



DIFFERENCES BETWEEN CRITICAL SUCCESS FACTORS FOR COMMUNITY, RETAIL AND HOSPITAL PHARMACISTS

When asked what skills and services will be most important for hospital pharmacists in the next five to ten years, hospital pharmacists are most likely to volunteer “increased knowledge, competence and specialization” (61%) and “communication skills, patient interactions and counseling” (19%).

When asked to volunteer which skills and services will be most important for community pharmacists in the next five to ten years, community pharmacists are most likely to volunteer “patient-oriented skills” (32%), “disease management” (23%) and “new services” (16%).

COUNTERFEIT MEDICINES A SERIOUS CONCERN

The majority of pharmacists surveyed (61%) say the prevalence of counterfeit medication is a serious issue in their country. Furthermore, the majority of pharmacists (63%) believe current policies and technology are insufficient to deal with counterfeit medicines. Most (77%) believe medicine packages should have machine readable bar codes to ensure they are not counterfeit.

METHODOLOGY

The International Pharmaceutical Federation (FIP) and Pfizer Inc. External Medical Affairs commissioned APCO Insight to conduct a survey of 2,023 community/retail and hospital pharmacists in 8 countries (Australia, France, Germany, Italy, Portugal, Turkey, the UK and the U.S). Interviews were conducted between April and June 2010. Sample frames were constructed from publicly available databases, pharmacy association databases and through desk research. This report is based exclusively on the 2,023 interviews conducted, with an overall margin of error of $\pm 2.2\%$.

ABOUT FIP

The International Pharmaceutical Federation (FIP) is the global federation of national associations of pharmacists and pharmaceutical scientists in official relations with the World Health Organization (WHO), and dedicated to improving the access to and value of appropriate medicine use, and contributing to changes in science, practice and health policies worldwide. Through its 122 Member Organisations FIP represents and serves more than two million pharmacists and pharmaceutical scientists around the world.

ABOUT PFIZER, INC

Pfizer is committed to working together with various stakeholders to improve healthcare. In recognition of the critical role of pharmacists, Pfizer has commissioned global research in order to identify pharmacists' key concerns and to identify areas in which Pfizer might support their work and, by implication strengthen healthcare systems globally.

ABOUT APCO INSIGHT®

APCO Insight, a global opinion research and strategic communication consultancy, works with many of the world's leading companies, associations, nonprofits and public-sector organizations on a diverse range of communication, reputation and issue management challenges. For more information about APCO Insight, please visit www.apcoworldwide.com.

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INCREASED RESPONSIBILITY, INCREASED PROMINENCE: THE CHANGING ROLE OF PHARMACISTS

2010 INTERNATIONAL SURVEY RESULTS





Pharmacists' role is changing and they find themselves increasingly at the forefront of the fight against disease together with patients, other healthcare professionals and the pharmaceutical industry.

As we come closer to the promise of individualised medicine and genomics-based pharmacotherapy there will be a greater demand for increased interaction between all actors in the pharmaceutical chain from industry to pharmacists. Advances in healthcare and positive patient outcomes will depend on collective innovation and collaborative interaction in all three arenas of practice, science and education.

Moreover, pharmacists play a vital and increasingly central role in promoting good health in the communities in which they work and live. Ensuring they are well equipped to fulfil this role is critical to building local community capacity to address global health issues.

To better understand the views pharmacists hold of their work, their role and the practice of pharmacy in general, Pfizer Inc. in collaboration with the International Pharmaceutical Federation (FIP) commissioned an international opinion survey which asked more than 2,000 pharmacists in 8 different countries about the issues facing their profession and practice.

PHARMACISTS GENERALLY SATISFIED WITH THEIR CAREERS

When asked to rate how satisfied they are with their career in pharmacy using a 1 to 10 scale, where 1 means not at all satisfied and 10 means very satisfied, pharmacists rate their satisfaction with their career a 6.9 out of 10.

When asked to rate the likelihood they will remain in pharmacy in five years, 2 in 3 (67%) say it is “very likely”.

CAREER SATISFACTION COMES MAINLY FROM PATIENTS

When pharmacists are asked to describe the most favorable part of their job, three in four pharmacists say that it is “helping patients and patient contact”. Conversely pharmacists are most likely to volunteer the most unfavorable part of their job today as “bureaucracy and insurance contracts” (47%) and “workload or working conditions” (24%) which often prevent them from spending as much time as they would like with their patients. Therefore, pharmacists are definitively patient-centred and they enjoy this focus of their activities.

THE CHANGING ROLE OF PHARMACISTS – TOWARD PATIENT-CENTRED SERVICES

Pharmacists see their profession as changing in ways that will improve patient outcomes.

Pharmaceutical care, which is a core concept for patient-centred care, was first defined in 1990 by Hepler and Strand and adopted by the FIP in its statement of pharmaceutical care in 1998. It implies that pharmacists in addition to providing medicines would also offer services to achieve “definite outcomes that improve or maintain a patient’s quality of life”.

Through their answers, pharmacists highlight that this concept is now part of their practice as the majority of pharmacists (73%) say they offer health promotion, health management, medication reviews and compliance support. Most pharmacists agree that these programs are valuable for improving health outcomes for patients (90%) and they increase the visibility of pharmacists’ expertise (87%).

When asked to rate how much interest they have in providing a variety of health promotion and management programs using a 1 to 10 scale where 1 means no interest and 10 means a great deal of interest, pharmacists are most likely to say they are interested in providing:

	MEAN SCORE
DIABETES MANAGEMENT	8.1
COMPLIANCE SUPPORT	7.9
BLOOD PRESSURE MANAGEMENT	7.8
ASTHMA MANAGEMENT	7.8
MEDICATION REVIEWS	7.7
SMOKING CESSATION	7.6

SOCIETAL ROLE OF PHARMACISTS NOT ALWAYS FAIRLY COMPENSATED

Nearly all pharmacists surveyed (93%) say that they are expected to provide more information and advice than ever before, while most pharmacists (78%) agree that they are asked to provide additional services to patients without fair and proper compensation.

Through their activities, community pharmacists play a crucial role in access to healthcare: for every 7 patients visiting a pharmacy, 1 will receive advice without any sale of product (i.e. pharmacists are not paid for this activity through the sale of products). One can imagine that this counselling activity prevents unnecessary visits to the General Practitioners. This figure illustrates that pharmacists are clearly one of the most accessible healthcare professionals in their respective communities.

CRITICAL SUCCESS FACTORS FOR THE NEXT GENERATION OF PHARMACISTS

Moreover, pharmacists believe that, in the future, the profession will need to adapt in order to best prepare pharmacists for their changing role. When asked what the critical success factors for the next generation of pharmacists are, pharmacists are most likely to volunteer “more and better services oriented to patients” (39%) and “competencies and education” (36%).