

Pharmaceutical Care in Transition
The evolving role of pharmacists and medicines
in the twenty first century

British Pharmaceutical Conference
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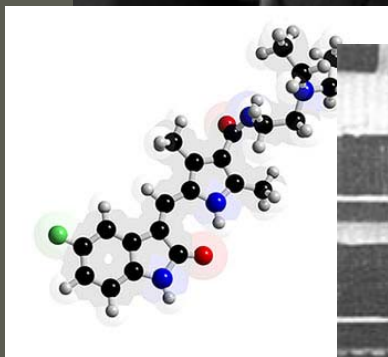
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This presentation

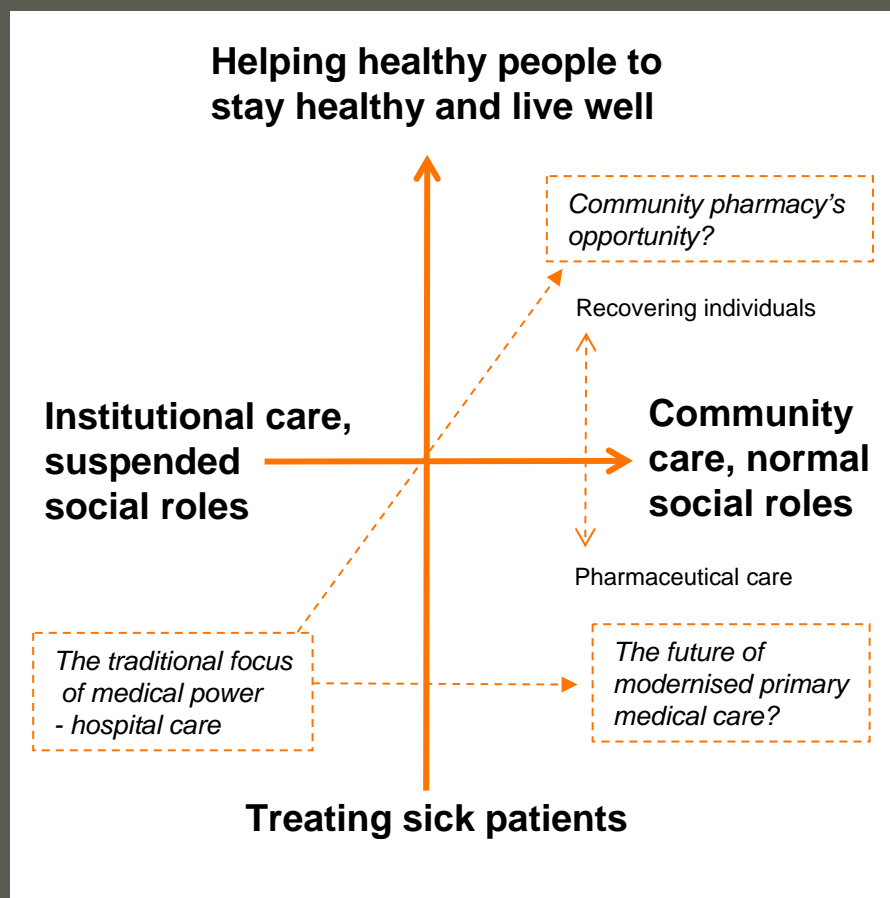
This contribution seeks to place recent developments in pharmacy in the wider context of national and global health policy development, and to discuss the drivers of professional and health care change

It outlines the concept of care transition, and explores it in relation to the ongoing evolution of pharmaceutical science and the challenges of professional – and wider political – leadership

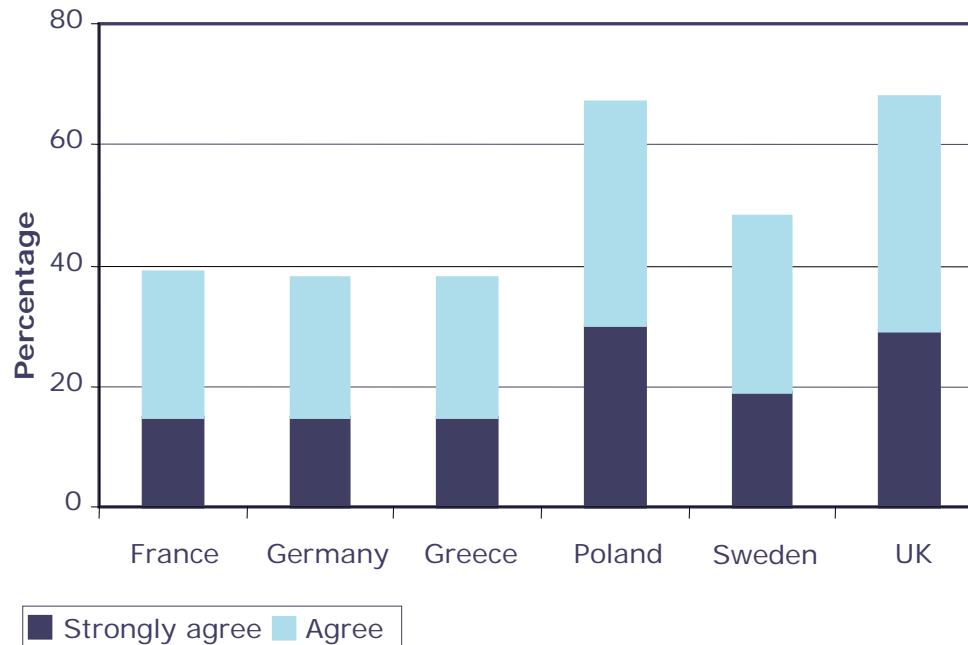


The direction of health care change

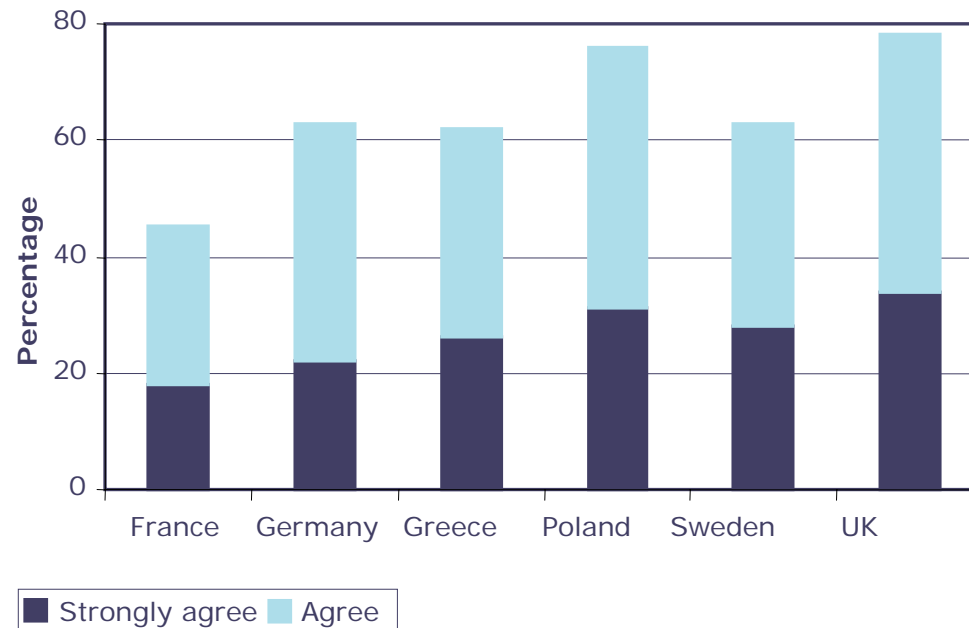
In the UK, and more widely, modern pharmacists have important opportunities to extend further their roles as a clinical professionals. Key areas include enhanced medicines management, risk factor management, self care support and the direct provision of health care for common conditions.



Assuming no extra patient costs, it would be a good thing if community pharmacists could prescribe a wide range of prescription only medicines without people having to go to a doctor.



Community pharmacies should be developed as alternatives to doctors' clinics, so people have more choice about getting advice and treatment for common conditions

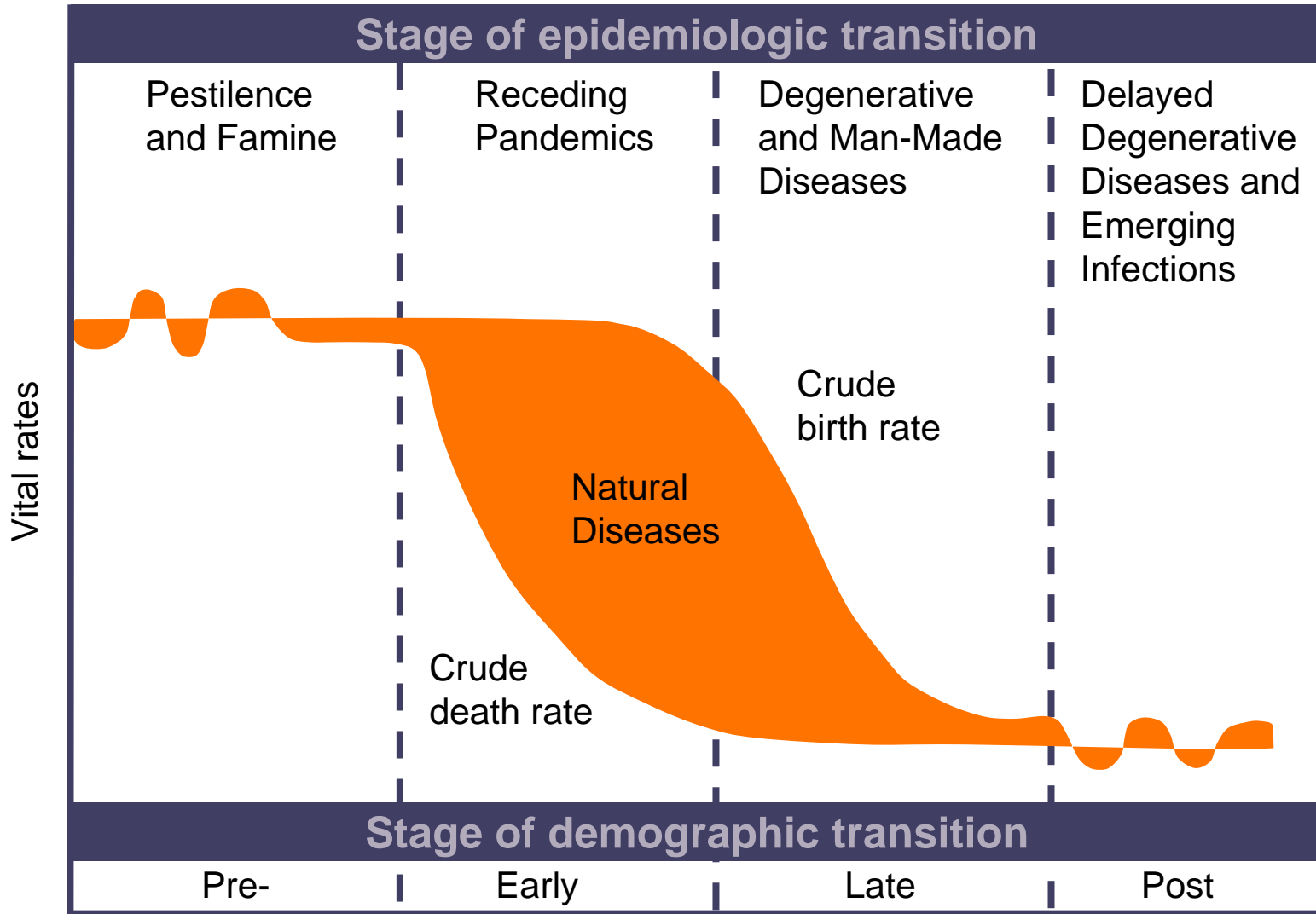


Stages of health development

- Demographic transition (Warren Thompson, 1929)
- Epidemiological transition (Abdel Omran, 1972)
- Care transition

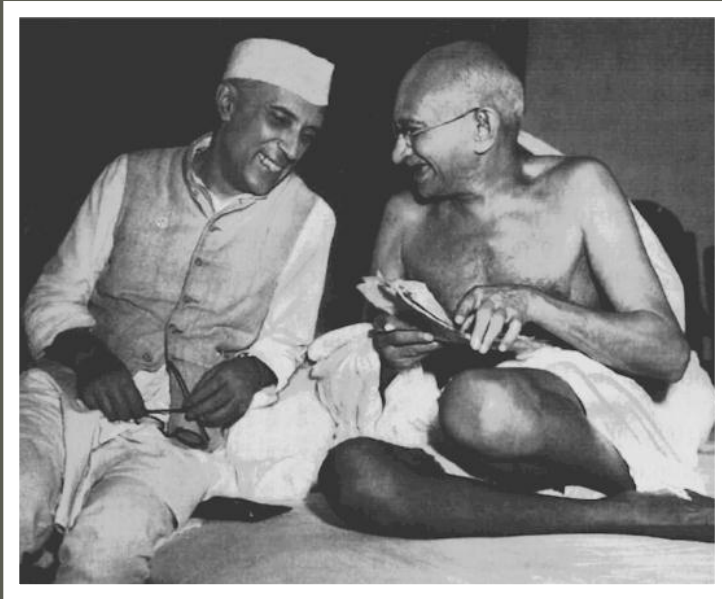


King James 1 granting the British Apothecaries their first Royal Charter in 1617





Dimensions of later stage care transition include...



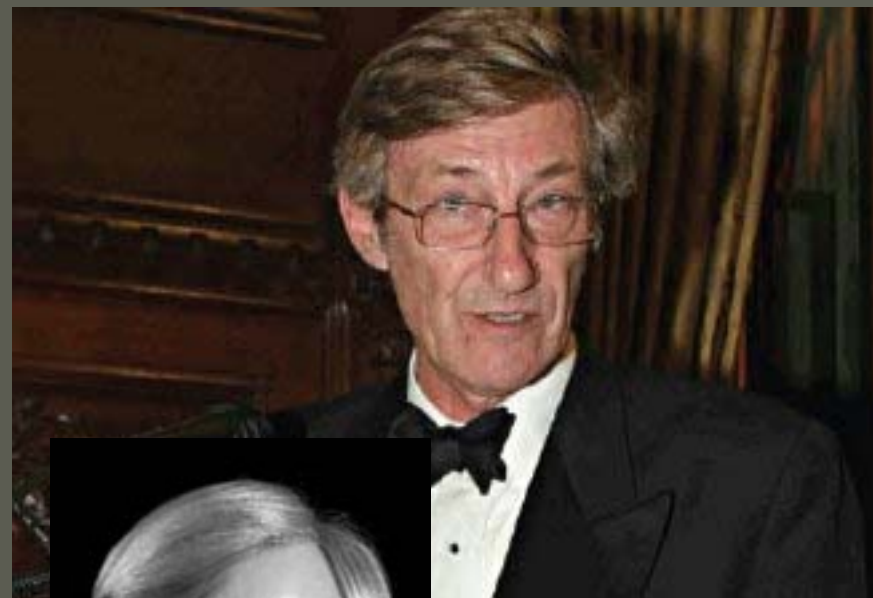
- Increasingly assertive consumerism in health care, greater demands for both personal autonomy and medicines safety as well as effectiveness
- Decreased tolerance of health inequalities, and higher expectations of universal care access
- Decreased social distance between health professionals and service users
- Increased recognition of the role of self care in (educated public) health improvement
- A shift of aspects of care quality protection from professional to regulatory agency and managerial control

Change Drivers

- Mortality and fertility reductions, and their psychological and social sequelae. Examples include the 'Flynn effect', Inglehart and consumerism, Sennett and the shift from rigidly structured hierarchical to flexible transactional production relationships
- Globalisation and diversity
- New communication and information management technologies
- Scientific advances, and their translation into practical applications in health care and other key arenas, including energy and food production

Threats and opportunities

- Re-defining medicines/drugs as instruments of population health change, with pharmacists as the main facilitators of their ‘public health’ use
- The de-regulation/re-regulation of pharmacy itself
- Internal and external resistance to developing pharmacy based health care
- NICE and its impacts on pharmaceutical innovation



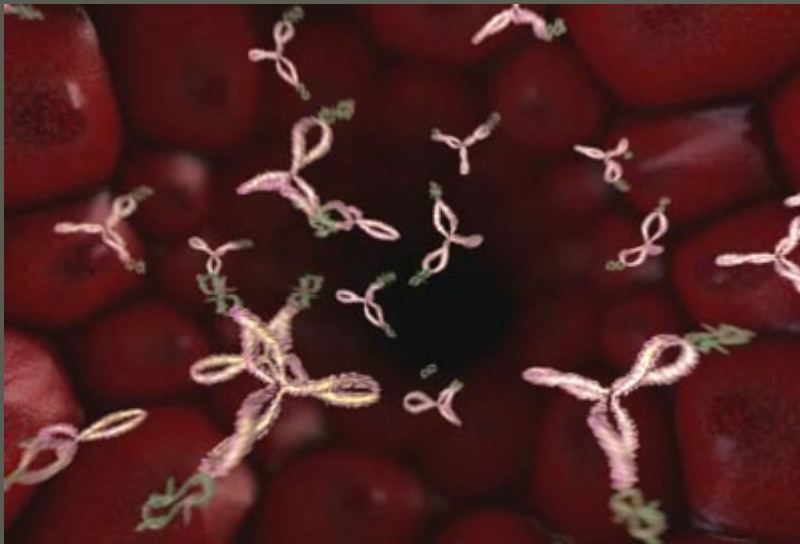
Leadership challenges



William Allen, 1770-1843

- All professions need to be understood in, and are in large part defined by, their social and economic contexts
- Pharmaceuticals are today playing a growing role in determining the health status of populations
- Without continuing pharmaceutical innovation, there might in the twenty first century be relatively little need for a separate pharmacy profession
- Effective professional leadership must successfully promote shared values, and translate them into social action
- Altruism and the pursuit of individual and collective human security are fundamentally linked

Conclusions



Bevacizumab

- The continuing development of ‘pharmaceutical science’, broadly defined, is vital for humanity’s future. Modern pharmacy has a potentially vital role to play in championing ongoing bio-scientific innovation, as well as delivering clinical care
- In a post transitional world, robust pharmaceutical decision making will require economic, social and psychological insight and skills, alongside conventional medicines related knowledge
- To survive the twenty first century as a profession comparable to medicine pharmacy will need pro-actively to lead the pursuit of global public interests

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