



WINNING WITH PROFESSIONAL SERVICES – THE CRAVEN'S PHARMACY EXPERIENCE

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Previous editions of Excellence have described the model of disease state management services in community pharmacy. Although an element within the Primary Health Care PPI priority area, pharmacies have not traditionally played a major role in mental health services.

In this article, we showcase the disease state management offered by Craven's Pharmacy, winners of the Innovation in Professional Services in the 2013 Pharmacy of the Year Awards. Proprietors Ron Stuurstraat and Pooja Maru reflect on how their professional services evolved from a dose administration aid packing service into a comprehensive disease state management service tailored to their customers with mental health conditions.

“ Our pharmacy is located in the CBD of Perth. It's not normally a place where you would think of regular, long term customers or a community of customers in the regular suburban or rural sense. Most people would imagine the pharmacy's feeder demographic to be a transient population, primarily office workers who live in the suburbs, and a small number of inner-city dwellers and tourists.

Our pharmacy is also close to several public hospital outpatient clinics. Some of the people who work in the outpatient mental health clinic, and the patients, were our customers. Through the general everyday chatter that pharmacists have with customers it emerged that a dose administration aid service was a priority for some of the

patients. It was something we could do, so we began doing this. This slowly grew and over time stronger relationships developed between us, the patients, the case managers and the treating physicians. We could monitor patient compliance and feed this back to the case managers and treating psychiatrists. This in some cases led to tailored staged supply being introduced to monitor compliance. Over time, our service evolved from a supply service, to a disease state management service tailored to the individual patient.

The level of service has grown to now looking after approximately 600 patients as well as providing a comprehensive Clopine® (clozapine) service, supplying depot injections, dose administration aids and tailored staged supply services.



Features of our mental health disease state management services:

Comprehensive patient records

In many instances it was us who knew more about a patient's history, medical and otherwise than the new clinic team member allocated to them. Our recording systems meant we could readily retrieve details including but not restricted to, dispensing history, supply history, who may have authorised any changes and compliance. We have become an independent extension of the clinic's service, the focus always being the welfare of our common patients.

Patient Support Tools

We produced a handbook that outlines strategies to assist with medication compliance, how to deal with missed doses, where and how to seek support and other such matters.

Metabolic Clinic

Many of our mental health patients don't have General Practitioners to have their other health needs assessed. Most also take atypical antipsychotics, which over time can lead to metabolic side effects such as weight gain, altered thyroid, liver and cardiac function. After about 18 months of planning we secured funding to set up a metabolic clinic within the pharmacy. Our nurse practitioner now performs regular metabolic screening of patients as required. Pathology samples are taken in the clinic within the pharmacy, treatment plans are produced and results provided to treating psychiatrists. Early data suggest the service has increased patient's willingness to become engaged and to act to minimise negative health outcomes.

Other Professional Services we offer:

- Medicine supply and pharmacist support for the Migrant Health Clinic.
- Medicine supply and packing service for the Chest Clinic (Tuberculosis).

From feedback questionnaires and comments posted on our website we know our customers appreciate what we do and that they receive complete, efficient and timely service at Craven's Pharmacy. We have done nothing more than look at what our community needed and worked out how to deliver it. Our focus remains on our customers and developing services to better meet their needs in this constantly changing world.



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(CONTINUED)

This ongoing tailored support is the key feature of Craven's mental health services.

The Professional Practice Standards describe a disease state management service as:

The pharmacist work[ing] with the consumer and other health care providers to systematically manage the consumer's disease state, optimise the consumer's health and wellbeing, raise awareness of risk factors for chronic disease states, and motivate and engage the consumer to accept responsibility for their own health. [It includes] monitoring, counselling, education, enhancing consumer self-management and [promoting] the quality use of medicines.

This service model is represented in the Disease State Management Service flow chart (pictured). In some ways, the cycle could be compared to a 'Plan-Do-Check-Act' cycle, where the customer's health needs are being constantly evaluated and reassessed to help provide better health outcomes. This similarity between a continual quality improvement loop is unsurprising; as to achieve sustained improvement in health, the service has to be ongoing, and responsive to the customers' needs. This ongoing tailored support is the key feature of Craven's

mental health services which makes them successful.

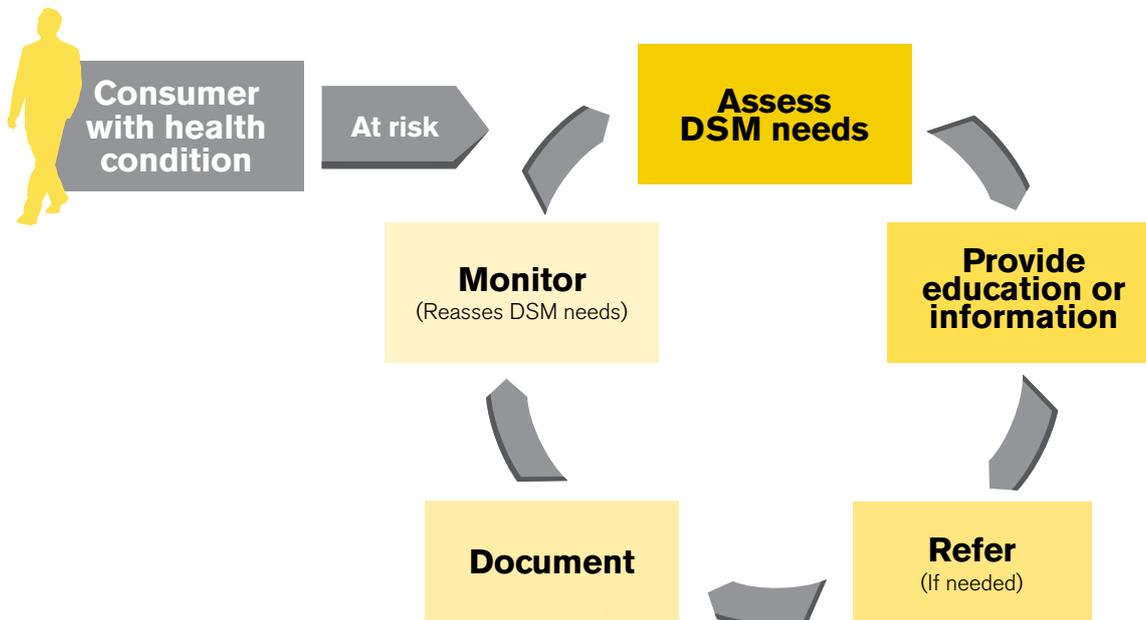
The other key feature of Craven's success is the strong links with other healthcare providers. Whilst the model depicted focuses on the community pharmacy, referral and integration with the wider health care team is an essential component of this model. The principle of collaboration is that the sum of the whole is greater than its parts. In building strong trusting relationships, not only has the pharmacy been able to offer a new, innovative and effective model of care for their mental health customers, they have enhanced their business' security.

Through a focus on customer needs, Ron, Pooja and the team have developed a comprehensive health service for a large customer base with a range of different mental health conditions. The pharmacy is a demonstration that services targeted by the PPI Program; in this case dose administration aids, staged supply, disease state management, screening/risk assessment and interprofessional collaboration; are most successful when provided in an integrated and structured manner. ■





CRAVEN'S DISEASE STATE MANAGEMENT (DSM) MODEL



<p>Assess DSM needs (Including QUM)</p> <p>DSM Needs</p> <ul style="list-style-type: none"> ■ Poor adherence ■ Poor access to medicine via hospital system ■ Stigma of mental health condition ■ Lack of GP and therefore unmet health needs 	<p>Provide education or information</p> <p>DSM Support</p> <ul style="list-style-type: none"> ■ Recommend staged supply and/or DAA ■ Provide more efficient and timely access to mental health medicines (e.g. clozapine). ■ Provide supportive health care in a less stigmatised health setting. ■ Provide feedback to mental health clinic - case worker/ psychologist ■ Recommend metabolic clinic 	<p>Refer (If needed)</p> <p>DSM Collaboration</p> <ul style="list-style-type: none"> ■ Opportunistic identification of issues requiring intervention by mental health clinic 	<p>Document</p> <p>Maintains records of:</p> <ul style="list-style-type: none"> ■ Patient issues, including adherence ■ Recommendations ■ Communication with mental health clinic and associated healthcare professionals 	<p>Monitor (Reasses DSM needs)</p> <ul style="list-style-type: none"> ■ Ask 'how are things going' at each visit ■ Monitor adherence ■ Liaise with mental health clinic
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