

with the pharmacist being a profit-seeking retailer as well as a professional practitioner. Only in a small minority of businesses has commerce in medicinals been sufficient for the maintaining of a strictly professional pharmacy for the purposes of dispensing prescriptions and overseeing the sale of drug preparations.

4.2 From the retail point of view, pharmacy is not "big business". A community pharmacist has a particular stake in good business policies. He operates under high overhead costs and is subject to legislative restrictions not common to other retailers. Only a few drug preparations have, because of their very nature, been placed under the sole control of the licensed pharmacist by our legislators. His non-drug items frequently subsidize prescriptions and, in so doing, make the availability of complete pharmaceutical services financially possible in most communities. There is no evidence that the merchandising of "other lines", although not all necessarily condoned by official Pharmacy, has reduced the quality of pharmaceutical service. Indeed, it is exceedingly high in Canada and is rendered quickly and efficiently by community pharmacists.

4.3 It is the pharmacist's primary responsibility to render a complete prescription service, including the many activities which fall within the important area of personal, professional judgment related to the drug therapy which has been ordered or which the consumer may deem to request for purposes of self-medication. He does this in keeping with the knowledge gained through expensive academic training and re-training, the standards of which equal or surpass those of most other countries.

Statistics

5.1 The C.Ph.A. is currently conducting the twenty-fourth of its Annual Surveys of Retail Pharmacy Operations. (The 23rd Annual Survey is appended to this presentation.) These annual studies, as well as those of D.B.S. are relied upon strongly by the Association.

5.2 We quite appreciate that statistics can only deal with averages and that any discussion of averages is academic, particularly to those whose experiences may be far in excess of the stated averages. For example, statistics state that Canadians spend an average of only \$9.00 annually on prescribed drugs; and that the cost of consuming the daily dose of the average, individual prescription about equals the amount expended for the business man's two cups of coffee.

5.3 The Association does not suggest that the price of prescription services is not high to persons with very limited means or to those suffering from debilitating conditions requiring vast amounts of medication over extended periods of time. These individuals are deserving of particular consideration and it is our belief that the profession of Pharmacy can assist them and the agencies which may accept responsibility on their behalf by making available a professionally-oriented, low-cost prescription services plan to protect against above-average expenditures and catastrophic situations.

Retailing and Drug Prices

6.1 The Association strongly states its belief that pharmacists' charges for complete, first-class pharmaceutical services are completely justifiable and proper. Drug costs to these vast majority of Canadian citizens are neither high nor exorbitant.