
PRIMARY REQUIREMENTS OF A PHARMACEUTICAL PLAN.*

Although the Bureau of Industry has not yet finalized the plan for the reorganization of pharmacy in New Zealand, it has indicated what in its opinion are the basic requirements of a satisfactory plan.

These, briefly, are stated by the Bureau to be as follows:

“(1) The paramount object is to safeguard the public interest. To that end, it is necessary that prescriptions be compounded with drugs of standard quality and be dispensed by qualified pharmacists.

(2) Consistent with the foregoing, the price should be as low as possible, after providing for a proper return for all services rendered by efficiently organized businesses.

(3) The efficiency of a pharmacy cannot be considered on the basis of dispensing alone, but also on the basis of personal service within proper limits (including the sale of general medical and surgical goods) that can be provided.

Here in a few words is the framework of a satisfactory pharmaceutical reorganization plan. The first essential is the protection of the public, the quality of the drugs used and the personnel of the service being primary in their importance.

Efficiency is aimed at in the second point, the cost of the dispensing service rated on a standard fixed by the enterprising man of business rather than those less alert.

From this point, the Bureau correctly assumes that pharmacy cannot live on dispensing alone, and that merchandising within proper limits must be practiced if the cost of dispensing is to be kept within reasonable limits.

It is from this basis that pharmacy must view the future. Probably when the complete plan is released, it will be seen that the Bureau is working on the assumption that the industry is prepared to exert itself so that the benefits of reorganization may be enjoyed by all. Those who fail to take advantage of the opportunity are bound to experience repercussions inevitable under the circumstances, but the underlying motive behind the whole plan is not one savoring of compulsion. It is the voluntary action of pharmacists in effecting their own system of reorganization that may be the salvation of the business. The opportunity is a golden one in many respects, especially when the alternative is considered.

The three fundamental points of the plan, therefore, considered as part of a further plan, may be accepted by pharmacists as guiding principles to be followed in putting the plan into action.”

* Liberty is taken in quoting from *The Australasian Journal of Pharmacy*, 11, 10 (1937).

THE CODE OF ETHICS FOR PHARMACY.

Past-President of the British Pharmaceutical Society, E. S. Peck, gave an address on “The Code of Ethics for Pharmacy; Its Desirability and Practicability.” Mr. Peck stated in his address that it might be said that “the idea of any Code of Ethics is American and we know that endeavors have been made in the United States to put into practice Codes of Ethics in many different businesses and we also know that we, in this country, Great Britain, prefer to do the straight thing rather than set down on paper something we intend to do. My feeling is that the Code of Ethics would be useful as an ideal to be aimed at rather than possibly be capable of 100% achievement.”—*The Pharmaceutical Journal*.

Mr. Peck outlined the duties and conduct under the Code of Ethics for Pharmacy.

The JOURNAL OF THE A. PH. A. prepared a Code of Ethics which has been published for wide distribution and also a more attractive form that can be displayed in schools of pharmacy and pharmacies. A display of the Code of Ethics in every pharmacy is desirable and for that reason these two forms of the Code may be obtained from the JOURNAL.

Another effort which should be supported for display is the Oath and Prayer of Maimonides. While this is not strictly related to pharmacy it conforms to the early practice which brought the service of the physician and of the pharmacist into close relation and every effort which will encourage higher professional practice is deserving of encouragement.
