



Quality Care  
Pharmacy Program

An initiative of The Pharmacy Guild of Australia

# EXCELLENCE

Supporting Excellence in Pharmacy

April – May 2009



**A CHANGE OF SHOP FOR THE MYSTERY SHOPPER PROGRAM**

**IS YOUR BUSINESS OPERATING TO PLAN?**

**FAST TRACK WEBCAST – A GREAT SUCCESS**

**FOCUS ON STANDARDS – AFTER HOURS REFERRAL**



## WELCOME

This year's APP Conference was a great success with all present inspired by the excellence and innovation exemplified in the presentations by the finalists in the Pharmacy of the Year award.

The 'Quality Quest 2009 – How Healthy is Your Pharmacy', attracted over 80 participants who heard how to improve their pharmacy using quality management tools. Three QCPP accredited pharmacies that applied to undertake the Quality Quest received the assistance of a quality improvement consultant, who then worked closely with the pharmacy for a period of four months.

Workshop participants heard how the three pharmacies applied quality management tools to improve their business in a number of very different and interesting ways. Some of the tools that were workshopped included:

- flow charts to improve processes for example in induction training, equipment calibration, Dose Administration Aids delivery and Distance Supply; and
- cause and effect diagrams to reduce errors and improve product training for staff.

Attendee feedback at the workshop was very positive, comments included "Brilliant concept!"; "Most appreciated and well worth the journey"; "Helped me think about problem solving and the skills involved"; and "Good to sit down and spend time thinking about issues in my pharmacy and areas to improve".

This valuable workshop clearly showed the power of applying quality improvement tools, and using data to transform a pharmacy's quality assurance system into an integrated quality management system for the benefit of customers and the business.

In the QCPP sponsored plenary session 'Quality Assurance Systems in Health Care – lessons beyond the pharmacy sector', three pre-eminent speakers shared their insights into the value and future of quality systems for health care providers.

Marisa Vecchio, Board Director QIP/AGPAL, Dr James Galloway, Chief Executive Officer, Joint Accreditation

Quality consultant, Kerry Busteed, work shopping CQI tools with Quality Quest participants.

System of Australia and New Zealand, and Professor Chris Baggoley, Chief Executive Officer, Australian Commission on Safety and Quality in Health Care, presented issues that impact on QCPP including:

- The technical adequacy of schemes and standards and ensuring impartiality and competence of certifiers;
- The development of Australian Standards in healthcare associated infection, patient identification, medication safety and clinical handover; and
- The need for diverse and tangible rewards to ensure the profession remained engaged.

We can assure our members that the program is working very hard to address these issues to ensure the future viability of the QCPP.

**Jenny Bergin**  
**Director, Quality Care Pharmacy Program**

## INTRODUCING BONNIE SCOBIE

# QUALITY CARE STATE MANAGER, QLD

### How long have you been in Pharmacy?

I've been working in pharmacy for over 13 years. I started as a junior then developed into a Retail Manager.

### How long have you been with QCPP?

I've been with the program since October 2008. Before coming to QCPP I was with the QLD Training Division as a Workplace Trainer Assessor. I worked with pharmacy assistants who range from Certificate I - IV.

### What ways are you and your team most helpful?

We provide structured workshops to cover all of the mandatory requirements for QCPP. These are of great assistance to those pharmacies that are time poor or have stretched resources. These Fast Track sessions have also been a reliable vehicle for us to address tough issues one on one. Importantly these Fast Track sessions encourage group discussions where participants learn from each other and take shared ideas back to their pharmacy.

All the QCPP staff in QLD go through the tools of the 2nd edition QCPP and discuss how best to use them in the pharmacy.

This includes providing helpful guidelines about how often a template, policy or procedure should be revised.

Follow up calls are made on behalf of the Branch to assist with any queries and we are only a phone call or an email away from answering questions pharmacists may have. We also visit your pharmacies to assist on site. Bookings for a pharmacy visit can be made by calling the Pharmacy Guild QLD Branch.

### What are some of the major benefits of QCPP accreditation that you have seen in QLD pharmacies?

QCPP Health Services Checklists have helped pharmacies allocate time and resources to these important professional services and minimise any errors.

Standard 6, 'Operating an Effective and Profitable Business' ensures pharmacies review their operations and plan for the future. This process includes reviewing what procedures are working well and identifying areas that can be improved. I also think one of the great things about QCPP is that it supports opportunities for team building and stability within the pharmacy.



A pharmacy that implements the QCPP standards will understand that they affect both the operational and visual aspects of the pharmacy. First impressions count and QCPP compliant stores are tidy in their appearance. This helps to attract new customers and ensures a higher level of re-occurring business.

### What do you enjoy about being a QCPP State Manager?

I believe in QCPP and I am passionate about community pharmacy. My role has required me to work in both rural and city areas and as a result I have a broad perspective on the pharmacy industry as a whole. Through my role as State Manager I have developed professional relationships with both pharmacists and pharmacy assistants, ensuring they are equipped to implement and maintain QCPP.

## A CHANGE OF SHOP FOR THE MYSTERY SHOPPER PROGRAM

The high level of professional service and health advice delivered by Australian community pharmacies, although clearly evident to customers, is a challenging thing to measure.

Since 2002 the Pharmacy Guild's Standards Maintenance Assessment (SMA) program, also known as the Mystery Shopper, has enabled pharmacy as a whole to tangibly demonstrate this commitment to excellence. Now, after six years of solid performance, requirements from the National Coordinating Committee on Therapeutic Goods (NCCTG); a committee of the Australian Health Ministers' Advisory Council (AHMAC) have made it necessary to amend the operations and the SMA program.

The QCPP is delighted to announce that 'Quality Improvement in Pharmacy' (QIIP), a new team made up of the University of Brisbane and the Australian

Pharmacy College, will be making the necessary changes to the SMA program so that it meets the new objectives and requirements of the NCCTG.

Overall the experience on the ground will be very similar and pharmacy staff will see little change. A Mystery Shopper will continue to visit approximately once per year and will still be seeking to buy a medicine from Schedule 2 or 3. The pharmacy will continue to be told on the same day how the process went and how the interaction rated.

However, one significant difference in the evolution of the SMA program is the introduction of a new rating called 'quality of advice' given. Importantly, this rating will not be assessed on the day and will only be reviewed and validated by a qualified pharmacist, at the QIIP office, listening to a recording of the interaction. As always, the confidentiality of the assessments is paramount. Pharmacy

staff can be assured that no specific pharmacy, or staff member, will be identifiable from the published information from the Mystery Shopper Program.

Another change is the development of an updated feedback report. A key feature of the new reports will be the inclusion of the pharmacy's score for recent and previous visits. This valuable information is designed to assist pharmacies with their own continuous improvement process. It will also put the rating into a wider perspective of Australian pharmacies over the previous twelve months.

Peter Reeves, the National Manager Assessments QCPP said, "The Guild's Mystery Shopper Program is one of the most important sources of information we have to demonstrate the high level of professional competence in Australian community pharmacy. The changes that will be put in place will help us continue to demonstrate the importance of pharmacists' control of the supply of Scheduled Medicines".

## THE QUALITY CARE PHARMACY PROGRAM

# IS YOUR BUSINESS OPER

With the current economic climate full of uncertainty, it is vital that you have a plan for the operation of your business. Over the coming editions of the QCPP newsletter, we hope to set out how a business plan can assist you and provide simple instructions on how to complete one for yourself.

Your business plan is essential for your business. It sets the direction and keeps you on track. Business planning should be an ongoing activity of your business, and it is important that you review and update your business plan regularly. With the end of the financial year fast approaching, it is a good time to begin setting in place a plan for the operation of your pharmacy over the coming year, and to set some goals that you would like the business to achieve.

The Quality Care Pharmacy Program contains a template (T6B) with a seven step process for developing and implementing a basic business plan.

The steps are:

- Understand your current performance;
- Identify Issues;
- S.W.O.T Analysis;
- Develop an Action Plan;
- Update business and financial targets;
- Implement the Action Plan;
- Monitor performance against targets and Action Plan.

It is important before completing these steps that you give some thought to your business and its current operation. Ask yourself questions like: What is the key benefit you provide? What products/services do you offer? Who buys them?

When considering your market, think about your geographical area, market growth, key market influences, competition, customer needs vs wants, staff availability and concerns. All of these issues are relevant when completing your business plan.

Once you have given these questions some thought, refer to Page 1 of the Business Plan (T6B) and record who will undertake each of the seven steps. The responsibility will be dependent on the structure within your pharmacy. Remember that where possible it is important to get input from all staff, in particular when identifying issues for consideration.



### Step 1: Understand your current performance

Page 2 of the Business Plan (T6B) asks you to record the current financial, product and personnel performance in your pharmacy. When setting a plan for your business going forward, it is important to understand what your performance is currently and to have an idea of what you would like it to be.

Indicators of your financial performance which are important to consider are:

- annual sales;
- total annual customers;  $\frac{\text{total sales } \$ \text{ value}}{\text{total customers}}$
- your average sales value;
- annual prescriptions filled; and
- gross profit percentage.

When considering product performance a key indicator to consider is stock turnover. It may also be worth considering the amount of damaged and out of date stock

you dispose of, as it will therefore have an impact on your gross profit percentage.

Personnel performance may include:

- the number of sales each staff is achieving;
- the wages as a percentage of turnover; and
- the number of complaints (if any) you have received, as complaints may be a reflection of customer satisfaction.

Don't forget on page 2 to complete the box which asks you to describe the key attributes of your business. Try to look at this from the perspective of a customer and what is most important to your customers. If you haven't completed a customer survey recently, consider doing a survey to ensure your business plan is up-to-date.

In the next QCPP newsletter we will look at the next steps in completing your business plan. This includes listing all the issues you consider important to the performance of the pharmacy and analysing them to develop a plan of action going forward.

# ATING TO PLAN?



## FOCUS ON STANDARDS

### After Hours Referral

One of the seldom recognised requirements of the QCPP standards is the very last clause in the manual, standard 18 action number 9 – “Ensure the pharmacy is able to direct after-hours enquiries to other health professionals in an emergency”.

A customer who tries to contact a pharmacy out-of-hours is often looking for professional advice on a perceived serious health matter. The catch phrase “We open at 9:00am” is no consolation for someone who is looking for a pharmacist’s help at 11pm. The requirement of the QCPP standard is to ensure that when the pharmacist is not available because the pharmacy is closed, the customer is directed to some other source of professional help.

It is important that every QCPP accredited pharmacy ensures that:

- an after-hours telephone call directs the caller to an alternative source of health professional assistance for example a 24 hour medical centre; and
- the pharmacy premises has a sign that directs the person to a source of assistance.

The owner/pharmacist should check that alternative supply (of medicines) advice is available to patients. In the long run this will have a more positive impact on business that just telling the patient to come back tomorrow.

Although this is a non-mandatory requirement for accreditation, it is a hallmark of a professional that if a service cannot be delivered, alternatives are offered.



## GETTING INVOLVED IN THE QUALITY CARE PHARMACY PROGRAM

One of the main reasons for the Quality Care Pharmacy Program (QCPP) is to set out the best way to do things in a pharmacy. The QCPP is special because it covers tasks and process that you can only find in community pharmacies, like where and how to store medicines and staff training for *Pharmacy* medicines and *Pharmacist Only* medicines. In fact the QCPP is the only set of standards written for community pharmacies in Australia.

A great way staff in your pharmacy can be involved in QCPP is to help identify things that need improving, and then working towards a solution together as a team. In this way you are adding to your pharmacy's QCPP standards and continually improving the way you do things.

QCPP does a good job of covering most of the operations, but every pharmacy is different and has unique ways of doing things and serving customers. That's where the role of a pharmacy assistant, is

so important. Your responsibilities often mean that you work in different parts of the pharmacy and have varied tasks, such as helping customers or managing stock. The flexible nature of the role means that they see many different things happening and how procedures relate to, or affect different parts of the pharmacy.

Remember, if you always do what you've always done, you will always get what you've always got!

So one of the best ways to play a role in QCPP is to alert your staff team to a potential problem, an issue you are currently having, or just an idea you've had to make things better. Regular team meetings are obviously the best opportunity to have this sort of discussion, as you will be able to work together on a solution.

If you make a decision to change one of your processes, trial the change for a short time first so you can test it and

see if it works. Finally, 'lock' the change in by documenting what you've agreed to in the appropriate QCPP procedure. That way everyone else in the pharmacy, and the next person who does your job, understands the best way to do that task.

Pharmacy assistants who have a role in QCPP implementation and maintenance are highly regarded and much sought after. The knowledge and skills you learn in QCPP processes will not only look good on your resumé but will be useful in other tasks you do within the pharmacy – you will be an even more valuable asset to your pharmacy!

If you would like more information about the QCPP, call the helpline on 1300 363 340 or contact your local Quality Care State Manager for more information. These people are experts in QCPP and offer a no cost support service in all areas of QCPP implementation and maintenance.

# IN STORE QCPP PROMOTIONS PACK

Thank you for your fantastic feedback about the new QCPP Promotions pack! The response to these materials has been exceptionally positive and the QCPP has had many requests for more resources, particularly the counter mats and staff badges. Unfortunately there are a finite number of Government funded materials at this time and replacement or additional items are not available. The QCPP will be making these materials available again in the near future.

The promotion pack is a great opportunity for you and your pharmacy team to show

the importance of QCPP. These items have been designed to help inform customers about accreditation, including what it means and what the benefits are for them. This increased awareness will help identify a QCPP pharmacy and reinforce confidence in the services of your pharmacy.

### Inside QCPP promotional pack:

- Report Card – 10 Years of Excellence
- Brand new QCPP decal (circular, no expiry date) – to replace your existing rectangular decal
- Consumer Brochures and Brochure holder



- Staff badges
- Mouse pad
- Counter mat
- Poster



## FAST TRACK WEBCAST A GREAT SUCCESS

Fast Track, the QCPP's implementation assistance program, was successfully beamed across Australia via webcast on 15 and 29 April.

From their homes and pharmacies 65 individual users were captivated for more than an hour by both of Mike Walter's unique presentations, which explained the changes and benefits of the 2nd edition QCPP.

Fast Track has been run previously in a workshop format and has helped hundreds of pharmacies become accredited. Feedback from attendees was very positive.

"This is a fantastic starting point for a pharmacy that hasn't implemented 2nd edition."

Kathy Milligan, Coral Coast Pharmacy, QLD

"Living in a rural town the webcast is a fantastic way of obtaining information (about QCPP)."

Janelle Wakeling, Inglewood Pharmacy, WA

There are many Fast Track resources online at [www.qcpp.com](http://www.qcpp.com) including the webcasts, which have now been archived and are available for free.

## QUALITY MAINTENANCE ALLOWANCE

### Important information for those pharmacies that have lapsed or never been accredited under 2nd edition QCPP

If your pharmacy fits either one of these two categories (lapsed or never accredited under 2nd edition QCPP) there is still an opportunity to receive two Quality Maintenance Allowance (QMA) payments, before the end of the current Community Pharmacy Agreement. However, to be eligible for both the 2009 and 2010 payments your pharmacy must be assessed before 30 June 2009.

QMA was set under the Fourth Agreement and is an allowance designed for pharmacies to gain accreditation under the QCPP, and to maintain QCPP standards. The amount of the allowance payment (between \$3,000 and \$5,000) is determined by the volume of claimable prescriptions a pharmacy dispenses each year.

Don't delay booking your assessment as assessor availability is limited in this busy period. You can find details of all QCPP Licensed Assessors at [www.qcpp.com](http://www.qcpp.com)

### Allowance payments

The annual QMA allowance payments are as follows:

BAND (PRESCRIPTION VOLUME BASED ON CLAIMABLE PRESCRIPTIONS)	UPPER CUT OFF	ALLOWANCE PER YEAR
Band 1 – 0 to 20,000	20,000	\$3,000
Band 2 – 20,001 to 30,000	30,000	\$3,500
Band 3 – 30,001 to 45,000	45,000	\$4,000
Band 4 – 45,001 to 65,000	65,000	\$4,500
Band 5 – 65,001 and above	None	\$5,000

This payment model will continue until the end of the Fourth Agreement on 30 June 2010.

### Payments schedule

The QCPP provides Medicare Australia with data on newly accredited pharmacies every month. Depending on return of the required documents and the date of your accreditation within the monthly cycle, your allowance payment can take between four weeks and three months to be paid. If you do not receive payment within three months, contact the QCPP administration helpline on 1300 363 340.

Thank you to Terry White Chemists Myer Centre, Brisbane QLD, Whittlesea Amcal Pharmacy, Whittlesea VIC, Gove Pharmacy, Nhulunbuy NT and Capital Chemist, Woden ACT and for their participation in the photography.

The Fast Track Webcast, QCPP promotional materials and the images on pages 1, 4/5 & 6 have been developed for the Quality Care Pharmacy Program with funding provided by the Australian Government Department of Health and Ageing as part of the Fourth Community Pharmacy Agreement.

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