

SOCIAL RETURN ON INVESTMENT (SROI) OF PHARMACEUTICAL PATIENT CONSULTATION

THE IMPORTANCE OF SOCIAL COST-BENEFIT ANALYSES FOR PHARMACEUTICAL SERVICES

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BACKGROUND

Clarification of the value of pharmaceutical care is increasingly required. For instance, health insurers and governments want insight in the value of pharmaceutical services for the patient and the care provided by the pharmacist to the patient. A social return on investment (SROI) analysis can be used to indicate these values. The KNMP considers the SROI as an important instrument for pharmaceutical services. And has conducted research into the social value of pharmaceutical patient consultation.

PURPOSE

To improve effective patient consultation, Dutch pharmacists have developed and tested a new consultation model (see figure 1). This consultation model is an adaptation of the Calgary Cambridge model. Calgary Cambridge is the most widely applied consultation model in medical professions. Pharmaceutical patient consultation can be defined as pharmaceutical-cognitive healthcare and non-material benefits are also to be expected for other involved external healthcare providers/parties.

To determine the impact of the implementation of the pharmaceutical patient consultation guideline, a Social Return on Investment (SROI) analysis was performed. The SROI provides insight into investments and returns in terms of social return for those involved and stakeholders, both within the pharmacy and beyond.

Figure 1: Calgary Cambridge model for pharmaceutical patient consultation



METHODS

The SROI analysis was conducted prospectively and refers to an average Dutch community pharmacy where the pharmacist and the pharmacy team conduct pharmaceutical patient consultations. An impact model has been developed for the SROI consultation, which includes components such as stakeholders, activities, type of revenue and the method of valuation. This impact model was then tested through interviews with two opinion leaders and in five pharmacies, each consisting of a practice pharmacist and a representative of the association of which the pharmacy is part.

RESULTS

Figure 2: Results of the SROI pharmaceutical patient consultation

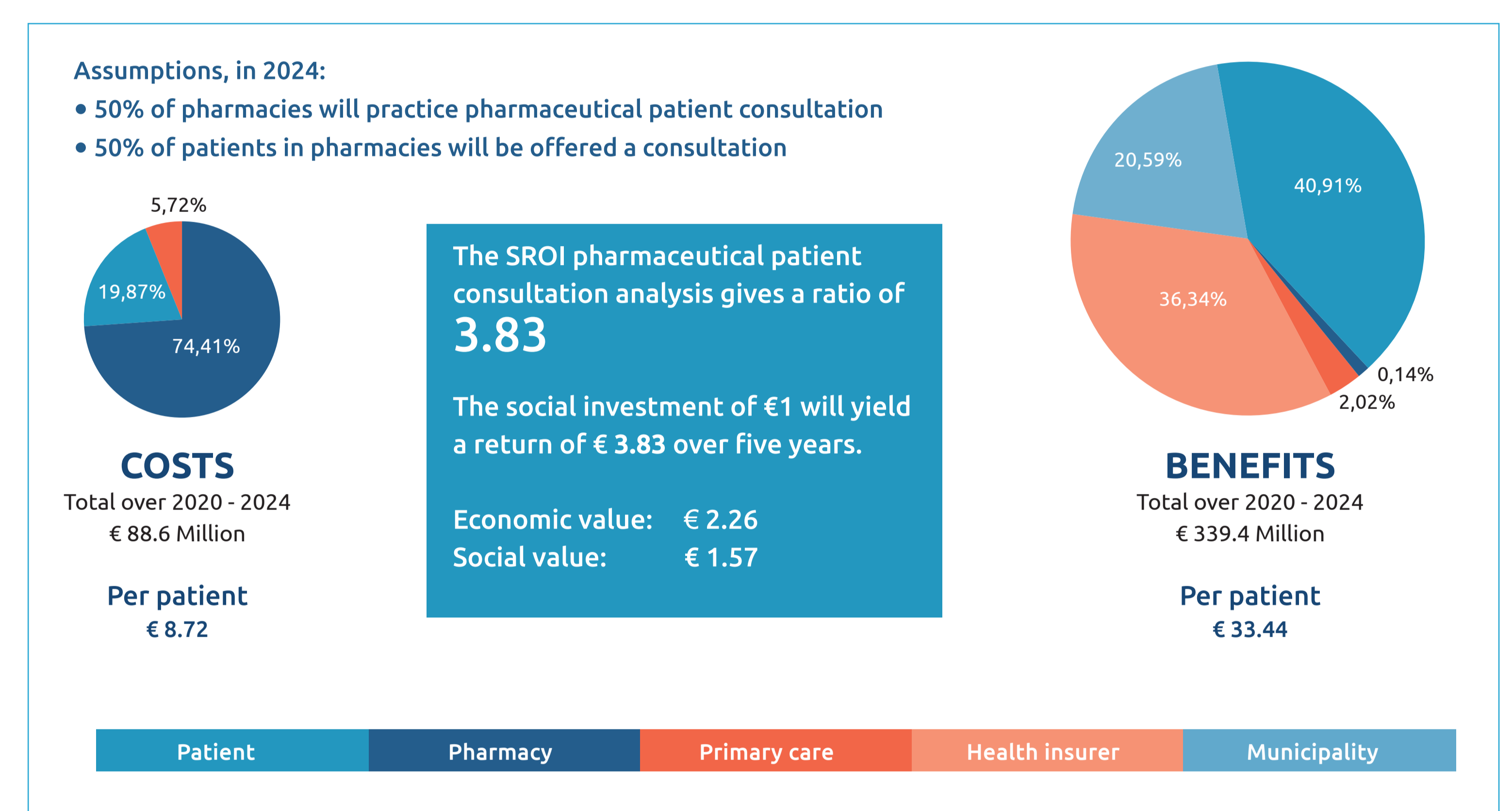
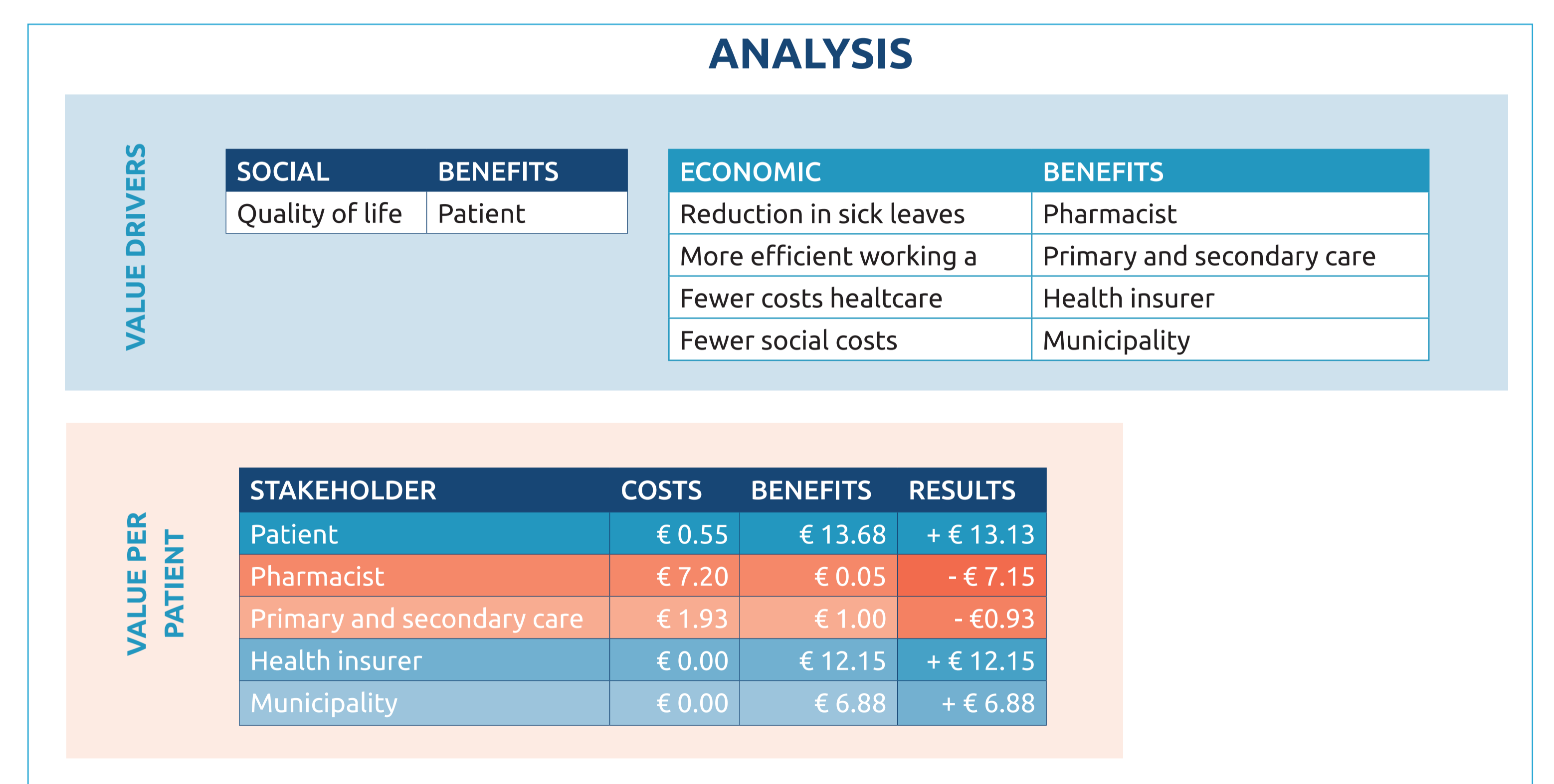


Figure 3: costs and benefits of the SROI pharmaceutical patient consultation



CONCLUSION

- Pharmaceutical patient consultation has a positive SROI ratio, with both economic and social returns.
- Pharmaceutical patient consultation is the basis for the communication with the patient and it has promising economic and social benefits.
- SROI analyses provide insight into the larger system and can be used as a basis for the dialogue about the value of pharmaceutical services with stakeholders.
- The KNMP considers the SROI as an important instrument for pharmaceutical services.



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