



Introduction to General Sales List(GSL) Drug in Korea And its Current Status

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I . Background

✓ History of Introduction to GSL Drug System

Necessity

- ▶ The need of the public for easier access to medicine at nighttime and during holidays since early 1990s

Amendment

- ▶ Revised PHARMACEUTICAL AFFAIRS ACT that allows the sale of some items of non-prescription medicine that have proven safe even when taken over a long period time at places other than pharmacies (2012. 5.22)

Enforcement

- ▶ 13 items was selected as household medicine by "OTC Drug Selection and Deliberation Commission" (2012. 7. 5)
- ▶ Implementation of the law - selling household medicine besides pharmacies (2012. 11. 15)



I . Background



Sales item: 13 items

Efficacy	Item	Efficacy	Item
Antipyretic & analgesic	Tylenol tab. 500mg	Digestive medicine	Bearse tab.
	Tylenol tab. 160mg		Doctor bearse tab.
	Tylenol tab. 80mg for children		Festal gold tab.
	Tylenol suspension for children		Festal plus tab.
	Brufen syrup for children	Medicated patch	Jeil Cool Pap
Cold medicine	Pancold A solution		Sinsin pas-RX
	Panpyrin-T tab.	Total	13 items



GSL Distributors Guideline

- **Age limit:** children under age 12 are prohibited from purchasing drugs at stores
- **Sales amount limit:** Sales amount should be restricted to a package per each item
- **Display of License and Precautions:** license obtained from mayor of the city and precautions for use should be easily seen by consumers
- **Provision of price list** on overall sales items or display price of each item
- **Sales of unsealed drugs should be prohibited**
- **Fulfill all mandatory actions** under PHARMACEUTICAL AFFAIRS ACT including necessary steps to recall drugs



I . Background



New Category System

- Establishing a new third category system on drug classification in order to allow the sales of general household medicines that do not require specific directions from pharmacists at stores other than pharmacies

Two Category System

Prescription Only Medication
Over-the-Counter(OTC) Drug
Sanitary Aid



Three Category System

Prescription Only Medication	
Over-the-Counter(OTC) Drug	Pharmacy Medicine
	General Sales List(GLS) (Non-Pharmacy Sale)
Sanitary Aid	

- Retailers of GSL drugs should be registered at the local government
- Retailers of GSL drugs should fulfill the registration criteria such as easy access and easy recall in case that problems are discovered in drugs
- All the guidelines regarding drug selling and training for sellers have been established

I . Background

✓ Cases of conversion from OTC drugs to Sanitary Aids before 2007

Year	Current Status of Sanitary Aids
2000	Electronic cigarettes, External disinfectant, Spray type pain relief, low-dose vitamin and mineral supplements, solution of Energy drink, etc.
2001	Root canal clean and antiseptic solutions, Anti-snoring devices, etc.
2002	Teeth whitening strip patch
2004	Mouth cavity cleaners, Pesticide, Anti-smoking drug (spray type, chewing gum type, patch type)
2007	Miliaria and erosion solvent, Malagma

※ Source : Ministry of Health and Welfare

I . Background



Current Status of Conversion from OTC to Sanitary Aid (July 21, 2011)

Type	Item (48 items, of which 25 items were not produced any more as of Dec. 2011)
Energy drinks	12 items including Bacchus D, Alps D, Yuton drink ※ 5 items including Yungjin Guronsan Barmond Solution are not produced items
Digestive drinks	18 items including Sengnokchun solution, Gas Myung Soo, Wichungsu ※ 11 items including Cabo Myungsu, Coll Myung Su are not produced items
Antiseptic ointments	5 items including Madecassol, Antiphramine ※ 2 items including Centellase ointment, Kascal Cream are not produced items
Menthol pads	2 items including Daeil Sip Cool, Daeil Sip Hot ※ Daeil Sip Hot is not produced item
Intestinal Pills	11 items including Shin Biofermin S, Miyarisan U ※ 6 items including Lactomed, Chunggei Miya W tab. are not produced items

※ Source : Ministry of Health and Welfare



II. Status of Other Countries

✓ Drug Category System in other countries

- Medicines are generally divided into prescription only drugs and OTC drugs in other countries as well.
- In case of OTC, some countries chose two-classification system, and some chose three-classification dividing into drugs available in pharmacies and also available in other stores.
- Looking into detail, each country has diverse classification systems.

Status of Drug Category System in other countries

Category System	Country
2-Category	the United States, Japan, Italy
3-Category	the United Kingdom, Germany, Denmark
4-Category*	Australia, Netherlands, Switzerland, France, Canada

* 4-classification : drugs available in pharmacies could be divided into drugs only sold by pharmacists and drugs also chosen by customers themselves.

II. Status of Other Countries

Drug Category and Sales System of Major Countries

Classification	Japan	the United Kingdom	the United States	Germany	Australia, New Zealand	Etc (Denmark, Canada, etc)
Drugs Category System	-Two-categories (prescription drugs and OTC drugs) - OTC drugs assorted 1 st class-3 rd classes	'Three-categories (general sales list (GSL), pharmacy drugs, prescription drugs)	'Two-categories (prescription drugs and OTC drugs)	'Three-categories (prescription drugs, pharmacy drugs, GSL)	'Australia: four-categories 'New Zealand: three-categories	'Denmark: three-categories 'Canada: four-categories
Sale place besides pharmacies	'Registered sellers (ex) pharmacies, large retailers, etc	'Pharmacies, paper shops, supermarkets, gas stations, etc	'pharmacies, retailers (supermarkets, gas stations, vendor machines, mail order sales, etc)	'pharmacies, department stores, general stores, etc	'pharmacy retail stores, supermarkets, etc	'Denmark: pharmacy, retail stores, OTC stores 'Canada: pharmacies, whole/retail stores
Drugs available in other stores	'2 nd & 3 rd class OTC drugs	'GSL	'OTC drugs	'GSL	'Australia: drugs available in other stores (OTC drugs)	'Denmark: OTC drugs (H, F, HX, HV) 'Canada: GSL (OTC drugs)
The qualification of people selling drugs in other stores	'Registration needed 'must pass a license test after experiences in drug sales for a certain period	'no qualification for selling GSL drugs		'In a place other than pharmacies, there must be sellers who passed a specific examination of certain drugs among available drugs	'Australia: no certain qualification of education or permission 'no license needed	'Denmark: permission of Danish Food and Drug Administration needed for selling drugs in other stores

III. Sales Status of General Sales List(GSL) Drugs

✓ Current Status of GSL Drugs sellers

○ Among registered sellers of GSL, the type of sellers that satisfies selling conditions(24 hrs operation, blocking system for hazard products) and occupies the most is **convenient(CV) stores**

○ As of March, 2013, the number of registered GSL selling convenient store is 19,933. **96.8%** of them(19,298) are from **5 major CV store brands** in Korea

- Considering CV stores from 5 major brands are a total of 24,521 nationwide, 81.3% of CV stores in the nation are registered GSL selling stores
- In only 4 months since the implementation of the law (2012.11.15), the number of registered GSL selling stores has greatly increased from 11,538 to 19,944.

Research by Lee Sang-young et al., 2013



III. Sales Status of General Sales List(GSL) Drugs



Current GSL Drug Sales Volume by Product / Classes

- Total Sales Volume of GSL Drug since the implementation of new system ('12.11.15~'13.3.31): **3,282,216 items**
- The most sold drug class is '**cold medicine**'
 - Sales volume is 1,188,571 items, 36.2% of the total volume
- The second most sold drug class is '**antipyretic & analgesic**'
 - Sales volume is 960,904 items, 29.3% of the total volume
- The third most sold drug class is '**digestive medicine**'
 - Sales volume is 790,110 items, 24.1% of the total volume
- The most sold drug product is '**Tylenol 500mg**'
 - Sale volume is 781,392 items.
- The other four among 5 most sold products by sale volumes are:
'Panpyrin-T Tab'(675,059 items, cold medicine), 'Pancold A Solution'(513,512 items, cold medicine), 'Festal Plus Tab'(325,177 items, digestive medicine), 'Sinsin Pas-RX'(209,861 items, NSAID)

Research by Lee Sang-young et al., 2013

IV. Customer Behavior and Perception toward GSL Drug Sales

✓ Summary of Study on Customer Behavior & Perception toward GSL Drug

- Method: Telephone Survey
- Target: 1,000 adults over age 20 all around the country according to stratified sampling method

✓ Knowledge and Experience of GSL Sales

- 83.8% of participants were aware of the initiation of GSL drug Sales; 12.0% of participants have bought such drugs in convenient stores, etc.
- About 90% of participants whose age is between 30s~50s have knowledge of GSL drug Sales; 55.9% of participants whose age is 70 and higher were aware of GSL drug Sales
- 73.6% of rural population was aware of GSL drug Sales compared to of urban population (86.8%)
- Overall, awareness were high in the region where residents are frequently exposed to information media, had high demand for comfortable drug purchase due to social activities and child-rearing and have easy access to convenient stores
- Purchasing experience was also relatively high among students(20.8%), office workers(18.6%), and professional/administrator/managers(16.3%), whose occupations make pharmacy visit difficult during daytime.

Research by Lee Sang-young et al., 2013

IV. Customer Behavior and Perception toward GSL Drug Sales

Statistics of Purchasing Time and day of GSL Drugs in CV

	N	Weekdays, Saturday or Daytime(%)	Sunday, Holiday or nighttime(%)
Total	225	33.8	66.2
Gender			
Male	100	34.0	66.0
Female	125	33.6	66.4
Age			
20s	44	34.1	65.9
30s	62	30.6	69.4
40s	48	31.3	68.8
50s	48	33.3	66.7
60s	16	50.0	50.0
70s	7	42.9	57.1
Residency			
Big City	107	29.0	71.0
Small and Medium City	99	38.4	61.6
Rural Area	19	36.8	63.2
Occupation			
Professional Administrator and Manager	23	47.8	52.2
Office worker	55	32.7	67.3
Sales Officer	48	33.3	66.7
Technicians, Agriculture and fishery	12	50.0	50.0
Housewives	52	38.8	71.2
Student	23	34.8	65.2
Etc.	12	16.7	83.3

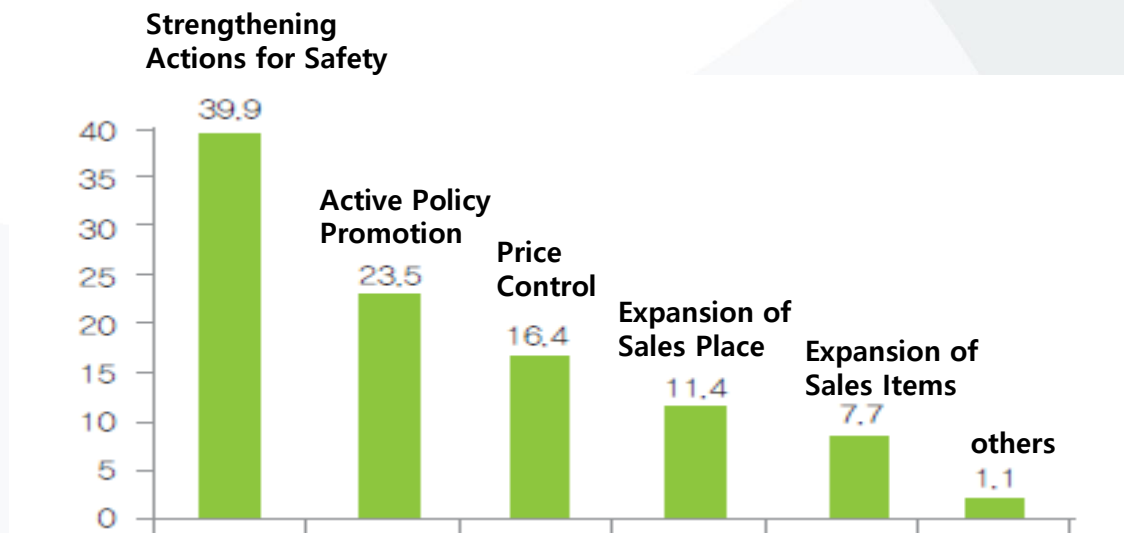
1) The number of participated customers in the survey – 225 people

Research by Lee Sang-young et al., 2013

IV. Customer Behavior and Perception toward GSL Drug Sales



Survey Result of Remaining Issues for Stable Settlement of the Policy



Case of Side Effect due to the household medicine

- Only one patient experienced was reported to have a **minor** side effect among the GSL drug consumers, and the patient healed by him/herself.

V. Policy Implication and Remaining Tasks for GSL Drug Sales

■ The policy of GSL Drug Sales has expanded its limit on drug sales **to 24 hour stores(CVS)** from only pharmacies. The policy was introduced to **resolve issues of customers' inconvenience** in purchasing drugs such as limited purchase at night and on holidays.

■ Despite many arguments regarding the introduction of the policy, it is thought to **settle down well** in accordance with its purpose, based on results of the **sales volume monitoring** and **customer satisfaction level**.

■ **No serious side effects have been reported** yet, but **continuous plans for safe use must be established** when we consider GSL Drugs are sold without pharmacist's medication counseling in other than the pharmacy.

■ **GSL Drug policy** is basically extension of the right to choose for customers. Therefore, proper **advertising** and **training** should be established to help the **right selection** and **use of medicines for consumers**.

Thank you

