

THE “GLOCALISED” NATURE OF COMMUNITY PHARMACY

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Aims of the research

- ❖ To further the understanding of the changes of pharmacy work and organisation
- ❖ To focus on the institutional, organisational, professional, and discursive dynamics which accompanied these changes
- ❖ To Compare the finding in four countries (UK, US, Italy, and Sweden).
- ❖ To identify similarities and differences between the national trajectories

Research process and methods

- ❑❑❑ Systematic review of historical documents
 - ❑❑❑ Interviews with knowledgeable individuals
 - ❑❑❑ Multiple case studies
 - ❑❑❑ Systematic comparison
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- ❑❑❑ Initial focus on structure of ownership of pharmacy 'outlets'

This presentation

- ❑ **Puzzled by differences:** while strong family resemblances exist in the practice of pharmacy throughout the world the sale of pharmaceuticals is quite different (e.g. store layout; array of products; ownership)
- ❑ What does this tell us about pharmacy?
- ❑ What the case of pharmacy tells us about organisational and institutional phenomena?

Some striking differences in pharmacy Ownership



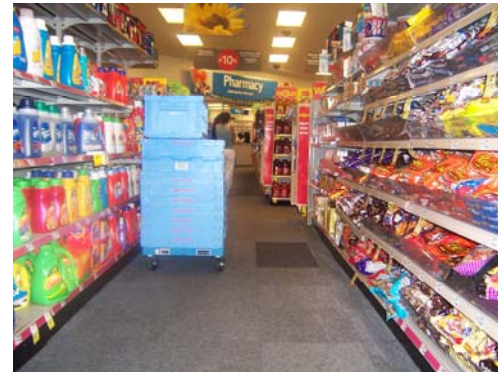
Sweden



Italy



UK



USA

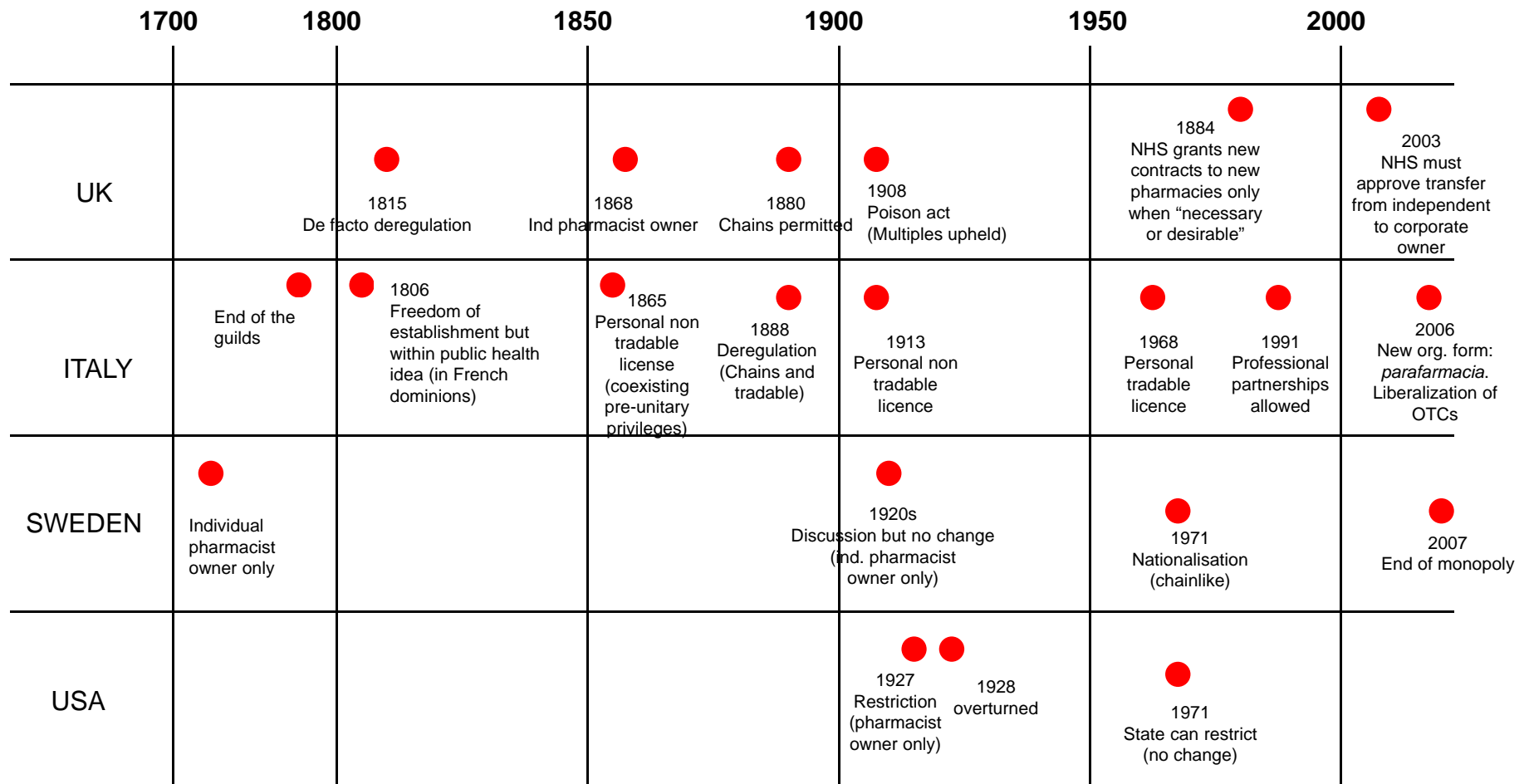
How did we get here?



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Critical events in deciding the question of ownership in the four countries

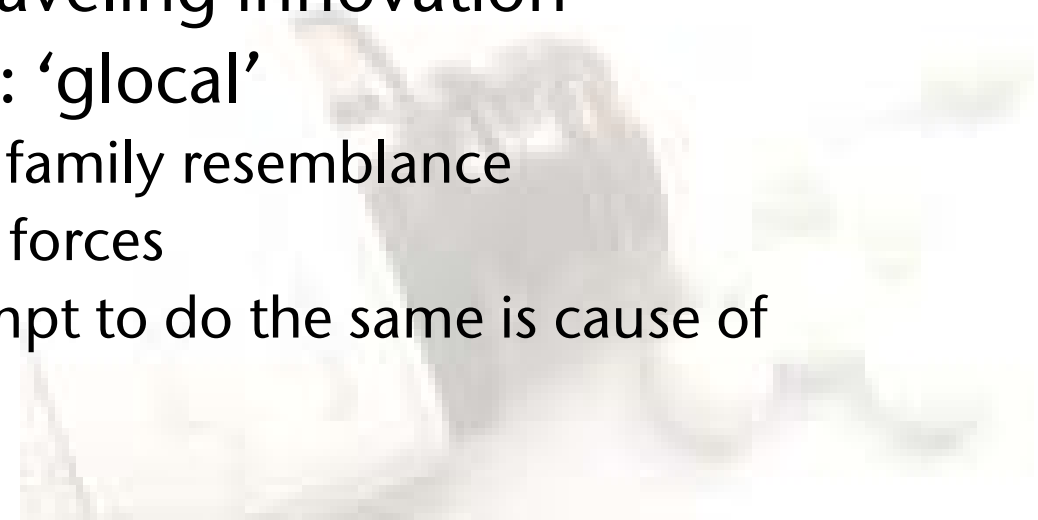


Pharmacy as in-between industry


- ❑ Our study confirms previous research (Goodrick and Reay, 2005)
- ❑ Different logics, rationalities, and discourses all operate at the same time in the field of pharmacy
- ❑ Public health, professional, commerce, managerial, and even family institutional logics
- ❑ What is new:
 - ❑ Articulation of the structurally complex nature of the sector
 - ❑ Different institutional logics co-exist

The 'glocal' nature of pharmacy

- Similar logics and ideas carried around by immigrants, armies, texts, and fashion
- Precipitated in highly specific organizational forms and institutional arrangements in the four countries
- Local translation of traveling innovation
- Both global and local: 'glocal'
 - From isomorphism to family resemblance
 - Focus on local field of forces
 - Beyond transfer: attempt to do the same is cause of difference



Working logics together: knotting points and hotspots

- ❑ Different logics do not just co-exist, they need to be knotted together
- ❑ Knotting events and knotting actants
- ❑ Recurrent pattern of knotting activity
- ❑ Ownership as institutional ‘hot spots’
 - ❑ Building on institutional faults
 - ❑ Institutional arrangements are necessarily contingent and provisional
 - ❑ A predictive use of process theory? 

Coda

- ❑ A few weeks ago the new Italian conservative minister submitted a bill that overturns the “market revolution” introduced by his liberal precursor.
- The law severely restricts the sale of OTC outside pharmacy and reconfirmed pharmacy a personal non tradable concession.

