

Pharmacy 2030

Perspectives on provision of pharmacy services
in Germany

*This English translation was produced accurately to the best of our knowledge and belief;
however the original German text is the authoritative version.*

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Ladies and Gentlemen,

Our society is changing. Urbanisation is increasing, lifestyles are becoming more differentiated and the age structure of the population is shifting. These changes are influencing all areas of society – including, directly, healthcare. The number of older people is growing, and accordingly the number of people suffering from multiple illnesses and living with multiple medicines over the long term is also growing.

Pharmacists have discussed intensively how they can meet these demands and what contribution they can make to the future-readiness of healthcare. This discussion process has been characterised by two new features: firstly, it has involved a profound reflection on the role of the profession. Secondly, it has been organised in a complex, fundamentally democratic process. Over a period of a year, a perspective paper was developed in a bottom-up manner via online questionnaires, regional working groups, a national convention and the public, web-based process of commenting on draft texts. The result of this process, which included more than four thousand pharmacists all over Germany, is the perspective paper “Pharmacy 2030 – Perspectives on provision of pharmacy services in Germany.” It was approved with an overwhelming majority on German National Pharmacy Day in 2014.

The perspective paper has one central message: pharmacists want to concentrate on their role as healthcare professionals, as experts in medicines – while also recognising the economic challenges facing the pharmacy business. Providing patients with evidence-based consultation on medicines should be at the centre of the work of pharmacists. The long-term goal is to achieve optimally safe and efficient drug treatment. An important building block for this is the introduction of a systematic, individual medication management system, in which all of the medication used by a patient is comprised in its entirety, analysed, checked for risks and if necessary monitored and supervised over the long term. This also requires a healthcare professional network with clearly defined responsibilities and interfaces as well as a solid basis of data.

This perspective paper is intended to set the focal points for future work in pharmacies. It is our aim to implement the vision of “Pharmacy 2030” in concrete steps.

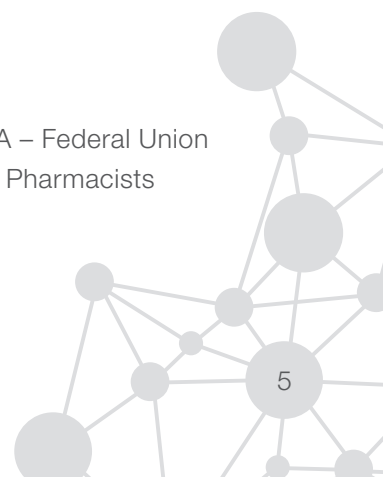
Yours,



Friedemann Schmidt,
President of the ABDA – Federal Union
of German Associations of Pharmacists



Mathias Arnold,
Vice-President of the ABDA – Federal Union
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Preamble

1. Pharmacists in Germany are the experts on medication. Based on this core competence, they make an essential contribution to the health of patients in ambulatory (primary) care. As independent healthcare professionals in community, proprietor-operated pharmacies they fulfil the statutory obligation for comprehensive provision of medication to the German population.
2. Conscious of this role, community pharmacists in Germany take on the challenges which arise from societal change and scientific and technical progress. They take responsibility and contribute to a health system whose structures are sustainable and are intended to remain sustainable.
3. This perspective paper describes how community pharmacies, as a pillar of the health system, can continue actively to shape and further develop their services in the future. The paper discusses both established and future elements of this endeavour.

Background

4. Our society is undergoing a profound transformation, which brings significant challenges for the German healthcare system.
5. We are currently experiencing extensive demographic changes: the age structure of society is shifting; people's lifestyles are becoming more strongly differentiated; and urbanisation is increasing.
6. At the same time, we are witnessing a continuing development of science and technology, which is leading to an increase in knowledge and is accompanied by the digitalisation and networking of all areas of life. The structures of the healthcare system, and accordingly also community pharmacies, must adapt to this transformation. Only by doing so can patient care be ensured at a high level of quality over the long term.
7. Increasing economisation is being observed in healthcare. At the same time, treatment processes are becoming more and more complex. These developments challenge the ability of patients to meet the information and decision-making requirements involved. They require orientation, support and personal attention. Community pharmacies consider it their central task to meet these needs.

Closer to the Patient

- 8.** The welfare of the patient is at the centre of the work of community pharmacies. Each patient has individual needs. Recognising these, reacting to them empathetically and competently and engaging the patient even more actively in the drug treatment is the continuous task of community pharmacies. The establishment and elaboration of a partnership relationship with the patient remains a core element of the activity in pharmacies. Pharmacies are also encountering increasing health awareness and higher expectations on the part of patients for their quality of life. In a relationship of trust with the patient, the community pharmacy teams apply their pharmaceutical expertise and social competence, and in doing so strengthen patients' ability to contribute to, and co-determine, their treatment in a participative decision-making process. The communication skills of the pharmacy staff are important foundations for this. In line with the settings-approach, the consultation follows the needs of the person being counselled in both form and content.
- 9.** A condition for a trusting relationship between the patient and the pharmacy is that the patient can at all times rely on the independent provision of drugs by the pharmacy as well as the pharmaceutical competence of the pharmacists and of the staff of community pharmacies.
- 10.** In the interest of the welfare of the patient and the relationship of trust, community pharmacies consider the wishes and needs of their patients and advise them highly personally, individually, comprehensively, without pressure and independently of the interests of third parties.
- 11.** Community pharmacies provide for their patients individually and as a matter of principle on the basis of evidence. At the same time they recognise the wishes and needs of patients regarding their treatment. As independent consultants and medication experts, pharmacists and their teams are companions enabling patients to make shared, evidence-based decisions.



Healthcare Professional Network

- 12.** Community pharmacies sustain a healthcare professional network for the welfare of patients and the improvement of the quality of service. Pharmacists work both with one another and collegially with other health professions and healthcare actors in order to optimise prevention and drug treatment. In the course of this networking, community pharmacists offer low-threshold orientation in healthcare.
- 13.** The healthcare network has a defined regulatory framework. It is organised collaboratively and regionally. By concentrating on their core competence, the participants increase the efficiency and effectiveness of their work through a developed coordination and cooperation system. An effective quality assurance system prevents misallocations.
- 14.** Community pharmacies actively contributed to the formation of the healthcare network with clearly defined competences and interfaces. As an integral component of the network, they take pharmaceutical responsibility for the optimisation and security of drug treatment. Community pharmacies coordinate and supervise the drug treatment, focusing on the correct application of the medication. In this way they ensure an effective and patient-oriented provision of medication while considering the economic perspective.
- 15.** Community pharmacies define the necessary interfaces within the network, in cooperation with network partners. Their goal in doing so is the constant optimisation of patient care. The services provided by the network must be a component of the service catalogue of the statutory health insurance system and the minimum requirements of private health insurance.



Services and Offerings

- 16.** Pharmacies assume responsibility for the comprehensive provision of medicines and develop instruments which ensure high-quality and efficient provision over the long term. Patients can access a pharmacy near where they live, around the clock.

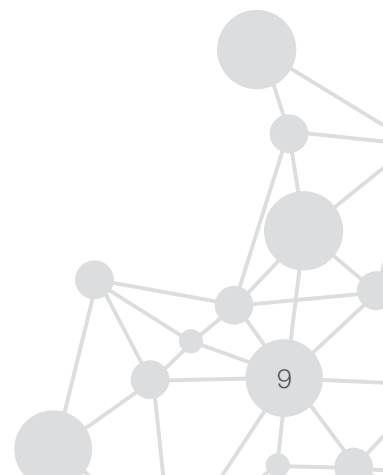
Consultation and Safety of Drug Treatment

- 17.** Alongside distribution of medicines, healthcare consultation is a central service provided by community pharmacies. They make an essential contribution to the optimisation and security of drug treatment. Regarding both prescription-only and non-prescription drugs, they ensure that the patient:
- » accepts the medicine;
 - » takes the correct dosage;
 - » combines medicines correctly;
 - » takes medicines at the correct time in the correct way.

At the same time, pharmacies also strengthen community awareness of medicine as a special commodity which requires explanation.

Medicine Analysis and Medicine Management

- 18.** As an essential instrument for safe, effective and economical drug treatment, community pharmacies offer medicine management. Accordingly, all of the medicine used by the patient, including through self-medication, is continuously analysed. The goal is to avoid or recognise and solve medicine-related problems and in doing so to increase the effectiveness and efficiency of drug treatment.
- 19.** Within the framework of this individual patient medicine management, community pharmacies are also involved as consultants in prescription and treatment processes. The nature and extent of this involvement of the pharmacies depends on the particular case of the patient.



Medicine Safety and Pharmaceutical Vigilance

20. Community pharmacies participate intensively in the ongoing systematic oversight of the quality and safety of finished drugs and in ensuring the structural security of the distribution network. In doing so, they pursue the aim of discovering, understanding and judging undesired effects. They support corresponding risk-minimisation efforts and help to prevent counterfeits from entering the market. In this way too they make a contribution to the security of medicines and drug treatment.

Individual Drugs

21. Drugs and medicine products prepared for an individual patient are an important component, and help also to cover drug treatment needs resulting from the specific characteristics of individual patients. Meanwhile, pharmacists assume responsibility for quality assurance, checking the basic drugs and prepared medicines, as well as the intermediary steps of preparation. Regulatory systems at the European and national levels are also complemented by the industry's own norms and rules.

Prevention

22. Community pharmacies play an important, societally and politically recognised and legitimised role in prevention – both in avoiding illness (primary prevention) and in early recognition of illness (secondary prevention), as well as in the avoidance of consequential harm and relapsing (tertiary prevention). For all stages of prevention community pharmacies actively offer services and programmes and can therefore make a decisive contribution to the improvement of the health of the population, as well as relieving the burden on the social system. The services provided must also be included in the statutory insurance system.

Development of the Service Offering

23. All offerings and services of community pharmacies related to health, including those falling outside provision of pharmacy-only and prescription drugs, are oriented around demographic, societal and scientific and technical developments, and around the changing type and volume of patients' needs. Community pharmacies are observing the developments and demands which are applied to them in relation to their services and offerings, and are actively involved in shaping suitable responses and related measures.

This is always safeguarded by the role of the pharmacist as a healthcare professional and the relationship of trust with the patient.



Healthcare Professional Mission

- 24.** Pharmacists in community pharmacies operate as independent healthcare professionals oriented towards the common good. Community pharmacies are independent of the interests of third-parties and are run by an independent pharmacist, who is a self-employed healthcare professional. This independence must be guaranteed at all times through the economic conditions provided by the state.
- 25.** Pharmacists in community pharmacies are aware of their role in society and are responsibly and resolutely committed to their mission to contribute decisively to the advancement and sustaining of the health of the population. They take advantage of the opportunity to participate in the various debates at societal and political levels relating to their work, and actively to shape and advance important developments.
- 26.** Thanks to their self-management, community pharmacies in Germany help shape the necessary process for this and apply their instruments optimally for the common good.

Qualification

- 27.** The core competence of community pharmacies depends on the high level of qualification of their staff and their strong identification with the profession. The qualification of the pharmacist rests on a university degree course, which combines scientific and healthcare professional content. It is tested via the state exam as a condition for the award of the licence to practice. The pharmacist and the non-licenced pharmaceutical personnel and all other staff constantly remain informed of current expertise.
- 28.** The profession of the pharmacist as a whole and the pharmacy leaders share responsibility for education and continuing professional development. Pharmacy leaders provide the appropriate professional framework for the continuous professional development of pharmaceutical personnel.



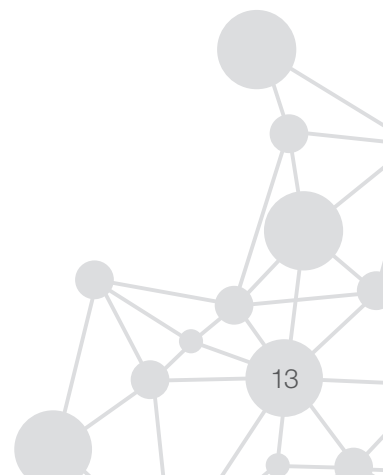
Quality and Profitability

- 29.** Community pharmacies are businesses run by the pharmacists as the proprietors bearing personal responsibility. Even with this entrepreneurial freedom, the pharmacist always retains an obligation to provide healthcare provision for the common good. At the same time, the pharmacist is responsible for the security of the jobs within the pharmacy.

In order to fulfil these demands, more appropriate conditions are required within and outside the business. These include a more qualified, competent paid staff and adequate technical equipment. The basis for this is a competent, dynamic and fair salary provided via a unified state salary regulation.

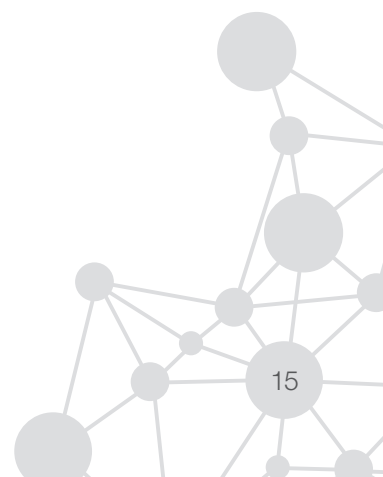
Community pharmacies assume responsibility for the quality and profitability of medicine provision and in doing so make an essential contribution to the sustainability of the healthcare sector.

- 30.** Through their services, community pharmacies sustain or improve the health of patients. They therefore contribute to a clear relief of the burden on the social system and make a decisive contribution to meeting societal challenges.



*“We should love everything that is old,
as far as it has a claim to our respect,
but it is for the new that we should
really and truly live.”*

Theodor Fontane, German writer and licensed pharmacist



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