

IMPLEMENTATION OF A NEW PHARMACY- CARE SERVICE

J.W.Foppe van Mil

Pharmacy Practice Consultant

*Considerations based on elements of marketing, Everett
Rogers, and Nimmo and Holland*

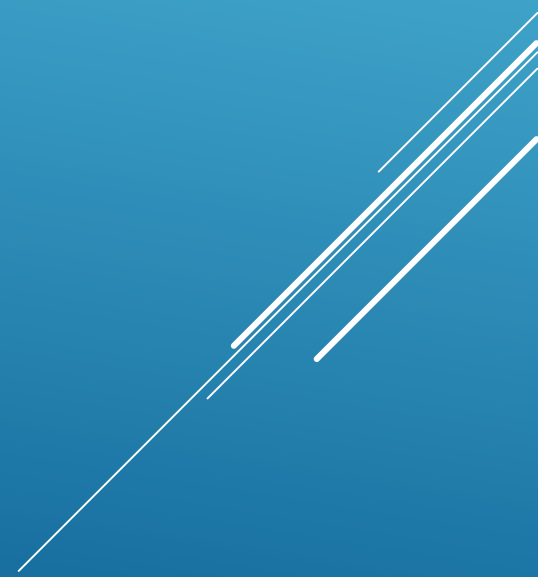
- ▶ The need for (new) services
- ▶ Designing services
- ▶ Testing services
- ▶ Implementing on wider scale
- ▶ Evaluation

STRUCTURE



- ▶ **The need for (new) services**
- ▶ Designing services
- ▶ Testing services
- ▶ Implementing on wider scale
- ▶ Evaluation

IMPLEMENTATION OF NEW PHARMACY-CARE SERVICES



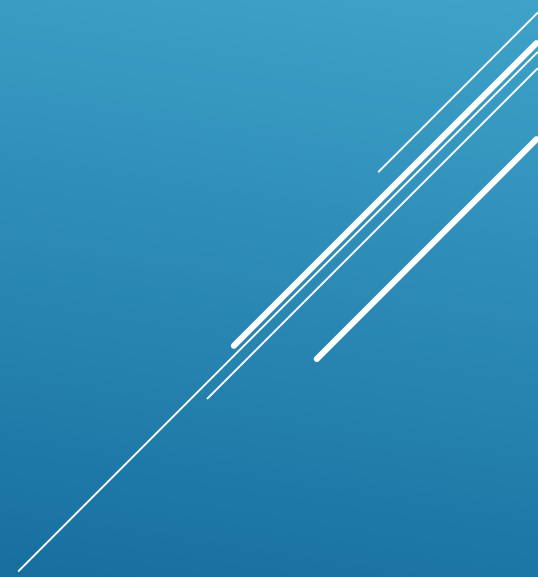
- ▶ Responding to existing demand (society pulls): adaptive response
- ▶ Creating demand (profession pushes)
 - ▶ Influencing healthcare organisations
 - ▶ Influencing politics

THE NEED FOR NEW SERVICES



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- ▶ **Designing services**
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IMPLEMENTATION OF NEW PHARMACY-CARE SERVICES



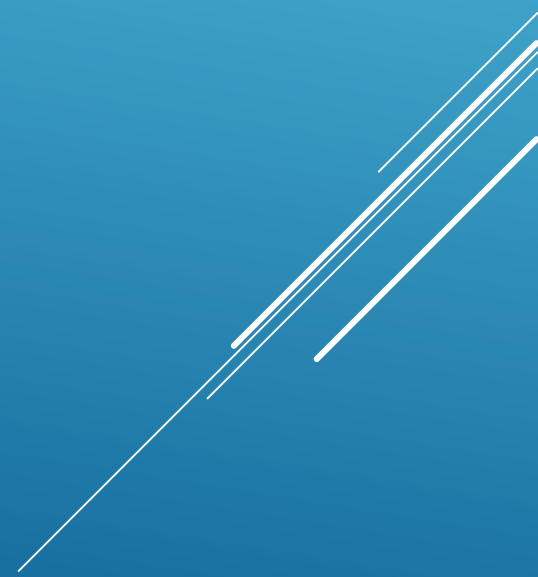
- ▶ Start with meeting expectations/demand (of patients, society and/or pharmacists)
- ▶ Formulate aims of the new service in guidelines (in line with other professions)
- ▶ Explore patients/clients on how they would like to receive the service
- ▶ Explore pharmacy teams on how they would like to deliver the service
- ▶ Create protocol(s) and indicators
- ▶ Consider remuneration (how much should this service cost)
- ▶ Format the tools

DESIGNING NEW SERVICES



- ▶ The need for (new) services
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IMPLEMENTATION OF NEW PHARMACY-CARE SERVICES



- ▶ Test the protocols in practice on
 - ▶ Clarity & usability
 - ▶ Real time investment & costs
 - ▶ Pharmacist's opinion and satisfaction
 - ▶ Staff opinion and satisfaction
 - ▶ Opinion and satisfaction of other health professionals
 - ▶ (Patient satisfaction)
- ▶ Don't forget to remunerate the practice sites where the testing is being done

TESTING THE SERVICE

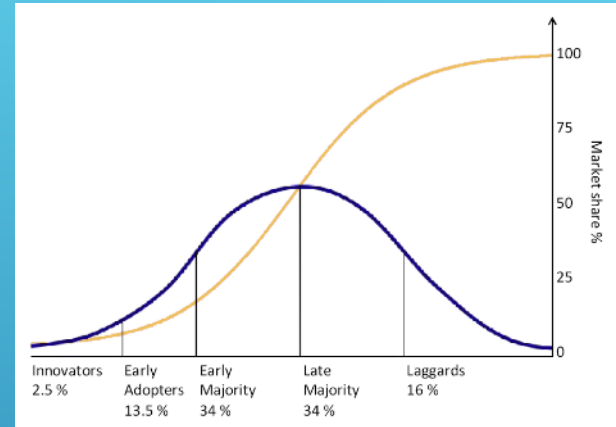
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IMPLEMENTATION OF NEW PHARMACY-CARE SERVICES



▶ Rogers theory on diffusion of innovations

- ▶ Innovators (2.5%)
- ▶ Early adopters (13.5%)
- ▶ Early majority (34%)
- ▶ Late majority (34%)
- ▶ Laggards (16%)



- ▶ Curve reflects a general 'acceptance' of a new service or product over time
- ▶ How to bring you colleagues to 'adopting' the innovation?

IMPLEMENT THE SERVICE (1)

How to bring you colleagues to 'adopting' an innovation in their pharmacy?

- ▶ Stress professional responsibility, including GPP
- ▶ Insist on professional competence
- ▶ Bring three essential facilitators for change in place for pharmacists and team
 - ▶ Learning resources (for the new service)
 - ▶ Practice environment (assist in adaptation if necessary)
 - ▶ Motivational strategies (money, sweets, satisfaction to stimulate change)
- ▶ Address personal characteristics (personality and professional socialisation) of pharmacists & staff members that are (potential) barriers to implementation

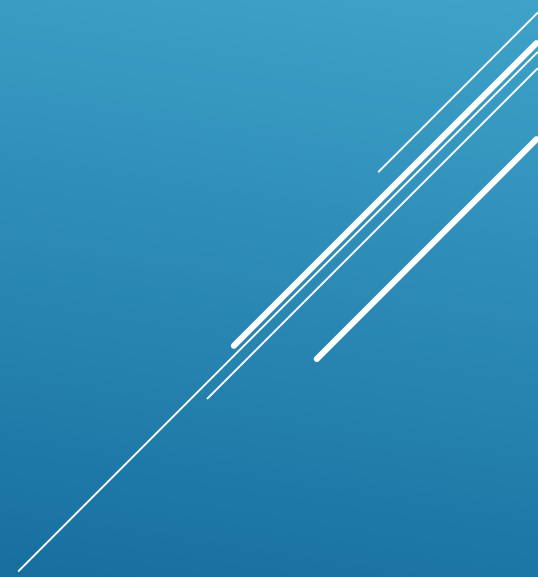
IMPLEMENT THE SERVICE (2)

Awareness	I know some pharmacist do these things, but I am not interested	Look at a colleague doing it
Responding	Mmmm..... is perhaps interesting	Discuss with team
Valuing	This is interesting, and could be good for me and my patients	Explore tools and objectives
Testing the water	Let me try with this one patient, this one patient only	First experience/modify practice
Organisational adaptations	I will adapt my environment to be able to provide the service well	Discuss with other HCPs and patients
Integration	I provide this service logically and always to all patients concerned	Implemented

IMPLEMENT THE SERVICE (3)

- ▶ The need for (new) services
- ▶ Designing services
- ▶ Testing services
- ▶ Implementing on wider scale
- ▶ **Evaluation**

IMPLEMENTATION OF NEW PHARMACY-CARE SERVICES



- ▶ On technical (process) indicators (how many patients, what process)
- ▶ On outcome indicators including
 - ▶ Clinical parameters (patient feels better)
 - ▶ Money (pharmacist feels better 😊)
 - ▶ Patient satisfaction
 - ▶ Provider satisfaction

Evaluation to be done by external agency

EVALUATION OF NEW SERVICES



- ▶ Implementation of new services to patients has to be guided by the demand and the professional capabilities of pharmacists in the field. Both can be influenced
- ▶ Pharmacists have a moral responsibility towards society to 'do well', and more appeal on the professional responsibility of pharmacists is necessary
- ▶ There are requirements for the environment, to facilitate implementation
- ▶ Each individual colleague is in a different mindset re implementation, and needs adapted measures to progress
Pharmacists are professionals, not sheep....
- ▶ I offered some considerations, not 'the ultimate solution'

CONCLUSION