

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

How to successfully implement a new service?

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Introduction

In 2025 Danish community pharmacies had been introduced to PEP-flute instruction as a new service. The pharmacies were supported by implementation materials consisting of a manual, protocols, and a form.

The benchmark clearly shows that there are substantial differences in how individual pharmacies succeed in implementing healthcare services.

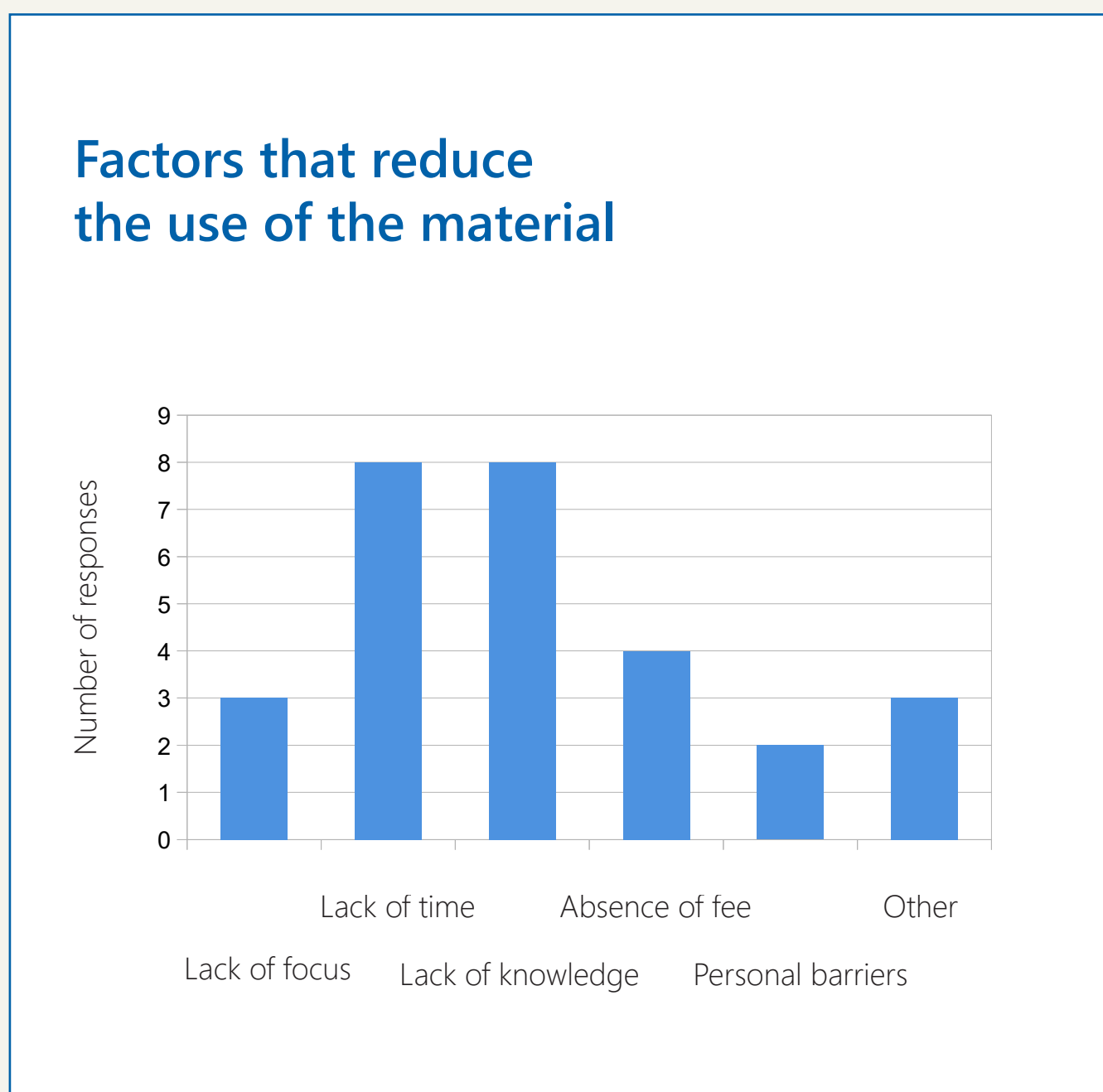
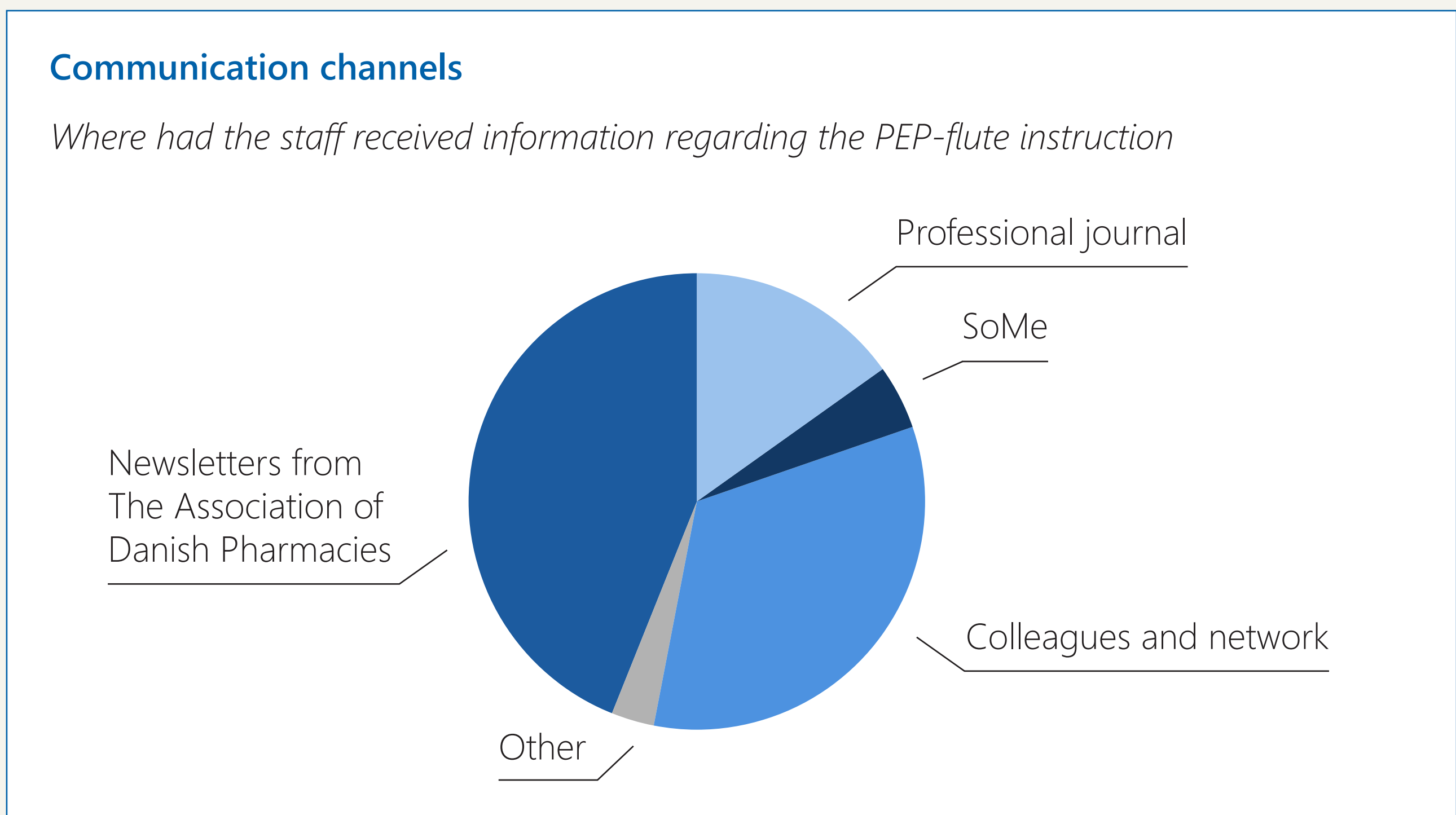
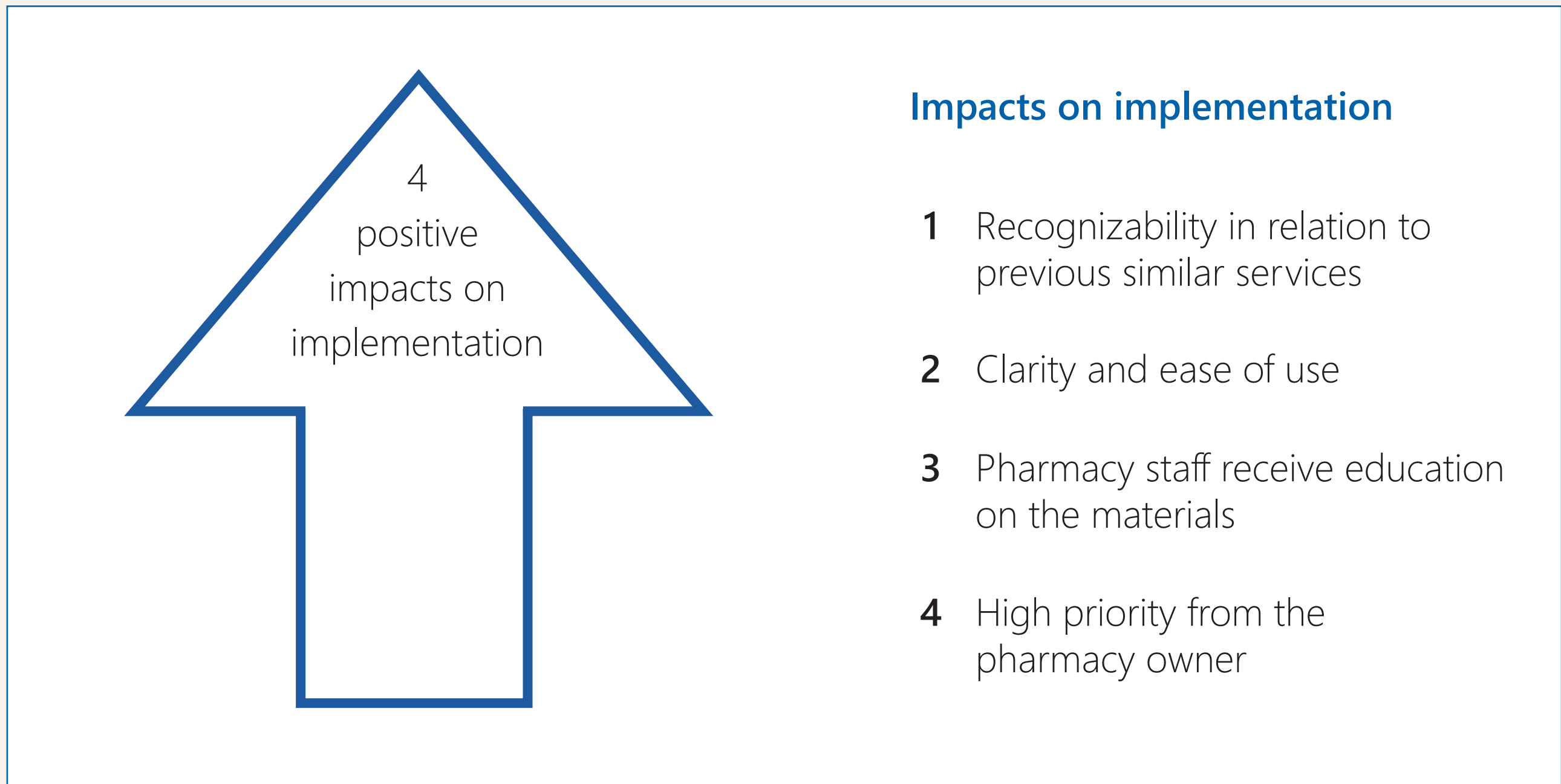
Aims

- Through which communication channels had the pharmacy staff received information regarding the materials?
- Which factors or barriers had reduced the utilization of the materials?
- Which factors influenced the implementation process and the level of knowledge of the material?
- In what ways have the materials been utilized?

Methods

- Data were collected both:
- Quantitatively through a questionnaire distributed to all Danish community pharmacies (37 respondents)
 - Qualitatively through 4 interviews with pharmacists and technicians

Results



- Utilization of the materials**
- The materials are used in education of the staff
 - The materials provide greater confidence and increased awareness of this subject
 - The materials enhance the professional level



Conclusion

- Knowledge is most efficiently communicated through newsletters, and the members' network and colleagues. It is:
- Essential to focus on training related to both the materials and the service itself
 - Advantageous that the materials are recognizable and easy to understand

Factors that may hinder the adoption are lack of time and the absence of fee.

The knowledge gained from this project can be incorporated to ensure a higher level of success when implementing similar initiatives in community pharmacies

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