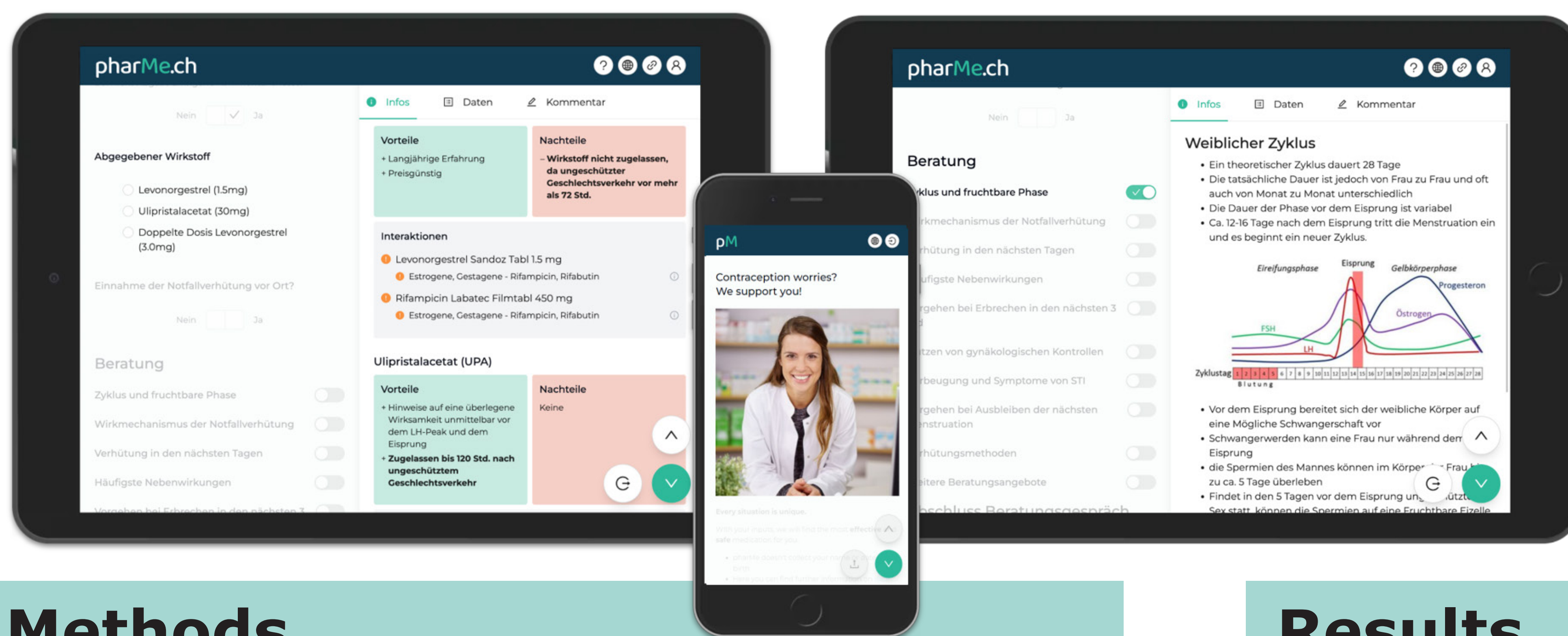


Optimising Counselling for Emergency Contraception: Insights from pharMe's Implementation in Swiss Pharmacies

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Aim

Preliminary evaluation of user satisfaction and implementation of the digital counselling tool pharMe (**Figure 1**) for emergency contraception (EC) counselling in Swiss pilot pharmacies.



Background

- The supply of EC is a key pharmacy service in Switzerland, available without a prescription after pharmacist consultation.^{1,2}
- Consultations aim to ensure effective and safe EC selection and to provide sexual health advice, with mandatory documentation kept for 20 years.
- The pharMe digital tool was developed to enhance privacy, convenience, and evidence-based counselling support in Swiss pharmacies.

Figure 1: Pharmacist and customer view of pharMe

Methods

We conducted a cross-sectional study using two anonymous online surveys among:

- pharmacists using pharMe in pilot pharmacies
- customers who have received pharMe-supported EC counselling

The survey duration is one year and started in February 2024. Preliminary results from the first nine weeks of the study have been analysed.

Discussion and Conclusion

- Preliminary findings show high satisfaction with pharMe among both pharmacists and customers, with most rating it as user-friendly and trustworthy.
- While pharmacists reported higher disruption and concerns about data protection, literature suggests training could boost confidence in digital adoption.³
- pharMe's self-reporting feature has reduced contact time, increasing efficiency during staff shortages while maintaining personal consultations.
- Full dataset analysis is needed to confirm findings and support effective implementation in Swiss pharmacies.

Results

- We analysed survey responses from 20 pharmacists and 39 EC customers, as well as data from 266 consultations.
- The median consultation time using pharMe was 6.0 minutes (n=266).
- Results of the survey are shown in **Figure 2**.
- Ninety percent of pharmacists would recommend pharMe to their colleagues and 74% of customers would prefer to use pharMe rather than a paper protocol if they needed EC again, 24% had no preference.

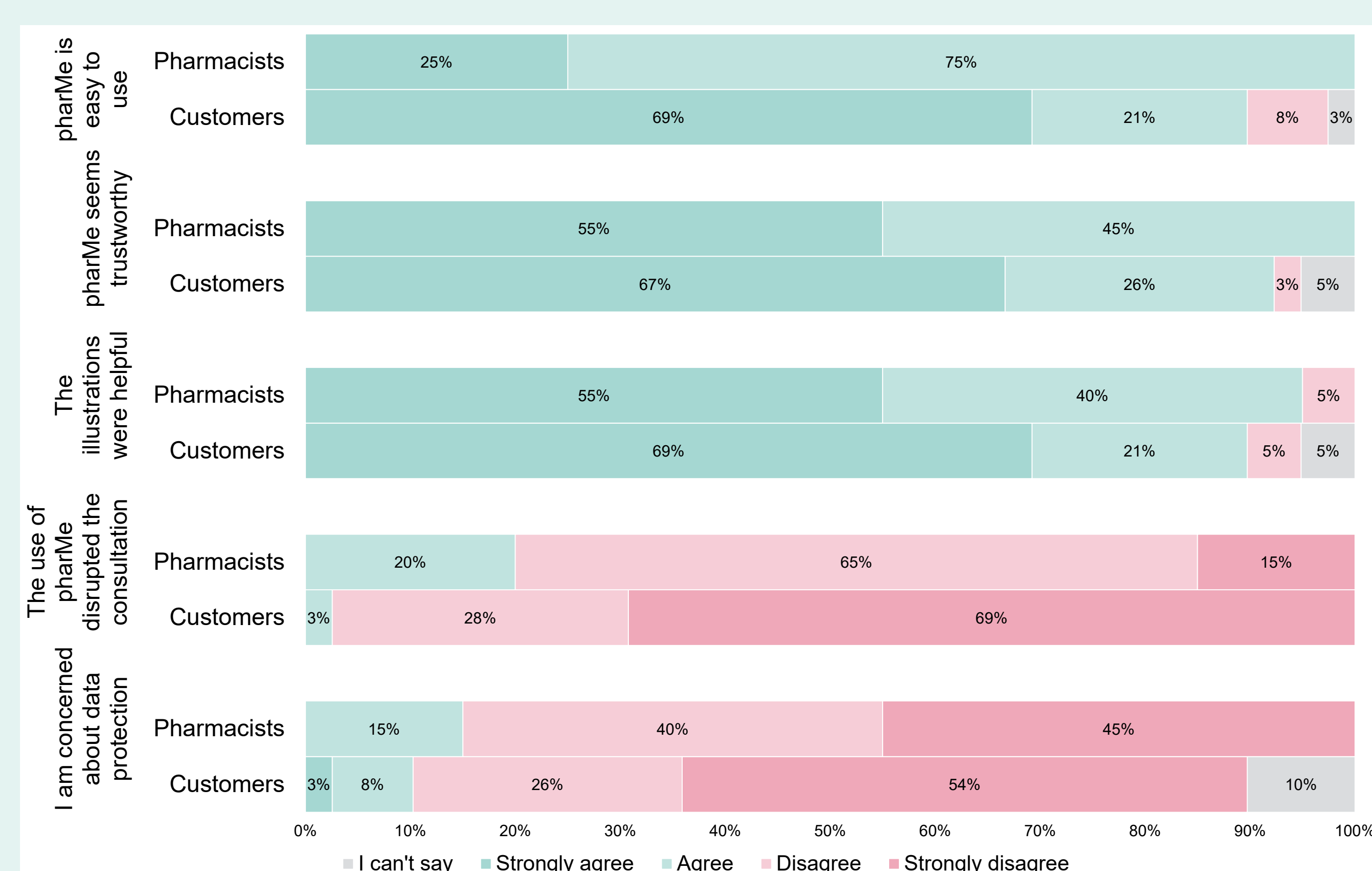


Figure 2: Survey results from pharmacists (n=20) and customers (n=39)

Literature

- Atkins K, Kennedy CE, Yeh PT, et al. Over-the-counter provision of emergency contraceptive pills: a systematic review. BMJ Open; 2022
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