

PHARMACEUTICAL CARE
NETWORK EUROPE

UPCOMING

⇒ **12-14 June 2019**. 9th Nordic Social and Clinical Pharmacy and Health Services Research Conference. *Hil-lerød, Denmark.*

⇒ **22-26 September 2019** 79th FIP World Congress of Pharmacy & Pharmaceutical Sciences: New Horizons, navigating winds of change. *Abu Dhabi*

⇒ **23-25 October 2019**. 48th ESCP Symposium: The Digital Revolution: Supporting clinical pharmacy through e-health, digital support systems, big data and more. *Ljubljana, Slovenia*

⇒ **7-8 February 2020**. PCNE Working Symposium. *Egmond aan Zee, the Netherlands*

⇒ **22-27th May 2020**. 7th FIP Pharmaceutical Sciences World Congress. *Montreal, Canada*

⇒ For an up-to-date list: see the PCNE Wiki !!



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PCNE Newsletter

VOLUME 14 ISSUE 2

MAY 2019

Chairperson's editorial

A research project starts with formulating an answerable question. The choices made in formulating the question determine the methods needed to get an answer. Thus asking a good question is essential and anything but simple. There are a number of recommendations on how to pose a good research question, for instance the 'PICO-method' from the Evidence Based Medicine-group from Oxford, UK. This abbreviation stands for 'Patient', 'Intervention', 'Comparison' and 'Outcome' and helps to remember all necessary elements for a research question. It is often used for search strategies in databases but also helpful to specify a new research idea.

To get the answer(s), different research designs can be applied, preferably experimental studies with randomized controlled trials as a golden standard. If these are not feasible, non-experimental study designs can be used, such as cohort or case-control studies. Additionally, for clinical research, case reports on for instance a specific side effect in one patient can be valuable. For valid answers, the right method must be chosen.

For research questions on drug effectiveness usually numerical data are collected; the statistical assessments provide us with quantitative effects, p-values and confidence intervals. However for questions that address human behaviour rather than quantifiable intervention effects, qualitative research methods are needed. Instead of answering questions on 'how many' or 'how much', qualitative research provides answers on the 'what', 'how' or 'why'.

To gain insight in patient goals and experiences we often first need to know on 'what' we have to focus before we can assess the magnitude of an effect. Then, qualitative research precedes the quantitative study. On the other hand, qualitative research also may follow quantitative results to explore 'why' 'certain observations were made. As an example, in Leiden we had to interview different healthcare providers

to explore why nearly 4% of the Dutch children received an absolutely contraindicated drug at least once. Beside semi-structured or in depth interviews, qualitative research can also use focus groups and consensus panels to collect data until no new information can be gained from the study population. Analysis is done by interview guides (deductive) or from close reading of the data without pre-defined frame works. Results are presented by topic, for instance 'how' patients experienced an intervention, and illustrated by essential literal quotes. Both types of research are valuable and by now qualitative research is also well acknowledged. It is also published in highly ranked journals if it meets the quality criteria for this type of research.

During our 2019 Working Conference in Egmond it became obvious that our members and participants want to learn more on how to perform good qualitative research.

We will answer this wish with courses and lectures during our Working Symposium in Egmond aan Zee in 2020!

So, reserve the dates: 6th February for expert courses. And 7-8 February 2020 for lectures, abstracts and workshops. Perhaps you should also note that the 2020 General Assembly will take place in the afternoon of the 8th February 2020, in Egmond aan Zee.



Martina Teichert
PCNE Chairperson

How „Apothecary Intelligence“ could improve pharmaceutical care

Pharmaceutical Care in Digital Revolution: Insights Towards Circular Innovation

Reviewed by Samuel Allemann, PhD

A book review

Everybody is talking about “Artificial Intelligence” (AI) and whether computer algorithms will take over the jobs of pharmacists, physicians, and other healthcare professionals. The new book *Pharmaceutical Care in Digital Revolution* by pharmacist Claudia Rijken offers a refreshing new perspective: How to combine the possibilities of technology with the human factor in pharmaceutical care – replacing the A in AI with “Apothecary” instead of “Artificial”. With the 393-page book, the editor and co-authors Paul Iske, Rob Peters, Barry Meesters, Wilma Göttgens, and Paul Rulkens aim to pave the way to “circular pharmaceutical care”.

The book draws an analogy between the digital forests of opportunities and our biological forest ecosystems.

The comparison of the disruptive power of technology and the destabilizing impact of human activity on earth’s ecosystems creates a sense of urgency: Now is the time to act, before the ecosystems – both biological and technological – spin out of control. The solution proposed by Claudia and her co-authors is to create “blended care models: digital if possible, human where needed”. This requires the evolution of pharmacy from a STEM (*Science, Technology, Engineering en Mathematics*) to a STEM+ education by putting more emphasis on humanistic and social expertise and digital pharma literacy. At the same time, value-driven pharmaceutical care should be “digital by design”.

Organized in four parts, the book paints a landscape of current challenges, digital health innovations, conditions for enhancing pharmaceutical care through the use of digital innovation, and inspiration on the development of innovative digital pharmaceutical care pathways in daily practice. Designed as a practical resource, it not only explains how AI “can support trend analysis and decision making that augment pharmaceutical care expertise.” It also contains a rich diversity of links to additional resources, illustrative videos (through QR-codes), and tu-

torials on how to get started in practice.

For people without a profound interest in the topic, I could imagine that a book like “[Deep Medicine](#)” from Eric Topol might be better suited to engage the reader. *Pharmaceutical Care in Digital Revolution* provides the in-depth resources to become active and can be used as a reference for the coming years. With helpful summaries and icons, the book makes sure to remind the reader of what pharmaceutical care in digital revolution is about: “Blending human and digital pharmaceutical care to establish apothecary intelligence.”

Pharmaceutical Care in Digital Revolution is a must-read for pharmacists practicing in hospitals or community pharmacies, students, and health researchers active in the field of (clinical) pharmacy who are interested in the use of technology to advance our field.

eBook ISBN: 9780128176399

Paperback ISBN: 9780128176382

Editor: Claudia Rijken

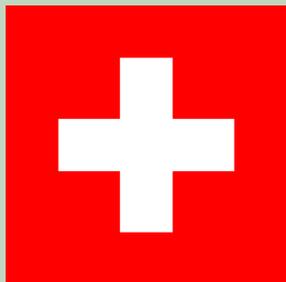
Imprint: Academic Press (Elsevier)

Page Count: 363



A book review

Pharmaceutical
Care in Digital
Revolution



The Swiss PCN-S by Markus Messerli

On the evening of April 9, 2019, Swiss pharmacists from the community and hospital pharmacy as well as from the educational sector have gathered to shape the founding of the Pharmaceutical Care Network Switzerland (PCN-S). The newly created network aims at independently promoting 'Pharmaceutical Care' in Switzerland. The society aims to achieve this through the following activities:

- i) installation of a network of representatives from the community pharmacy and hospital pharmacy, academic institutions and health care organizations;
- ii) promoting research, development and implementation of evidence-based services;
- iii) promoting of education and skill training;
- iv) promoting local, national and international pilot projects and their scientific evaluation;
- v) promoting interdisciplinary, interprofessional and interinstitutional exchanges;
- vi) exchange and collaboration with comparable national and international networks.

It should be emphasized that the association does not focus solely on pharmacists as potential members. Anyone who can identify him- or herself with the stated goals and activities is welcome, i.e. technical staff from a pharmacy or physicians. Reference pharmacies will be a core element of the network, in order to ensure the practical relevance of new services and the relation to the daily business.

The first elected board consists of Melanie Haag (general secretary), Dr. Markus Messerli (president), Dr. Dominik Stämpfli (cashier) and Prof. Kurt Hersberger (advisor). Fabienne Abt supports the board in administration. We are currently in the process of creating the network structure and preparing for the public appearance. Subsequently, we will seek contact with the pharmacies and also involve institutions and associations in the roll-out process. Of course, we were inspired by PCNE regarding the idea to gather motivated colleagues into a network. As a new approach, we'll try to transfer and implement the international agreed ideas and concepts towards pharmacy practice in Switzerland.

A book: Information needs and perceptions on medicines and illness: implications on adherence behaviours

By *Filipa Alves da Costa, Catherine Duggan and Ian Bates*

This book focuses on patients' perceptions and experiences dealing with medicines and chronic illness. It particularly emphasizes the role of information and patients' desires and needs for having access to reliable information when confronted with a medical diagnosis implying the necessity to take medication. These concepts are explored in the context of different cultures, varied chronic conditions and stages of illness and their consequences on adherence behaviours are debated.

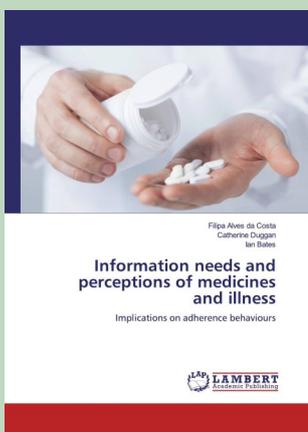
It provides historical and up-to-date information on the functioning of the healthcare

system in the UK and in Portugal, while describing the way pharmacy practice has evolved. A possible model of service delivery in pharmacy practice is proposed.

The content of this book is extremely useful for researchers in social pharmacy as it provides a comprehensive overview of research methods applied in health care, whilst also focusing on cross-cultural adaptation methods and validation of measurement scales.

The book can be ordered online in Amazon or on Morebooks.de and costs approx. 60€.

ISBN 978-3-659-81102-9



**The PCNE DRP-
Classification:
now V9**

The DRP Classification V9

The newest version of the PCNE-DRP classification is published on-line. This version 9.0 has a new section on Seamless care, and therefore is not directly compatible with previous versions. Because a whole new subdomain was added, it is compatible with Version 8, with the help of a conversion table.

With the new version on-line, and the cases undergoing their last scrutiny, we can now start with the international validation of the classification. For this validation round we will use the new Version 9 and an automated system with the cases in English.

2020 Working Symposium

The next PCNE Working Symposium will again be in Hotel Zuiderduin in the Netherlands. The last PCNE Working Conference was held in the same venue in 2019, and all participants were very satisfied with it. So, we will be fighting the windmills in the Netherlands again in 2020.

Because there is an increasing demand for international educational sessions in the field of pharmaceutical care and practice research, a few expert courses will be given on Thursday. Additionally the organising committee is planning a course on the writing of scientific articles.

The educational day (Thursday) will be followed by a couple of inspiring lectures, short communications and a poster session on Friday morning. Then we have time for the PCNE working groups, that will organise short (3 h) workshops for furthering the development of their expertise. The same workshops will be repeated on Saturday afternoon, after which the PCNE members will gather for their general assembly.

The title of the symposium is '**Right questions and valid answers**'. As the chairperson writes in her editorial, valid answers can only be found if we ask the right question, and formulate them correctly. This will be the focus of the workshops that will be held on Friday and Saturday. What are the current challenges in the different research fields that PCNE is active in, and how can we formulate the right question and find the valid answer? Some questions can only be answered by a qualitative approach, others by a quantitative approach. And sometimes we need both approaches to answer a research question.

A new format for the poster presentations and discussions is under development, and there will be oral communications. The social event this time will be a 'Dinner in the Dunes'. Close to the conference venue, and certainly also affordable for (PhD) students.

We look forward to meeting you all again in Egmond, and spend quality time together.

Important results of the General Assembly

PCNE News

6-8 February 2020

The 2020 PCNE Working Symposium

**Right Questions,
Valid answers**



General Assembly 2020

On Saturday afternoon 8th February 2020, the General Assembly will be held in Hotel Zuiderduin in Egmond aan Zee, the Netherlands. We will start at 13.00h, so that most members can catch a flight later that afternoon.

Validation DRP Classification

After the validation cases have been adapted at the Leuven University, the Working Group Drug-Related Problems will start the international validation. We already have interest from Belgium, Germany, Sweden, Slovenia, Spain and the Netherlands. If you would like your country to joint this initiative, please contact the PCNE secretariat as soon as possible.

New Bylaws

The Dutch version of the new Bylaws has now been approved by the Dutch notary, and a deed has been passed to make them legally valid. An official translation is being created, and will be distributed to the PCNE members, as soon as it is available.

New Members

During the GA in 2020 (8th February) there will be an opportunity for applicants to present their work. If you know someone or an institution, that wishes to become PCNE member, please inform them now about the date. For applications they can contact the professional secretariat. Conditions for membership can be found at our website, under 'Who are we' and then 'Members'.



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