

# Case Study

## Hickey's Pharmacy, Balbriggan (Dublin), Ireland



**Initial situation:**

In April 2017, the Hickey’s Pharmacy Group opened a new store on the ground floor of the newly built Balbriggan Primary Care Centre.

**Willach Workflow Triangle:**

The dispensary design is based on the Willach principle of minimising walking distances to maximise efficiency. All medicines are in close proximity to the counter where customers are met and served:

- Fast-moving lines are stored in FAMA sloping shelves (3 units of FAMA Shelving System 500)
- FAMA drawers provide high-density storage of slow-moving, heavy and large items (6 bays of FAMA GX drawers)

This creates the Willach Workflow Triangle, illustrated in the floorplan on the right. The configuration supports the forward-dispensing principle, which improves customer service by reducing waiting times and increasing interaction.

**Benefits:**

The pharmacy manager and her team are enjoying numerous benefits from this modern pharmacy layout, including:

**Optimised workflow:**

- Distance travelled to pick stock minimised
- Time to locate stock decreased
- Faster dispensing and therefore reduced waiting times

**Improved consulting and enhanced patient services:**

- The clear, tidy workspace enables staff to perform efficiently
- A better environment for customer consultations
- More time to provide additional services

**Professional image:**

- The improved organisation makes it easy to maintain safe, clean premises which reflect the standards of the pharmacy team and inspire confidence in the services they provide

**High-density storage:**

- Both FAMA sloping shelves and FAMA large-capacity drawers provide a very high storage density
- More medicine can now be stored in a smaller space, including overstock



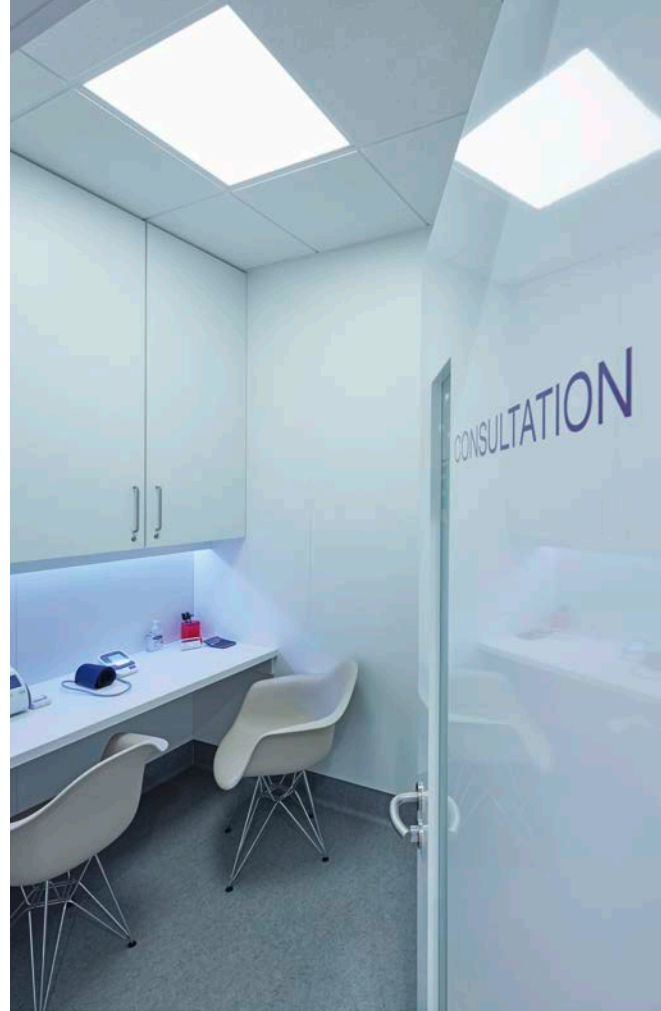
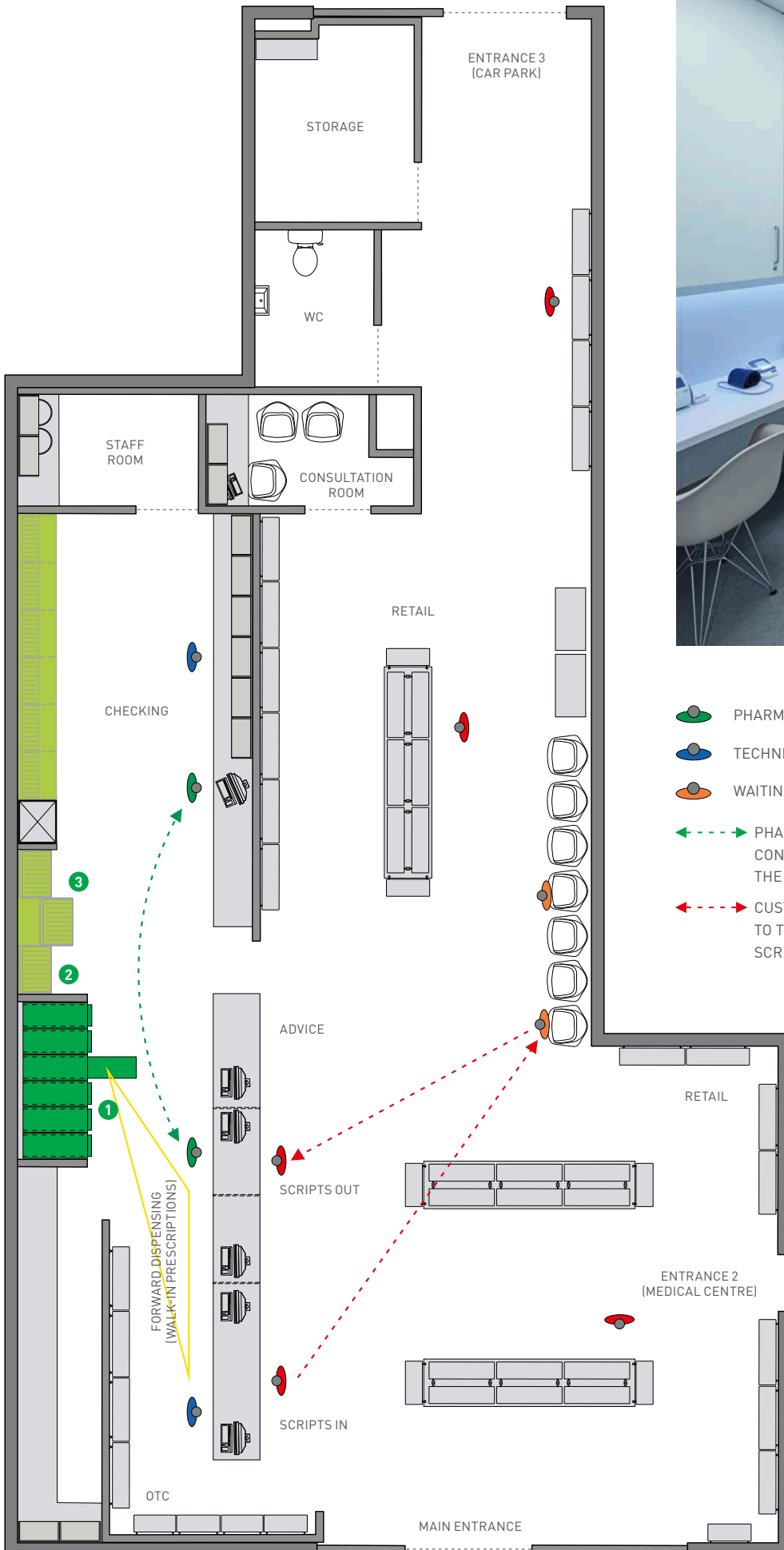
**1 FAMA GX drawers**  
Slow-moving items, large and heavy packages as well as bottles are stored in FAMA large-capacity drawers close to the scripts-out counter.



**2 FAMA Shelving System 500**  
Fast-moving items and open split packs are stored in sloping shelves close to the scripts-out counter. This reduces walking distances and enables a faster customer service.



**3 FAMA Sloping Trays**  
Stock is picked from the front: trays only need to be pulled out for replenishment. New packages are placed at the back, making stock rotation easy (first-in, first-out principle).



- PHARMACIST
- TECHNICIANS
- WAITING CUSTOMERS
- SERVED CUSTOMERS
- WORKFLOW TRIANGLE
- PHARMACIST SPENDS MOST OF THE TIME AT THE CONSULTATION DESK AT THE FRONT, MOVING TO THE BACK TO CHECK REPEAT PRESCRIPTIONS
- CUSTOMER MOVES FROM SCRIPTS-IN COUNTER TO THE WAITING AREA AND THEN TO THE SCRIPTS-OUT COUNTER



“The FAMA drawer system looks great in our pharmacy – so clean, clinical and professional. The FAMA sloping shelves are perfect for a busy pharmacy, improving dispensing time, facilitating re-ordering and still keeping that professional look. We love it and so do our customers!”

Paddy Hickey  
CEO of Hickey's Pharmacy Group

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**Willach** | Pharmacy Solutions