

# Virtual Pharmacy

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## ABSTRACT

In modern era increase the rate growth in web purchasing for different products such as clothes, electric appliances, home appliances and also medication had been extended through virtual. virtual pharmacy is registered pharmacy which offers to sale medicines or other pharmaceutical products and provides other professional services over the internet or makes arrangements for the supply of such a products or provision of such a services over the internet, by enter the data under one's notes with a single click distribute stock .sale of drugs through the internet gateway has a become a most convenient either than getting them at traditional brick and mortar pharmacies. Online pharmacy also called e -pharmacy, internet pharmacy, mail order pharmacy, cyber pharmacy .Virtual pharmacy is one of the big invention in modern Era .virtual purchasing of medication is likewise developing constantly because of creation of various virtual pharmacies in India and this virtual shops offers the customer various services such as price reduction, door step delivery, prescription management, overnight shipping, 24\*7service. The development of virtual pharmacies has efficient regulatory and monitoring actions at the federal, state, and professional organizations levels. The sale of virtual medications in the international system is potentially hazardous and needed international regulation. Here is a review of virtual pharmacies, their possible benefits organizations involved in managing these sites, and the major contention encircling online pharmacies.

**Keywords:** virtual pharmacy, virtual pharmacy model, benefits of virtual pharmacy.

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## INTRODUCTION

A while back , the great choice of communication method for physicians in decisions relating to medication for pharmacists to dispense medicines was hand written prescription. Now its place taken by electronic prescription network commonly known virtual or online pharmacy. Virtual pharmacies are companies that sell pharmaceutical products that include prescription and non- prescription drugs, on the Internet via online ordering and mail delivery. Online pharmacies can be classified commonly as: (1) legal Internet pharmacy websites delivering high-quality pharmacy services according to verification standards, and (2) Illegal online pharmacies that are not authenticate and may not obey with national or international professional standards and regulations.

## HISTORY

In the 19<sup>th</sup> century afterward the year 1999 online or digital marketing had started Tod Superman MD and Gabriel level started online-pharmacy as a pharmacy checker.com in 2022 their mission also superior educate to the people on drug price also drug safety in 1904 the National association of board of pharmacy was established to conflict harmful man vectors of infamous medicine and security system to the pharmacist from the 1990 digital marketplace destination or short time Amazon lunch Amazon farmers and enter into the online medicine portion after the Amazon come into online medicine lots of organizations where twisting out to be one stop, fingertips , single click nucleus .In 1999 drugstore.com was launched until now it was the key that offered on to the cyber space subsequently lots of pharmacy started to design websites both highly regarded and scandalous. The NABP launched the verified internet pharmacy practice sites VIPPS program where with a good reputation online pharmacy could applied to the registered as a reliable sites. Sites with their pharmacy's domain name can be recorded on their "safe. Pharmacy" drug store.com and most online pharmacies with the significant chains got their (VIPPS) approval in Year 2003.

## WHY VIRTUAL PHARMACY?

Nowadays, India is developing country that occupies the 28 states and seven union territories with a 1,598,708,772,180 as a Wednesday September 14 2022 depend on worldometer elaboration of the latest United Nations data. on the planet India is second most popular country on the planet. among the 159 billion Indians 119.2 billion live in a rural in India the people who live in a rural areas , while 39.8 billion people live in urban areas. In India the people who live in a rural areas ,out of them some of that facing many problems like lack of

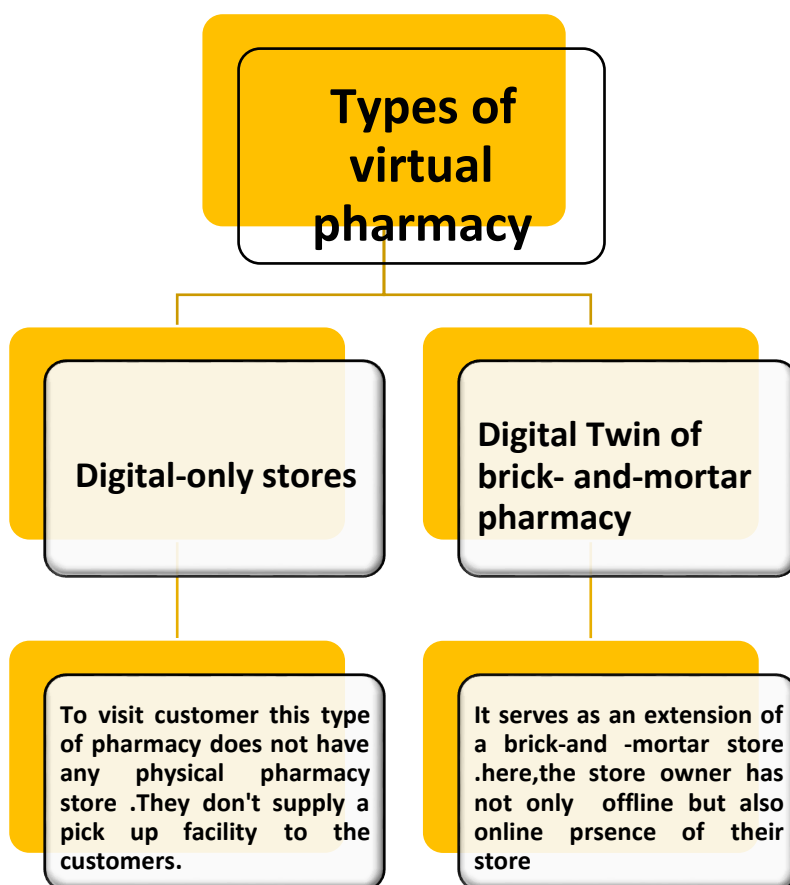
police station ,post office ,health Centre and the pharmacy medicines store in the some villages of India where no availability of any public transport system where the some shopkeepers of food and grains selling the medicines like painkiller ,antipyretic without knowing actual dose regulations and its main tragedy because of that sometimes they dispels wrong medicines to people in a wrong amount. But, online pharmacy is a double edged sword because online pharmacy is a global system which interconnected and use by billions of people in world of online pharmacy.

**LAWS OF PHARMACY**

According to Supreme Court affirmation, except in emergency manifestation, doctor cannot ask through phone. As far as India is concerned, there are no committed e-health and telemedicine laws in India. There are no definite dedicated laws for online pharmacies. The relevant laws are:

- Drug and Cosmetics Act 1940,
- Drugs and Cosmetic Rules 1945,
- Pharmacy Act 1948,to regulate the profession of pharmacy in India.
- The Drugs and Magic Remedies (objectionable Advertisement) Act,1954 provides to control the advertisements regarding drugs; it bans the advertising of remedies claimed to have magic qualities.
- The Drugs and Magic Remedies (objectionable Advertisement) Rules,1975.
- Indian Medical Act 1956 and
- Laws related to e-commerce are defined under the Information Technology Act, 2000

**TYPES OF VIRTUAL PHARMACY**



**TYPES OF PHARMACY SYSTEMS**

Depending on the present day it is a basically differentiate into organized and non organized system. Organized system confirms the prescription maintains the electronic records and consult the patient about the ADR and dosage information. The non organized system does not have that like availability as well as have a legal and auditing issues for supply. In India IMG, net meds, Bookmarks, made life. MC chemist pharmacy, save my meds and save on medicals are some important player operating and providing services in the sector.

### Virtual pharmacy vs local pharmacy

	Virtual pharmacy	Local pharmacy
<b>Time</b>	It Saves time and Provide doorstep delivery .	Time consuming process
<b>Cost</b>	It gives discount on bulk buying to customer	Not offer discounts because of low margins.
<b>Medical information</b>	Virtual pharmacies provide detailed information about drugs like ingredients , substitutes, drug uses, adverse effects.	No such information is readily available.
<b>Range</b>	It has great range because it provides more suggestions on substitutes.	Limited range.
<b>Availability</b>	Larger inventory	Limited inventory
<b>Confidentiality</b>	It Maintains more confidentiality and privacy of patients about drugs and disease.	Minimum chances of maintains confidentiality and privacy of patients about drugs and disease.
<b>Convenience</b>	Too much convenient and anyone can order drugs online from anywhere.	Less convenient and patients need to go store to buy medicines.

### ADVANTAGES OF VIRTUAL PHARMACY

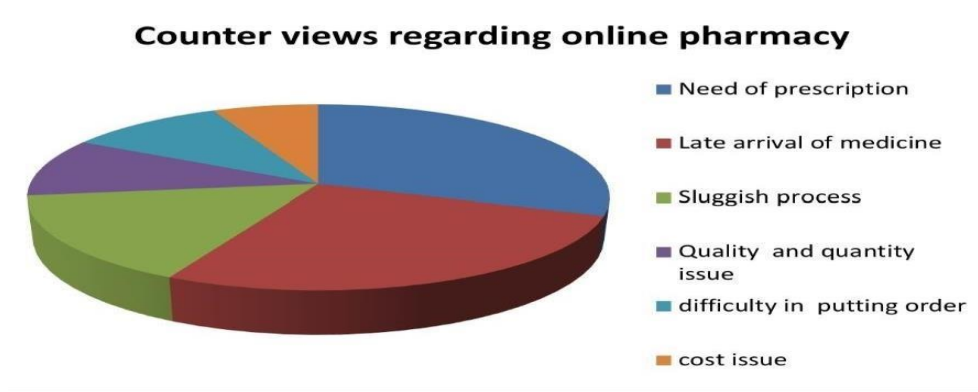
One of the cheapest superiority of online pharmacy application is time saving and specially for those people who live too much away from a traditional pharmacy and for them who are adult and handicapped people and those people also who work intensively purchasing medicines through cyber sites conserve the capital of purchaser survey shows that purchasing medicines online can save 15%to 20% money in total. Along with a different benefit extended by online pharmacy is secretiveness and saculation that's why many people who are afraid to taking medicines one on one with the pharmacist they choose or prefer online pharmacy further more people are not hegested to order any medications on special issues such as a sensuality as well as pubescence that may be source of discomfort or non confidentiality. In online pharmacy we have a choice of selection of generic vs branded drugs also online pharmacy provides additional medical information like dose of drug. Together with some more advantages of online pharmacies are as follow ; 24\*7service, return policy, time and money saving ,for prescription medicine discount prices available , doubt clearing from a register pharmacist , consultation on phone within second , doorstep delivery, cash on delivery ,track order anytime from anywhere, no que no waiting ,job opportunities, offers perk that not found in traditional pharmacies , availability of email ,message reminder for patient who are continuously work, highly authentic as well as provides media alert.

### DISADVANTAGES OF VIRTUAL PHARMACY

We see lots of benefits of online pharmacies that's why many people prefer it but online pharmacy that's why see like double sword it will help you or be good for you but will also most likely hurt you have a harmful cost .The biggest disadvantage is the invite the customers by using inviting line such as the 70% discount offer, cheap drugs, no prescription required ,overnight delivery and this maybe warning signs before supplying any information to the site first you should investigate the site is the site real or fake.

Drawback of internet pharmacy is that there is absence of person to person touch. Certain bogus online pharmacies provides the prescription drugs like schedule H and X drugs similar like OTC product and placing the human health at danger and it is a too much hard to block this. Some pharmacies Non- FDA approved, bogus, more strong or more week have unsafe constituent or not manufacturing by applying safe standard life threatening to administer with other drugs or can't be properly or exported improperly. Many manufacturing industry is specially **China and Russia are** expert in counterfeit drugs .that is misbranded or adulterated drug. Counterfeit medications include contains drugs that do not contain active pharmaceutical ingredients that is required for therapeutic effect and incorrect amount of API ,in correctly formulated, improper stored, re-package expired products and in several cases because of counterfeits causes death .In the 2003 more than 80 million counterfeit

lipitor tablets were removed from the US supply chain . WHO study disclose that almost 50% documented cases of drug counterfeit are form emergent nations of the Western Pacific and approximately 1% percent of counterfeit medications are sold in the US but the proportion increasing day by day per year.



As we seen online pharmacies have advantages or disadvantages, that like themselves are cladding numerous challenges. As mentioned below storage problems. Return Policies, Authenticity of Prescription further more if want the good days to online pharmacies we need to stick the latest technology. That are internet dependent cause it widely effect on profession. For example, electronic prescribing will become much more common in the next few years. Other applications like Tele pharmacy and the use of electronic medical records. Then for right medications how the selecting online pharmacy is the biggest? first of all make sure that the site needed a prescription, ensure that is a pharmacist available for doubt clearing, purchase medicines only from state licensed registered pharmacies.

Regardless government, purchaser should need to take care of themselves with the help of registered pharmacist or registered physician to avoid any harmful effect on health. before starting medications of any disease you should first discuss with your physician after that you purchase it or administer it . There are many guidelines to people who use cyber portal as part of their health care system.

### CONCLUSION

As we seen online pharmacies have advantages or disadvantages, that like themselves are cladding numerous challenges. As mentioned below storage problems. Return Policies, Authenticity of Prescription further more if want the good days to online pharmacies we need to stick the latest technology. That are internet dependent cause it widely effects on profession. For example, electronic prescribing will become much more common in the next few years. Other applications like Tele pharmacy and the use of electronic medical records. Then for right medications how the selecting online pharmacy is the biggest ? first of all make sure that the site needed a prescription, ensure that is a pharmacist available for doubt clearing, purchase medicines only from state licensed registered pharmacies.

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It would be good to adopt the plans and programmes of leading countries to design and develop the e-pharmacy system

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