

“Research on implementation of collaborative services – the Australian experience.

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In Australia, the community pharmacy sector has become increasingly successful at achieving remuneration for professional services. These programs offer pharmacists many opportunities, including greater engagement with other health providers, consumers and the local community.

The adoption rate for the programs is high but there is limited evidence of pharmacists making sustainable changes to their practice. The services are often viewed by both the program managers and the pharmacists themselves as temporary add-ons to a retail and product supply platform, rather than being integrated into the community pharmacy business model.

This presentation will outline research on the implementation of professional programs and services in Australia which has shown that financial incentives, IT solutions and guidelines are not sufficient for sustainable change. In order to build capacity for adopting and delivering new services in a way that is financially viable, aspects such as business planning, financial planning, staff management, marketing, and design layout, must also be addressed. There is a growing realisation amongst policy makers that community pharmacies need targeted, on-site support to assist their preparation for change and to build the capacity to integrate new professional programs over time.

Finally, emerging Australian implementation research will be discussed. This research is focusing on the measures used to gauge the rate and depth of professional service implementation with a view to classifying pharmacies according to their levels of service provision.

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