

Healthy futures report 2017

Pharmacies in the community

Top three perceptions:

1



Friendly

2



Professional

3



Reliable

Top three benefits to the local community:

1



Integral part of healthcare services

2



Conveniently located in our community

3



Reliable medical advice

Consumer trends in local pharmacies

Only **7%** have used the MedsCheck service at their local pharmacy.



The Builder generation

The **biggest users** of prescription medication and recipients of PBS and are the **most likely** to think the co-payment amount is **just right** (58%).



58% think the co-payment amount is just right

Generation Z

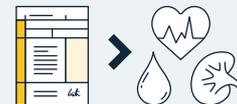
The **least likely** to use the PBS and are the **most likely** to think the co-payment amount is **too expensive** (60%).



60% think the co-payment amount is too expensive

Prescription medicine management

Nearly **two in three** (63%) Australians over the age of 52 have taken prescription medication for chronic therapy conditions such as high cholesterol, diabetes, cardiovascular disease, epilepsy etc. in the last 12 months.



Character profiles:

Retiree



78% Miss no prescribed doses



65% Think dose administration aids would be helpful, 25% extremely/very helpful

Four in five (78%) retirees are diligent with their medication, however, **two in three** (65%) think that a dose administration pack would be helpful.

Full-time worker



58% Forget 3 or more doses a month



85% Think dose administration aids would be helpful, 51% extremely/very helpful

Three in five (58%) full-time workers forget at least 3 or more doses a month, while **eight in ten** (85%) think a dose administration aid pack would be

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Missed medicines



Two in five Australians that take regular prescription medication for chronic therapy conditions have missed three or more doses of daily medication a month (41%).



Four in five that reported missing a dose of their daily medication for chronic therapy conditions admitted that it reduced the effectiveness of the medication (78%).



More than **three in four** felt that a dose administration aid (medicine management system) would be helpful (77%).

Technological services:

% who say that these services would help in taking prescribed medications



18%

Medication requested via phone, email or SMS



15%

Scheduled notifications through a health app



15%

SMS reminders to take medication



7%

Informative and inspiring emails

Methodology

Nationally representative survey of 1,001 Australian adults.
The survey was in field from 13th - 20th January, 2017.

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Pharmacies of the future



While views are divided around the use of medical cannabis **94%** of respondents trust pharmacists to be a reliable distribution channel.

Extremely/very supportive of the distribution of medicinal cannabis through the local pharmacy to assist with pain management for the following conditions:

70% Palliative care

68% Multiple Sclerosis

67% Epilepsy

63% Neuropathic pain

61% Pain management



Seven in ten (72%) respondents think it would be very/somewhat convenient if their eHealth records were immediately made available after visiting the doctor, saving them from repetitive conversations.

Most are aware that Private Health Insurance Extras Cover can help subsidise private prescription medications, yet 75% know little to nothing about the details of these subsidies.



Net promoter score

How likely would you be to recommend your local pharmacy to a friend or colleague?

Score: 0 1 2 3 4 5 6 7 8 9 10

NPS = (10+9) - (0+1+2+3+4+5+6)

15



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Okay

Good

Very good

Excellent

0

5

10

15

20