

# Innovation in Homecare

## Keep it Simple: A Plea From Pharmacy

### INTRODUCTION

This article follows others on the theme of **'The link between Innovation: Simplicity: Speed'**. The source for this article is primarily from the Roundtable Discussion held by Apodi on 26/01/2023. This virtual meeting addressed Innovation in Homecare and was attended by Apodi, independent hospital Pharmacists and Consultants, and Nurses.

### DIFFERING NEEDS OF PHARMACY & CLINICAL

A key output of the discussions was the identification of different needs and priorities from the Homecare Service for Pharmacy and Clinical. All of these needs must be met if a sponsoring Pharmaceutical Company is to be successful in driving access to its medicines and services. This article specifically addresses feedback from the Pharmacists attending the session.

### KNOW WHAT MATTERS MOST

In the renowned book 'The 4 Disciplines of Business Execution', Discipline 1 outlined the discipline of focus – extraordinary results can only be achieved when you are clear about what matters most. The Pharmacists attending the Roundtable were crystal clear about what mattered to them from a Homecare Service. Here are some of the themes and comments:

#### IT CAN GO BADLY WRONG

*"I have had to personally go out and deliver medication from our Pharmacy to patients because the Homecare Company had just taken too long, and prescriptions had gone missing"*

*"When it goes wrong, it goes catastrophically wrong"*

*"Most important innovation for me is Electronic Prescription Transfer"*

#### INNOVATION

*"More community collection options, more use of community pharmacists – nobody is doing this in a satisfactory way yet"*

*"I would like to see a company who can just get the basics right"*

*"We are struggling to move away from those big providers. We feel stuck with them"*

#### SMALL IS BETTER BUT SCOPE IS STILL IMPORTANT

*"One thing I would change is the reliability of Homecare companies and their communication"*

#### LARGER HOMECARE COMPANIES PERFORM WORSE

*"As Homecare providers get larger, the delays get longer"*

*"Using new providers is helpful as we tend to find the turnaround times and response to e mails is a lot quicker"*



# Keep it Simple: A Plea From Pharmacy



## WHAT MATTERS TO PHARMACISTS

The Roundtable reflected the following priorities for Pharmacists:

**Reliability:** the Homecare Supplier must be able to perform the promised service dependably and accurately.

**Responsiveness:** a willingness to help patients and the NHS and provide prompt service.

**Assurance:** an ability to convey trust and confidence.

In summary what Pharmacists are looking for is a Homecare Supplier who can ***"implement basic business disciplines brilliantly"***.

## LINK TO INNOVATION

To Pharmacists, an innovative service is represented by a supplier whose watchwords are reliability, responsiveness and assurance. They do not discount new ideas (such as E-Prescribing) – in fact they embrace them, as long as they support what matters most to them.

The feedback from the Pharmacists in our Roundtable re-emphasised, yet again, the important link between Innovation: Simplicity: Speed.

## APODI'S RESOURCE HUB

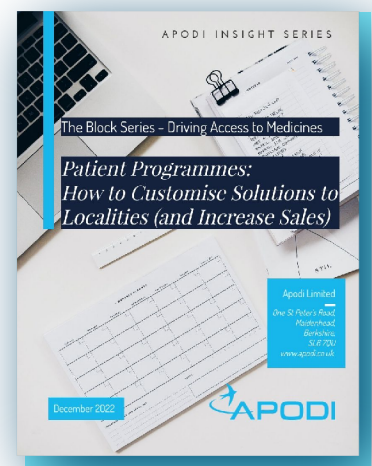
Apodi has over a decade of experience in identifying and implementing innovative access strategies for our pharmaceutical clients that drive appropriate access to its medicines and transform patient lives. Here are some of our findings and best practices:



[READ NOW](#)



[READ NOW](#)



[READ NOW](#)

For more information about how we work with our clients, click here: [Welcome to Apodi](#) or email [Jan.Cox@apodi.co.uk](mailto:Jan.Cox@apodi.co.uk)

