IMPORTANCE OF PROMOTING BEST PRACTICES IN PHARMACEUTICAL CARE TO HEALTHCARE STAKEHOLDERS AND GENERAL PUBLIC - Croatian example

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Background There is a great need to document, promote and disseminate best practices in pharmaceutical care and advanced patient-oriented services to the public, government and healthcare stakeholders, to empower the role of pharmacists in modern healthcare system.

Purpose We wanted to strengthen the position and accentuate the contribution of pharmacist in Croatian healthcare through the enabling the access to the best pharmacy practices, which can serve as a basis for upcoming scientific and professional research of pharmaceutical care. On the occasion of World Pharmacists Day (FIP), Croatian Pharmaceutical Society organized the 1st Forum of Excellence in Pharmaceutical Care with equal FIP's WPD 2016 slogan ?Pharmacists: Caring for You.? aiming to promote best practices in pharmaceutical care in Croatia, and to document pharmaceutical interventions that are implemented during past decade on community and hospital pharmacy level.

Method Croatian Pharmaceutical Society organised 1st Forum of Excellence in Pharmaceutical Care and created the Book of abstracts- publication (digital and hard copy) of best practices in pharmaceutical care in Croatia (community and hospital pharmacies) in the context of the: contribution to improving proper, responsible and rational medicines use and outcome; prevention and disease management; health promotion, contribution of pharmacist to health literacy of patients and public health activities in the local community. We documented 14 best practice examples in pharmaceutical services / interventions and presented them during Forum, including 4 general discussions on pharmaceutical care and lecture (by general practitioner) on collaboration between a physician and pharmacist. Healthcare stakeholders were invited to Forum, and general public was introduced to publication on best pharmacy practices throughout PR activities. Digital publication on best practices in pharmaceutical care in Croatia: https://issuu.com/farmaceut.org/docs/forum_izvrsnosti_all_final_crop?e=12540525%2F30000297

Findings This initiative was a step towards documenting and promoting valuable and excellent engagements of pharmacists (best practices) and modern pharmaceutical care in Croatia, implemented with other partners in health for the benefit of patients, healthcare systems and the community in general. Thanks to the presentation of the best pharmacy practices to health administration and regulators, we promoted and increased awareness of the contribution of pharmacists in the health care system. This publication should serve as a platform for health technology assessment of pharmaceutical interventions and significantly better financial valorisation. Also, promoting best practices in pharmaceutical care to the health administrations and general public should have positive final outcome for all stakeholders in health: satisfied patients, pharmacists and physicians (who have better control of the patients behaviour and outcomes), health administration, insurance companies and society as a whole (health is related to social productivity).

Conclusion The best pharmacy practice and modern pharmacy services have a very promising future if they are timely presented to all participants of the health system, especially health administration. Best practices in pharmacy should not remain an independent entity and individual (undocumented) islands of excellence initiated by proactive individuals. They should be timely recognized, valued and strategically implemented as the best practice of healthcare also, taking into consideration the continuity and financial viability of such services.