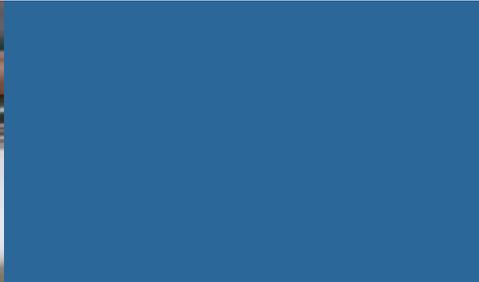


Medicines & People Turning Knowledge into Know-how

Annual Review 2008



Pharmacy
Practice
Research
Trust



Published July 2009

The Pharmacy Practice Research Trust
Registered Charity No. 1076457
www.pprrt.org.uk

THE PHARMACY PRACTICE RESEARCH TRUST

The Pharmacy Practice Research Trust (the "Trust"), was established in 1999 with a grant from the Royal Pharmaceutical Society of Great Britain. Its objectives are:

- to promote research into the practice of pharmacy in the United Kingdom and to publish the useful results of such research;
- to promote the health of the public by educating pharmacists in order to improve the standard of healthcare available to the public; and
- to advance and promote knowledge and skill in relation to the practice of pharmacy for the public good.

AIMS

The Trust has set about identifying a programme of social and economic research that focuses on the use of medicines and their place in society more generally. Through its **Medicines & People Programme** the Trust aims to:

- provide opportunities for key stakeholders to develop a shared research agenda;
- identify researchers with the right skills to address high priority research questions;
- support the development of researchers with the right skills and leadership potential to take the field forward in the future; and
- provide a forum in which the implications of the results can be considered in the widest possible policy context.

OBJECTIVES FOR THE YEAR

- enable greater access to, and visibility of, Trust activities with the aim of increasing overall awareness and impact of the Trust's work;
- strengthen interprofessional working in pharmacy practice research;
- diversify and innovate through dissemination activities to reach a wider range of stakeholders; and
- increase research capacity building efforts.

1

Chairman's Report



2008 was memorable for pharmacy with the publication of a White Paper¹ for pharmacy which has advocated the integration of pharmacy into more complex clinical care across both community and secondary care environments. The need for more robust research that demonstrates the impact of pharmacist intervention in terms of patient outcomes and value for money was highlighted and provided the impetus for the Trust to organise a Research Summit to examine and explore the current state of pharmacy practice research throughout the UK.

Collaboration and multiprofessional working has been somewhat of a theme this year and the commissioned work in this area is timely. The Trust has long recognised that no profession can practice effectively in a silo. Patients need to know that professions work well together and draw on each other's expertise to deliver safe and accessible services. This year the Trust has aimed to strengthen interprofessional working in pharmacy practice research and it has been reflected through our commissioning and through our events.

Two evening events organised this year have opened discussion and debate around common concerns for patient care and public health; ethics and the use of social marketing in public health. Ethics in the delivery of healthcare is an issue common to most professionals and certainly to health professional regulators, and the Trust event held was well attended by representatives from these bodies. The prevention of ill health and the effect of lifestyle choices on health are also common issues across health and social care and the voluntary sector and an evening lecture was held to discuss the benefits of lessons from social marketing and human behaviour.

Publications have included commissioned work from across the UK and pharmacy has been able to contribute to highly topical national issues such as accessibility to services and language. Notably a report on patient safety was published in early 2008 which made a valuable contribution to the knowledge base on patient safety and specifically on preventable medication errors

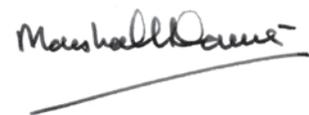
in a community setting, an area that is under researched in terms of medication error.

Publication of the national evaluation of the community pharmacy contractual framework (CPCF) for England & Wales commissioned by the Trust in 2006 has proved to be of interest to many pharmacy organisations and primary care contractors. It highlighted the barriers and facilitators in implementing community based pharmacy services - important lessons considering the aspirations of the policy makers in the White Paper. This work also produced interesting insights into the impact of policy on the registered pharmacy workforce, a key concern to workforce planners in both private and public sectors.

By contrast, the experiences of undergraduate students moving through preregistration training into the workforce is starting to come through, arising from a longitudinal study of 2006 pharmacy graduates.

This year saw the publication of a further interim report looking at preregistration choices of pharmacy graduates and future careers.

Capacity building, as ever, is at the heart of the Trust's objectives. In addition to the Trust's specific programme of research grants and bursaries, an e-mentoring scheme was launched during the year.



1) Pharmacy in England: building on strengths - delivering the future

2

Review of Activities



Through its Medicines and People Programme the Trust is committed to creating knowledge for public benefit that “ensures that the right person gets the right medicine at the right time in a manner that meets the needs and expectations of the individual who will take it” and to ensuring that this knowledge is used appropriately to inform and shape policy and practice relating to medicines and their use.

The Medicines and People Programme addresses five related themes and activity during the year included:

Programme 1: the health of the public and the place of medicines will help to understand the beliefs, expectations, skills, knowledge and competencies of the people who use and take medicines – patients and their carers as well as the healthcare professions.

2007/2008 activity and achievements:

- Dr Louise Hughes, Welsh School of Pharmacy, Cardiff University received the Sir Hugh Linstead Fellowship in 2005 to undertake the research project entitled ***The role of the Welsh language in community pharmacy***

service provision in Wales which was published in the reporting year. To date there has been very little research into the use of Welsh language in pharmacy and this study has raised a number of issues including the wide regional differences in Welsh speaking, the need for more promotion of Welsh-speaking services, the requirements for language training but most importantly, the survey has raised awareness of this important issue with the pharmacists of Wales and the needs of Welsh speaking patients.

Programme 2: the right medicine for the right patient: preventing medication errors will help us to understand the basis of clinical practice and services and the regulation and governance of the system.

2007/2008 activity and achievements:

- Dr Rachel Howard, School of Pharmacy, University of Reading, received the Galen Award in 2003 to undertake the research project entitled **a qualitative exploration of the underlying causes of preventable drug-related morbidity in primary care, resulting in hospitalisation** which was published in the reporting year. This study highlighted key areas where communication problems occur: between patients and healthcare professionals; different groups of healthcare professionals such as GPs and pharmacists; and GPs and hospital doctors. The research also found that the root causes of preventable adverse events leading to hospital admission are similar irrespective of whether they are associated with a prescribing, monitoring or patient adherence problem.

This report makes a valuable contribution to the knowledge base on patient safety and specifically on

preventable medication errors. It is notable for its setting in primary care, an area that is under researched in terms of medication error.

Programme 3: pharmacy a profession fit for purpose will inform the development of the contribution which pharmacy makes to the provision of high quality patient centred care.

2007/2008 activity and achievements:

- The community pharmacy contractual framework (CPCF) for England and Wales was introduced in April 2005. In mid-2005 the Trust invited applications through a competitive process and subsequently commissioned the study **a national evaluation of the implementation of the new pharmacy contract in England and Wales** to begin in January 2006. The CPCF initiated three service tiers: 'Essential', 'Advanced' and 'Enhanced' with the last of these locally

commissioned by Primary Care Organisations (PCOs) such as Primary Care Trusts or Local Health Boards.

The evaluation showed that there has been positive progress in consolidating existing services and moving towards providing a wider range of pharmacy services and patient choice in primary care. However, there are also areas of the contract that require more commitment and investment.

The research findings were first presented at the British Pharmaceutical Conference in September 2007. Lead researcher of the study, Professor Alison Blenkinsopp of Keele University reported that the evaluation showed substantial changes have occurred since the introduction of the contract with community pharmacists providing more services across the three tiers in the contract.

However, while most of those involved in the evaluation thought the new contract has the potential to

increase the integration of community pharmacy into primary care, in practice it has so far had little effect on inter-professional working between community pharmacists and GPs. Over 80% of pharmacists said there had been no change in their contact with GPs since the introduction of the contract. The findings also showed that GPs perceive a gap between the areas they would like pharmacists to concentrate on in the Medicines Use Review service and what pharmacists are providing.

This research continues to inform the development and implementation of the contract and a full publication of the research is planned for 2009. From this study, a monograph was published entitled ***The effect of the new community pharmacy contract on the community pharmacy workforce***. This research which investigated issues related to work load and job satisfaction found that increased workload, higher levels of stress and higher rates of delegation to support staff have resulted from the initial implementation of the

contractual framework for community pharmacy.

This research will inform emerging issues relating to skill mix within the community setting and may indicate a need for a more detailed exploration to identify the tasks delegated, the competencies of those now delivering them, and the outcomes. This publication coincided with the publication of the Department of Health's White Paper; ***Pharmacy In England: building on strengths – delivering the future*** which recognised the need for a more robust support framework and endorsed the evolving role of pharmacy technicians.

2007/2008 activity and achievements:

Longitudinal Cohort Study of Pharmacy Careers

The Trust commissioned a study in 2004 to follow a cohort of 2006 pharmacy graduates through the initial career choices made whilst in undergraduate education, preregistration training and early years in practice.

The Longitudinal Cohort study of pharmacy careers has generated data relating to career, employment and training choices and continues to track changes in motivations and aspirations. The longitudinal nature of the study allows mapping of changes and identification of trends as they emerge and it will inform our understanding of what influences decisions made by pharmacists in the early stages of their careers and the impact these decisions have on future careers.

The most recent publication from this research, ***From pharmacy education into preregistration training***, investigated preregistration choices of pharmacy graduates and showed that future career and promotion prospects were the major motivators in choosing a training post, influencing 86.4% of participants. In addition, passing the registration exam – or getting into the profession - strongly determined the largest proportion of the cohort's preregistration decision-making (65%).

The majority of graduates taking part in the survey felt that the MPharm

devoted the right amount of time to the pharmaceutical sciences (67.5%) and that clinical pharmacy and practice subjects should be taught in all years of the course (87.0%). However, many also believed that undergraduate pharmacy education does not join up well with preregistration training. This research finding was subsequently reflected in Government's aspirations in the White Paper for pharmacy, to ensure there is "meaningful clinical context and experience throughout the undergraduate programme and determine whether this can be maximised by integrating the degree course with the pre-registration training year". Department of Health research in this area is now under consideration.

This study (the 6th in a number of staged reports) adds to the comprehensive overview of career motivators and influencing factors which is of great interest to educators, preregistration employers and workforce planning as a whole.

Programme 4: **medicines and the health of communities**

explores medicines and their place in addressing the wider health agenda relating to public health and tackling inequalities.

Results from ongoing projects under this research programme are not yet available.

Programme 5: **science, technology and medicines** will highlight how well the different systems meet the changing expectations of society and accommodate the challenges of a rapidly evolving scientific and technological agenda.

Results from ongoing projects under this research programme are not yet available.

3

Launch of one-to-one research e-mentoring scheme



In the reporting year, the Trust established a one-to-one e-mentoring scheme to support novice or junior pharmacy practice researchers and help them develop research knowledge.

The scheme offers the mentee support and advice on key research areas such as concept development through to grant applications and forging professional links and is accessible via email, telephone or face-to-face.

For mentors, who are drawn from pharmacy research establishments, it provides the opportunity to help and support the future academic workforce, the potential to extend collaborations outside academia and access emerging research talent. Already mentors have agreed to support the scheme from 10 accredited educational establishments throughout the UK.

Pharmacists interested in developing their pharmacy practice research experience can often feel isolated from academia and this scheme provides the opportunity for them to seek advice or share concerns with senior researchers. It is hoped that the scheme will help to strengthen the important link between academia and practice and contribute towards the Trust's objective of building pharmacy practice research capacity.

Strengthening interprofessional working in pharmacy practice research;

- With the pharmacist's growing clinical role and integration into mainstream healthcare there is an increasing need for pharmacy research to move from a largely science based professional model to one that incorporates social science and philosophy. To this end, academic PhD supervisors were invited to submit expressions of interest for developing collaborative applications for submission to either the Arts and Humanities Research Council (AHRC) or the Economic and Social Research Council (ESRC). Both the AHRC and the ESRC have funding schemes in place to allow collaboration between the public/private sector and Higher Education Institutions (HEIs).

The Trust has already supported a number of AHRC collaborative awards which are intended to encourage and develop collaboration between Higher Education Institution departments

and non-academic bodies. The response to this call for expressions of interest was very positive and the Trust developed applications for submission in November 2008 (see Plans for the Future).

Funding was made available for small-medium sized projects in the areas of:

- multi-disciplinary service development;
- evaluation for patients with long-term conditions;
- and multi-disciplinary evaluation in public health.

It is anticipated that the outcomes of the research will:

- inform best practice in the delivery of services
- help build the evidence base for pharmacy to inform practice based commissioning
- increase networking and partnership opportunities
- help build trust between professions
- inform model service specification for long-term conditions, including patient

care pathways.

Engagement with a local Patient and Public Involvement group has resulted in the agreement of two members of the public to review and provide external lay opinion of the applications received. Priority will be given to those proposals that demonstrate innovation and provide evidence of value for money as well as patient benefit and the successful applicant(s) will be contracted in 08/09.

4

Events



- **The Changing Face of Professional Ethics:** The Trust organised and hosted a dinner event to discuss the changing face of professional ethics in healthcare and the research commissioned in this area with leading academic ethicists and chief executives of healthcare regulatory and professional bodies. It was highlighted that maintaining the confidence of both the patient and members of the clinical team can be challenging and pharmacists may have to struggle to move away from their, typically, paternalistic nature.
- **Managing and Marketing Public Health:** Understanding the target population, gaining an insight into their lives, and achieving good engagement that leads to lifestyle changes are major challenges to multidisciplinary teams involved in the design and implementation of public health programmes. To provide an insight into how and why people do or do not make lifestyle changes, the Trust held a free evening lecture; Managing and Marketing Public Health.

Chaired by Professor Alan Maryon-Davies, it was attended by many professionals involved in the implementation of public health initiatives in both health and social care including community pharmacists and support staff, public health practitioners, GPs, practice nurses, voluntary sector staff and other community practitioners.

Building research capacity

As in any field of academic endeavour, the quality of the research produced relies heavily upon the availability of a properly equipped research workforce. The Trust is therefore committed to supporting the development and training of the research workforce. The Trust has a specific programme of research grants and bursaries, funded with grants from the Leverhulme Trade Charities Trust and the Galen Trust.

The grants and bursaries awarded by the Trust have set the foundations for the recipients to either develop as research practitioners working with other colleagues locally or taking a

first step in an academic strand to their career. These schemes also work in tandem with the RPSGB's Academic Excellence Awards which aim to train the next generation of academics who will teach and conduct research in and with the schools of pharmacy.

In recognition of the value of these schemes and the impact that they have had on both individual careers and the pharmacy practice research agenda, the Trust, in collaboration with the RPSGB, hosted a reception to celebrate the successes of the above schemes and the individuals who have participated in them. Those invited had the opportunity to network with a mix of award and bursary holders (past and present), senior academics, policy makers, trustees & RPSGB council members.

5

Bursaries and Grants awarded in 2007 - 2008



Nicola Greenhill – Sir Hugh Linstead Fellowship 2007

School of Pharmacy, University of Nottingham

An exploration of pharmacist-patient communication in clinic consultations: a qualitative study

“There is currently very little information available about the way in which pharmacists communicate with their patients. This study will explore what the current situation is and how pharmacist-patient communication is happening. It is hoped that further research will build on the results of this study and establish training programmes that are tailored to today’s pharmacists and the challenges they face in practice.”

Raisa Laaksonen - Sir Hugh Linstead Fellowship 2007

Department of Pharmacy and Pharmacology, University of Bath

Involving pharmacy students in quality assurance processes – a pilot study

“This award will enable me to build on my existing experiences and expertise, to conduct research at a post-doctoral level and develop research skills and competence in new areas. I am particularly interested in exploring students’ perceptions of development of

teaching and curricula and this experience will enable to develop expert networks with other schools and faculties of pharmacy and national pharmacy and healthcare bodies."

Rhian Jones – Galen Award 2007

Welsh School of Pharmacy, Cardiff University

An exploratory evaluation of the pharmacist prescriber service within a mental health trust

"This study will allow me to concentrate on one area of the pharmacist prescribing role in order to evaluate its implementation within a specific area. Pharmacist prescribing is a relatively recent development within the pharmacy profession. As such, this research is in a position to actually investigate views of those involved and, most importantly from the patients' perspective."

Claire James – Galen Award 2007

Dundee Community Health Partnership, NHS Tayside

Factors influencing a structured approach to oral nutritional assessment and monitoring: a qualitative pilot study involving patients and healthcare professionals in a Primary Care setting

"All areas of the pharmacy profession play an increasingly important role in understanding and improving the ways in which medicines are prescribed and used. This research will contribute to the understanding of how oral nutritional supplements are prescribed and used to ensure patient safety within a Primary Care setting."

Andrew Adams – Bursary Award 2007

Community Pharmacist and Senior Lecturer, University of Huddersfield

MSc in Social Research & Evaluation, University of Huddersfield

"This award will contribute to my career by providing me with education and training in pharmacy

practice research. The experience will also contribute to, and enhance my teaching role, particularly in the supervision of undergraduate and research projects."

Karebor Ngwerume - Bursary Award 2007

Brocklehurst Chemist, Hull

MSc (by research) in Primary Care (Pharmacy), University of Aberdeen

"I intend to pursue my interest in OTC medicine and community pharmacy staff, their roles and development areas. From this research I see a potential to develop my expert role in OTC medication, its effectiveness and safe selling. The skills that I develop during the MSc will provide me with the expertise and qualifications to take an active role in working with undergraduate pharmacy students whilst remaining based in community pharmacy."

Jane Allen - Galen Award 2008

Chief Pharmacist, Queen Victoria Hospital

Optimising dosage of antibiotics in patients with major burns

"Pharmacokinetics is a fundamental clinical role of the pharmacist. This study will promote pharmacists as researchers by applying their scientific training to determine the clinical effectiveness of medicines in practice and improve patient outcomes, as set out in the White Paper 'Pharmacy in England'"

Richard Cooper - Sir Hugh Linstead Fellowship 2008

Temporary Lecturer, School of Health and Related Research, University of Sheffield

Exploring Over The Counter (OTC) medicine abuse and misuse – customer, supplier and policy-maker insights

This study will provide unique insights into the experiences of individuals that will inform policy in relation to the sale

and supervision of Over-The-Counter (OTC) medicines and potential abuse/misuse. The research will also assist in educating community pharmacists and medicine counter assistants about this specific customer group, so that they can more effectively manage the responsible use of OTC medicines.

Trudy Thomas - Sir Hugh Linstead Fellowship 2008

Senior Lecturer in Pharmacy Practice, Medway School of Pharmacy

Implementation and effectiveness of a community pharmacy based physical activity counselling scheme in the adjunctive treatment of mild to moderate depression

"The community pharmacist is being seen as a potential front line agent for the promotion of healthy living. This is already being exploited through community pharmacy based services such as smoking cessation and weight management services. This study opens up future roles of pharmacists, moving the pharmacist's role from one

of mere information giver to providing practical support for people wanting to bring about a lifestyle change."

Andrew Potheary – 2008 Level 2 Bursary

Independent Community Pharmacy Manager, West Sussex

MSc Community Pharmacy (Year 3), University of Portsmouth

"This bursary funding helps with course costs and facilitates the release of my time in order to upgrade my postgraduate diploma to an MSc. I plan to continue working in community pharmacy, but hope to develop a portfolio of roles which might also include prescribing advice and teaching."

Deborah Layton – 2008 Level 3 Bursary

Senior Research Fellow & Locum Community Pharmacist, Southampton

Postgraduate Certificate in Teaching and Learning, University of Portsmouth

"This bursary will support my career intention to consolidate my pharmacoepidemiological training, contribute to the training of others and encourage high quality research in pharmacovigilance, as well as enable me to pursue my research interests and desire to communicate the importance of pharmacovigilance within the public health arena."

Lynette James - 2008 Level 3 Bursary Research and Training Fellow, Medication Safety, Department of Pharmacy, KCL & locum community pharmacist

Training in Qualitative Methods and Occupational Psychology, King's College London

"My focus as a pharmacist and researcher is to undertake practice based research which influences the daily practices of pharmacy staff and improves the quality of patient care. This bursary will enable me to receive training and have the opportunity to utilise a new research method within my post-doctoral research."

Alison Astles – 2008 Level 1 Bursary

Locum Community Pharmacist, Merseyside

MPhil, University of Manchester

"I would like to further my career in research, and this bursary offers a route into this whilst maintaining my links with community pharmacy. In the future I would like to continue to work as a part time locum and further build research into my practice. In particular, as a locum, I recognise the huge contribution that pharmacy staff make to service delivery, and would like to investigate changes in their roles."

Richard Adams – 2008 Level 1 Bursary

Locum Community Pharmacist and Teacher/ Practitioner, Norfolk

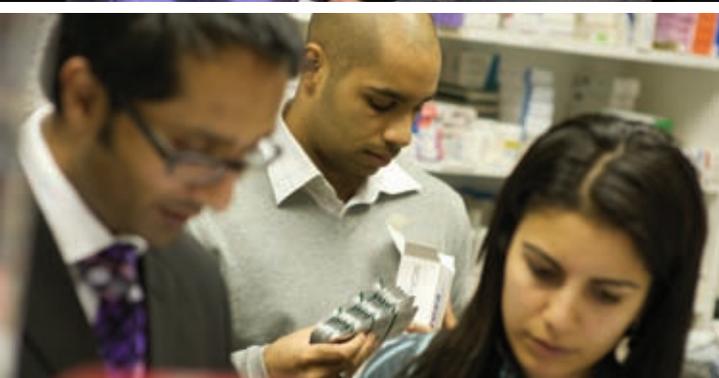
Research Training, University of East Anglia

"This bursary will provide me with the opportunity to obtain guidance in the rigorous design of research and

to acquire the statistical skills for analysing data. A future goal would be to undertake training in health economics to provide me with robust skills to write a business case for new services in the community setting and to conduct appropriate evaluation of these services."

6

Recognising Excellence



In 2008, the Trust announced its sponsorship of the Practice Research Award which is presented annually at the British Pharmaceutical Conference to an individual who has made a significant contribution to the field of pharmacy practice research and has the potential to become a leader in their field. In 2008 Dr Margaret Watson, Senior Research Fellow at the University of Aberdeen and Public Health Pharmacist for NHS Grampian, received the award in recognition of her work into the safe and effective supply and use of non-prescription medicines (NPMs).

Dr Watson described her research programme, called the Safe and Effective Supply And use of Medicines (SESAME). Much of this has been focused on NPMs and has demonstrated that communication by staff and customers during consultations for NPMs is a major factor in the outcome in terms of safety and effectiveness. One of her studies evaluated the effect of communication skills training for medicine counter assistants (MCAs), who are involved with the majority of consultations for NPMs, on the outcomes of these consultations. The results of this study are being used to develop a definitive randomised control trial of this intervention.

7

Influencing the future of pharmacy practice research

The future of pharmacy practice research

The Trust contributed to the national debate on the future of pharmacy particularly in relation to the research base of pharmacy practice. It welcomed the recommendations made for a greater and continuing focus on health services and pharmacy practice research in two important reports on pharmacy published during 2008.

The Department of Health White Paper on the future of pharmacy in England acknowledged the contribution already made by the Pharmacy Practice Research Trust in both building the evidence base and research capacity in pharmacy. It identified six principal research domains, many of which the Trust is already supporting through its broad research programme and also suggested that there will be greater opportunities for pharmacists to undertake research as their clinical expertise further develops.

“The Trust is particularly pleased that consideration will be given to sustaining the research capacity

related to pharmacy practice and medicines use as this is one of our key objectives” said Dr Sue Ambler, Director of the Pharmacy Practice Research Trust.

The Trust acknowledged the need for research that focuses on patient benefit, quality of services and value for money as identified in the White Paper. “This will provide a welcome opportunity for future multidisciplinary practice research, particularly in the areas of long term conditions and public health, to provide the much needed evidence base for the contribution that pharmacists can make to primary care,” said Sue Ambler.

Support of the Trust’s work was echoed in the recommendations of the Clarke Inquiry into a Professional Body for Pharmacy. This recommended that the new Professional Body should commission research, work with others to undertake specific research, assist and inform the research communities and most importantly, ensure that the resulting evidence base underpins all that it does.

8

Looking Ahead



Inform the aspirations of the Department of Health's White Paper *Pharmacy in England: Building on strengths – delivering the future*

Following the publication of the pharmacy White Paper the Trust recognised that a national strategy was necessary to support the development of robust evidence to inform commissioning and clinical decision making if pharmacy services are to be integrated into care pathways. As already reported, research has been acknowledged in the White Paper as key to the future of a world class pharmacy service and the Trust agrees that future commissioning decisions will need to be based on sound evidence of improved outcomes. However, it acknowledges that pharmacy practice research is a relatively new area with an insufficient evidence base in terms of patient benefit and value for money. Therefore, in addition to continuing to commission robust research to support practitioners and policy makers, the Trust intends to bring together academics, policy makers and practitioners to scope priorities for national programme(s) of research.

Greater partnership working and exploration of match funding opportunities

The Trust will continue to seek new partnership opportunities by identifying organisations with matched goals where resources could be pooled for wider public benefit.

Further information

For further information about the work of the Trust, to download reports or the full Annual Report and Accounts, go to www.pprt.org.uk or email: practiceresearch@rpsgb.org

1 Lambeth High Street
London
SE1 7JN

T: 020 7572 2278

