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

“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.

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

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

• but they are not utilised to their full scope

• for primary and preventative community-based health care

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

“PSA is the peak national body for pharmacists”
How we apply it

- 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”
Sustainability of Pharmacy Services: Advancing Global Health

International overview of remuneration models for community and hospital pharmacy

2015
Professional services investment

- 2CPA: $4m
- 3CPA: $302m
- 4CPA: $500m
- 5CPA: $660m
- 6CPA: $1.2B

CPA = Community Pharmacy Agreement (5 years)

“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.”


Multiple perspectives matter

- System
- Local setting
- Pharmacy
- Individual
- Service
Challenging assumptions

Evidence of outcomes from a program or service
Usability in practice and ease of implementation


“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.”

All levels need to be considered

- System
- Local setting
- Pharmacy
- Individual
- Service
Our challenge

“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”¹

“It is still very difficult to implement changes in daily pharmacy practice.”²

“Individuals cannot benefit from interventions they do not experience”³

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…”

Harnessing the power of a coach

“PSA is the peak national body for pharmacists”
Framework for Implementation of Service in Pharmacy (FISpH)\textsuperscript{1}

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:

  - increase pharmacist - consumer engagement
  - target health promotions and professional services to areas of local need
  - implement and/or increase delivery of professional pharmacy programs and services
  - improve communication and relationships with local GPs and other health professionals
  - increase health-related sales and overall profitability
Scale-up timeline

- Decision to scale-up: 2014
- Develop operating framework: 2015
- Strategy for sustainability: 2015–16
- Continuous improvement & expansion: 2016–18

2012–13: Proof of concept trial
2014–15: Partnerships to build capacity and capability
2015: Select initial sites and plan scale up
2016–17: Systematic implementation

Pharmaceutical Society of Australia

health destination
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

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

- **Working smarter**
  - Workflow
  - Team member roles
  - Staff image
  - Engagement and motivation
  - Knowledge and skills

- **Community engagement**
  - Pharmacist interaction with consumer
  - Local area knowledge
  - Products and services based on need
  - Health promotion

- **Collaborative care**
  - Communication with the healthcare team
  - Collaboration with the healthcare team
  - Template letters and forms

- **Professional services**
  - Medication management
  - Preventative health
  - Chronic diseases
  - Minor ailments
“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”

Bennett et al. Building capacity for knowledge translation in occupational therapy: learning through participatory action research; BMC Medical Education (2016)
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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.”

Pharmaceutical Society of Australia
How to grow your pharmacy’s profit by 13%

25 August 2016  Issava Hoffman  2 comments  Head Later

A Tasmanian pharmacy says becoming a PBA-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.

Our new-look model a first for the state

Dogs chase suspect to ground

NEWS 05

Dogs caught hour after a lengthy search across Goulburn's east. Police said the dogs eventually found their way into a house in high Krishna St, and took into custody. The dogs are being treated for injuries and will be released.

The man was arrested on an alleged aggravated burglary in Fernery Street after a 50-year-old man was attacked and robbed.

Police said the man was eventually found hiding under a house in Kippings St, and taken into custody.

Part-time a midlife work lift

MIDDLE-AGED workers should seek part-time work for reasons other than if Roy is working, as a new study shows how part-time work can work for the unemployed.

The study, which was commissioned by the Victorian Government, found that part-time work can be a valuable option for workers who want to maintain their skills and experience, but are not looking for full-time work.

The key is getting the pharmacists out of that back counter — really engaging and trying to identify uninsured homes.

“Get your bag of medicines and bring it in — we’ll go through and see which will work best for your problem,” he said.

A similar program has been developed in the state of Victoria, and is now being rolled out in other states, with the aim of helping unemployed workers to find work.
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.”
There is still plenty to do

- **Decision to scale-up**: 2014
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- **2012–13**: Proof of concept trial
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Framework for Implementation of Service in Pharmacy (FISpH)\textsuperscript{1}

Contributors:

- intervention
- adaptation
- continual financial support
- fit with context
- training
- fidelity
- leadership

Leading progress and innovation

Health Destination Pharmacy

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

“PSA is the peak national body for pharmacists”
Building literacy on change
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:**

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

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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 | 1800 303 270

*Difference between industry average and Health Destination Pharmacies, on average sales growth (March '13 to Mar '14).
Framework for Implementation of Service in Pharmacy (FISpH)\(^1\)

Thank you

Happy workshopping!

“PSA is the peak national body for pharmacists”