

An innovative quality improvement activity in pharmacy practice to enhance counselling encounters



National Prescribing Service Limited

Sheena O'Riordan, Marissa Scuderi, Chun Yu, Judith Mackson



Our objective

To determine the acceptance, usefulness and action outcomes of a reflective pharmacy practice quality improvement activity in two targeted areas, *Enhancing patient care in type 2 diabetes* in May 2008 and *Quality use of proton pump inhibitors (PPIs)* in May 2009.

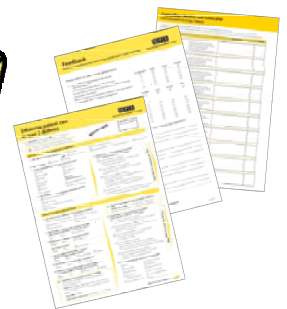
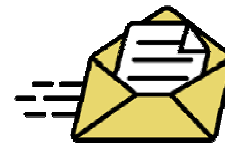
Our methodology

A counselling and action resource activity was developed to enhance pharmacist's counselling encounters with patients and promote quality use of medicines. Participation in two of these activities (diabetes and PPIs) was available to pharmacists (accredited, community and hospital settings) and interns.

Enrolment and completion rates were determined. Actions for individual patients were reported, feedback and reflection on performance and usefulness of the activity and tools were reported by participants.



Pharmacists & Interns



Our results

How many pharmacists enrolled?



3%

2,462 (diabetes)

2,539 (proton pump inhibitors)

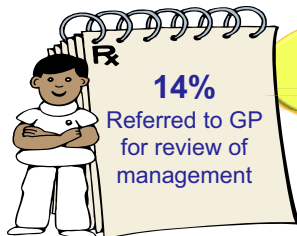
How many pharmacists completed?

61%
(diabetes)

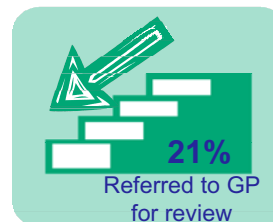
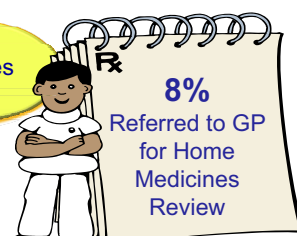


70%
(proton pump inhibitors)

What did pharmacists do as a result of the activity?



Diabetes



PPIs



What did pharmacists say as a result of the activity?



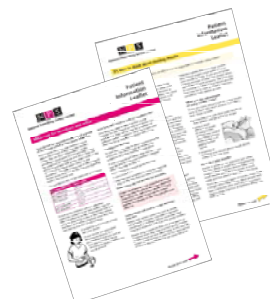
97%

more likely to assess and encourage adherence to diabetes medicines



88%

more likely to encourage patients to speak to their GP (symptom control & suitability for PPI step-down)



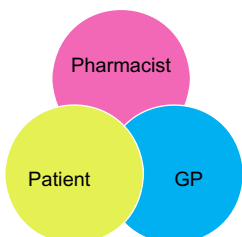
95-96%

excellent/good ... as a learning activity



90-95%

excellent/good ... patient counselling resources



Conclusions

- Continues to achieve high acceptance as a reflective quality improvement activity with increasing completion rates.
- Enhances pharmacist's ability to confidently and effectively communicate with patients and other healthcare professionals.
- Provides excellent counselling tools to help empower patients to communicate with their GP .
- Rates as an excellent learning activity to reinforce best practice in pharmacy and realises positive impacts on patient management .

An independent, not-for-profit organisation for quality use of medicines, funded by the Australian Government Department of Health and Ageing