

Hospital-Based Outpatient Pharmacy Global Business Model: Benchmarking Asian Countries Towards an Indigenous Model to Philippine Context

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Abstract

Hospital-based outpatient pharmacies are vital in ensuring access to medicines and supporting hospital revenue, yet in the Philippines, they remain underutilized due to low prescription capture, operational inefficiencies, and patient perceptions of higher drug costs. This study aimed to benchmark best practices from mature Asian countries—South Korea, Taiwan, Singapore, and Thailand— and develop a context-specific indigenous business model for Philippine hospitals. Using a concurrent mixed-methods design, qualitative interviews with international pharmacy leaders and a nationwide survey of 61 hospital pharmacists informed model development. A five-month pilot implementation (January–May 2025) assessed effectiveness using transaction counts, revenue, and patient satisfaction. Findings showed statistically significant increases in prescription capture and revenue across all three key sources: Doctors' Clinic, Emergency Department discharges, and Inpatient discharges. While patient satisfaction scores improved, changes were not statistically significant due to limited sampling and timeframe. The study concludes that integrating electronic prescribing, streamlined dispensing processes, and enhanced pharmacist roles can substantially improve both service efficiency and financial outcomes in Philippine hospital outpatient pharmacies.

Keywords: Pharmacy Administration and Health Systems Management Business model, electronic prescribing, patient satisfaction, revenue generation, Mixed-methods research, benchmarking, pilot implementation, Philippines, Asia