

Authors

Rossing CV – Danish College of Pharmacy Practice
Bendixen S – Copenhagen Sønderbro Pharmacies, Denmark
Servilieri K – Firkløver Pharmacies, Denmark
Christensen G – Randers Jernbane Pharmacy, Denmark
Linde TO – Vejen & Egtved Pharmacies, Denmark
Graabæk T – Hospital Pharmacy Research Unit,
University Hospital of Southern Denmark
Nørgård LS – University of Copenhagen, Denmark
Husted GR – Danish College of Pharmacy Practice

Everyday life of Danish pharmacy

Photos taken by pharmacy staff

Contact information

Charlotte Verner Rossing
cr@pharmakon.dk



Background

As of June 2025, there are 533 community pharmacies and eight hospital pharmacies in Denmark. Community pharmacies are privately owned by pharmacists who have a license from the Danish Medicines Agency.

Hospital pharmacies are owned by the regions. In some places, they are departments of the hospital, while in others, they are staff departments.

Danish community pharmacies are some of the largest in Europe in terms of the number of staff (12 employees per pharmacy and 33 per pharmacy owner), the number of citizens per pharmacy (11,400 citizens per pharmacy) and visits to the pharmacy per year (98,000 visits).

There has been very little focus on how employees at community and hospital pharmacies view their everyday life at the pharmacy, and we wanted to shine a light on this.

Our project falls under the Danish Practice Network – Network for the Development of Pharmacy Practice (NDPP).

Purpose

To investigate how pharmacy employees perceive their everyday life at the pharmacy.

Methods

The methodological approach Photovoice¹ was chosen and a questionnaire-based instrument, Select-Survey, was used to collect photos and text.

The respondents took one to three photos illustrating their experience of everyday life at the pharmacy and explained why they took the photos and what the photos showed.

The invitation to participate was distributed to community pharmacies through the NDPP network, at a national conference for community pharmacists, to pharmacy internship students, to pharmakonist students, and to hospital pharmacists. The data were collected from the start of January till the end of April 2025.

The photos were analyzed thematically and categorized. The photos and the accompanying text were treated anonymously and in accordance with GDPR regulations.

Results

We received 126 photos from 55 submissions from 25 pharmacies, including five submissions from two hospital pharmacies.

Seven themes were identified – displayed below:



The pharmacy makes a difference for customers, offering vaccinations, inhaler technique services and medicine and compliance consultations*

Using technology frees up time – time that can be spent advising customers

Counselling customers can bring joy, professional pride and challenges

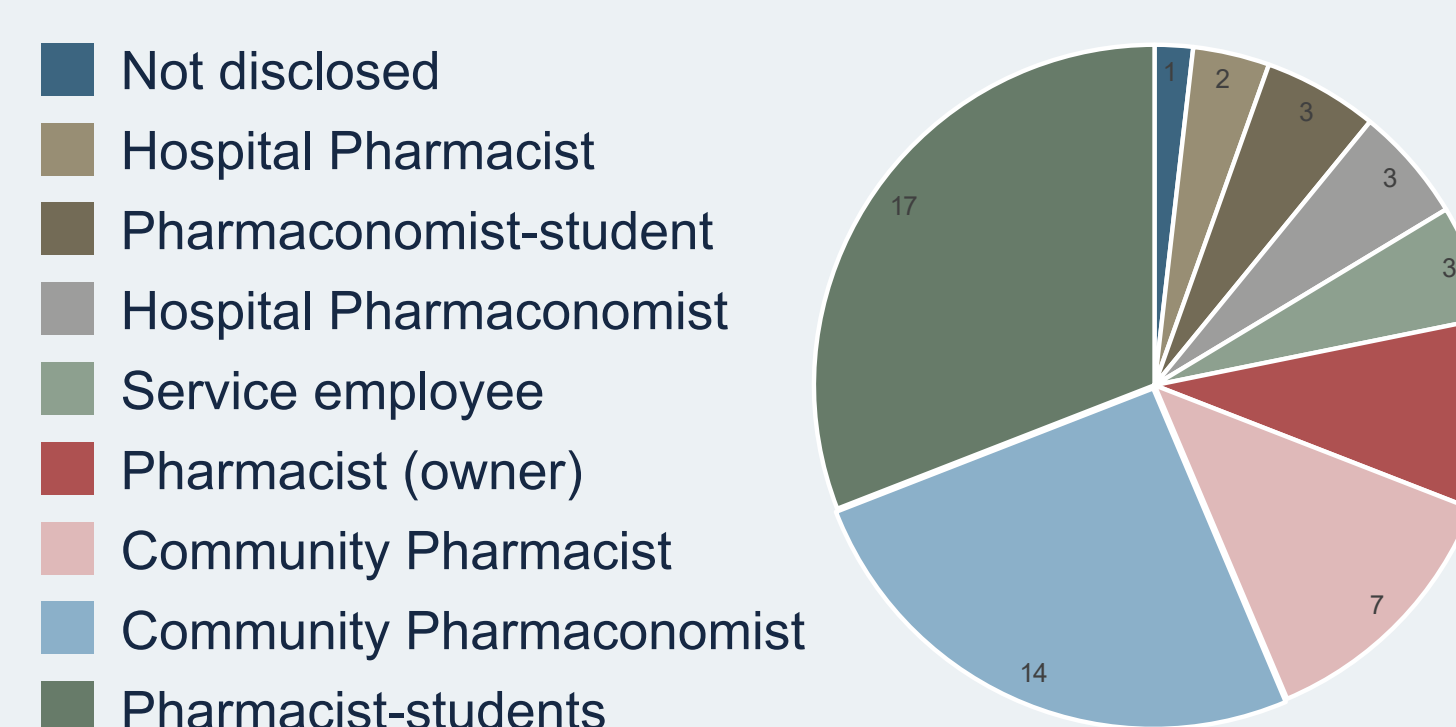
'Invisible' tasks ensure the customer experiences good service and counselling

From theory to practice – navigating the jungle of medications and varied job tasks

Supports and supervises different health care professionals for the benefit of the patient

Well-being, job satisfaction and great colleagues – also an important parts of a busy and long workday

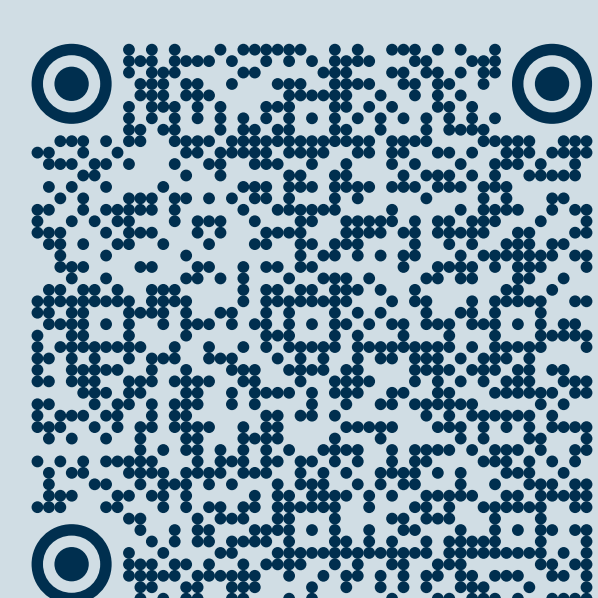
Respondents profession (n)



Work experience

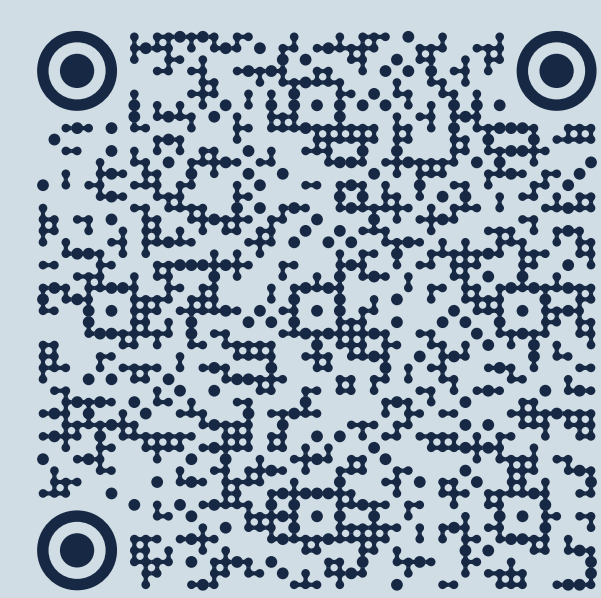


See all the
photos here



Scan the QR code

Poster
download



Scan the QR code

Conclusion

The photos and texts showed that pharmacy staff take strong professional pride in their profession and tasks and have a strong desire to help customers manage their medicine in the best possible way. Their photos and texts also showed the importance of taking care of the work environment and each other, which proved to be an important part of their everyday life at the pharmacy.

* Health care services at Danish community pharmacies:

- New Medicine Service
- Compliance Service
- Inhalation Technic Assessment
- Medication Review
- Safe medication handling
- Smoking Cessation
- Vaccination
- Dose dispensing
- Emergency contraception
- Prescribing Pharmacist Service

¹ Kaitlyn E. Watson et al. A photovoice study on community pharmacists' roles and lived experiences during the COVID-19 pandemic. *Research in Social and Administrative Pharmacy*, Volume 19, Issue 6, 2023, Pages 944-955, ISSN 1551-7411, <https://doi.org/10.1016/j.sapharm.2023.03.005>