

**1. Title:**

National scale-up of a change program in Australian pharmacies

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**3. Key words:**

Scale-up, implementation, pharmacy, coaching

**4. Abstract text:**

**a. Background and aims**

Community pharmacies are facing financial and professional practice challenges, due to regulatory changes and increased competition. While pharmacists want to deliver more consumer-focused services, they need support to change. A 2013 pilot of PSA's Health Destination Pharmacy (HDP) initiative found that through coaching, it is feasible for pharmacies to: increase pharmacist – consumer engagement; better meet local health needs; implement professional services; improve communication with health professionals; and improve business viability.

The objective is to scale-up an evidence-based change program, HDP, using a framework underpinned by implementation science.

**b. Methods**

The scale-up is guided by a pharmacy-specific, evidence-based implementation framework focusing on factors affecting change processes from individual to system levels. HDP's coaching model targets areas such as business & financial planning, people & processes, marketing, layout & infrastructure.

In October 2015, 6 demonstration sites were selected to further test the program. Aspects of the scale-up strategy included building an expert coaching network and engagement with pharmacies through face-to-face information sessions.

A range of qualitative and quantitative data was collected to allow the pharmacies to track their own performance over time, benchmark against other pharmacies, and for program evaluation.

**c. Results**

The scale-up is progressing as planned, with 6 coaches trained and the network of pharmacies increasing to 20. Pharmacies experience increased professional satisfaction and growth in average sales.

**d. Conclusion**

Early results suggest that using a framework based on implementation science is effective for scaling up an evidence-based change program in community pharmacies.