



Return to sender

It is important to implement the right policies when it comes to returning pharmaceutical products.

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https://www.researchgate.net/publication/338595406_REVERSE_LOGISTICS_CHALLENGES_IN_MANUFACTURING_PHARMACEUTICAL_COMPANIES_IN_SOUTH_AFRICA-THE_CASE_OF_THE_CITY_OF_TSHWANE (Harvard)

In the current COVID-19 pandemic, many people have gained a new appreciation for always having the right medicine and maintaining an adequate vitamin intake. Consumers require excellent service from retail pharmaceuticals that offer medication at the right time, right quantities, right price and right quality, with no defects.

However, a recent recall of popular heart medication has highlighted the importance of knowing how to send medication back to the manufacturing company. Mpho Makaleng, a researcher at UNISA, has studied the challenges that companies and individuals face when it comes to reverse logistics in the pharmaceutical industry. The study

also examined whether the existing policies are adequate to mitigate those challenges.

“The results indicated that there are challenges faced in the pharmaceutical-manufacturing companies, ranging from transport and gatekeeping to technology, waste elimination and product recalls,” says Mpho Makaleng.

This has led to the conclusion that reverse logistics is important for pharmaceutical-manufacturing companies, as medication does get returned from time to time. The return on investment in the pharmaceutical-manufacturing industry is potentially high, which makes it critical to find effective ways in which to return products.

“It is important to inform customers of these policies so that they know exactly what to do when returning products,” says Makaleng. “Of the respondents in the study, 67% indicated that they definitely do not know how to return pharmaceutical products, and that solutions need to be found to solve these challenges.”



Customers should know how to return pharmaceutical products to manufacturers.



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