

## Approach to alternative therapies in community pharmacy

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The growth of the dietary supplement in Japanese market suggests that the need of health-care assistance will also continue to grow in self management field. Burgeoning demand of alternative therapies at community pharmacy can be said that the patients are interested in their own health management. We carried out a questionnaire survey to the patients to find the idea how pharmacists should be involved in primary care in community setting. The result showed that the most of patients were expecting the pharmacists to provide their knowledge or some advice of dietary supplements in community pharmacy. However, because of the less information of dietary supplements, some of pharmacists have had passive stand as an adviser to patients. For making the information we apply to patients at professional practice, we have founded the group Alterna in 2003 that composed of the pharmacists working in community pharmacies and universities as a profession of primary care field. As part of this activity, we have been publishing the journal Alterna, which is about much information of dietary supplements. Through our health promotion challenge like Alterna's activities, the community pharmacy has many opportunities to providing the positive impact on health care outcomes and costs to patients. It's very valuable challenge to identify the problems and try to solve it at the same place; in fact, to conduct research, community pharmacy is so important place to input and output information for the end-users.