Public Perception and Expectations of Pharmacy Services

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INTRODUCTION
Pharmacist services have expanded towards patient-centred services. Assessment of public perception and expectations of pharmacist services provide a measure of patient satisfaction, which is an integral healthcare-quality component.

AIM
To evaluate public perception of professional services provided by pharmacists

METHOD

Participant Demographics (N=330)
- 49% (n=162) of the participants were over 60 years of age, 61% (n=202) were female and 42% (n=140) completed secondary level education.

Rating of Pharmacist Services
- On a scale of 0 to 4, all 8 statements were rated close to 3 corresponding to agree or higher (Figure 1).
- Pharmacist services to ensure patient safety in medicine use, pharmacist accessibility and supporting patients to achieve the best outcomes from medicines were rated highest (mean score > 3.5 out of 4) (Figure 1).
- Participants aged 60 years or older rated the pharmacist services higher compared to the 18-39 year age group (p<0.05).
- Participants with lower education levels rated the pharmacist services higher compared to participants with higher education levels (p<0.05).

CONCLUSION
Participants in this study had an overall positive perception of pharmacist professional services. Pharmacists should reinforce this positive consumer perception and improve on pharmacist interventions, such as contributing to increasing therapy cost-effectiveness and performing health monitoring, so as to continue to advance the pharmacy profession.

REFERENCES