PHARMACEUTICAL NEWSLETTER AS AN INFORMATION TOOL: USEFUL OR FUTILE?

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THE PHARMACEUTICAL NEWSLETTER (PN) is a monthly newsletter sent to hospital staff (HS).

It contains information about drugs or medical devices (pharmaceutical news, reminders of appropriate use, etc.) and is currently sent to health managers and HS by e-mail and is accessible on the hospital web portal.

However, since its implementation, no study has been carried out concerning the adherence of HS to this tool.

The aim is to assess the adherence of HS to the PN and to propose areas of improvement.

Two surveys (in digital and paper format) were developed and conducted in September 2022 by 2 pharmacy interns:

HEALTH MANAGER’S SURVEY
→ To find out how they circulated the PN to the staff in their units.
→ Units for which managerial responses had not been collected were excluded.

READER’S SURVEY
→ A survey including 8 questions was distributed to collect the knowledge, the use, and the satisfaction of the Hospital staff (HS).

HEALTH MANAGER’S SURVEY: 16 health managers responses

1. Do you read the PN?
   - Yes: 75%

2. Do you think that the PN is useful?
   - Yes: 88%

3. Do you distribute the PN in your unit?
   - Yes: 69%

4. How do you distribute it?
   - By display: 92%

READER’S SURVEY: 163 reader responses

1. Reader responses
   - 42% Nurses
   - 20% Caregivers
   - 15% Doctors
   - 19% Others

2. Do you read the PN?
   - 28% Yes rarely (<6/year)
   - 21% Yes often (>6/year)
   - 32% No

3. How do you find out about the PN?
   - 32% displayed in the wards
   - 25% on hospital website
   - 21% by email
   - 23% several channels

5. Are you satisfied with the content of the PN?
   - 83% Yes
   - 17% No

6. Are you satisfied with the PN presentation?
   - 80% Yes
   - 20% No

7. Are you satisfied with the distribution of the PN?
   - 63% Yes
   - 37% No

8. How would you like the PN to be distributed?
   - 36% displayed in the wards
   - 31% by email
   - 16% no change in distribution
   - 17% other channels

CONCLUSION AND RELEVANCE

The majority of HS support the PN, find it useful and appreciate its content and presentation.

Part of the HS didn’t know the PN, which shows that the distribution method needed to be improved.

We have therefore updated the mailing list.

This survey has enabled us to highlight the satisfaction with the HN and improve its distribution.