

Digital Counselling Support Tool to Enhance Evidence-Based Pharmacy Practice

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Background

- Pharmacists play an essential role in primary care as one of the most easily accessible health practitioners.
- Integrating evidence-based counselling advice into everyday pharmacy practice is challenging, but necessary for optimal patient outcomes.^{1,2}
- We present a concept to ease this challenge by introducing the digital counselling support tool pharMe (**Figure 1**).

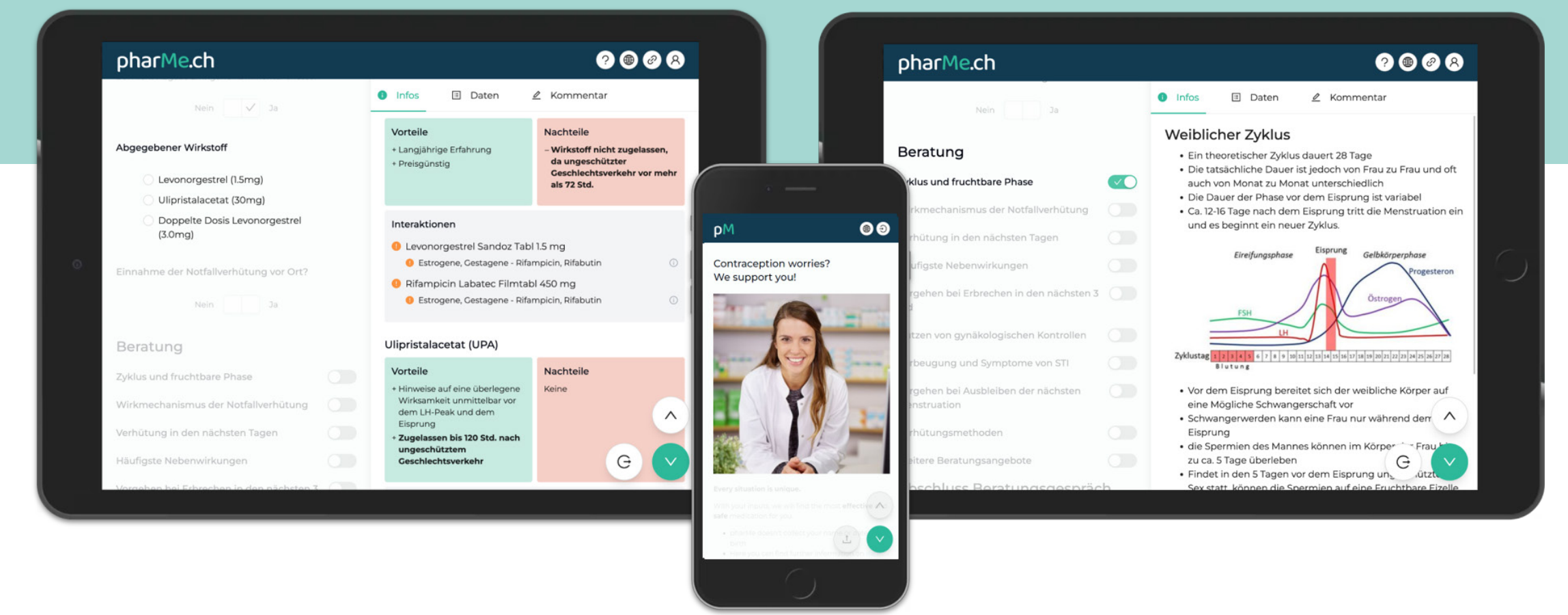


Figure 1: Digital counselling support tool

Purpose

- The purpose of pharMe is to empower pharmacists to provide high-quality, evidence-based pharmaceutical counselling.
- As required by evidence-based pharmacy, pharMe combines external evidence, patient preferences and the clinical expertise of pharmacists (**Figure 2**).³
- In the future, it could serve as a learning health system by incorporating performance data, including patient-reported outcomes.

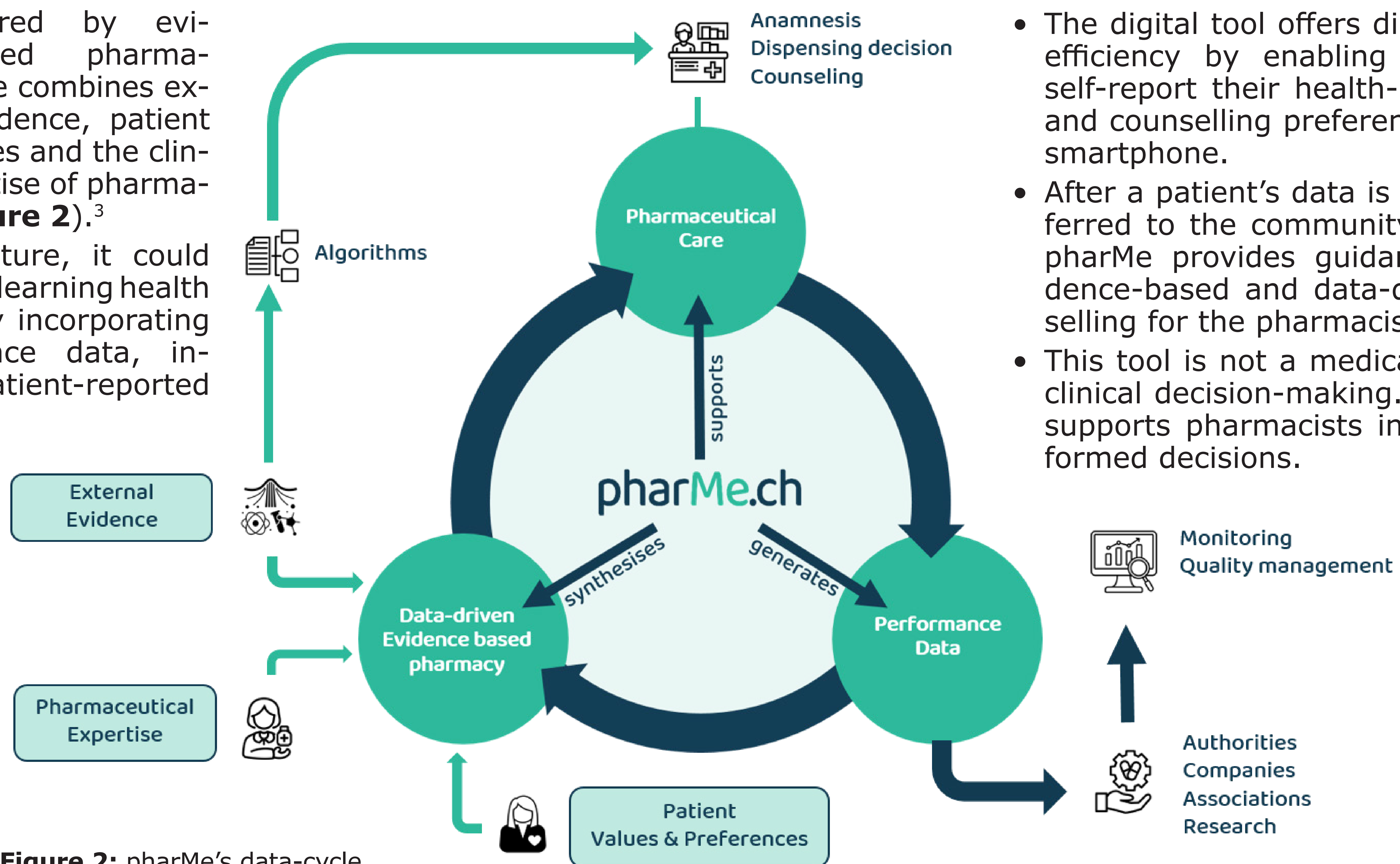


Figure 2: pharMe's data-cycle

Design

- Emergency contraception counselling, one of the most commonly used pharmacy services in Switzerland, was the first indication to be implemented in pharMe.
- The digital tool offers discretion and efficiency by enabling patients to self-report their health-related data and counselling preferences on their smartphone.
- After a patient's data is being transferred to the community pharmacy, pharMe provides guidance for evidence-based and data-driven counselling for the pharmacist in charge.
- This tool is not a medical device for clinical decision-making. However, it supports pharmacists in making informed decisions.

Conclusion and Future Outlook

- Our digital counselling tool, pharMe, has the potential to substantially improve evidence-based pharmacy practice and integrate data-driven counselling.
- pharMe's user-friendly, everyday practice-oriented interface and its ability to provide additional patient-related data, may be useful in optimizing pharmaceutical care.
- Preliminary user experience in the indication of emergency contraception showed a high level of satisfaction and user-friendliness among both patients and pharmacists.
- Moreover, researchers can easily retrieve data from the counselling sessions, allowing the tool to be tailored to users' needs.
- Ultimately, the results can help shape future policy making by revealing the benefit of pharmacy counselling.
- Additional topics are to be added, with the aim of further improving health-related outcomes at the patient level and strengthening the role of pharmacists as high-quality primary care providers in a sustainable healthcare system.

Literature

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