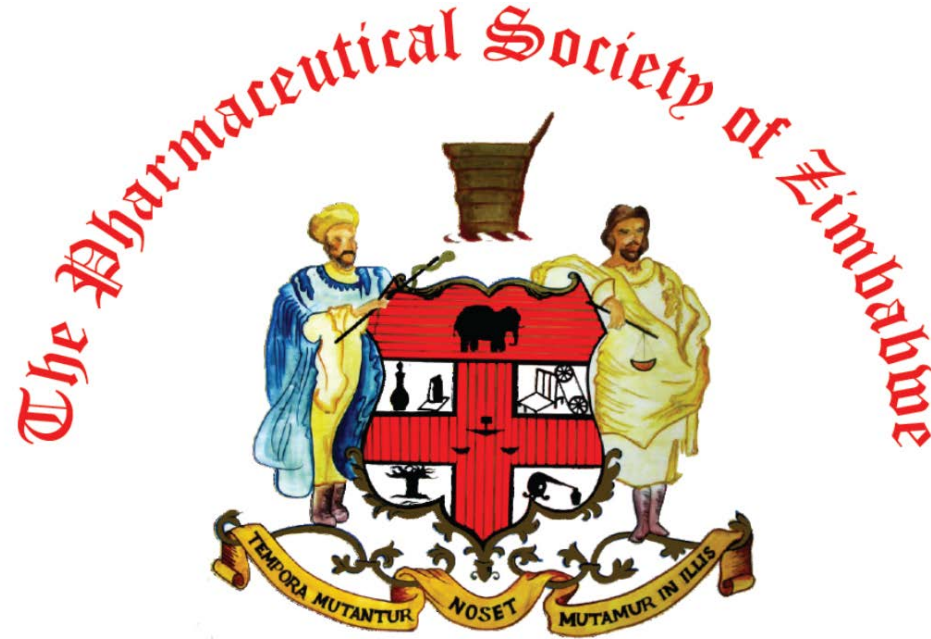


The Pharmaceutical Society of Zimbabwe





Expectations versus Reality: MCAZ's dilemma

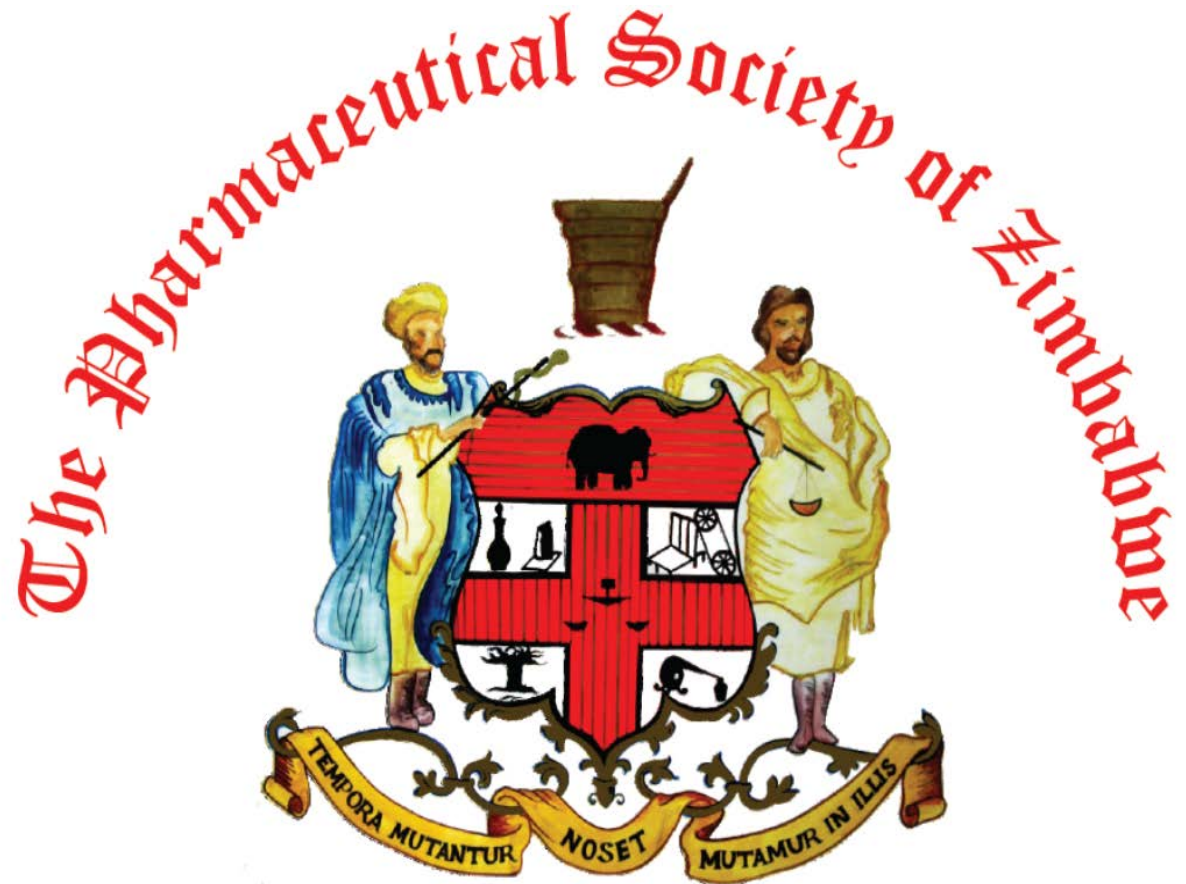


Wilfred T. Gurupira
(Immediate) Past-President

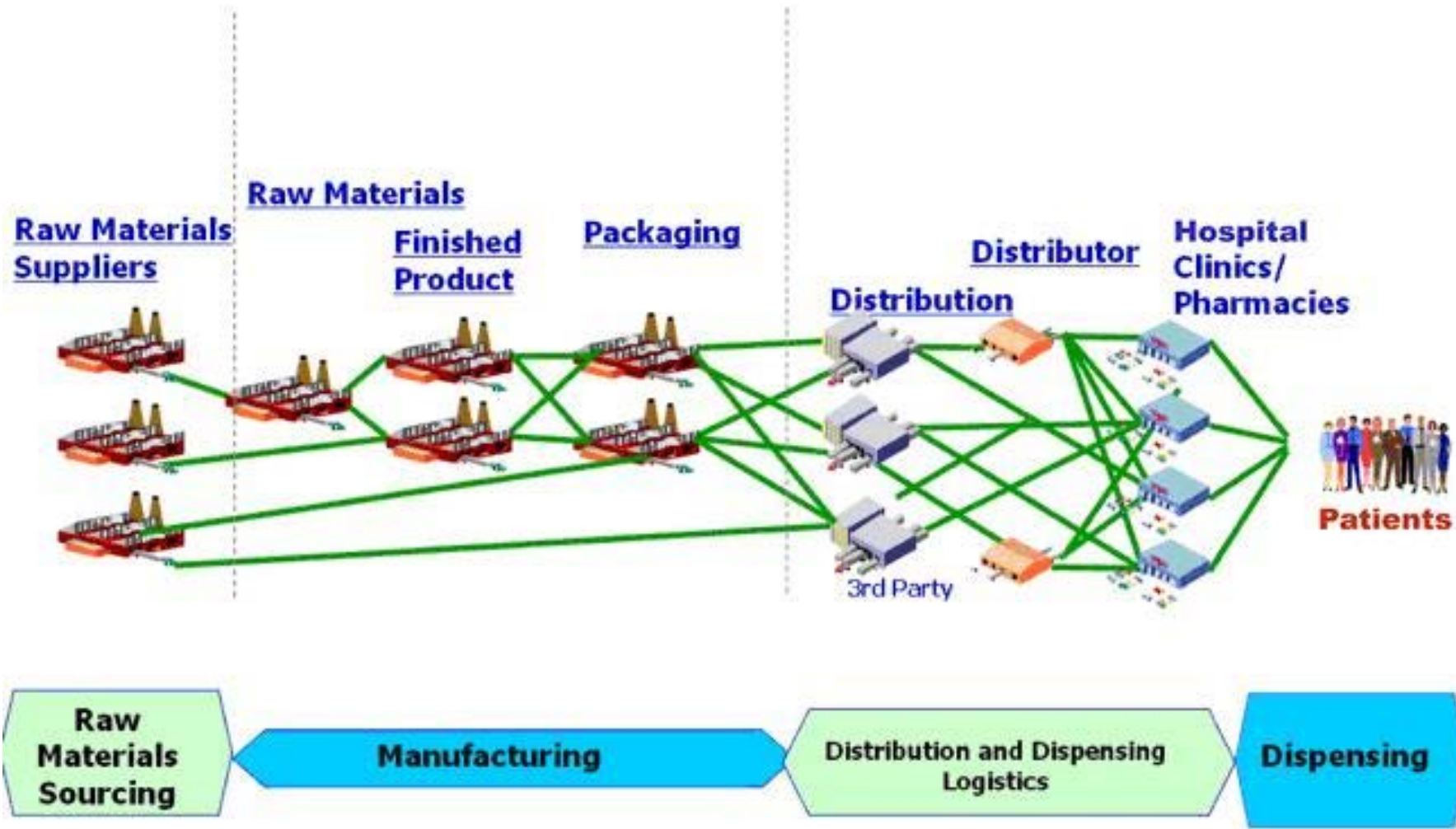
MCAZ Annual Stakeholders Forum 15 December 2017

the Pharmaceutical Society of Zimbabwe

- Formed in 1898 - First professional organization
- Represents interests of the Pharmacist and profession
- Affiliate of the International Federation of Pharmacists (FIP)
- Member of the African Pharmaceutical Forum

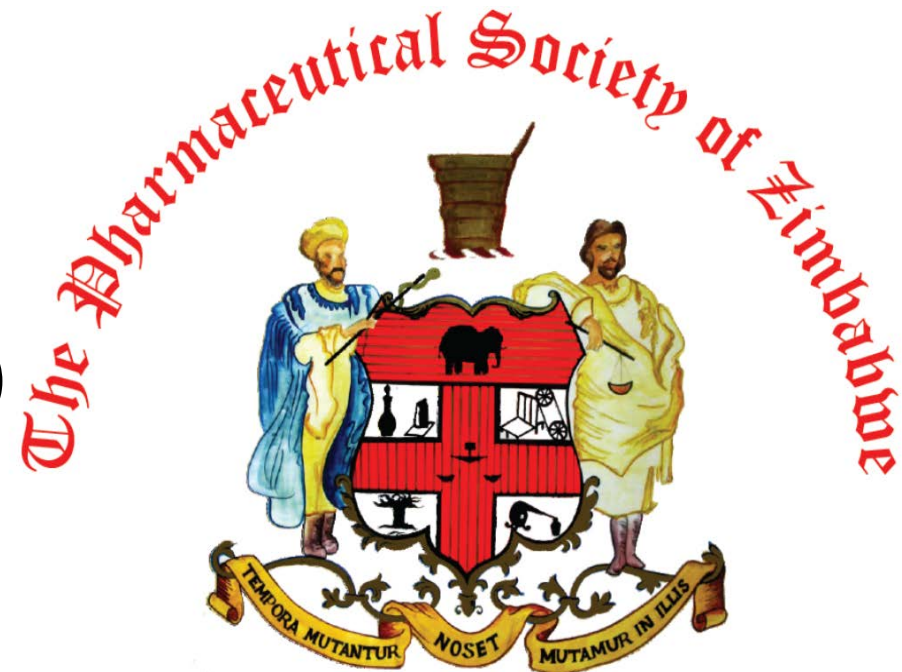


Pharmaceutical Supply Chain



the Pharmaceutical Society of Zimbabwe

- MoHCC – Directorate of Pharmacy Services
- Pharmacists Council of Zimbabwe (PCZ)
- Medicines Control Authority of Zimbabwe (MCAZ)
- Pharmaceutical Manufacturers Association (PMA)
- Pharmaceutical Wholesalers Association (PWA)
- Retail Pharmacists Association (RPA)
- School of Pharmacy – University of Zimbabwe, Harare Institute of Technology
- Zimbabwe Pharmacy Students Association (ZPSA)
- Zimbabwe Pharmacy Technicians Association (ZIPTA)



Satisfaction

Satisfaction = difference between expectation and reality



Satisfaction: expectation vs reality



- **Theory of expectancy disconfirmation** – satisfaction or dissatisfaction is the result of the comparison between prior expectations and perceptions of actual product or service attributes
 - The greater the divergence between the two (EXPECTATIONS AND PERCEPTION OF PRODUCT/SERVICE), the more apparent becomes the satisfaction or dissatisfaction depending on the direction of divergence

Satisfaction

- Satisfaction = difference between expectation and reality
- Expectation = reality = neutral ('its ok')
- Expectation < reality = Impressive ('Wow')
- Expectation > reality = dissatisfaction/frustration





Expectations

Thompson and Sunol (1995) classification:

1. **ideal expectations** - idealistic perception about available services
2. **predicted expectations** - realistic, practical or anticipated outcome based on experiences/information about available services
3. **normative expectations** - what should/ought to happen. **(Also called legitimate expectations)**
4. **unformed expectations** - unarticulated expectations (due to various reasons such as lack of understanding, difficulty expressing in language, fear, anxiety, social norms, etc.)

**MEDICINES
CONTROL
AUTHORITY
ZIMBABWE**



MEDICINES

We expect MCAZ to :

- Deal with all medicines, including those in the street
- Facilitate rather than hinder operations
- Register medicines in the shortest possible time
- Maintain high quality of operations
- Appreciate the environment in which it operates (the economy, the nature of the industry)



CONTROL

We expect MCAZ to :

- Be in control of its processes, systems and staff at all times
- Not to be controlling
- Treat us with respect and due consideration – we are professionals!

TIME, TONE, ATTITUDE

- Regulate the density of dispensing doctors, industrial clinics and pharmacies
- Control the import/export and distribution of medicines



AUTHORITY

We expect MCAZ to carry out its mandate and:

- Be fair in all its dealings
- Not to apply the laws and regulations selectively
- Not be authoritarian

‘The Authority . . .’ vs your/our/this Authority



ZIMBABWE

We expect MCAZ to :

- Cover the whole country
 - nationwide presence and activity



Dual independent factor situation

Westbrook (1987):

Consumers hold, simultaneously, both positive affects (joy, interest) and negative affects (anger, disgust, contempt)

Westbrook R A, Product/consumption-based affective responses and post purchase processes.
J Marketing Res 24: 258, August 1987.





Medicines Control Authority of Zimbabwe

Respect, admire, love, praise, appreciate

AND

Hate, dislike, avoid, deceive

MCAZ is a necessary “evil”



“Those who live by the sword, die by the sword”

MCAZ

- Held to a higher standard
- Zero error + Negative marking



“They went out from us, but they did not really belong to us.”



The Pharmaceutical Industry

VS

MCAZ



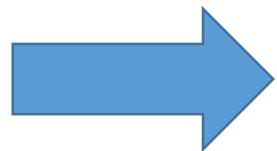
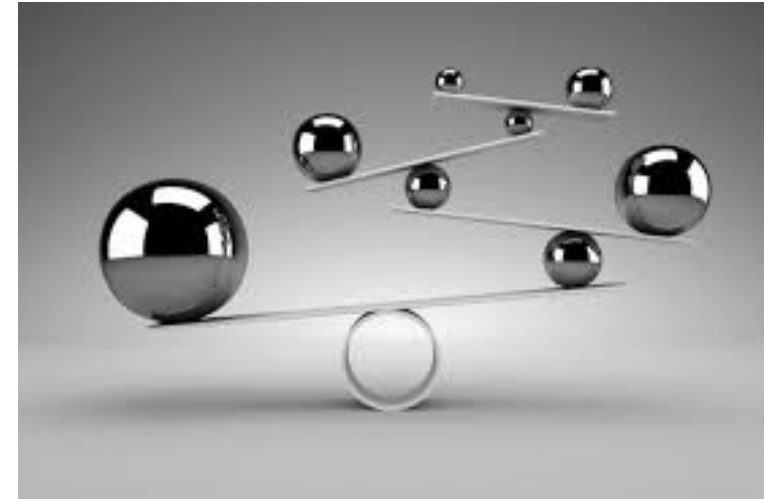
Medicines Control Authority of Zimbabwe

MCAZ's Dilemma: balancing the scale

Perceptions



Idealistic and realistic expectations



Reality & practicality – what MCAZ can and cannot do

Stakeholder perceptions
– them vs us

Expectations – ideal and
realistic

Reality – first things first





Some suggestions

- Understand how we see you
- Under promise and overdeliver
 - regulatory excellence
- ‘The Pharmacist is the first regulator’
 - Regulate medicines together
- Alternative points of contact/interaction
 - Product recalls, information alerts
- In this together – win-win
- Change the narrative



MCAZ is necessary.

It is neither aloof nor “evil”

It cannot be in all places, all the time

There are things which MCAZ can control/influence, other things that it
cant

The Pharmaceutical Society of Zimbabwe

