

Powering
the better use
of medicines.



Problem. Opportunity.

“Chronic conditions such as cardiovascular disease, diabetes and respiratory illnesses are creating a significant societal risk that threatens health systems and economic stability”

– World Economic Forum.

“49% of patients “forgot” to take their prescribed medication, 24% took less than the recommended dose”

– NCPA Survey, USA 2010.

“The cost of non-adherence to medicines therapy, in terms of incremental doctor, hospital, emergency department visits and admissions to long term care facilities is estimated to be \$290 billion annually”

– New England Healthcare Institute.

“It is clear that pharmacy has an important role to play in the health care sector reform process. To do so, however, the role of pharmacists needs to be re-defined and re-orientated”

– World Health Organisation.

“The Fifth Community Pharmacy Agreement will provide better pharmacy services for consumers, and a stronger role for pharmacy at the front line of health care”

– The Honourable Nicola Roxon, Minister for Health and Ageing.

Welcome to the new world of medicines.

“Great enterprises are those that are built to last. Designed to deliver constantly improving outcomes, with increasing levels of efficiency, in a sustainable way for the benefit of all.

In today’s vernacular we call it “win, win”.

Across Australia, in cities, suburbs and country communities well over 50,000 pharmacists and pharmacy assistants are working with doctors to provide the highest quality service and advice as a key provider in the primary health care chain.

Expanding the provision of these professional services to patients is fundamental to the future of pharmacy, and the Australian health care system.

Research around the world demonstrates that patient health outcomes are being curtailed by the sub-optimal use of medicines.

In Australia we are working with the Federal Government to introduce Professional Service Programs and Pharmacy Practice Incentives aimed at facilitating the better use of medicines enhancing patient outcomes, whilst reducing cost to the nation over the longer term.

Win. Win.

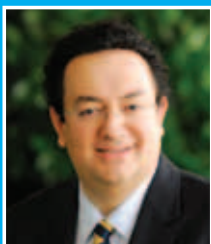
As part of our vision to facilitate the better use of medicines, we are committed to introducing technologies to **detect** patients who will benefit, **deliver** the service more efficiently and accurately **document** the outcome.

Our wholly-owned subsidiary company healthlinks.net, a multifaceted provider of medicines and patient information systems is driven by the vision of “powering the better use of medicines.”

Through the better use of medicines we will deliver improved patient outcomes.

Win. Win.

The foundations of community pharmacy, our unique community network, our high standards of professionalism and the very latest information technology are fundamental to achieving the vision.”



Kos Sclavos
National President
The Pharmacy Guild of Australia

An enhanced role for pharmacists in health care of the future.



“Pharmacists are already involved in delivering services to patients in a number of areas. This role could be further enhanced through primary care reforms that support professional services from pharmacists. Patient services should be integrated and coordinated with the broader health system, and contribute to the continuous care of the patient, particularly those with multiple, ongoing complex conditions. A connected and coordinated primary health care system must involve pharmaceutical services and medicines while they continue to provide the key therapeutic intervention in the treatment of illness.”

– The Honourable Nicola Roxon, Minister for Health and Ageing. May 2010.

The government and the Pharmacy Guild of Australia have finalised the Fifth Community Pharmacy Agreement (5CPA), which provides for better pharmacy services to patients and a stronger role for pharmacy at the front line of health care.

Key features and reforms will include:

- ✦ Medications management programs, under which pharmacists provide education and support to patients on how best to use their medicines and avoid medication errors.
- ✦ Support for pharmacists to provide Dose Administration Aids to patients who experience difficulty remembering to use their medicines – preventing unnecessary adverse medication events.
- ✦ Safer prescriptions, through encouraging pharmacies to use electronic prescriptions.
- ✦ A new Patient Service Charter that outlines the roles and responsibilities of the pharmacist and the pharmacy, and clearly identifies the level of patient care that can be expected from any pharmacy.
- ✦ Support for pharmacists to identify, resolve and document medicine-related issues experienced by patients.

Pharmacy Practice Incentives to improve patient health outcomes.

GuildCare Professional Services Programs are crucial to our future.

Government has allocated over \$750 million under the latest agreement for professional services and pharmacy practice incentives because it recognises that the better use of medicines can save billions of dollars on what Australia spends on health care.

Government sees that this investment will be returned many times over by driving better patient health outcomes. It also recognises that Community Pharmacy, with its high levels of trust and broad-based foot print, is best placed to play a central role in assisting patients get better use of medicines.

The Pharmacy Practice Incentives, payable only to pharmacies accredited under a Pharmacy Accreditation Program (such as QCPP), now include substantial “start-up” payments for each of three professional services:

- ✦ Dose Administration Aids (DAAs)
- ✦ Clinical Interventions
- ✦ Staged Supply.

	1	2	3	4	5	6
Service	Dosage Administration Aids	Clinical Interventions	Staged Supply	Primary Health Care	Community Services Support	Working with others – referral to a Healthcare Professional
	Relates to the provision of DAAs for patients currently living independently in the community.	Relates to the identification and documentation of actions on medicine related issues within community pharmacy. The program will also facilitate communication between pharmacists, patients and prescribers.	Relates to the dispensing of PBS medicines in instalments when requested by the prescriber, to a quality standard, rather than dispensing the full amount prescribed.	Quality Use of Medicines (QUM): + Diabetes + Respiratory + Cardiovascular + Mental Health + Health Promotion	+ Needle & Syringe Exchange + Return of Unused Medicines + Opioid Substitution + Staff Training	
Start-up Payment	Yes	Yes	Yes	No	No	No
Total Funding Pool over 5CPA Agreement Term	\$132,000,000	\$97,000,000	\$35,000,000		\$75,000,000	

Powering the better use of medicines.

e-health is an emerging focus for Government with the establishment of the National e-health Transition Authority, which is aiming to electronically coordinate patient care right across the health care sector.

The Federal Government is committed to establishing a personally controlled electronic health record (PCEHR). The Fifth Community Pharmacy Agreement signed between the Commonwealth Government and the Pharmacy Guild of Australia requires all agreements programs to be loaded to the PCEHR. The Pharmacy Guild of Australia has committed to ensuring GuildCare programs will integrate seamlessly with the patients' electronic health record.

healthlinks.net, a wholly owned subsidiary of the Pharmacy Guild of Australia was established as a specialist IT company focusing on powering the better use of medicines. It has two key functions:

- ✦ Providing the most up-to-date information on medicines and medicines-use.
- ✦ Providing pharmacists with better information to help them better manage health outcomes.

healthlinks.net

Medicines Information

As a result of the healthlinks.net partnership with the pharmaceutical industry and the health care profession, Australia has become an international leader in the provision of consumer information on medicines.

healthlinks.net has just completed a major 2 year project to improve the accessibility and the visual appearance of CMI's. In delivering this project, the company was recently recognised by its peers by winning an Australian Business Award for innovation in the health care sector.



Some of the innovations include:

- ✦ Up-to-the-minute medicines information uploaded directly to pharmacy dispense systems so that it is always current.
- ✦ The inclusion of diagrams and graphics to enhance patient understanding of medicines usage.
- ✦ Multiple information formats including: standard and large print, Braille and synthetic audio to access the maximum number of patients.

Patient Care

guildcare programs

The software enables community pharmacists to deliver superior care to patients on an ongoing basis. Its development is the key reason that makes the national delivery of the GuildCare suite of professional services possible. The system ensures consistency of service based on auditable processes where performance can be tracked and outcome measured. If professional services are the growth opportunity for pharmacy, IT enablement is the key to delivery.



DETECT
Patient

- ✦ Identify 'at risk' patients with a high degree of consistency and accuracy
- ✦ Increase pharmacy productivity and service certainty



DELIVER
Service

- ✦ Deliver highly relevant professional service and advice
- ✦ Increased patient compliance



DOCUMENT
Service

- ✦ Build ongoing history for monitoring and regular follow up
- ✦ Increase patient loyalty
- ✦ Automatic recording and billing

As the Government introduces new programs and initiatives, the GuildCare suite of programs will be updated to take advantage of them.

Unlocking the Pharmacy Practice Incentives.



To assist in the efficient delivery of 5CPA funded services, GuildCare Programs have been expanded and improved. Here's how it works on each module.

	1	2	4	6	Other GuildCare Programs		
5CPA Funded Service:	Dosage Administration Aids	Clinical Interventions	Primary Health Care	Working with others – referral to a Healthcare Professional			
GuildCare Program	DAA Patient Detect Service	Clinical Interventions	MedScreen 4/5 <ul style="list-style-type: none"> ✦ Diabetes ✦ Respiratory ✦ Cardiovascular ✦ Mental Health 	Referral to a Healthcare Professional	Private Services <ul style="list-style-type: none"> ✦ Blood Pressure Recording ✦ Weight Monitoring 	Compliance	New to Therapy
New GuildCare initiatives to assist Agreement program implementation							
					Delivered by Mirixa Australia		

Dose Administration Aids

The DAA Patient Detect Service module automatically identifies patients who are taking five or more packable medicines at the point of dispense.

The module eliminates the need to manually process patient identification and saves time monitoring the number of cases performed for Medicare claims.

The pharmacy benefits from enhanced patient loyalty by securing the prescriptions for multiple medicines to be packed.

Funding: Under 5CPA, pharmacies will qualify for a one-off start-up payment and ongoing quarterly incentives over the life of the agreement.

Clinical Interventions (CI)

This program helps pharmacists provide medicines related clinical interventions by:

- ✦ Automatically identifying patients at risk of problems linked to prescribed medication.
- ✦ Assisting pharmacists judge the need for changes in medicines usage.
- ✦ Documenting the clinical intervention to meet professional standards and qualify for payment.

It facilitates improved communication with patients and prescribers and supports integrated care from the pharmacy and the treating doctor. It also complements other services such as in-pharmacy medication use reviews, home medicine reviews and dose administration aids.

Funding: Under 5CPA, accredited pharmacies will qualify for a one-off start-up payment and ongoing quarterly incentives over the life of the agreement.

Primary Health Care / MedScreen

Community Pharmacy currently supports many patients suffering from chronic diseases such as:

- ✦ Diabetes
- ✦ Respiratory
- ✦ Mental Health
- ✦ Cardiovascular

The MedScreen program software automatically identifies patients and makes cross referral to other programs easy.

It facilitates the Quality Use of Medicines check.

Funding: Under 5CPA, pharmacists will be eligible to claim annual payments from 1 July 2011.

Referral to another Healthcare Professional

Pharmacists are well trained to know when it is appropriate to refer a patient to a doctor or other health professional for further treatment.

The GuildCare Program produces the required documentation and reporting for referral to the appropriate health professional.

Funding: Under 5CPA, pharmacists qualify for annual funding and also benefit from ongoing revenue as a result of improved adherence

In addition to the incentive programs under 5CPA the GuildCare Programs suite also includes other services aimed at improving patient health outcomes, building patient loyalty and improving the productivity of your pharmacy.

These services include:

Compliance Programs

Qualifying patients are identified automatically at the point of dispense and then a web-based clinical platform delivers a streamlined clinical care, case documentation and management program. The program utilises the MedsIndex score to facilitate monitoring and recording documentation.

Funding: This service attracts a professional services payment under pharmaceutical company sponsored programs, plus on average an additional 1.6 prescriptions per patient, per year.

MedsIndex

MedsIndex scores are designed to improve your understanding of a patient's medicine taking behaviour by simply scoring their current compliance level out of 100.

A recent medicines compliance study* revealed the average MedsIndex score of cases to be 41 out of 100, reflecting poor adherence by at-risk patients. Following program enrolment, scores increased by 12 points on average, resulting in improved medicine use by the patient and an increase of 1.6 prescriptions per year at the point of dispense.

*Ortiz M et al; Impact of the Mirixa Program on patient compliance to therapy. Australian Pharmacist March 2011; 244 - 248

New to Therapy Programs

Program software identifies qualifying patients at the point of dispense and provides a structured program to initiate patients on disease states and new medications.

The pharmacy is able to deliver a superior service, by ensuring the patient is better informed and motivated to get the most from their medication.

Funding: This service attracts a professional services fee payment under pharmaceutical company sponsored programs.

Private Services

There is also the potential to be even more relevant in the community by helping people with many lifestyle issues including blood pressure recording, smoking cessation and weight monitoring, together with advice on nutrition and exercise.

The software will record and monitor patient progress and results in a structured, professional manner.

This not only allows for the expansion of services already offered, but facilitates the building of a business model around the new world of professional services.

It is our vision to expand these services within a national preventative health care framework in accordance with the Federal Government's preferred primary health care funding model.

Time well spent.

Pharmacists who have been most successful in implementing professional services programs say that it takes time, but that it is time well spent.

As with any new work practice or software program it requires focussed effort to implement. Most pharmacists say that once you get used to working with the IT program it disciplines processes that are already being carried out, interacting with patients, day-to-day.

Getting started

Once you have made the decision to implement the program, experience tells us that it is best to move swiftly.

1

GETTING SET UP

As part of the one fee, GuildCare Program technicians will set up your pharmacy with the technology and the programs you want to offer your patients.



Time: 30 mins

2

GETTING TRAINED

Training is offered in three formats:

- ✦ Online training with a live trainer using web-based seminars
- ✦ Live training, in-person in the pharmacy
- ✦ 'Self-paced' online training through the GuildCare program platform

The training program demonstrates how to get the most out of the program and covers:

- ✦ How to use the software
- ✦ How to deliver the clinical service
- ✦ How to engage with patients



Time: 1-2 hours

3

ROLE PLAY WITH STAFF

Developing 'stories' that work with your patients is an essential part of building confidence. Ask your people what they think will work best in specific patient care circumstances. Give them the responsibility and the opportunity to put their 'story-telling' into practice. Use this as an opportunity to further develop the professional culture in your pharmacy.



Time: 30 mins

4

EXPLORE THE OPPORTUNITY IN YOUR PHARMACY

GuildCare Programs will identify patients who can benefit from specific professional advice. The software will either create a master list of patients who potentially qualify for one or more programs, or it will identify at risk patients at the point of dispense. Discovery of all patients in most need of help with their medicines is a major asset. With sympathetic professional intervention these patients can experience better health and bring significant business benefit through more appropriate dispensing and patient loyalty. Improving a patient's *MedsIndex* by 20 is equal to 1.6 extra dispensed prescriptions per year, resulting in better health.



Time: 15 mins

5

DO YOUR FIRST CASE

Most pharmacists already have a personal 'style' for patient interaction which they have developed over years. Rely on that, don't change it. The program has a 'dialogue guide' and many pharmacists use this to further develop their own 'style' which directly reflects the service culture of the pharmacy. We can also offer advice on ways to "start the conversation" when patients pick up their filled prescription. Helping patients get better results from their medicines is seen as an essential part of the pharmacists' service delivery.

*The first few cases will take longer. Subsequent sessions can be expected to last 5 minutes.



Time: 10-15* mins

6

SET GOALS. MONITOR RESULTS.

Staff will not be motivated unless there are targets to reach. Set goals, aim for continuous improvement, recognise and reward success. Regard this as a way of formalising the improvement of service delivery in your pharmacy. Ultimately the way you serve your patients is an essential part of your business 'brand'. It's what makes you more relevant to your customers and different from your competitors.



Time: 30 mins

Pharmacists who have most successfully introduced the GuildCare programs into their pharmacy say that the time spent pays back with greater adherence resulting in more prescriptions and better health outcomes. But they say the real benefit comes from having a deeper relationship with more patients.

Why this matters.

The benefit to the Patient

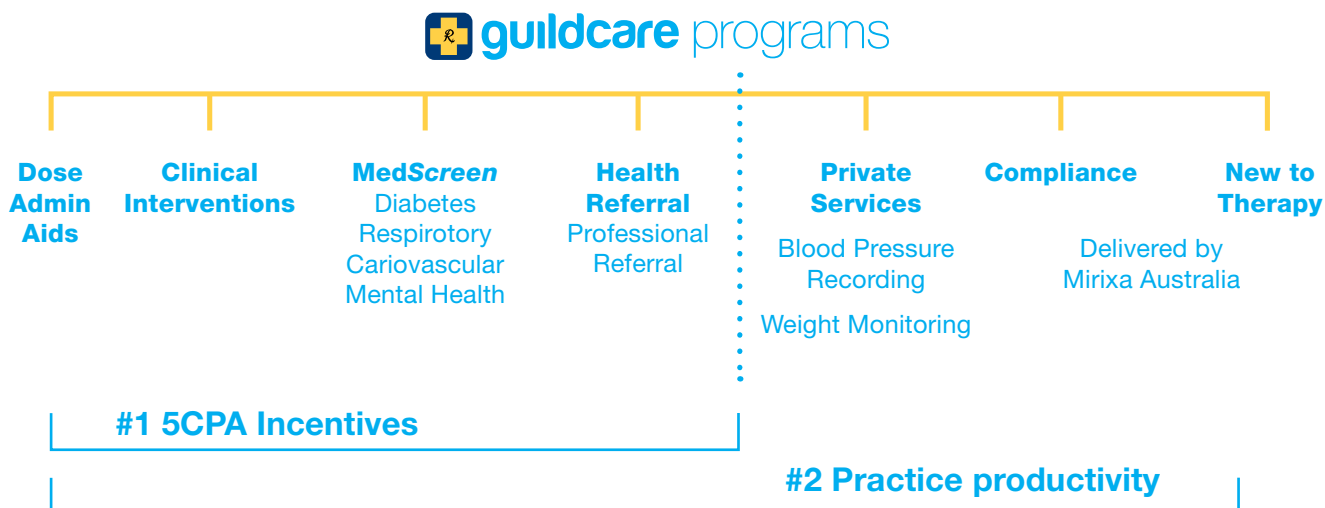
In Australia, cancer cardiovascular and respiratory diseases, diabetes and mental disorders are the most significant health problems. Surveys indicate that most patients are not getting the best outcome from their prescribed medicines, due to variable compliance.

The *MedsIndex* score is a simple tool designed to monitor medicines usage and score compliance out of 100. This indicates that some patients in the highest at risk areas have scores as low as 40. This presents opportunities for Community Pharmacy to deliver systemised programs that focus on better use of medicines and ensure patients receive maximum benefit from those prescribed.

The benefit to Pharmacy

Participating in these initiatives places pharmacies at the forefront of the primary health care continuum which will increasingly focus on preventative measures to improve overall participation, productivity and the wellbeing of the population.

For pharmacies wanting to remain relevant in the new world, participation is not an option. It is mandatory. Participating pharmacies will grow their relevance and income streams from two inter-related streams, 5CPA incentives and improved practice productivity.



Professional Services are the future.

With increasing competing pressure in 'retail', pharmacy will need to increasingly rely on the knowledge and skill base of pharmacists to remain relevant to customers with an unbeatable competitive advantage – preventing and resolving medication-related problems.

The Business Case Supports The Opportunity

#1 Government incentives:

There is over \$750 million in non-dispensing remuneration available under 5CPA. The schedule includes incentives to commit to particular programs and then quarterly and annual payments, depending on the program.

Program	Start-up Payment	Payment Frequency
Dosage Administration Aids	Yes	Quarterly
Clinical Interventions	Yes	Quarterly
Pharmacy Practice Incentive and Accreditation	No	Annually

#2 Productivity incentives:

A recent study* carried out by Dr Michael Ortiz, Conjoint Senior Lecturer, St. Vincent's Clinical School, University of NSW, shows pharmacies that participated in a GuildCare compliance program substantially lifted the MedsIndex (MI) score between the first and fourth visit. Improvement indicators ranged from 25% - 36% above the baseline MI score of 40. This shows a positive impact on pharmacy revenue, based on the average dispensed price of all strengths and brands of both Originator and Generic medicines.

*Ortiz M et al; Impact of the Mirixa Program on patient compliance to therapy. Australian Pharmacist; March 2011; 244 - 248

Dispensed Price for Maximum Quantity	\$39.84
MedsIndex improvement from program	13.3 points
Prescriptions per year before intervention. Average MI score of 40.	5.0 prescriptions
Prescriptions per year after intervention	6.6 prescriptions
Revenue per patient per year before intervention	\$197.53
Revenue per patient per year after intervention	\$262.94
Professional fee of \$25 based on Originator programs	\$25.00
Improved use of medicines and additional revenue per patient per year	\$90.42

The enrolment rate for compliance programs is currently about 1 in 4. On this basis for a pharmacy with 600 patients who qualify for the programs, the potential for 25% enrolment is 150.

Potential additional revenue not including complementary dispensary or retail sales	\$13,562.69
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This analysis does not include the potential fees for service from associated Private Services, which include blood pressure recording and weight loss monitoring.

By effectively delivering GuildCare Programs and expanding your professional services offering, your pharmacy can become more relevant, to more people, more often.