

Title: Knowledge and adoption of a new service at the community pharmacies in Denmark

Authors and co-authors:

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Background:

When a new healthcare service is to be delivered at community pharmacies across the country, the Association of Danish Pharmacies develops materials to support and standardize the implementation.

The benchmark published by the Association of Danish Pharmacies clearly shows that there are substantial differences in how individual pharmacists succeed in implementing other healthcare services.

Danish community pharmacies have been introduced to PEP-flute instruction as a new service supported by implementation materials consisting of a manual, protocols, and a form. These materials are published on the members' SharePoint in September 2025.

Purpose:

The aim was to explore the knowledge, use and perceived barriers/facilitators related to the implementation materials developed to support PEP-flute instruction in Danish community pharmacies.

The following questions are to be answered:

- Through which communication channels have pharmacists and technicians received information regarding the instruction and the associated materials?
- Which factors or barriers have impeded the utilization of the material?
- Among participants who make use of the material, we will examine which factors influence both the implementation process and the level of knowledge of the material
- In what ways is the material being utilized?

Method:

Data has been collected both quantitatively via a questionnaire to all community pharmacies and qualitatively through interviews with pharmacists and technicians

The questionnaire will be distributed using Microsoft Forms, and the interviews will be conducted via Microsoft Teams.

Results:

Out of 56 respondents, 37 (66%) had heard about the completed material regarding PEP-flute instruction. In the following responses, only data from respondents who are familiar with the material are used.

Most respondents became aware of the material through the members' network and through colleagues/ pharmacy owners. Only a few had heard about the material through Facebook or LinkedIn.

32% had experienced barriers that have limited the use of the material. The barriers most respondents experienced were a lack of knowledge about the material, lack of time, and the absence

of fee for providing the service.

Three factors had a positive impact on the implementation of the material:

- recognizability in relation to previous similar services
- clarity and ease of use
- the fact that pharmacists and technicians had received education on the material

75% of the respondents used the material as described in the manual.

The results above are the outcome of the questionnaire survey. The results from the interviews will be ready for the poster presentation.

Conclusion:

Knowledge about new services is most effectively communicated through the members' network and colleagues/pharmacy owners, and to a lesser extent through social media.

When implementing a new service, it is essential to focus on training related to both the material and the service itself. In this context, it is advantageous that the material is recognizable and easy to understand.

Conversely, lack of time and the absence of remuneration are factors that may hinder the adoption of this service.

Topic area:

Pharmaceutical practice, Community Pharmacy