

February 5th, 2025

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Dr. Chiara Jeiziner

# Optimising the patient consent processes in community pharmacy services research: *A mixed-methods study*

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The pharmacy has a bit more of **a commercial aspect** compared to a hospital. [...] It's not really the same [as hospital]... I mean, there is still an exchange with the pharmacist who provides information, but **it's not quite like an exchange with a healthcare professional such as a doctor or a nurse**. I know it's still a healthcare profession; I'm not saying otherwise...[...] And when it comes to my data, I might think that they [pharmacists] could **use it for their own profit**. That's why I would trust a pharmacy a bit less. But when it's presented **this way**, I don't mind.

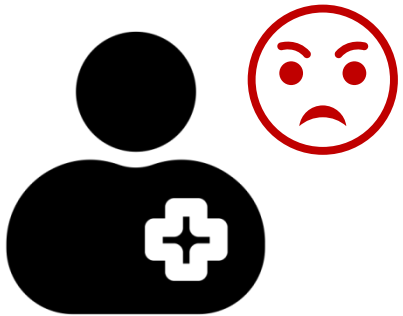
*MN58, patient, French-speaking*



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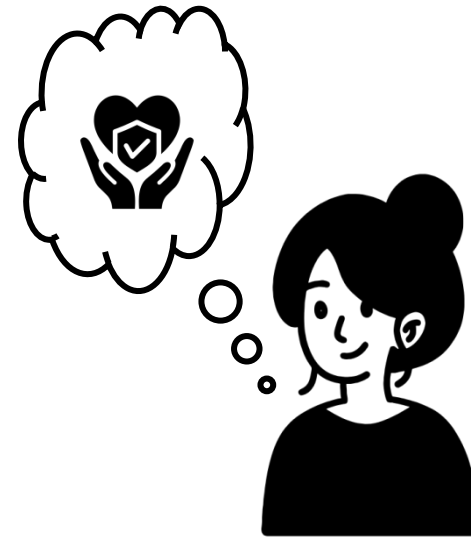
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Inappropriate forms (not patient-centered)

Insufficient health literacy

Worries about data confidentiality



«It has to be **one page** and a **15 year old** person must understand it on the **first** read.»

*physician bioethicist,  
UNIGE*

**Objectives:**

1. Identify **factors influencing** the **acceptability** of informed consent processes



2. Examine **patients' experiences** and **perceptions** of informed consent in a community pharmacy setting



3. Develop alternative **prototypes** of informed consent forms



4. Propose **an optimised informed consent model** centred on the patient

**Methods:**

Literature search with 5 different equations

Semi-structured interviews with partner patients

- 5 patient partners
- Deductive analysis: COM-B model of behaviour
- Collection of socio-demographic data

Creation of different prototypes and audiovisual tools (video)

Focus groups with patients

- 11 patients, divided into 2 groups
- Patients: patient partners, myCare Start stakeholders, patients recruited from community pharmacies
- Quantitative data: surveys, descriptive statistics
- Qualitative data: discussion, inductive analysis

Colours

**myCare Start – Pour vous aider à démarrer votre nouveau traitement**

Nous étudions un nouveau service pharmaceutique appelé myCare Start qui vise à aider les patient.e.s à mieux comprendre leurs médicaments, et nous vous invitons à y participer !

**De quoi s'agit-il ?**

- Etude: Pour que ce service soit accessible à tous, les chercheur.e.s doivent vérifier s'il est **efficace et économique** pour le système de santé. Pour ce faire, nous devons recueillir des données de santé supplémentaires de façon codée pour préserver votre identité.
- Service: Deux rendez-vous de 10 minutes avec votre pharmacien.ne dans un intervalle de 6 semaines. Ces entretiens peuvent avoir lieu en personne dans un espace confidentiel ou par téléphone.

**Quelles données de santé nous souhaitons collecter ?**

Les données d'assurance maladie collectées concernent, par exemple, vos médicaments, les soins fournis par les professionnel.le.s de la santé et les hospitalisations.

**Où vont vos données de santé ?****Pourquoi participer à ce projet ?**

- **Aidez les autres** : Votre participation peut permettre à d'autres personnes comme vous d'accéder à myCare Start.
- **En savoir plus** : Apprenez à mieux comprendre votre propre santé et vos médicaments.
- **Obtenir de l'aide** : Bénéficiez d'un soutien personnalisé de la part de votre pharmacien.ne, avec la possibilité de poser des questions et d'exprimer vos préoccupations

Votre participation est volontaire. Vous pouvez vous retirer de l'étude à tout moment, sans donner de raison.

Pour plus d'informations, scanner ce code ou contacter [mycarestart@unige.ch](mailto:mycarestart@unige.ch)



QR-code for more  
information

Pictograms

Easy  
vocabulary

Short (1 page)

**Sharing of sensitive data**

- Wish for data collection over a limited period of time and with a filter → **desire of control**
- Need for more information on data sharing / protection → **Need for more reassurance**

## → Keys to obtaining informed consent:

- Use of a **short, colourful form**, accompanied by **pictograms** with the option of accessing detailed information
- Use of **decision-making tools**: Audiovisual support
- **Patient-friendly communication**

The patient signs the consent form in a free and informed manner.

## Outlook

- **Discuss** with ethics committee / convince the competent authorities that this format can be implemented
- **Evaluate** the impact of this new form
- **Training of healthcare professionals** in patient-friendly communication



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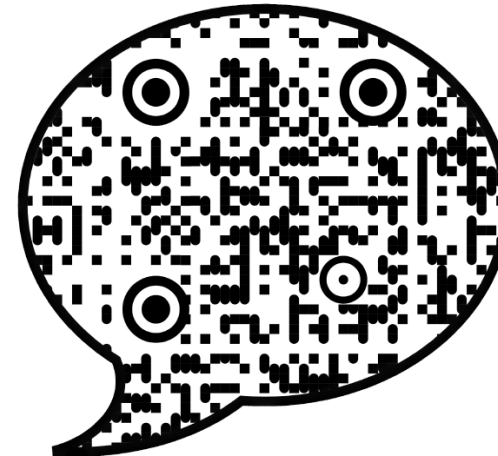
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# Thank you