IMPLEMENTATION OF A NEW PHARMACY-CARE SERVICE

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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
IMPLEMENTATION OF NEW PHARMACY-CARE SERVICES

- The need for (new) services
- Designing services
- Testing services
- Implementing on wider scale
- Evaluation
The Need for New Services

- Responding to existing demand (society pulls): adaptive response
- Creating demand (profession pushes)
  - Influencing healthcare organisations
  - Influencing politics
IMPLEMENTATION OF NEW PHARMACY-CARE SERVICES

- The need for (new) services
- **Designing services**
- Testing services
- Implementing on wider scale
- Evaluation
Designing New 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
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- **Testing services**
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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.
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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?
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)
<table>
<thead>
<tr>
<th>Awareness</th>
<th>I know some pharmacist do these things, but I am not interested</th>
<th>Look at a colleague doing it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responding</td>
<td>Mmmm....... is perhaps interesting</td>
<td>Discuss with team</td>
</tr>
<tr>
<td>Valuing</td>
<td>This is interesting, and could be good for me and my patients</td>
<td>Explore tools and objectives</td>
</tr>
<tr>
<td>Testing the water</td>
<td>Let me try with this one patient, this one patient only</td>
<td>First experience/modify practice</td>
</tr>
<tr>
<td>Organisational adaptations</td>
<td>I will adapt my environment to be able to provide the service well</td>
<td>Discuss with other HCPs and patients</td>
</tr>
<tr>
<td>Integration</td>
<td>I provide this service logically and always to all patients concerned</td>
<td>Implemented</td>
</tr>
</tbody>
</table>
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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 ultimo solution’.