



The new consumer of pharmaceutical care services

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Sønderbro Apotek (community pharmacy)

24 hours open

5-15 pharmacists, 45 farmakonoms and more (100)

More than 1200 customers/day

7 nursing homes

3. largest community pharmacy in DK (turnover/year)

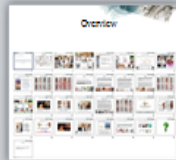
Overview



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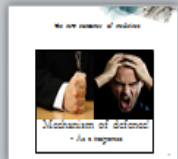
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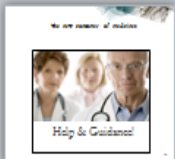
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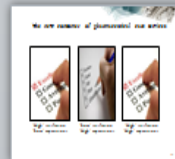
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The New

Consumer



The new patient

- Consumer
- Critical patient
- Expert patient
- Independent patient
-



Risks

Reflexive modernization

Experts?

Individualization



Consumerism in health care defines the process in which users of healthcare services should and do play an active role in making informed choices about health

The changing role of patients in health care



Major challenges that many western societies/health care systems are facing:

- 1) A marked ageing of the population,
- 2) An increase in the prevalence of chronic illnesses/conditions and disabilities,
- 3) A heightened level of expectation and demand among patients,
- 4) An escalation of healthcare costs and budgetary pressure.

Answers to these major challenges:

- 1) Changing roles of state and market in healthcare,
- 2) Decentralization to lower levels in public sector and private sector,
- 3) **Greater emphasis on choice for and empowerment of the citizen,**
- 4) The evolving role of public health.

(WHO, 1996)

“Increasingly, health is viewed as a ‘commodity’ and individuals are defined as health-care ‘consumers’. The language of consumerism has become pervasive in healthcare, reflecting a changed relationship between citizens and the state from that which characterized many, if not most, liberal democratic societies in the past.”

(Henderson & Petersen, 2002:1)

The changing role of patients in health care



Trial and error



Greater emphasis on choice and empowerment



Medication errors



Doctors orders!



Chronic illnesses



What medicines?



"FEELS GOOD TALKING TO SOMEONE."

Patient organizations



Information is free



Unsatisfied

The new consumer/patient

The era of the passive, dependent, compliant patient is coming to its end!



A new era in which patients are consumers ~
or at least qualified partners to health professionals, has begun.

[NHS: Your Health: Your Choices!]



The new consumer of medicines

Active, Independent, Information strong, Critical, Reflective...



A study of the 'new consumer' of medicine



What characterizes patients' perceptions of the conventional medicines used and the healthcare professionals encountered in the medical management of a chronic illness/condition?



Adults with atopic dermatitis (12 persons)
Parents to children with atopic dermatitis (12 persons)
(AD: non-lethal chronic relapsing inflammatory skin condition)
(Recruited through a hospital based Information Day)



Qualitative interviews (semi-structured)

Themes: Atopic dermatitis, Medicines, Physicians, Pharmacy, Information,
(Trust and Responsibility)


Location: the informant's home, at the hospital and at FARMA








Analyzed by means of categorization

Theory of Risk Society + Emerging categories

Informants (W18/M6)




	Susanne 38 yr. AD, Constantly
	Thomas 18 yr. AD, Constantly
	Kirsten 40 yr. AD, Constantly

	Nanna 40 yr. AD, Constantly
	John 64 yr. AD, Constantly
	David 39 yr. AD, Constantly

	Ellen 36 yr. AD, Constantly
	Tom 80 yr. AD, Constantly
	Rikke 23 yr. AD, Constantly

	Morten 40 yr. AD, 3/3 month
	Karen 44 yr. AD, Constantly
	Dorte 49 yr. AD, Constantly




















	Julie, 38 yr. Daughter, 8 yr. AD, Constantly
	Birthe, 39 yr. Daughter, 10 yr AD, Constantly
	Majken, 34 yr Daughter, 4 m. AD, Constantly

	Ulla 41 yr. Daughter, 7 yr. AD, 1 year ago
	Morten, 33 yr. Son, 2 yr. AD, Constantly
	Lotte, 34 yr. Daughter, 1 m. AD, Constantly

	Ebba, 27 yr. Son, 10 m. AD, 2-3/3 m.
	Linda, 20 yr. Son, 2 yr. AD, Constantly
	Lise, 42 yr. Son, 15 yr. Daughter, 9 yr. AD, Constantly

	Maria, 40 yr. Son, 13 yr. AD, Constantly
	Mia, 31 yr. Daughter, 7 m. AD, Constantly
	Sonja, 30 yr. Son, 1 yr. AD, Constantly

Pattern (across role, gender, age etc.)

 Susanne 38 yr. AD, Constantly	 Nanna 40 yr. AD, Constantly	 Ellen 36 yr. AD, Constantly	 Morten 40 yr. AD, 3/3 month
 Thomas 18 yr. AD, Constantly	 John 64 yr. AD, Constantly	 Tom 80 yr. AD, Constantly	 Karen 44 yr. AD, Constantly
 Kirsten 40 yr. AD, Constantly	 David 39 yr. AD, Constantly	 Rikke 33 yr. AD, Constantly	 Dorte 49 yr. AD, Constantly Retired
 Julie, 38 yr. Daughter, 8 yr. AD, Constantly	 Lilla 41 yr. Daughter, 7 yr. AD, 1 year ago	 Ebba, 27 yr. Son, 18 m. AD, 2-3/3 m.	 Maria, 40 yr. Son, 13 yr. AD, Constantly
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 Majken, 34 yr Daughter, 4 m. AD, Constantly	 Lotte, 34 yr. Daughter, 1 m. AD, Constantly	 Lise, 42 yr. Son, 15 yr. Daughter, 9 yr. AD, Constantly	 Sonja, 30 yr. Son, 1 yr. Son, 1 yr. AD, Constantly

Findings

The findings of the study can be summed up in the following **five key findings**:

1) Informants **actively sought information**, although to a varying degree and extent. For most informants, physicians stood out as the preferred source of information on AD and AD medicines. Two informants mentioned that they had found e-forums on AD to give them more information and support than their physicians had offered.



Findings

2) Informants regard **AD as a troublesome illness**, especially when symptoms flare up. Living with or managing AD was clearly associated with many concerns about the physiological and social consequences of illness. Issues of stigmatization were also articulated, exclusively by the adults with AD. - It is unknown whether parents of children with AD find that their child feels stigmatized or depressed or if they themselves feel stigmatized or depressed on behalf of their child.

She hardly got any sleep, she scratched herself, and she was at a point where she couldn't keep up at school. She was totally exhausted, which affected her mood. (Julie)

....you get used to feeling bad. It's what you think about when you get up in the morning. I can feel people stare at me when I go out....It probably has to do with my self-esteem. You cannot go to town wearing make-up. I used to do that , bit it stopped immediately two years ago. It is very invalidating, it really is. I have become more vulnerable in the past two years. It does not take much to throw me off course today. I didn't use to feel like that before. I have always been robust and such: but when you get a chronic illness, and it just doesn't stop, it's exhausting. (Ellen)



Findings

3) The vast majority of informants found **AD medicines to be a necessary evil**. This was especially prominent with regard to topical corticosteroids. Concerns about the risks of AD medicines dominated and appeared to lead to resistance, which was expressed in various ways. However, resistance appeared to be fruitless in most cases: managing AD without AD medicines was found to be almost impossible. This **dependency on AD medicines** was found to link with the physiological, social and psychological consequences of AD-outbreaks.

I'm aware of it [risk of topical corticosteroids]. I can also see that my skin has been damaged by it, but I have to have something to take the edge off. I simply have to take the risk, even though I know it will ruin my skin in the long run, which it has already done in fact. But I cannot live if I don't take the top off the discomfort associated with eczema. I have to live with that risk. (Dorte)

It was there from the start, the idea that everything containing steroids was the devil's work...So it was very much a protest against having to use the stuff [corticosteroids] that I tried all the alternative options. (Nanna)

I thought a lot about using cortisone on my face and so on. I have been very cautious about it because I do not want my skin to become thin and have broken vessels and so on. So I would rather not use it. (Ellen)



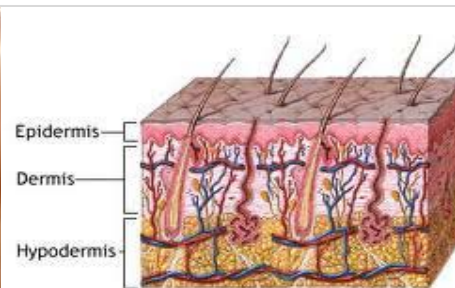
Findings

4) According to informants, general practitioners had little to offer with regard to the diagnosis of and management of AD. Informants expressed a **strong preference for consulting a dermatologist** with expert medical competence on AD and a well-developed interpersonal competency. Informants castigated physicians who showed disinterest or displayed a lack of medical competency about AD.




The dermatologists know more about the cremes and stuff. The general practitioners do not know enough about it. (John)




He (Dermatologist) took the time to explain things thoroughly and calm us down. He said that we should apply the two hormone creams first. It did help. Our daughter's skin got better and that's nice. (Lotte)


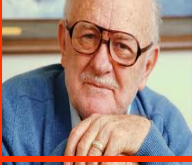

It was a positive experience because she (Dermatologist) spend half an hour at my first visit. She explained the various connections to me, the good and the bad of Protopic and gave me different alternatives to choose from...She was serious about my illness. (David)



Exceptions – Medicine, GP, Specialists




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	Tom, 80 yr. AD, Constantly NOT ACTIVE
	Rikke, 23 yr. AD, Constantly NO MEDICINE

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The new consumer of medicines



Balancing



Resourceful



Vulnerable



Reflexive



Contextual

Medicines

General practitioners

Specialists



Atopic Dermatitis



Focused



Frustrated



Responsive



Service-minded

The new consumer of medicines

“A generation ago, patients argued for more information, more choice and more say about treatment... As this new responsibility dawns on patients, some embrace it with a sense of pride and furious determination. But many find the job of being a modern patient, with its slog through medical uncertainty, to be lonely, frightening and overwhelming.”

(Hoffman, 2005)

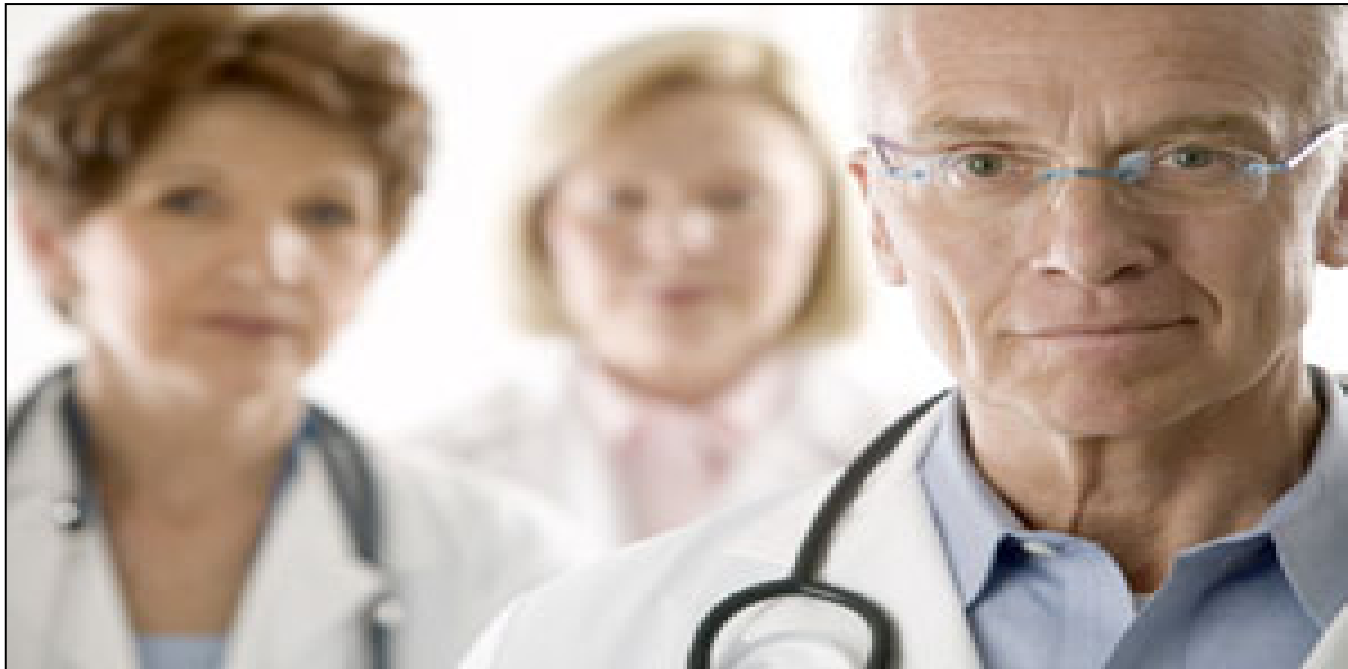


The new consumer of medicines



Mechanism of defence!
- As a response (often insecurity)

The new consumer of medicines



Help & Guidance!

The new consumer of pharmaceutical care services



Help & Guidance
From pharmacy staff?

Findings – pharmacy

5) Most informants expressed **satisfaction with the service received at community pharmacies**. However, most informants also found that pharmacy staff had little to offer with regard to the medical management of AD and they did not expect it to be otherwise.




“It is difficult for me to say [how to make things better at the pharmacy]. I think it works well. I have no problems. Well, you can always complain about the queue, but they are usually quite fast at our pharmacy.” (John)




It’s a supermarket which charges too much...although they’re nice and kind, no doubt about it. Well, everything you need to know about your medicine is written in the information leaflets in the package. I have never received any advice on Protopic or the other medicines. Maybe this is because they are prescription medicines, I don’t know. Basically I don’t need advice, just the medicine. (Thomas)

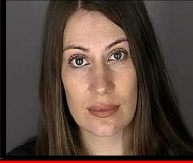
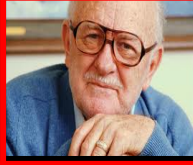

They don’t know very much. If you ask about over-the-counter medicines they know some...but as soon as it’s about prescription medicines, then they don’t know very much...I don’t expect that the ones who are dispensing the medicines necessarily are pharmacists, I don’t think they are. (Julie)



Exceptions - Pharmacy




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The new consumer of pharmaceutical care services



Medicines on stock, The right medicine is being delivered
Friendly staff, Correct price – [”Medicines manager”]

Advice and counselling – freetrade



The new consumer of pharmaceutical care services



'High' satisfaction
'Low' expectations

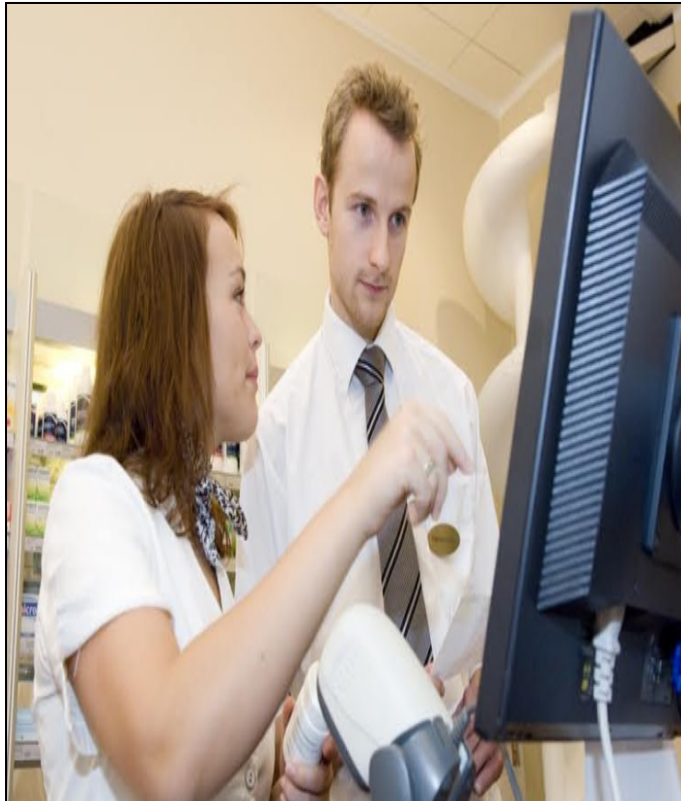


'Low' satisfaction
'High' expectations



'High' satisfaction
'High' expectations

2004 - 2010



Pharmacy:

Quick and efficient service

Products are in stock

Diverse include - waiting time; cueing;
OTC info; reimbursement; info about changes
in customers medication

Pharmacy staff:

Service minded, smiling & friendly

Give information & advice about medicine

Have extensive knowledge about medicine

[Traulsen J.M., 2010]

Sønderbro Apotek - 2011



Medicines on stock, The right medicine is being delivered
Friendly staff, Correct price, Sound advice – [”Medicines manager”]

Low waiting time, DiscreSSION !

Advice and counselling, Interventions, Medication reviews,
Solving medication-related problems, 'Emergency' delivery of medicines,
'Special customers' - [”Medicines expert”]

The new consumer of pharmaceutical care services



Not at the pharmacy!

The new consumer of pharmaceutical care services



Help & Guidance?



The new consumer of pharmaceutical care services



Consumer driven pharmaceutical care services?

or

Consumer oriented pharmaceutical care services?



The new consumer of pharmaceutical care services

What are the implications for practice of pharmaceutical care services?



What are the implications for research in pharmaceutical care services?



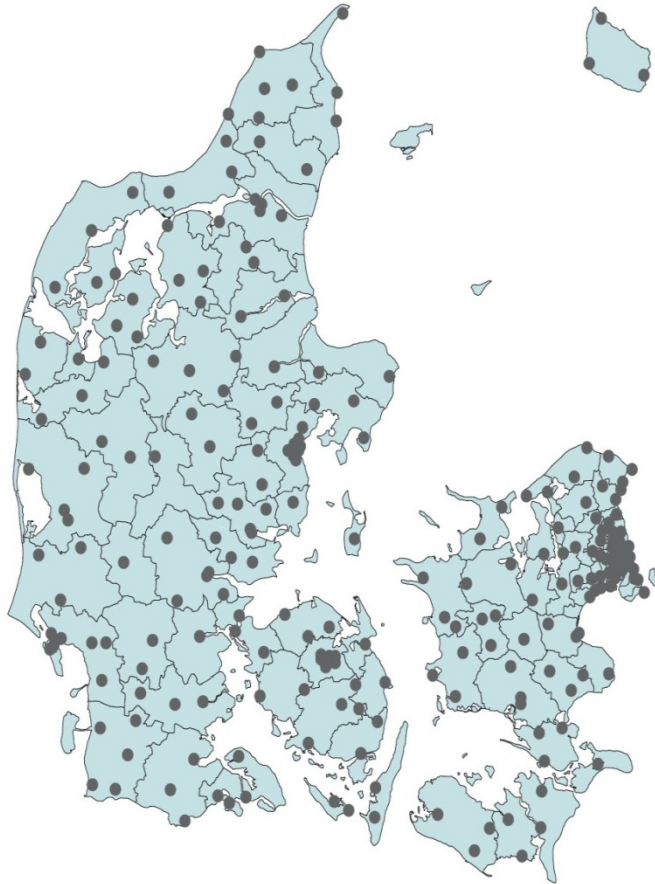




References

For references please write : Mikkel Nørreslet– 199mn@apoteket.dk

Pharmacies in Denmark



	2006	2007	2008	2009
Moderapotek	254	246	241	234
Supplerende bevillinger	13	19	18	19
Apoteksfilialer	55	57	60	65
Apoteker med receptekspedition i alt	322	322	319	318
Apoteksudsalg	133	131	131	129
Enheder med faguddannet personale	455	453	450	447
Håndkøbsudsalg	675	643	663	663
Medicinudleveringssteder	235	208	222	222
Udleveringssteder i alt	1.365	1.304	1.335	1.332

Note: Apoteksenheder ved årets udgang, Håndkøbsudsalg og medicinudleveringssteder er ikke optalt for 2009 ved redaktionens slutning, hvorfor disse enheder i sammentællingen indgår med 2008-tal.

Kilde: Danmarks Apotekerforening