

## Pharmaceutical Industry and Pharmacy - a better way of working

### **Context**

The industry has historically failed to engage effectively with pharmacy, frequently seeing it as only a supplier of medicines; however, pharmacy should also be providing quality clinical services to address patient compliance issues and case finding through screening and risk assessment services. The traditional 'selling product' model for the industry also needs to change to a product-plus-services model as financial strategies and evidence based prescribing also impacts on their turnover and profit. To achieve a win-win in this relationship we need to identify and address each others needs through effective partnership working.

### **Needs**

Pharmacy needs the partnership support of the industry to manage change, overcome skill and knowledge challenges, support service development plus effective engagement and integration with commissioners and other providers.

- Pharmacy services will increasingly impact on the choice of and compliance with treatment delivering improved health outcomes. This is particularly important when treatment is initiated for newly diagnosed patients to prevent unmet health goals and poor market penetration
- The early identification of long-term conditions through integrated screening and risk assessment programmes will increase the number of pharmacotherapy interventions for these new patients in line with national and local guidelines
- Extended public health initiatives including smoking cessation, weight management and sexual health services may also involve appropriate pharmacotherapy interventions

### **Solutions**

Partnership working, where the engagement and outcomes deliver mutual benefits for both parties whilst complying with regulations, guidelines and governance arrangements, is the solution; making this happen is the challenge. This requires:

- the development, implementation and evaluation of quality and effective services to deliver improved compliance and new patients through case finding plus create the evidence base for commissioning
- support for the enhancement of the professional role
- facilitation of multidisciplinary relationships to optimise successful implementation

One of the common skill shortages amongst pharmacists and their teams is the lack of behavioural change (Motivational Interviewing) skills which, once acquired and developed through effective training, role play and coaching, will significantly improve the outcomes of many services including compliance and healthy lifestyle programmes. Another such skill is project management which, if in place, will lead to more effective implementation and delivery of services by the pharmacy team. By developing programme models which incorporate the transfer of these key skills together with a service model which can be tailored to address local needs and evaluated to demonstrate outcomes, the industry can ensure that the partnership works for all stakeholders.