

# Building capacity for sustainable delivery of pharmaceutical care

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Pharmaceutical Society of Australia

Improving the health of Australians  
through excellence in pharmacist care

Creating a brighter future for pharmacists  
through:

- Advocating excellence in pharmacist practice
- Positioning pharmacy for the future through innovative and sustainable models of practice

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*“PSA is the peak national body for pharmacists”*

Pharmacists in Australia are one of the largest, most trusted and most accessible groups of health professionals

- but they are not utilised to their full scope

Community pharmacies have provided, and will continue to provide a vital network

- for primary and preventative community-based health care

Opportunity for Government and other payers to ensure that pharmacists' unique skills and expertise are better utilised

- as part of innovative, collaborative care models to contribute to better health outcomes

***"PSA is the peak national body for pharmacists"***



Advocating for new roles & career pathways



Negotiating with other stakeholders to secure funding for these roles



Supporting a viable community pharmacy sector through Health Destination Pharmacy

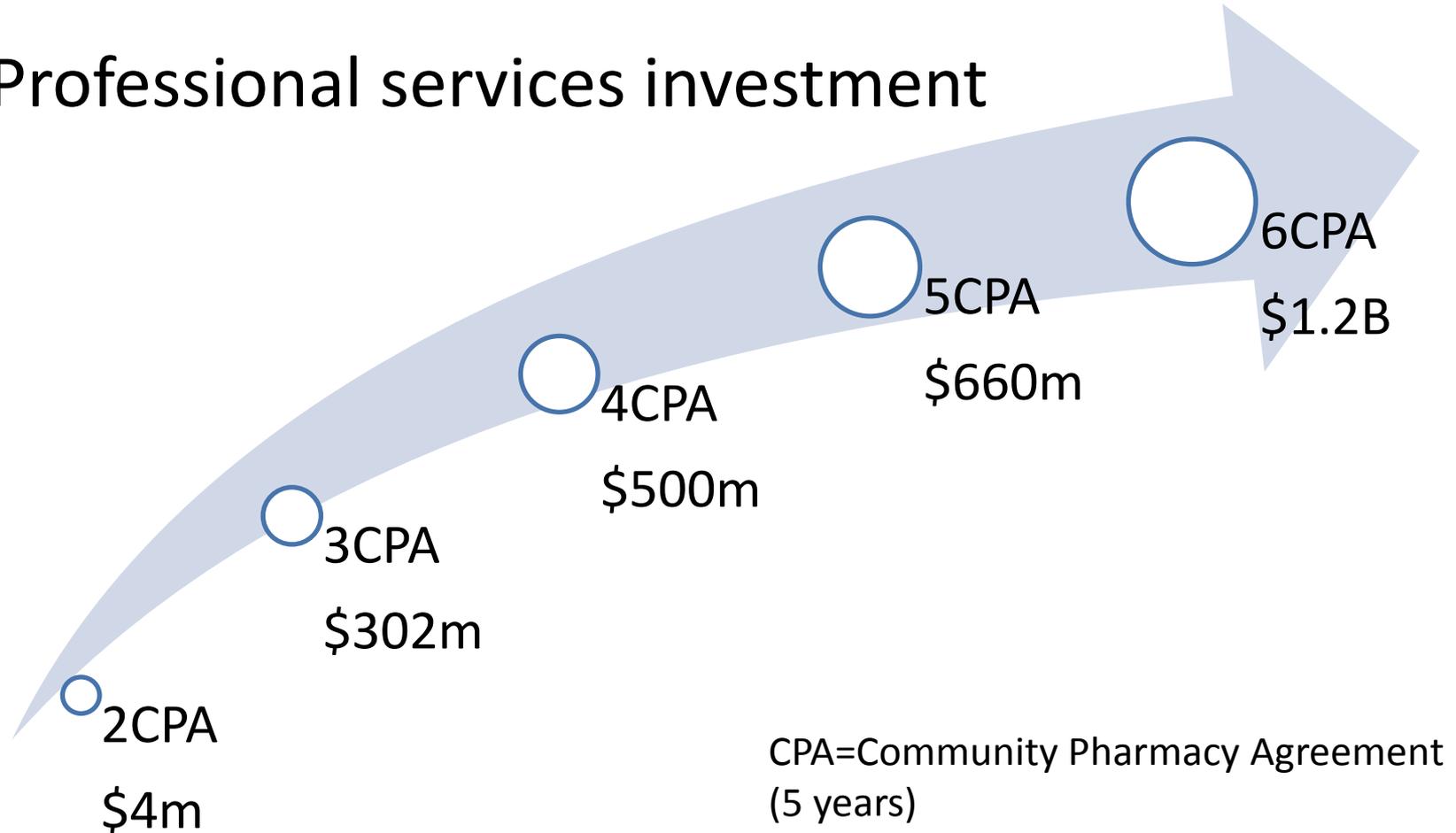


Developing standards & guidelines, courses, qualifications, CPD, to enable it to happen

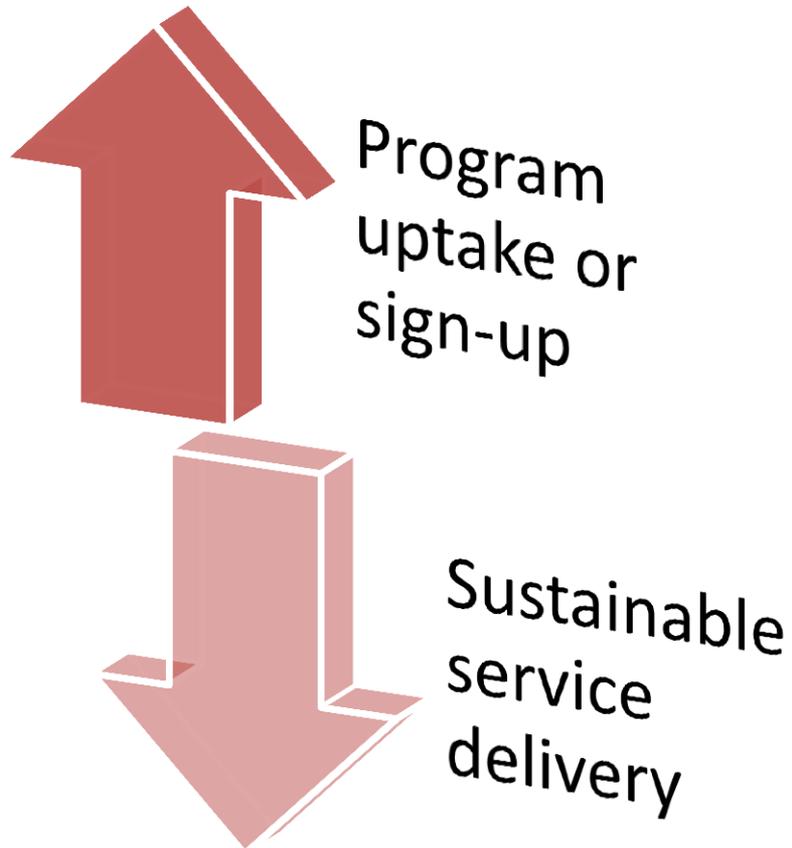
***“PSA is the peak national body for pharmacists”***



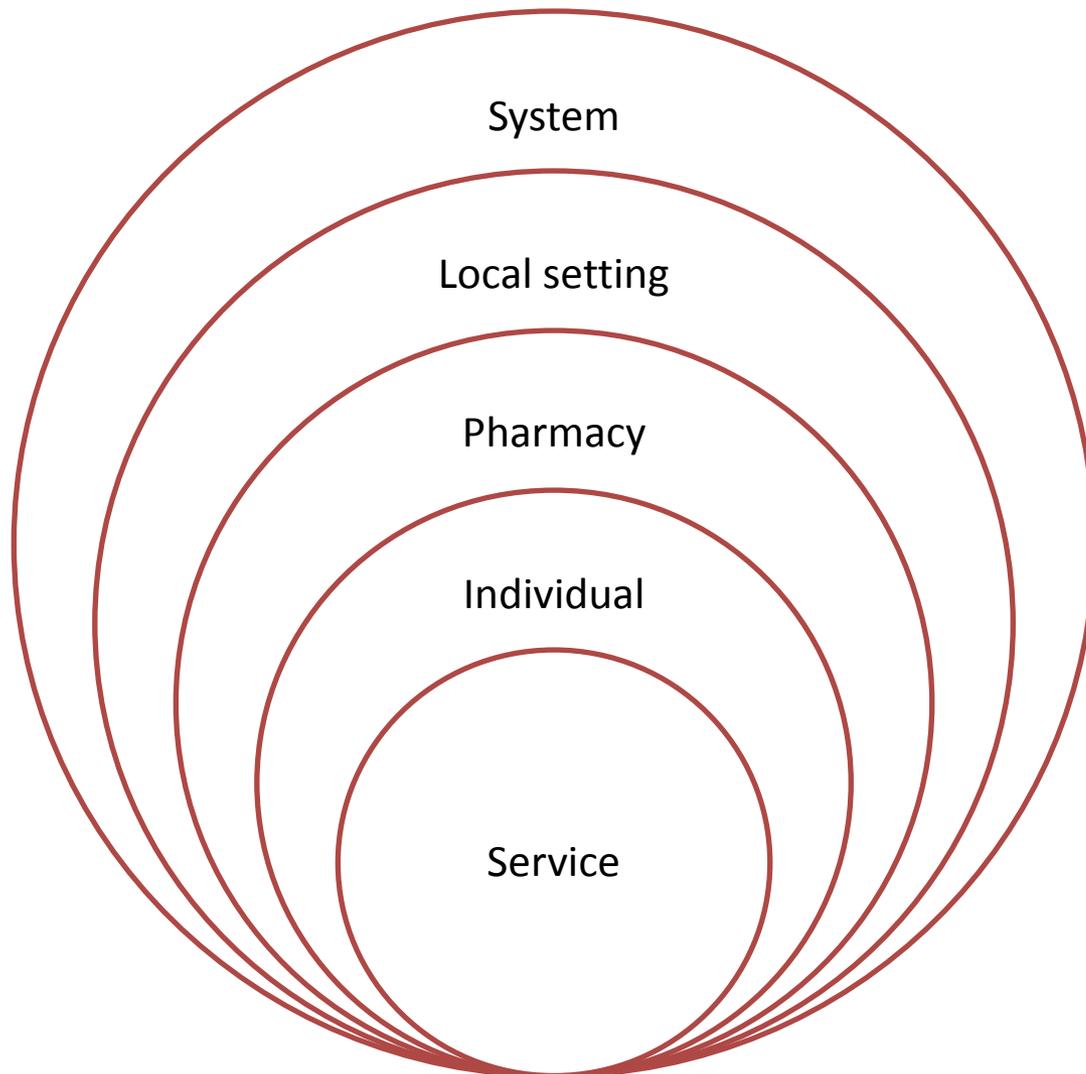
## Professional services investment

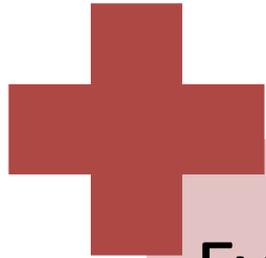


*"PSA is the peak national body for pharmacists"*



*“There was no overarching plan for rollout of programs and consideration of how projects and programs interrelate and how this might be better managed from the perspective of pharmacists participating in the programs”*





Evidence of  
outcomes from  
a program or  
service

Usability in  
practice and  
ease of  
implementation

Schroeder JA. Integrating implementation science, practice and policy. Chapel Hill, North Carolina: University of North Carolina, FPG Child Development Institute; 2011.

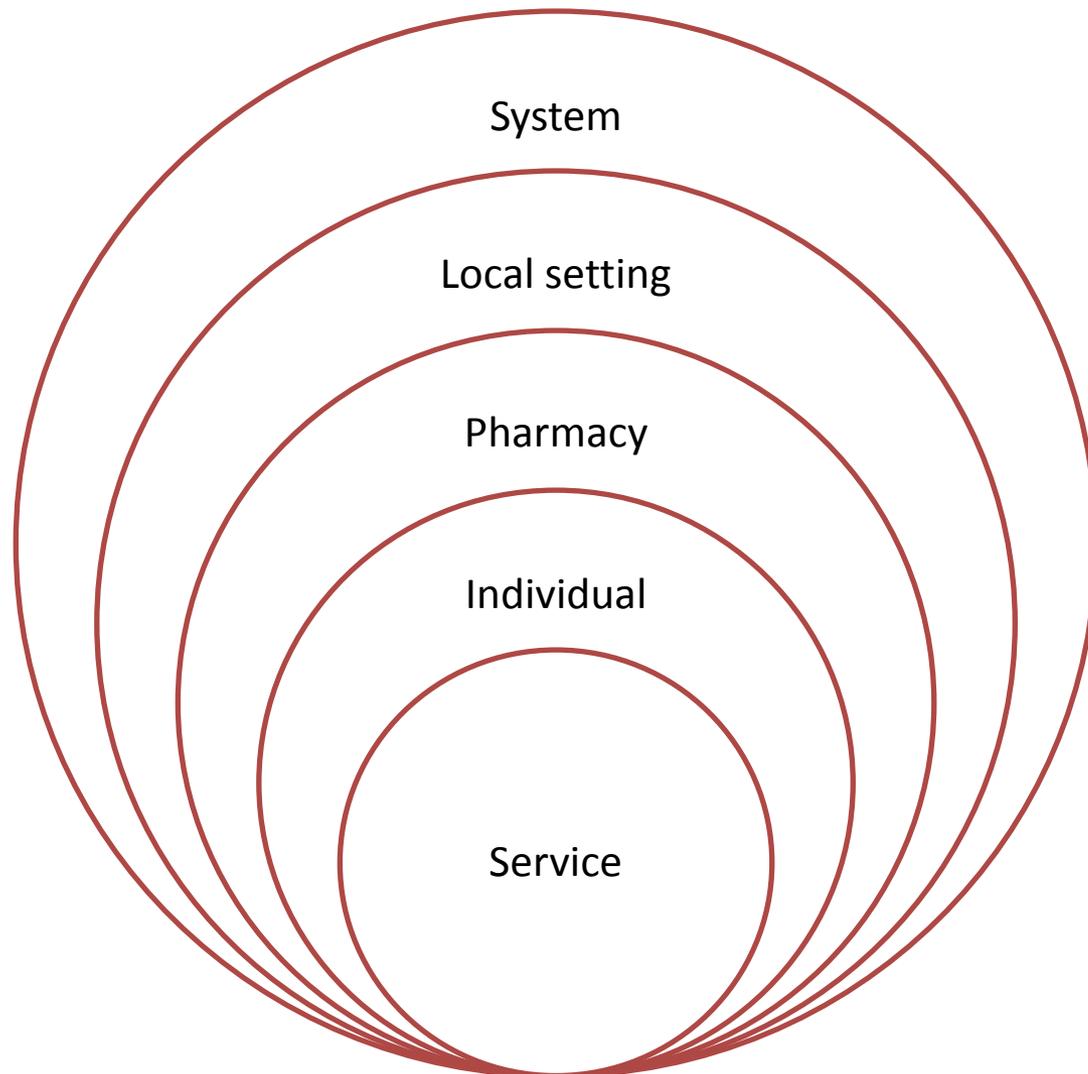
Fixsen DL, Naoom SF, Blaske KA, Friedman RM, and Wallace F. Implementation research: A synthesis of the literature. Chapel Hill, North Carolina: University of North Carolina, FPG Child Development Institute; 2005.

***“Implementation of programs and practices should not be viewed as “plug and play” where, somehow, new practices can be successfully added to ongoing operations without impacting those operations in any significant way.”***

Fixsen DL et al (2005). *Implementation Research: A Synthesis of the Literature*. Tampa, FL. The National Implementation Research Network

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***“PSA is the peak national body for pharmacists”***



*“Pharmacists are being urged to change their practice, but many do not have a clear picture of how the new practice model is to fit into current reality”<sup>1</sup>*

*“It is still very difficult to implement changes in daily pharmacy practice.”<sup>2</sup>*

*“Individuals cannot benefit from interventions they do not experience”<sup>3</sup>*

1. Holland, R.W. and C.M. Nimmo, Am J Health Syst Pharm, 1999. 56(17)

2. Bouvy, M.L., Int J Pharm Pract, 2012. 20

3. Schroeder, J.A (2011). *Integrating implementation science, practice and policy*. National Implementation Research Network

Community pharmacies respond to targeted, on-site support to assist with practice change and build capacity

*“Trained people visit clinicians where they practice and provide them with information to change how they practice. The information given may include feedback about their performance, or may be based on overcoming obstacles to change...”*



*“PSA is the peak national body for pharmacists”*



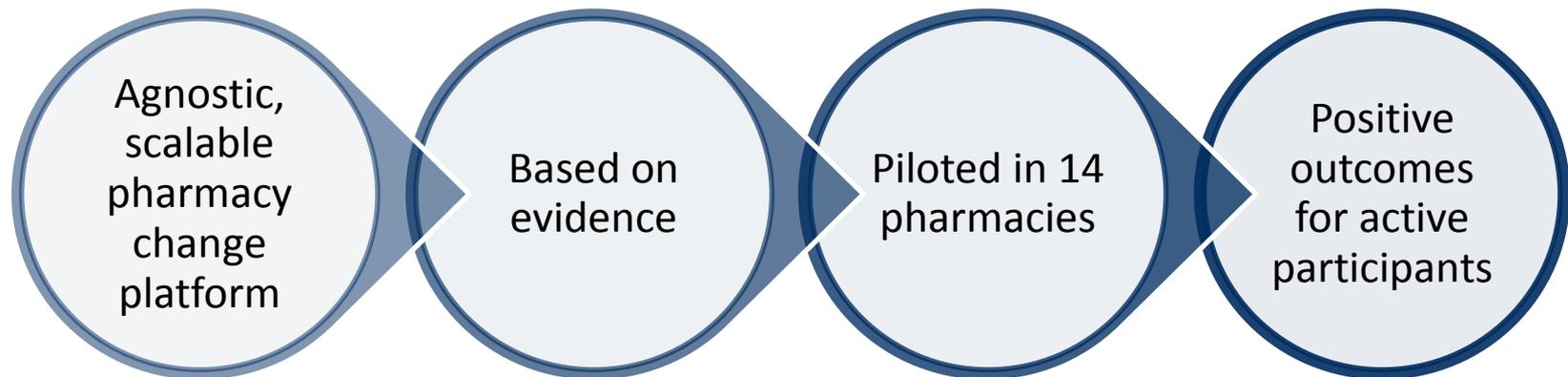
# Health Destination – a tested health service model for pharmacy



# Tried and tested

*“There is currently no platform to deliver to pharmacies to help them realise the potential”*

David Quilty, Pharmacy Guild  
Pharmacy Management Conference, 31 July 2014

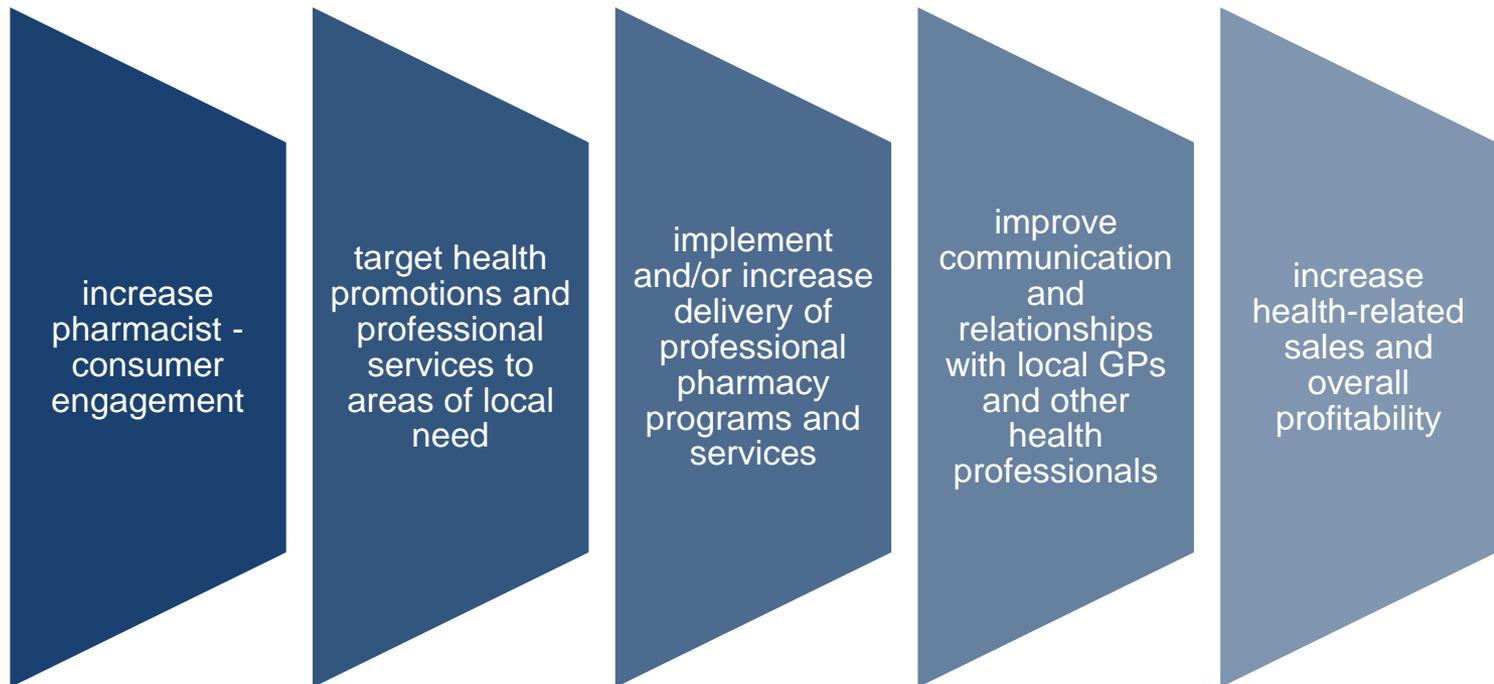


# From the 'race to the bottom' .. to a health service model

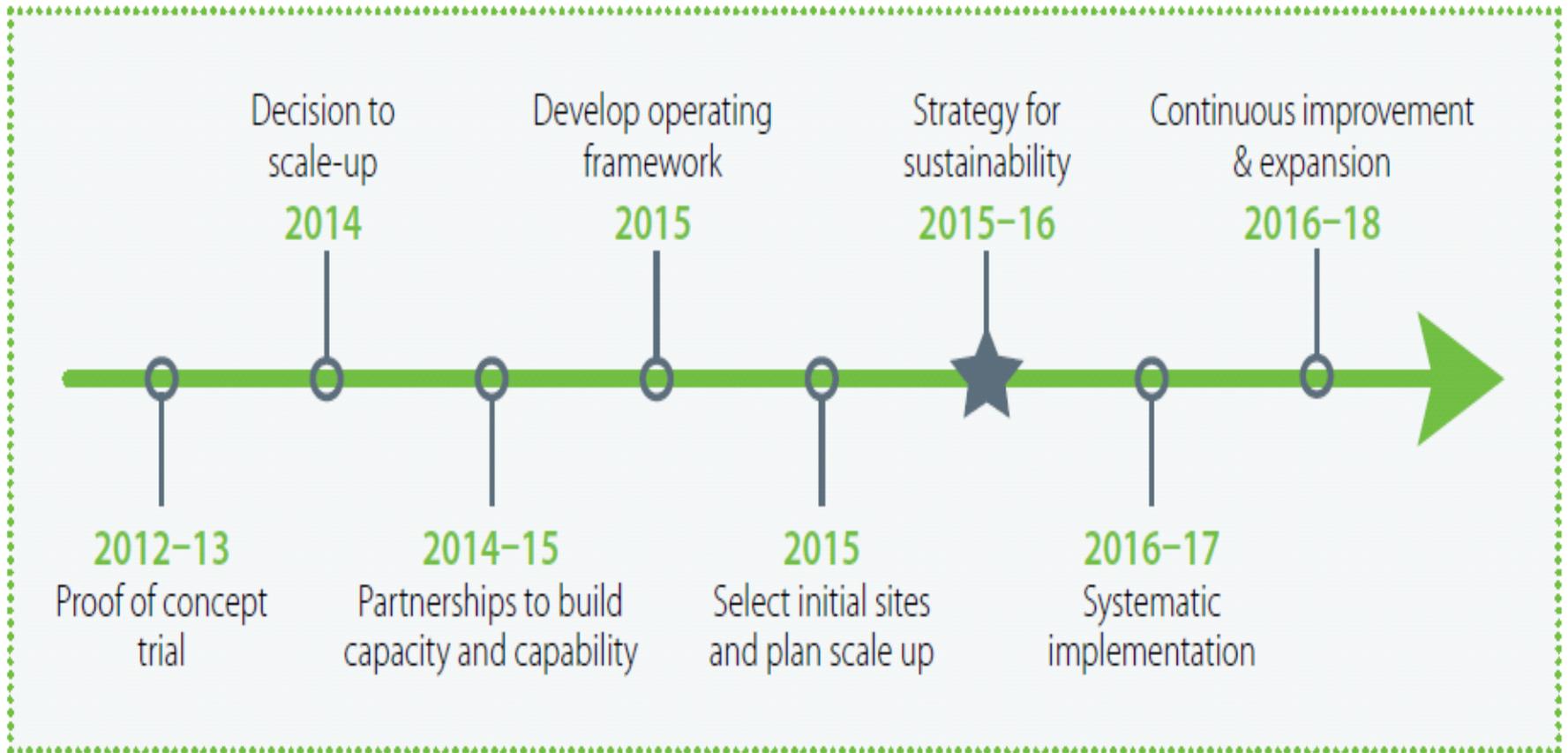


# Trial results

- By working with a coach, it is feasible for pharmacies of different sizes, locations and staffing levels to:



# Scale-up timeline





Health Destination Pharmacy is brought to you by PSA and a range of industry partners that support improved outcomes for consumers and sustainability of the pharmacy sector.



# Health Destination Pharmacy

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PHARMACY  
—  
THE  
  
FACTOR



Talk to one of our  
team members about  
becoming a Health  
Destination Pharmacy



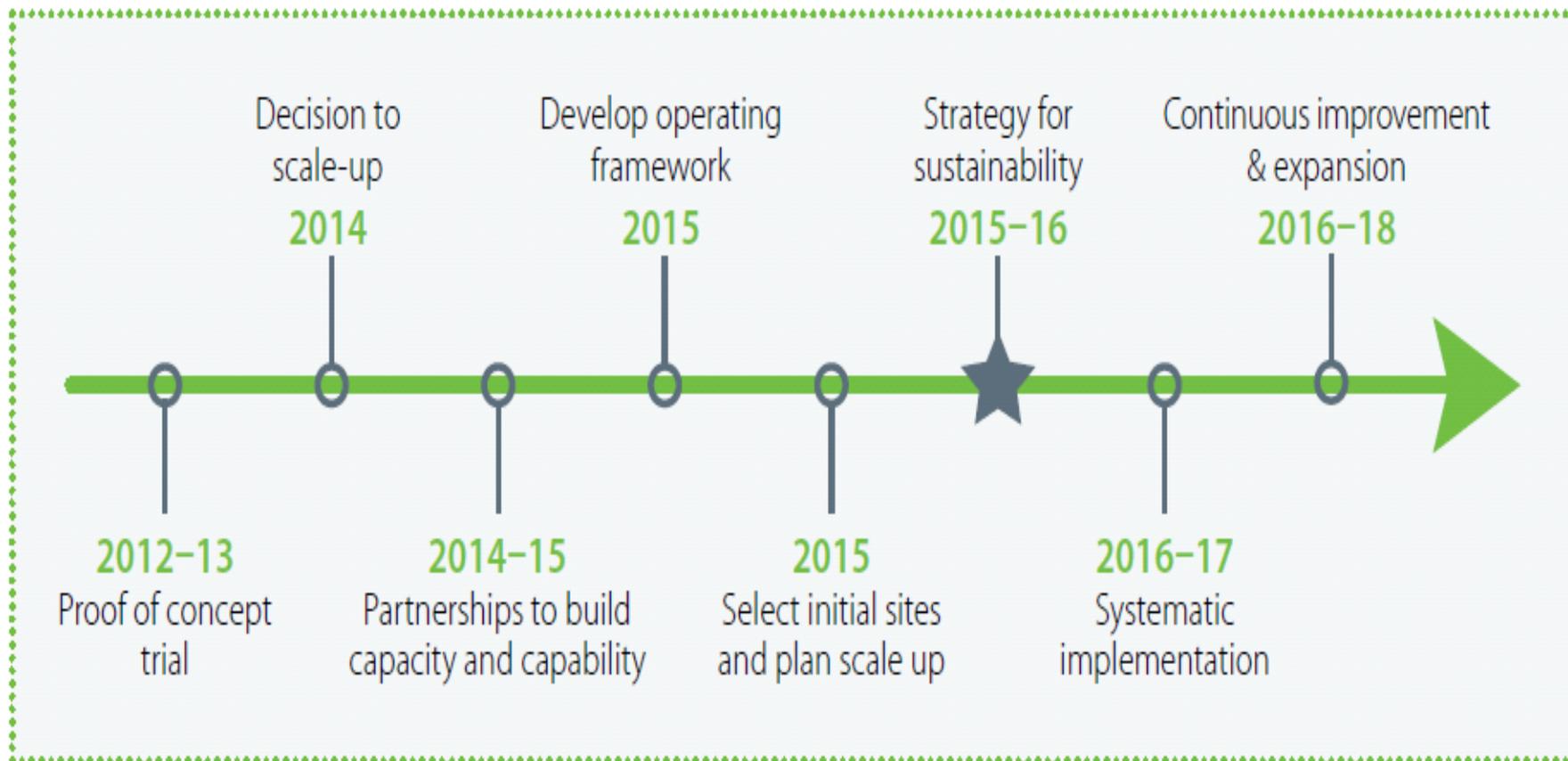
# Health Destination Pharmacy focus areas



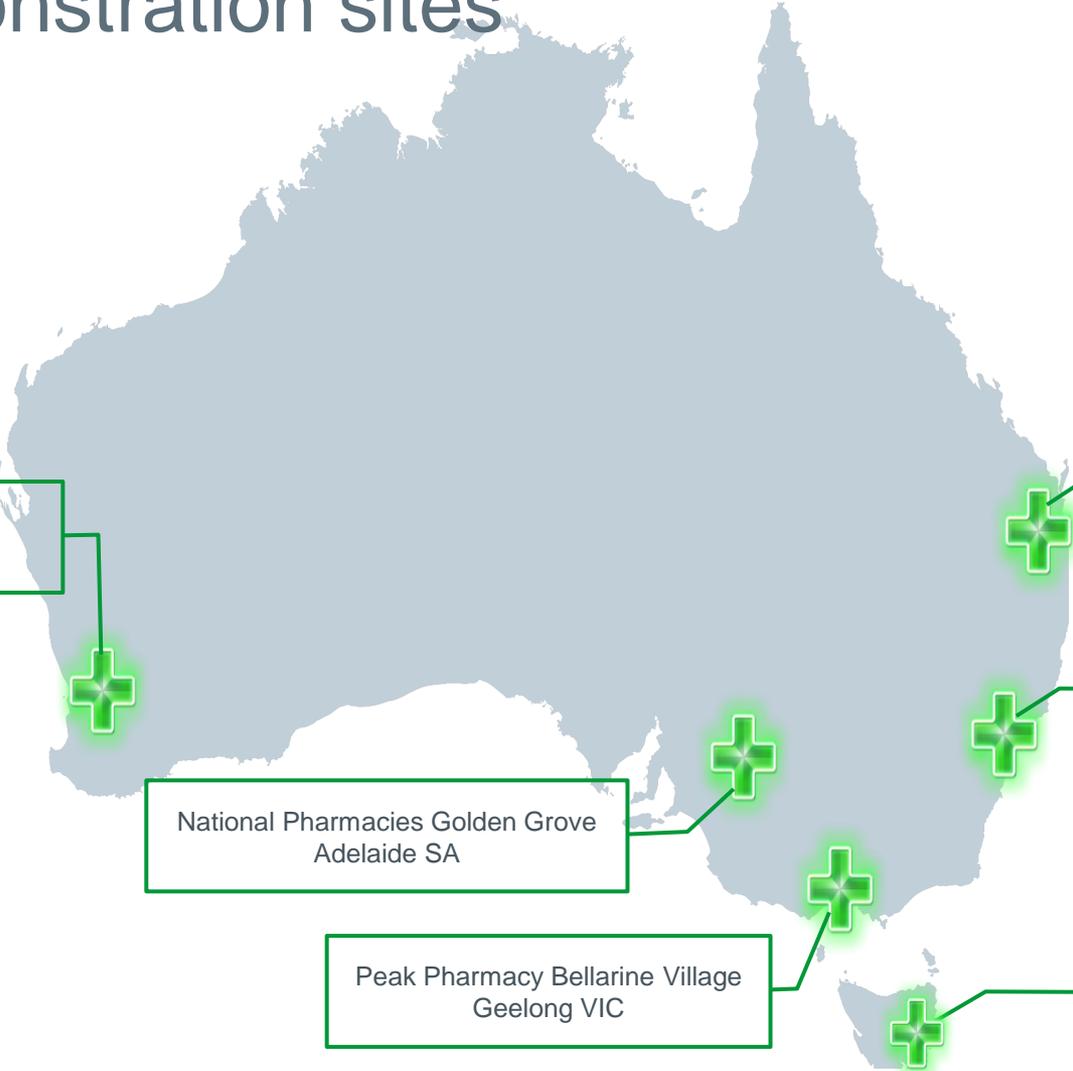
*“There is evidence that tailored knowledge translation interventions targeting known barriers to change in professional behaviour are effective when they are based on identified barriers to change”*



# Scale-up timeline



# Demonstration sites



Northlands Pharmacy  
Perth WA

Eagle Heights  
Pharmacy  
Eagle Heights QLD

National Pharmacies Golden Grove  
Adelaide SA

Cincotta Chemist Mascot  
Sydney NSW

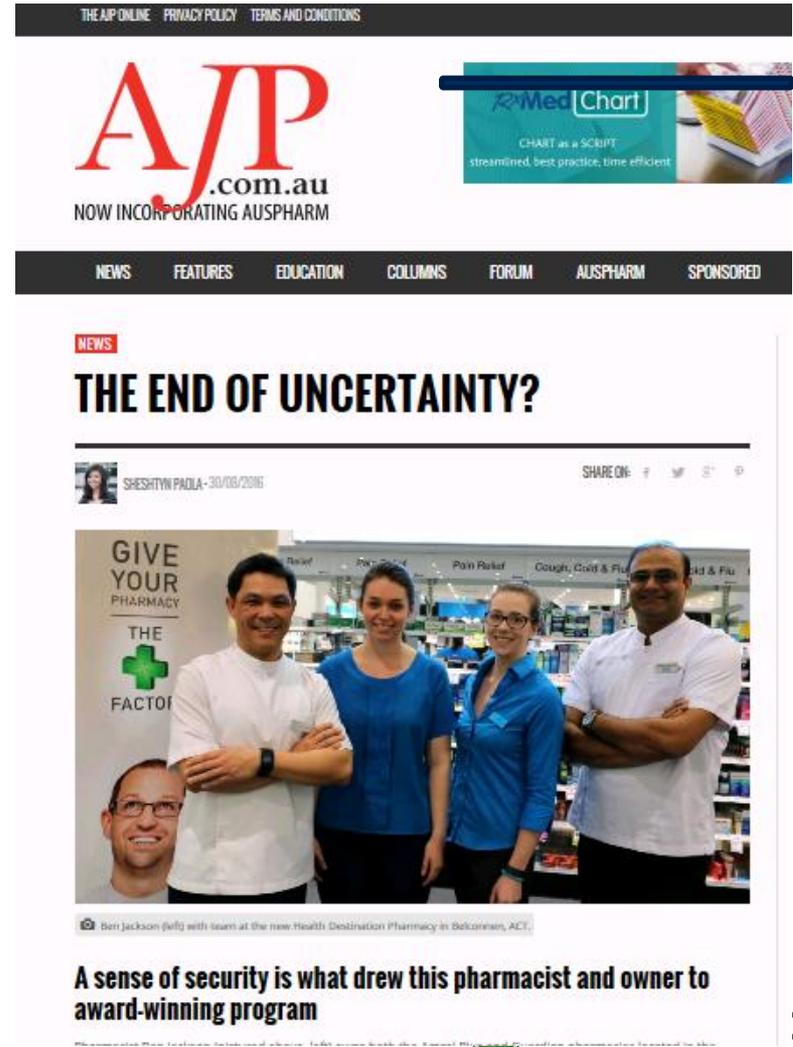
Peak Pharmacy Bellarine Village  
Geelong VIC

Risdon Vale Pharmacy  
Hobart, TAS

# What it means to pharmacy owners

*“I’ve been in the game for 35 years now. Right now there’s uncertainty about remuneration – the goalposts keep changing...but with Health Destination, there’s someone else reinventing the wheel, there’s backup involved”*

*“Sooner or later all pharmacies will have to do this. If we don’t reinvent ourselves we’ll fall behind.”*



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**NEWS**

## THE END OF UNCERTAINTY?

SHESHLYN PADLA - 30/09/2016

SHARE ON:    



GIVE YOUR PHARMACY THE FACTOR

Ben Jackson (left) with team at the new Health Destination Pharmacy in Bekovaram, ACT.

### A sense of security is what drew this pharmacist and owner to award-winning program

Head Later

Accreditation Number: A1004PM
This activity has been accredited for 0.5hrs of Group 1 CPD for 0.5 CPD credit available for inclusion in an individual pharmacist's CPD plan which can be converted to 0.5hrs of Group 2 CPD for 1 CPD credit upon successful completion of relevant assessment activities.

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How to grow your pharmacy's profit by 13%

29 August, 2018 | Emma Hoffman | 2 comments | Head Later

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A Tasmanian pharmacy says becoming a PSA-style health destination ticks all the boxes, from healthier profits to happier customers...

Katie Hayes (pictured), a partner at Risdon Vale Pharmacy, says health-related product sales have risen every quarter since it joined the program last October, and the pharmacy has quickly become known as a place to go in some situations when the GP is booked out.



The pharmacy is one of 25 taking part in the program, which has just scooped an international award. This follows trials which show it drove 13% gross profit growth over nine months in participating pharmacies.

Ms Hayes says taking part in the program, which costs the business \$1500 per month, helped it identify the needs of its community, which has low health literacy and a high rate of chronic disease.

Latest News

- What's happening pharmacy vaccination roll-out?
Women at risk of heart attack misdiagnose
10 steps to treating chronic headache
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4EEL0NADVERTISER.COM.AU WEDNESDAY APRIL 20 2016

NEWS 05

Our new-look model a first for the state



MORE SERVICES Pharmacist Greg Porto with customer Monika Galgala at Belair Village Peak Pharmacy, which has been transformed into a Health Destination.

Pharmacy of future

CLARE MARTIN

"The key is getting the pharmacists out of that back counter - really engaging and trying to identify unmet needs."

PHARMACY'S GOOD PORTE

600,000 patients will receive more hands-on care and better medication management under Victoria's first Health Destination pharmacy.

Colony's Belair Village Peak Pharmacy near Greg Porto said becoming a Health Destination pharmacy had been a very positive move and had allowed them to provide a

ting to identify unmet needs. We're really trying to make a focus on medication, when people don't really understand their medicines - particularly for the elderly."

"Get your bag of medicine and bring it in - we'll go through it and what's all correct, what's expired and what you don't need," he said.

Mr Porto said this would help in decreasing the amount of people who end up in hospital after medication misuse.

He said they were also able to remind you of upcoming scripts that needed to be filled and review with you your doctor's prescriptions.

"The program is also tailored to individual pharmacies to provide local solutions that meet local community needs," he said.

"It's also an investment for the future and our pharmacists

Dogs chase suspect to ground

SEN PEARCE

Dogs squad members pulled a man from under a bloody fence after a lengthy search across Goolgong's east.

Police said they had tried to arrest a 25-year-old Baw-wan Thach soon on his way to the Pomona Hotel before he fled through nearby paddocks about 5.5pm on Monday.

The man was tracked over an adjacent agricultural business in February involving a fence.

Police said the search lasted more than two hours and nearly a day's work.

Police said the man was eventually found hiding under a fence in high 10, bloodstain, and taken into custody.

He's being approached by police and several related offences.

He is expected to appear in Goolgong Magistrates' Court later this week.

Part-time a midlife work lift

MIDDLE-AGED workers don't do it to part-time because working 3-5-5 is more than a job.

And if they're doing lots of overtime their brains are performing worse than if they were unemployed.

These are the findings of a study of 6000 Australians aged over 40 that was conducted by Japanese researchers and published by the Melbourne Institute of Applied Economic and Social Research.



# For consumers

*“People see pharmacy as an accessible health service and a strong majority would like to see their pharmacy play a larger role in primary care in the community.”*

*““Consumers would like to see pharmacists not only provide advice on medication but also care for minor ailments and vaccinations.”*

## News & Media

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### Pharmacy's international award a step forward for health consumers

20 August 2016 – [Media release](#)

An international award for an Australian pharmacy initiative providing tailored consumer health care is welcome recognition of moves towards patient-centred health services, the Consumers Health Forum says.

“We congratulate the Pharmaceutical Society of Australia on this honour awarded for their Health Destination program by the International Pharmaceutical Federation,” the CEO of the Consumers Health Forum, Leanne Wells, said.

“This is recognition of the PSA's steps to promote practice improvement by emphasising the pharmacy as a health destination for consumers which also encourages closer collaboration with other health practitioners, particularly GPs.

“A CHF survey in the past year has shown that people see pharmacy as an accessible health service and a strong majority of those surveyed would like to see their pharmacy play a larger role in primary care in the community.

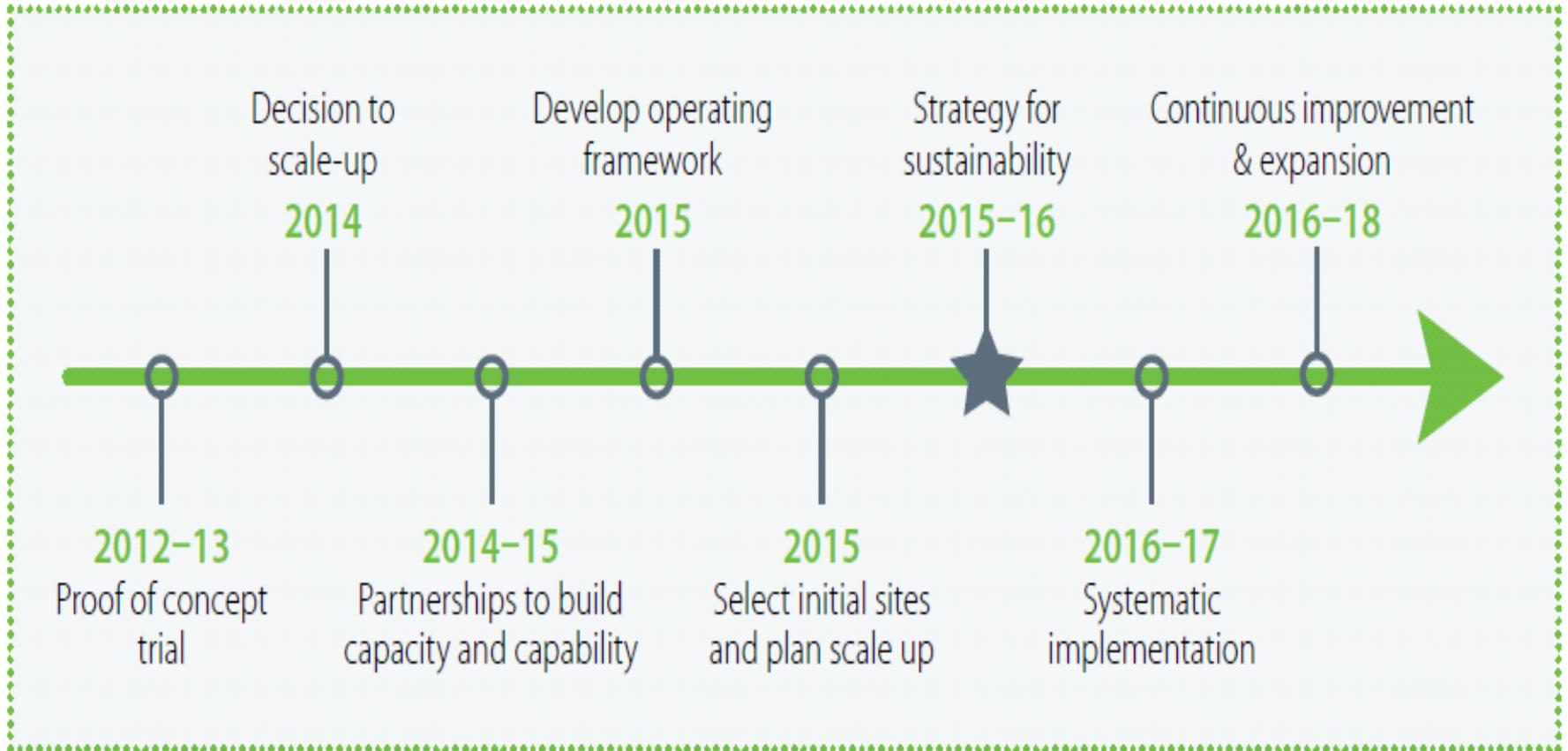
“Consumers would like to see pharmacists not only provide advice on medication but also care for minor ailments and vaccinations.

“At the same time, consumers also told us that they want to see better communication and coordination between their pharmacist and GP: they don't want their care further fragmented. Arrangements advocated by the Health Destination initiative which promote co-operation between providers, continuity, and which step people up into comprehensive, integrated services such as patient-centred health care homes are especially welcome, particularly for people with complex conditions.

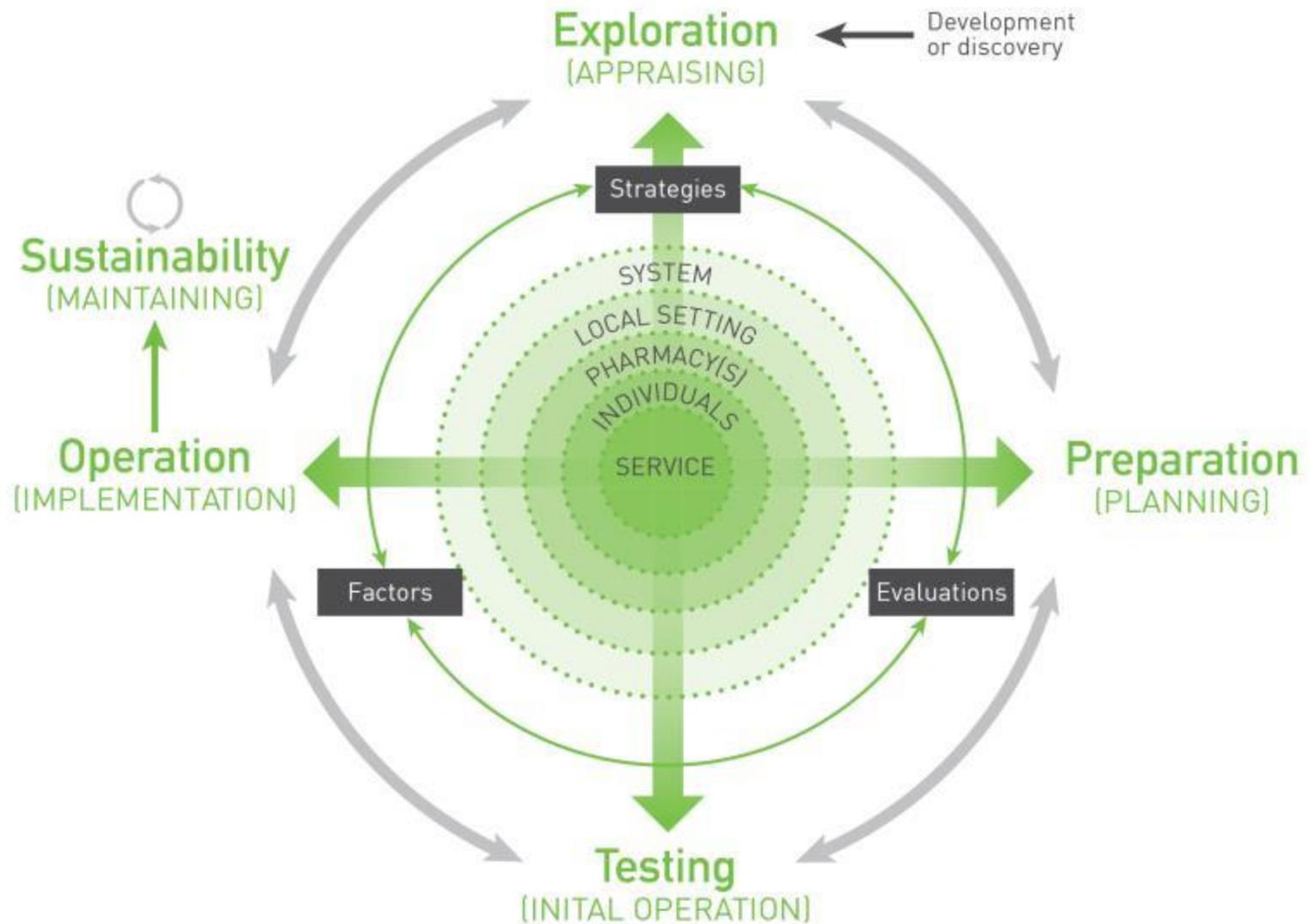
“The PSA's Health Destination program which has been taken up by more than 25 pharmacies provides a new direction for community pharmacy to work collaboratively with other health care providers.

“Pharmacy must be a significant part of Health Care Homes now being trialed by the federal Government to provide better coordinated team-based care for those with chronic and complex conditions.

# There is still plenty to do



# Framework for Implementation of Service in Pharmacy (FISpH)<sup>1</sup>



## Contributors:



## Health Destination Pharmacy

Hello

Talk to one of our team members about becoming a Health Destination Pharmacy

GIVE  
YOUR  
PHARMACY  
THE  
  
FACTOR

International  
Pharmaceutical  
Federation (FIP)  
Award

2016  
Pharmacy  
Practice  
Improvement  
Award

UTS-Astra  
Zeneca

2016  
Innovative  
Pharmacist of  
the Year  
Award

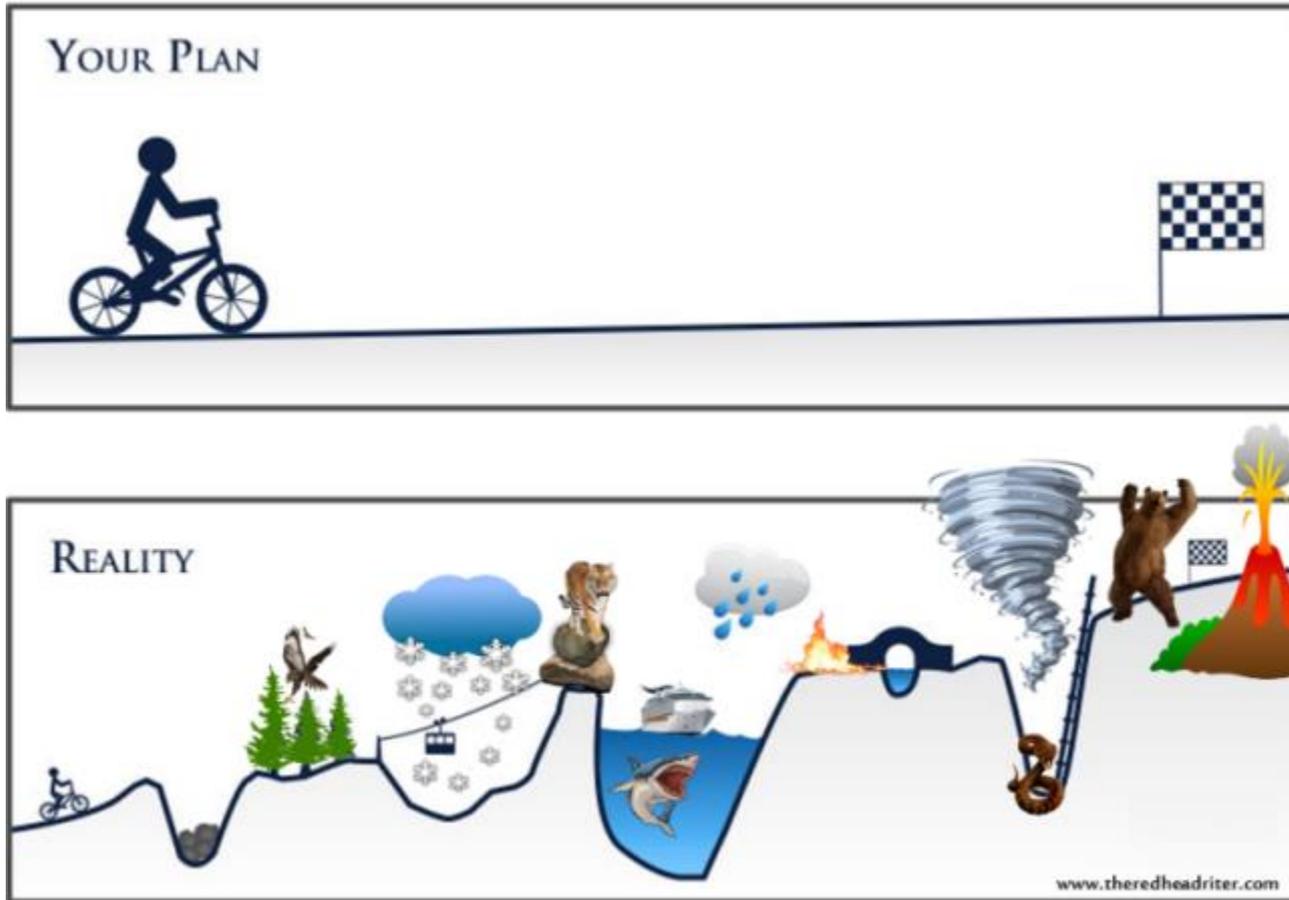
Public  
Relations  
Institute of  
Australia

2016  
Golden  
Target  
Award



*"PSA is the peak national body for pharmacists"*

# Building literacy on change



# THE FACTOR



## MEANS... GROWTH 3X BETTER THAN THE REST\*

After only 6 months, Health Destination Pharmacies are already making real changes and experiencing real results. The program uses a tried and tested whole-of-business approach, with onsite support delivered by our expert coach network.

Don't get left behind.



**ENQUIRE TODAY.**  
Hear from those in the program  
[www.healthdestinationpharmacy.com.au](http://www.healthdestinationpharmacy.com.au) | 1800 303 270

\*Difference between industry average and Health Destination Pharmacies, on average sale growth (March 15 to Mar 16).



## CHANGE IS FULL OF THE UNEXPECTED

If you're investing in change, choose a program with strong evidence for success.

### THE ESSENTIALS OF A PHARMACY CHANGE PROGRAM:

| BEST EVIDENCE OF WHAT WORKS  | HEALTH DESTINATION |
|--|--------------------|
| Tried and tested results with proven financial return*                 | +                  |
| A sustainable business model, beyond professional services             | +                  |
| Practical, onsite, support   | +                  |
| Advice from expert pharmacist coaches trained in change                | +                  |
| Help with staff culture, work flow, and pharmacist-consumer engagement | +                  |
| A focus on collaboration with local health professionals               | +                  |
| Financial tracking and benchmarking                                    | +                  |
| Moves the pharmacy from change to sustainability                       | +                  |
| Recognition for the pharmacy as an essential part of the health system | +                  |

\*Demonstrated through the pilot program of Pharmacies in the health destination trial (2012-2013)

Change is more than ticking boxes. It's a bumpy ride that requires practical assistance to ensure success.

With the expertise in change, the PSA knows this can only be achieved with onsite support and a tried and tested whole-of-business approach.

**Health Destination is a program and model that is proven to work.**  
That's why it is backed by the industry's best.



[www.healthdestinationpharmacy.com.au](http://www.healthdestinationpharmacy.com.au)

SAG009



# Framework for Implementation of Service in Pharmacy (FISpH)<sup>1</sup>

