



Public support for community pharmacy

There is overwhelming evidence that community pharmacists and their pharmacies are much trusted by all Australians. Here is a summary of this evidence:

PricewaterhouseCoopers

Just released information from the Fifth Community Pharmacy Agreement research project, demonstrates consumer needs and expectations are being exceeded by community pharmacy.

From the community survey (3,000 participants)

- The principal reason for participants accessing community pharmacy was to buy prescription medicines - **88% of participants** reported that they use community pharmacy to buy their prescription medicines, with approximately half having visited a community pharmacy in the last week (49%).
- In addition, **61% use community pharmacy** to buy pharmacist-only over the counter medicines, 55% buy general over the counter medicines; 38% seek advice on health related conditions and 37% use community pharmacy to buy complementary medicines.
- Participants value the convenience and ease of access to community pharmacy with **98% of participants** reporting that they had no difficulty accessing community pharmacy; in addition, the majority (82% reported that they go to the same pharmacy for most of their pharmacy needs.
- Participants indicated that in the future they would visit their community pharmacist in the first instance to seek information on OTC medicines and complementary medicines (79%) and for advice/information on minor ailments or chronic conditions (51%).
- The four leading factors impacting participants' choice of pharmacy were: convenience (59%); knowing and trusting the pharmacist/staff (18%); cost (14%); and good service (6%).

- **90% of participants** reported being satisfied with the interaction they had with their pharmacist (based on the last three visits to the pharmacy), with the main driver for satisfaction being that the pharmacist was knowledgeable and provided good advice.

From the focus groups (93 participants):

- High quality service and convenience were the two leading factors that consumers value when it comes to community pharmacy – with some participants also commenting that the price of medicines, the product range and additional services offered also impacted their choice of pharmacy.

Petition

In late 2013, the Pharmacy Guild of Australia called upon the public to demonstrate their support of their local pharmacy by signing a petition. This petition broke every record for participation and a whopping **1.2 million Australians** signed it. It has been submitted to the Federal Government for recognition.

Roy Morgan Survey





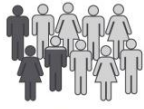





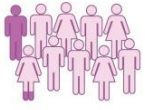











Since 1988, the Roy Morgan Image of Professions Survey has produced enviable results for pharmacists. 2013 was no exception: in April, **84% of Australian** men and women rated pharmacists very highly on 'ethics and honesty'. Pharmacists are the third highest group after nurses and doctors, of thirty professions. Pharmacists have rated second or third since when they were included in the questionnaire.

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Menzies Nous

In the third biennial national survey conducted by the Menzies Centre for Health Policy and Nous Group, pharmacy was the most visited health care service and the one that delivered the best satisfaction rating. **94% of all Australians** used pharmacies in the year 2011-2, and 89% were satisfied with the service, beating the next two most visited services: general practitioners and dentists.

	Percentage of population that used or experienced the service	Level of satisfaction with the service		Percentage of population that used or experienced the service	Level of satisfaction with the service
Public hospitals	 52%	 59%	Specialist doctor	 55%	 79%
Private hospital	 28%	 85%	Mental health provider	 12%	 58%
General practitioner	 94%	 78%	Community care service delivered at home	 12%	 72%
Nurse in a general practice	 48%	 85%	Residential aged care service or nursing home	 15%	 54%
Dentist	 62%	 78%	Allied health provider	 42%	 82%
Pharmacy	 94%	 89%			

The Pharmacy Guild of Australia is the national peak body representing community pharmacy. It serves the interests of its members and supports community pharmacy in its role delivering quality health outcomes to all Australians

For further information contact:

The Pharmacy Guild of Australia

Phone: 02 6270 1888

Fax: 02 6270 1800

Email: guild.nat@guild.org.au

Lvl 2 15 National Circuit, Barton, ACT 2600 Australia

PO Box 7036, Canberra BC ACT 2610 Australia