remedies Act
- Provincial & Municipal Bylaws & Ordinances
The Right to Complain

Patient’s Rights Charter

12. Complaints about health services
Everyone has the right to complain about the health care service and to have such complaints investigated and receive a full response on such investigation.

National Health Act

18.(1) Any person may lay a complaint about the manner in which he or she is treated at a health establishment and have the complaint investigated.

Consumer Protection Act

Consumer Right No. 1: Right to Equality in the Consumer Market and Protection Against Discriminatory Marketing Practices

Your right to lodge consumer complaints

POPI Act

Section 5 (h)... right to lay a complaint with the Regulator

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Patient expectation...... Pharmaceutical Care

Good Pharmacy Practice Rules –
the underlying philosophy - **Pharmaceutical Care** ... the basis of all our actions....

**Pharmacy** as a dynamic, information-driven, *patient-orientated profession*

**Pharmacist** ..... *provider of pharmaceutical care* by taking responsibility for the therapeutic outcome of therapy and by being actively involved in the design, implementation and monitoring of an effective pharmaceutical service;
Customer expectation.........Personalized Service

Peter Cheales

Be sure to shower me with tender, loving care. That takes time, patience and integrity. Each small act of service that I appreciate increases the likelihood that I’ll return to exchange more of my hard-earned cash for your products or services. It also increases the odds that I’ll tell my friends and acquaintances about your great service.

Joseph Jaffee, (Nando’s)

Customers feel delighted when they are treated like V.S.P’s – very special people

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Adopt a positive attitude!

Face facts...

There will always be complaints.......you can’t please everyone all the time!
The way in which you react to complaints could serve as an indicator of success!

Code of Conduct

The attitudes, behaviours, commitments, concerns, ethics, functions, knowledge, responsibilities and skills of the pharmacist should therefore be focused on primarily benefiting the patient and the public as a whole.
Adopt a positive attitude!

Aki Kalliatakis

“Treat all complaints like treasures, with the respect they deserve.

After all, every complaint gives us an opportunity to correct perceptions, eliminate problems, and add even more value to the customer’s experience.”

Zig Ziglar

Your attitude, not your aptitude, will determine your altitude from.....my Little Black Book – of pharmacy practice
In Pharmacy...........The Patient is no 1!

Code of Conduct

1.1 Wellbeing of the Patient

Principle: A pharmacist’s prime concern in the performance of his/her professional duties must be for the wellbeing of both the patient and other members of the public.

The Pharmacist’s Oath

To devote myself to the well-being of humanity and to the relief of suffering, which I now regard as my calling in life,
In Business ……...The Customer is no 1!

Mahatma Ghandi

*The customer is not an interruption of your work...he is the purpose of it. We are not doing him a favour by serving him...he is doing us a favour by giving us the opportunity to do so.*

Peter Cheales

*Your company’s **only appreciating asset** is me – your customer*
Patient complaints................what to do about it?

GPP IV – PROFESSIONAL STANDARDS FOR PHARMACY MANAGEMENT

The Responsible Pharmacist must—
establish policies, procedures and a quality improvement plan for the pharmacy

The Quality Improvement Plan should include:

• the quality standards for services supplied by the pharmacy
• how customer feedback will be obtained for services provide

Pharmacy management should:

• monitor client satisfaction and analyse the degree to which it is being maintained
• client satisfaction should be assessed from a variety of sources including complaints mechanisms, satisfaction surveys, outcome monitoring, informal feedback and indicators of service efficiency
Customer complaints...........what to do about it?

Aki Kalliatakis:

The customer who complains is actually your loyal customer, because he is giving you a second chance to do it right!

Remember……

“LESTER”

L Listen
E Empathise
S Say how sorry you are
T Thank them for letting you know
E Explain what went wrong and what you will do
R Rectify the problem

from.....my Little Black Book – of pharmacy practice
Complaints............the way forward

- Listen
- assess
- act
- identify problem areas
- implement change
- train staff
- monitor improvement

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In conclusion……

Treasure every complaint as an opportunity to…

• right a wrong

• review and improve practice standards

• renew and improve patient relationships

Thank You!

from.....my Little Black Book – of pharmacy practice