

Members' perception of the level of innovation in the drug dispensing service provided by EPS Compensar at the CAF Nova Center



Percepción del nivel de innovación en el servicio de dispensación de medicamentos, prestado por la EPS Compensar en el Centro CAF Nova, por parte de los afiliados

Infante Rodríguez, Álvaro
Herrera López, Sebastián David
Charry Prada, Mauricio

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ABSTRACT

Conceptually, innovation can be described as a series of activities carried out with the purpose of changing pre-existing elements, ideas or protocols to improve them or create new ones that have a positive effect on the market. The objective was to establish the users' perception of the drug distribution service provided by EPS Compensar at the CAF Nova Center, the methodology for the development of this study had a quantitative approach, with a non-experimental descriptive scope and longitudinal design. The universal population consisted of 3390 users of the center, from which a sample of 345 users was obtained with a confidence level of 95% and a margin of error of 5%. The results obtained were the characterization of the services provided in the Greco and Nova centers in the years 2021 and 2022, as well as the evaluation of the perception of innovation in the Nova dispensing service as a result of the changes, where it was possible to evidence the existence

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Especialista en Gerencia de Proyectos
Corporación Universitaria Minuto de Dios
Bogotá, Colombia
Email: ainfanterod@uniminuto.edu.co
<http://orcid.org/0000-0001-6774-7772>

Especialista en Recursos Hídricos y Especialista en Gerencia de Proyectos
Corporación Universitaria Minuto de Dios
Bogotá, Colombia
Email: sebastian.herrera-d@uniminuto.edu.co
<http://orcid.org/0000-0002-6671-1484>

Especialista en Gerencia de proyectos, Especialista en Gerencia Financiera y Especialista en Gerencia en Riesgos Laborales, Seguridad y Salud en El Trabajo
Corporación Universitaria Minuto de Dios
Bogotá, Colombia
Email: mcharryp@uniminuto.edu.co
<http://orcid.org/0000-0003-3464-9986>

of a positive difference compared to the previous CAF and the Nova CAF, it is concluded that thanks to the changes made, the users had a positive perception of the services provided by the Nova CAF.

Keywords: organization, modernization, organizational change, health service, perception.

RESUMEN

Conceptualmente, la innovación puede describirse como una serie de actividades realizadas con el fin de cambiar elementos, ideas o protocolos preexistentes para mejorarlos o crear nuevos que tengan un efecto positivo en el mercado, el objetivo a alcanzar fue establecer que percepción tienen los usuarios sobre el servicio de distribución de medicamentos, prestado por la EPS Compensar en el Centro CAF Nova, la metodología para el desarrollo del presente estudio tuvo un enfoque cuantitativo, con alcance descriptivo de tipo no experimental y diseño longitudinal. La población universal fue de 3390 usuarios adscritos al centro, de la cual se obtiene una muestra de 345 usuarios con un nivel de confianza del 95% y un margen de error del 5%. Los resultados obtenidos fue la caracterización de los servicios prestados en el centros Greco y Nova en los años 2021 y 2022, como también se evaluó la percepción de la innovación en el servicio dispensación de Nova a raíz de los cambios, donde se logró evidenciar la existencia de una diferencia positiva frente al CAF anterior y el CAF Nova, se concluye que gracias a los cambios efectuados se logró que

los usuarios tuvieran una percepción positiva frente a los servicios prestados por el CAF Nova.

Palabras **Clave:** organización,
modernización, cambio organizacional,
servicio de salud, percepción.

Introduction

To remain competitive, companies are constantly looking for ways to improve their operations and products. This requires an innovative approach to management, including the introduction of new products and services, the introduction of new ideas, and the improvement of existing products and services. Know the product or service inside and out, as well as the market, the company's value proposition and the desires and requirements of its consumers, if it wants to be innovative with them. If a company is not innovative and adaptable, it will likely fail and perish when customers look elsewhere. This is why creative problem solving has become a necessity for every modern company.

The changes brought about by globalization and technical progress have had a profound impact on business and corporate management. Several variables, such as changes in consumer tastes, legislation, government regulations, technology and even competition, can serve as catalysts for innovation. It has been shown that companies that devise new ways of marketing and delivering their goods or services are more likely to succeed than those that simply try to improve on what already exists.

Now, user satisfaction is a concept related to the quality of care of any service. One of these health services is the dispensing of medicines, which refers to the actions carried out under the supervision of pharmacists from the time they receive a prescription or request for a medicine until it is delivered to the user or patient, or if this is not possible, to the professional responsible for its administration. In Colombia, this service is governed by the Colombian Pharmaceutical Dispensing Law (Ministerio de Salud y Protección Social, 2013).

The service is a means used by a company to interact with customers, it is a significant tool, since its correct execution determines the satisfaction of a customer when it is provided (Ariza Ramírez & Ariza Ramírez, 2015). Regardless of the degree of

industrialization of a country, services have the ability to have a great impact on the economy. In the United States, this industry has grown faster than manufacturing in the last three decades. In emerging economies, they accounted for 55% of GDP and 45% of employment in 2019. As they also account for an even larger share of growth in the world economy of 75% (Gill, 2021).

One of the industries using this customer loyalty strategy is the pharmaceutical industry. In Colombia, the concept of "pharmaceutical services" and its development are relatively new in the Health System, this activity is focused on offering various services such as the dispensing of medicines, production, regulation and quality, as these end up being the complement and outcome of medical care, whether inpatient or outpatient (Ifarma, 2013).

In a dispensing establishment (Bishop, 1980) of medicines to maintain good quality (Peinovich et al., 2022), organization and equity in their services, it is an unavoidable requirement the internal control of the company and innovation in them to achieve success (Lopez Rodriguez et al., 2021). It plays a valuable role within an organization, it consists of introducing a new product, a good, a service, an improved process or a modern marketing or business method that can be applied to organizational practices, external relations or the institution of work activities (OECD/European Communities, 2007).

As a consequence of the implementation of a healthcare model, ensuring patient access to medicines has become a paramount issue for healthcare professionals, which has necessitated the creation of pharmaceutical services (Turner et al., 2021) capable of meeting the growing demand. In this area, the healthcare industry has seen the emergence of new companies, such as pharmaceutical service operators, which are responsible for the entire drug supply chain, from initial procurement to final administration to the patient. As a consequence, different models of drug administration have emerged, and each nation manages its own, with the Spanish model being the best known Spanish model (Ifarma, 2013).

In the global context, the Spanish Ministry of Health (2018) mentions that the most frequent errors related to the dispensing of medicines (Cadogan et al., 2016) are a public health problem (Andrade Salazar & Rodríguez Romero, 2022) that can occur in establishment dedicated to it to which changes must be made. In it, bad results or unexpected failures may arise due to the lack of innovation in its processes (Johnson et al., 2020), also, it states that the World Health Organization (WHO) records an average of 42 million incidents related to patient safety each year, of which a part

corresponds to failures in the provision of its services (Sánchez Sánchez et al., 2022), due to the lack of innovation.

In comparison with other nations, the United States does not offer universal health coverage; fifty million Americans, representing 16% of the population, lack health insurance. Pharmaceuticals and medical supplies, for example, are increasingly expensive for vulnerable people. As a result, paying bills and other medical expenses has become a major out-of-pocket expense. Disadvantaged communities continue to lack access to basic health care, relying on emergency rooms to treat chronic diseases and provide preventive treatment (Chemweno, 2021).

While, in Ethiopia, a study measured patient satisfaction with pharmaceutical services and other features in public hospitals in the northwest of the country, these were found to be above 50%. Users' sociodemographic traits had little influence on their level of satisfaction, but their rating of uncomfortable private counseling places and waiting areas was found to be negatively related to satisfaction (Molla et al., 2022).

Likewise, Saffaei et al (2021) in Isfahan, Iran in 2019 conducted a study where user satisfaction of 209 community pharmacies was assessed. The measurement was done by random selection, an average of five users were taken at different times of the day, this was applied to those who finished the process of obtaining medicines in pharmacies. The total satisfaction score in this study was 57% out of 100%. Some areas of the community pharmacy, such as consideration of pharmacists, general characteristics and technical capacity, showed satisfaction. However, the pharmacists' indications, economic aspects and accessibility did not meet patients' satisfaction.

In Colombia, health care institutions must provide their services under the criteria and requirements of Resolution 1403 of 2007, Conpes Document 155 of 2012, Resolution 3100 of 2018 and implement the ISO 9001:2015 Standard. In Resolution 1403, Chapter II alludes to Pharmaceutical Service, where it is very incisive the responsibility that the entities that provide these services must guarantee the attention to the users under some parameters that are in the mentioned resolution.

The Ministry of Health and Protection (2022) represented in this case by the Vice Minister German Escobar, explained that in 2021 more than 400,000 telephone calls were made due to the pandemic because of the impossibility of entering homes; of these 18,899 effective surveys were applied in 234 municipalities of Colombia at rural and urban level, to users of all ages who are affiliated to the General System of Social Security in Health (SGSSS) and who have used health services in the six months prior to the application of the survey. The following findings emerge from the nationwide

study: EPSs in the contributory regime had an experience indicator of 77.56%, while those in the subsidized regime scored 81.02%. The access indicator was 62.2%, with the results for the EPSs of the contributory and subsidized regimes being 61.87% and 62.93%, respectively. Eighty-seven percent of the people who needed medicines said that they obtained them the first time they asked for them, and almost all were satisfied with the care received, as the percentage was 87.4%.

Compensar EPS (n.d.) shows on its website a route describing the dispensing of POS and non-POS drugs. The institution, in compliance with the International Organization for Standardization (2015) with the ISO 9001:2015 Standard, systematizes all its processes and procedures in order to improve its quality standards (Cruz Mican & Chaves Jones, 2022).

EPS Compensar is a health promoting company that serves more than 1,200,000 affiliates in the city of Bogotá, it has been in the highest EPS rankings for its good attention (A. M. Sánchez, 2019); in the last evaluated quarter of 2021, users presented a bad perception in the waiting time in pharmacy from the time they enter until the delivery of medicines with 66.2%, empathy on the part of the pharmacy staff (understood as: greeting, looking you in the eyes while talking to you and providing a warm farewell) with 76.9% and the comfort of the service area with 73.2.

Schumpeter established the notion of innovation in the late 1930s, and since then it has served as an inspiration for authors in various fields. Since then, innovation has become an essential need for companies. Schumpeter (1939) considered innovation as a process of economic, social and cultural change, as well as one of the causes of economic progress. He defined innovation as the introduction of new goods and services into the market, the emergence of new methods of production and transportation, the achievement of the opening of a new market, the creation of a new source of supply of raw materials, and the modification of the management style of an organization's operations. It further described innovation as modifying the management of an organization's operations.

In 2018, the Oslo Manual changes its version, it introduced modifications to the typologies of innovation (OECD/Eurostat, 2018), with this it is sought that organizations can become more competitive and relevant in the market through innovation. They may come to have the ability to lower manufacturing costs, thereby boosting commercial profitability, or they may have the ability to add new features to their goods and services. From this perspective, there are four types of innovation:

- Process innovation. This refers to a major change in a company's production or distribution process, resulting in greater operational efficiency.
- Product innovation. This can be achieved by modifying production materials or adding a significant improvement that further distinguishes it from the competition, leading to a competitive advantage at best.
- Organizational innovation. Modifying its operational structure or realigning the chain of command are examples of organizational innovation. In some situations it may be oriented towards employee personalization, such as through the formulation of individual incentives or the design of career plans tailored to each profile.
- Marketing innovation. This refers to changes in the promotion of the product being promoted. This can include anything from a change in the brand or name of the product, to its packaging, the way it is consumed or the way it is advertised and disseminated to customers.

Miles (2011) considers that innovation in the service sector refers to the innovation that companies, industries and other sectors bring to the provision of services, which involves the creation of new or updated services. Product or service innovation is a company's strategy to gain a competitive advantage in the marketplace. This can be achieved in several ways, such as reducing production costs, distribution and improving profits by focusing on customer satisfaction (Cardona et al., 2017). In this sense, the product, whether it is a physical object or a service, represents the company's image in the market and thus becomes a key component of its competitiveness.

Herrera González & Hidalgo Nuchera (2019) state that "[...] innovation in the services industry includes new services and new modes of production or supply of services, as well as substantial changes in services, their production and delivery [...]" The goal of product innovation is to distinguish oneself from competitors, but the same degree of divergence is not necessary. Companies use product and service innovation to reduce production and distribution costs, increase sales and customer loyalty, among other things, in order to remain competitive in the market (L. Sanchez, 2022). In this sense, a company's brand image is reflected in its products or services and, consequently, becomes a crucial element of its competitiveness. Product or service innovation can preserve or increase a company's competitive advantage (Castro Monge, 2010).

Materials and methods

For the development of the research project, a quantitative approach was selected, which according to Hernández Sampieri et al. (2014) "[...] uses data collection to test hypotheses based on numerical measurement and statistical analysis, in order to establish patterns of behavior and test theories" (p. 4). With a descriptive scope that according to Hernández Sampieri et al (2006) add that a descriptive study "seeks to specify properties, characteristics and important features of any phenomenon being analyzed. It describes trends of a group or population" (p.106), non-experimental studies that are "[...] studies that are conducted without the deliberate manipulation of variables and in which only phenomena are observed in their natural environment and then analyzed" (p.205) and longitudinal design, which are "studies that collect data at different points in time to make inferences about change, its causes and effects" (p.205), since the present one is based on measuring the same service at two different times. According to Poveda, et al, (2018). a methodology is proposed according to the research approach.

EPS Compensar selected participants from among the 3,390 users registered in the CAF Nova Center based on the inclusion criteria; these will be selected based on their current affiliation to the EPS and their use of the previous CAFs and the new CAF Nova Center during the months of July and August 2022. Thus, a sample of 345 users was chosen, who were given the questionnaire over four weeks, from Monday to Saturday between 8:00 am and 11:00 am.

For data collection, the services of an expert and professional interviewer were used to conduct the telephone survey of the users. In response, the interviewer had to open an Excel file. In each session, each of the calls was made, where the interviewer began by identifying and greeting the user, then made a preamble explaining the purpose of the survey, and finally, each respondent is read the informed consent, and if he/she accepts it, the interviewer continues applying the survey. Each respondent's data is entered directly into the Excel file provided by the EPS.

After receiving the data, they were tabulated using Excel software, which allows mathematical calculations, can be used as a database because it is easy to use and has statistical functions that facilitate a variety of calculations. In addition, it allows data to be transferred to other statistical programs after data collection (Weisstaub, 2021).

Weisstaub (2021) explains that the data analysis tool Microsoft Excel offers a wide variety of information processing options, its spreadsheets allow data analysis and

statistics, and the information of each respondent in this case can be managed and interpreted more easily thanks to its functionalities such as graphs, pivot tables, histograms, etc., which makes it an ideal tool for analyzing survey results. Excel is a very complete application for data management, value calculation and information analysis. Its functions include data analysis tools, which allow you to study statistical or technical data in a time- and resource-efficient way.

Due to the use of surveys in the research, which requires the collection of data from persons of legal age, only questions that do not compromise the moral, psychological, physical or sexual integrity of the individual will be asked. Although the contents of a consent form will be read to each participant, it will be up to him/her to decide whether or not to participate. In accordance with the Declaration of Helsinki (Manzini, 2000), this study takes into account ethical considerations, since it is based on information provided by human participants.

Consequently, this research was conducted in accordance with ethical principles, with the utmost respect for the dignity, rights and well-being of the respondents, as well as for the confidentiality of their personal information.

People who used the services of the CAF Compensar center and the CAF Nova facility participated in the research. Informed consent will be read by telephone, and participants will have prior knowledge of the objectives of the study and clarity about the use of the information collected, which will be for academic purposes only. The researchers will guarantee anonymity, privacy, autonomy and respect for the human dignity of the participants, for which the informed consent document was prepared according to the nature of the study.

On the other hand, the assessment framework was defined for the perception of innovation in drug dispensing service processes, based on the measurement carried out in the year 2021 through the instrument created by the Compensar EPS experience team. Based on this, and in the new point of care, the same survey is applied, with which the results will be compared, which will allow verifying whether there is a perception of improvement, or not, regarding the components of the service.

Table 1. Guide to find the Overall Rating

A	B	C	D	E	F
Enunciados	Aplicación Escala de Likert	Valor de Ítem de la escala	Total de respuestas por ítem	Valoración por factor	Valoración global
Enunciado	Muy insatisfecho	1	Valor 1	$C1 * D1$	Valor%
	Insatisfecho	2	Valor 2	$C2 * D2$	
	Poco satisfecho	3	Valor 3	$C3 * D3$	
	Satisfecho	4	Valor 4	$C4 * D4$	
	Muy satisfecho	5	Valor 5	$C5 * D5$	

To find the overall values for the years 2021 and 2022, it is necessary to perform the following steps with the aggregate results of the surveys applied, as shown below.

1. An Excel table containing 6 columns from A to F and 7 rows, as shown in Table 3, should be prepared.
2. The first column (A) is where the statements will be found, these correspond to each item of the instrument applied (survey).
3. Column B contains the statements of the Likert scale from Very Dissatisfied to Very Satisfied, as shown in Table 3.
4. Subsequently, column C is given an ascending value from 1 to 5 for each statement of the scale in column B.
5. Column D records the total number of responses obtained in the data collection for each item, as shown in Table 3.
6. To find the Values per factor (Column E), multiply the values in column C by column D.
7. To find the overall value (Column E): this is equal to the sum of the values in column C ($\Sigma \text{Value1:Value5}$), which is divided by the highest value of the Likert scale values (Column c) multiplied by the sum of the factor values in column E ($\Sigma(C1 * D1: C5 * D5)$), then the result of this column is formatted as a percentage cell. In summary, the equation would be $=\Sigma(\text{Valo1:Valo5}) / (C5 * (\Sigma(C1 * D1: C5 * D5)))$

After performing the above operation and having the overall values of each of the questions of the applied instrument, we proceed to perform the following actions as shown in Table 2, which led to the achievement of the general objective, which allowed the measurement of the perception of the level of innovation in the service of dispensing medicines:

Table 2. Guide to find the Total Global Rating

A	B	C	D
1. Pregunta 1	V G*	V G	B-C
2. Pregunta 2	V G	V G	B-C
3. Pregunta 3	V G	V G	B-C
4. Pregunta 4	V G	V G	B-C
5. Pregunta 5	V G	V G	B-C
6. Pregunta 6	V G	V G	B-C
7. Pregunta 7	V G	V G	B-C
Valoración global en el servicio			= Promedio(D1:D7)

Results

In order to achieve the objective of identifying the innovation that has created the medicine dispensing service provided by EPS Compensar in the CAF Nova center with respect to the "El Greco" point of care, it was necessary to show the specifications of this center as shown in Table 2. In the year 2021, in the month of November, an evaluation of the services provided by Audifarma's CAF centers was carried out; this Firm is the one that manages the different medicine dispensing points of EPS Compensar in the city of Bogota. This study consisted in applying a structured survey, which was applied by telephone between November 09 to 19, 2021, in order to determine the level of satisfaction associated with the service provided by the CAF El Greco Center. The population under study were active members of the Complementary Plan, Health Benefits Plan and Subsidized Regime, women and men between 18 and 70 years of age. The universal population was 4355, the sample was taken from 115 affiliates, with a confidence level of 95%, standard error was 9%, the measurement scale was represented in quantification from 1 to 5.

Taking into account the results, it was decided to expand the network of CAF Centers, with the construction of the CAF Nova center located at Cra 57 No. 45-14 LC Norte, Barrio El Salitre in an area of 600 m², where the CAF El Greco Center was moved in its entirety, the new center was designed with inclusion, exclusivity and the needs of the users of the environment in mind, in addition to complying with the regulations. The physical characteristics of the structure were evaluated taking into account Resolution 10911 (Ministry of Health, 1992) and Resolution 1403 of 2007 (Ministry of Social Protection, 2007), where everything related to care and administration areas,

ceilings, walls, lighting, ventilation systems, electrical infrastructure, as well as storage conditions and systems are foreseen.

Regarding human resources, it was structured following the guidelines given in Decree 780 of 2016 (Presidency of the Republic of Colombia, 2016), Resolution 1478 of 2006 (Ministry of Social Protection, 2006) and Resolution 1403 of 2007 (Ministry of Social Protection, 2007). The center has 27 Front and 10 work stations, where 40 collaborators rotate for the attention of the Caf and other tasks required by a drugstore, from Monday to Friday from 7 am. to 7 pm. and Saturdays from 7 am. to 3 pm.

In terms of equipment, functional, adequate and inclusive equipment was installed, including special shelves for handling quantities and quality, properly calibrated thermohygrometers with their corresponding records, and of course refrigeration systems for items requiring a cold chain, etc.

Table 3. *Comparison of CAF El Greco Vs CAF Nova centers*

Comparativo entre los centros CAF Greco y Nova de Audifarma	
El Greco	Nova
Área	
El centro CAF Greco estaba construido en un área de 260 m ² , consta de solo una planta distribuida en 60 m ² destinados a sala de espera y 200 m ² para almacenaje de los medicamentos.	El centro CAF Nova está construido en un área de 600 m ² , consta de dos plantas distribuida en 200 m ² destinados a sala de espera y 400 m ² para almacenaje de los medicamentos.
Talento Humano	
La planta de personal estaba compuesta por un Coordinador Administrativo (Regente de Farmacia) y 12 auxiliares.	La planta de personal está compuesta por un Coordinador Administrativo (Regente de Farmacia), 1 Auxiliar Administrativo (Auxiliar de regencia de Farmacia), 22 auxiliares, 1 orientador de servicio, 1 Auxiliar de servicios generales y 1 Guarda de Seguridad.
Flujo de atención	
Ingreso a la farmacia y toma de ticket en el digiturno tomaba 4 min., luego la espera en la sala y llamado del turno 45 min y por último llamado del cajero y dispensación del medicamento 11 min., para un total de 60 minutos en la dispensación del medicamento.	Ingreso a la farmacia y toma de ticket en el digiturno toma 1 min., luego la espera en la sala y llamado del turno 12 min. y por último llamado del cajero y dispensación del medicamento 7 min., para un total de 20 minutos en la dispensación del medicamento.
Características del personal	
El personal seleccionado para laborar debía cumplir criterios como ser auxiliares de regencia de farmacia y auxiliares de enfermería.	El personal seleccionado para laborar debía cumplir criterios como ser auxiliares de regencia de farmacia y auxiliares de enfermería, al igual con unas características especiales como la eficiencia, rapidez, presentación personal y atención al usuario.
Confort en las instalaciones	
Sala de espera general con un área de 60 m ²	Un área de 200m ² donde existe una sala general, una preferencial y una VIP
Aseo y Orden en las instalaciones	

No contaba con personal de servicios generales, los mismos auxiliares deben realizar el aseo de las instalaciones.	Cuenta con una persona de servicios generales, quien se encarga únicamente de realizar el aseo de las instalaciones.
El centro no disponía de baños para el público	El centro cuenta con un baño para hombres, un baño para mujeres y un baño para personas discapacitadas.
Contaba con un área de 200 m ² con 11 estantes doble tope que permite almacenar carga seca y 6 estantes industriales que permiten el almacenaje de productos alimentarios.	Cuenta un área de 400 m ² con 24 estantes doble tope que permite almacenar carga seca y 18 estantes industriales que permiten el almacenaje de productos alimentarios.
Señalización dentro de la farmacia	
La sede contaba con una señalización básica demarcando las diferentes secciones	La sede cuenta con señalización especial en idioma español y braille para personas invidentes, además cada área esta demarcada para que los usuarios puedan orientarse.

Note: Information provided by A. Infante (Personal communication, October 15, 2022).

The above shows a comparison between the two centers. Table 3 shows the differences in each of the centers, the area in m² is increased by 2.3 times in the CAF Nova center in relation to the CAF El Greco center, which allows users to enjoy more space, equipment, comfort and better access routes for the provision of services. The aim was to speed up access to users and serve them as quickly as possible. The novelty of the Nova Center was its ample spaces, which allow users to manage their time and find what they need easily and quickly, something that cannot be seen in the CAF El Greco center due to its reduced space.

In terms of human resources, CAF El Greco had a formulation indicator of 400 units per day, while CAF Nova 1200 units per day, with a projection of 2500. These productivity results are due to the work distribution of the team. At El Greco, the workers had to perform different activities, from cleaning the facilities and their workstations to guiding the users, making their formulation productivity low, since the 12 assistants produced 400 formulas per day, which means that each one produced 33.3 formulas per day.

While, in the CAF Nova, the formulation indicator is currently 1200 units per day, which means that each of the 22 assistants produce 54.5 formulas per day. The above result is due to the distribution of activities, since each auxiliary is dedicated to the formulation process, the center now has an administrative assistant who is in charge of managing the backlog and ensuring delivery of medicines within 48 hours, a security guard, who is attentive to any situation that affects the service, a person in charge of cleaning the facilities, as well as a service counselor who is responsible for guiding the user to the use of the service; innovate the distribution of activities in a

work team, through a leadership that changes the characteristics of the activities, as a result will improve satisfaction, empathy among the team and therefore productivity and performance.

The flow of attention in El Greco was 60 minutes, while in the Nova Center it is now 20 minutes as can be seen in table 2, these results were achieved thanks to the changes made in the work team. Thinking that the services provided by the CAF Nova must be of the highest quality, a work team had to be formed, therefore it was established that to belong to this team at the time of selection and recruitment of each of its members had to meet special criteria, such as a high service attitude, high knowledge and experience in the field, agility and efficiency, another criterion that was taken into account was personal presentation, the previous set was essential on the one hand in productivity and on the other hand the empathy with the users.

Regarding the comfort of the facilities of the CAF El Greco Center, it had a room of 60 m² where 6 tandem X 4 were located, in the CAF Nova it became a space of 200 m² where the general room was installed with 12 X 4, a preferential room with 4 tandem X 3 and a VIP room with armchairs and armchairs. In this new design, comfort and decoration were taken into account to create a more welcoming environment for users. In addition to these improvements, three sanitary units were installed, one for men, one for women and one for people with reduced mobility, with inclusivity in mind.

The cleanliness of the pharmacy is vital, as the aim is to project an image of neatness, asepsis, cleanliness, sanitation and professionalism. To this end, the CAF Nova center currently has a person who is responsible for ensuring that the facilities are clean and tidy, thus guaranteeing that the environment of the facilities is safe and healthy. On the other hand, the medicines and other items dispensed must meet strict cleanliness and maintenance requirements. It should be clarified that the CAF El Greco center did not have this position in its work team.

In terms of organization, the El Greco CAF had an area of 200 m² with 11 double-top shelves for storing dry cargo and 6 industrial shelves for storing food products, but due to the small size of the facilities it was prone to overcrowding. The CAF Nova has an area of 400 m² with 24 double shelves for storing dry cargo and 18 industrial shelves for storing food products. Medicines are organized alphabetically, this classification model happens to be one of the oldest and most used, medicines are sorted by name without taking into account any other specification of the medicines, it is the oldest and most used classification, it is sorted in alphabetical order from A to Z, without taking into account any classification of the medicine only its name. On the other hand, the medicines that require refrigeration at the CAF El Greco had only one

refrigerator; at the CAF Nova, there are three refrigerators and a freezer to guarantee the cold chain for medicines that require a cold chain.

The population of Compensar EPS has between 7% to 9% of people with disabilities, so the CAF Nova center was built with inclusiveness in mind and thus reduce inequality gaps. Users with this type of conditions will be able to be autonomous because the facilities allow it due to their signage. The CAF Greco did not have this type of signage, as the small size of the facilities prevented it. With these changes, the CAF Nova Center became one of the most exclusive and unique in the city of Bogota and even in Colombia.

When comparing the measurement results of the years 2021 and 2022, it was evident that in question 1 the CAF El Greco obtained an overall rating of 66.2%, while in the CAF Nova it was 81.9%, which shows progress in the improvement, as shown in Table 12. In item number 2, concerning friendliness, 80.6% was obtained in the first and in the second and 80.9%, where there was also improvement; in item 3 it can be evidenced that there was 76.9% while in the second the results were 81.2% where progress is presented; in question 4, in the year 2021 it was found that the results showed 86.1% and in the year 2022 80.0%, which represents a decrease in the process. In question 5 it was found that in the year 2021 the result was 73.2% while in the year 2022 it was 81.7%, which means that there was a representative improvement. In item 6 for the year 2021 it was found that in the CAF El Greco Center it was 85.3% and in the year 2021 the CAF Nova was 80.9% where there was regression, as well as in question 7 in the year 2021 of 82.6% while in the year 2022 it was 80.9%. The comparative results show a predominance of improvement in the two results, see Table 2.

Table 4. El Greco CAF Center 2021 and Nova 2022 Measurement

	Escala	Valor	Respuestas	El Greco 2021		Respuestas	Nova 2022	
				Valoración por factor	Valoración global		Valoración por factor	Valoración global
1. Tiempo de espera en farmacia desde que ingreso hasta la entrega de medicamentos	Muy insatisfecho	1	0	0		0	0	
	Insatisfecho	2	2	80		0	0	
	Poco satisfecho	3	77	60	66,2%	0	0	81,9%
	Satisfecho	4	34	144		312	1248	
	Muy satisfecho	5	2	100		33	165	
2. Amabilidad en la atención	Muy insatisfecho	1	0	0		0	0	
	Insatisfecho	2	0	0	80,7%	0	0	80,9%
	Poco satisfecho	3	34	102		15	45	
	Satisfecho	4	43	172		300	1200	

		El Greco 2021			Nova 2022		
	Muy satisfecho	5	38	190	30	150	
3. Empatía por parte del personal de la farmacia (entendiéndose como: saludo, mirarle a los ojos mientras le hablan y brindar una despedida cálida)	Muy insatisfecho	1	0	0	0	0	
	Insatisfecho	2	0	0	0	0	
	Poco satisfecho	3	40	120	4	12	
	Satisfecho	4	53	212	317	1268	81,2%
	Muy satisfecho	5	22	110	24	120	
4. Claridad en la información sobre los medicamentos entregados respecto a nombre, cantidades según fórmula	Muy insatisfecho	1	0	0	0	0	
	Insatisfecho	2	2	4	0	0	
	Poco satisfecho	3	27	81	0	0	80,0%
	Satisfecho	4	20	80	345	1380	
	Muy satisfecho	5	66	330	0	0	
5. Comodidad del área de atención	Muy insatisfecho	1	0	0	0	0	
	Insatisfecho	2	34	68	0	0	
	Poco satisfecho	3	15	45	0	0	81,7%
	Satisfecho	4	22	88	315	1260	
	Muy satisfecho	5	44	220	30	150	
6. Aseo y orden de instalaciones	Muy insatisfecho	1	0	0	0	0	
	Insatisfecho	2	2	4	0	0	
	Poco satisfecho	3	34	102	0	0	80,9%
	Satisfecho	4	11	44	330	1320	
	Muy satisfecho	5	69	345	15	75	
7. Señalización dentro de la farmacia	Muy insatisfecho	1	0	0	0	0	
	Insatisfecho	2	0	0	0	0	
	Poco satisfecho	3	10	30	0	0	80,9%
	Satisfecho	4	80	320	330	1320	
	Muy satisfecho	5	25	125	15	75	

Taking into account the previous comparison, the overall values in percentage of each question were extracted from the results of El Greco year 2021 and Nova year 2022; then the difference between the two was found, these results were added and then averaged and the result of this exercise was the overall assessment of the service as shown in Table 5.

Table 5. *Comparison of El Greco Vs Nova measurement and overall service rating*

Preguntas aplicadas	2021	2022	Diferencia
1. Tiempo de espera en farmacia desde que ingreso hasta la entrega de medicamentos	66,30%	81,90%	15,70%
2. Amabilidad en la atención	80,70%	80,90%	0,20%
3. Empatía por parte del personal de la farmacia (entendiéndose como: saludo, mirarle a los ojos mientras le hablan y brindar una despedida cálida)	76,90%	81,20%	4,30%
4. Claridad en la información sobre los medicamentos entregados respecto a nombre, cantidades según formula	86,10%	80,00%	-6,10%
5. Comodidad del área de atención	73,20%	81,70%	8,50%
6. Aseo y orden de instalaciones	85,20%	80,90%	-4,30%
7. Señalización dentro de la farmacia	82,60%	80,90%	-1,70%
Valoración global en el servicio			2,40%

Conclusions

With regard to the general objective, which was to establish the users' perception of the medicine distribution service provided by EPS Compensar at the CAF Nova Center, the measurements taken in 2021 and 2022 were taken into account, and the difference between one study and the other was subsequently found. In general terms, it was found that the average user satisfaction for El Greco and Nova was 2.40%, which means that there was progress in the process, but not significant, which should lead to evaluate the real impact of the changes made in the process. This calculation was determined through a simple average taking into account the results of each item evaluated by the users.

To answer the research question, it can be said that after having carried out the exercise, in general terms, it yields a result of improvement in perception (2.54%), which is not really significant, understanding that not all the items evaluated showed an improvement in perception.

After the exercise it can be concluded that a company that promotes innovation will achieve a positive perception of its customers (López Rodríguez et al., 2021), in order to be competitive and achieve long-term success, not only because it anticipates and adapts to changing market conditions, but also because it attracts and retains its customers and consumers.

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