

Introduction

Pharmacy practice is challenged by governments and authorities considering the costs of pharmaceutical services and available public funding. There is a growing body of evidences about the roles and the impacts of pharmacists. There are a limited number of pharmacists that is aware of the evidences.

Objectives

To describe an action plan of interventions that should increase pharmacists' awareness about evidences on the roles and the impacts of pharmacists.

Methods

This is a descriptive study. A literature search was conducted on Pubmed with the following terms: interventions, professional behavior and evaluation. Only systematic reviews on the effectiveness of interventions to change healthcare professional behavior were included. Based on the literature and using a mind mapping technique, we develop a map of the characteristics of interventions that can change professional behaviors. Using the map, we discussed and identified the potential interventions that could be implemented to increase pharmacists' awareness about evidences on the roles and the impacts of pharmacists. The action plan was discussed between research team members and interventions were selected by consensus.

Results

Four key objectives identified:

- . Promote the Impact Pharmacie platform and its weekly blog
- . Expose stakeholders and students to scientific literature about pharmacists' roles and impacts
- . Allow stakeholders to realize actions from published evidences of pharmacists' roles and impacts

Targeted audiences

- . Regulatory authorities
- . Universities
- . Professional pharmacy meetings
- . Community and hospital pharmacists
- . Practicing pharmacists

> 60 interventions to be implemented

Seven types of interventions identified :

- . *Local opinion leader*
 - . Supports from stakeholders
- . *Educational meetings*
 - . Oral Presentations
 - . Education, courses
 - . Journal club
- . *Educational outreach*
 - . Information kit used in targeted interventions
- . *Printed educational materials*
 - . Representation in an event
 - . Sensibilisation with blog, articles, videos
- . *Reminders*
 - . Platform frequent update
 - . Weekly blog
- . *Evaluation*
 - . Continue research
- . *Tailored interventions*

Eight key MESSAGES to promote the platform and the blog:

- . 2100 articles about pharmacists' roles and impacts
- . A hundred themes
- . Pharmacists can have positives, neutrals or negatives outcomes
- . 8 categories of indicators: mortality (1% of outcomes indicators), morbidity (23%), medication errors (11%), adverse drug effects (4%), costs (6%), adherence (6%), satisfaction (8%) and others
- . 6268 descriptives indicators and 4674 outcomes indicators
- . 60% articles with positives outcomes
- . Articles from USA (47%), Canada (8%), France (6%), Royaume-Uni (5%)
- . 50% prospective studies, 35% retrospective studies, 15% cross-sectional studies

Discussion/Conclusion

- . Previous research work has confirmed the limited use of these evidences by pharmacists
- . This study describes an action plan of interventions that should increase pharmacists' awareness about evidences on the roles and the impacts of pharmacists.
- . While most planned interventions target an initial exposure to the web platform and the blog, the action plan should increase pharmacists' awareness of these evidences and change their behaviours (e.g. know, search, find, read, use ... these evidences)
- . The action plan includes different types of interventions, considering the current literature and the variable impact of these interventions; the literature support multi-faceted interventions rather than single one
- . The current action plan will take place in 2016 and 2017 and should involve pharmacists, pharmacy students and research assistants