

# A CANCER PATIENT COUNSELLING CAMPAIGN IN GERMAN COMMUNITY PHARMACIES

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# Background

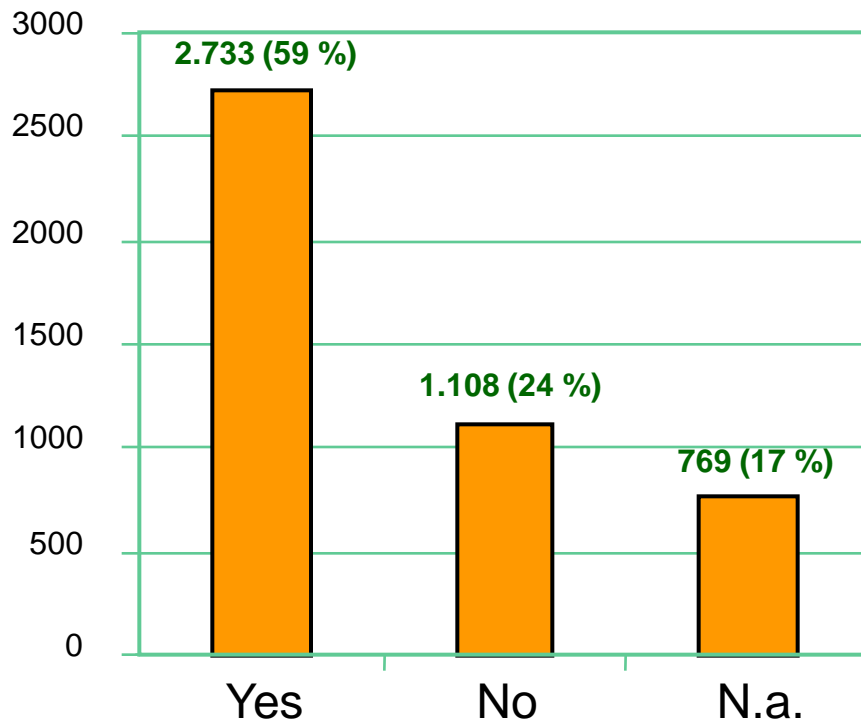
- Many cancers have become manageable chronic diseases
- Increasingly **oral** therapies are prescribed
- Many patients receive their medication in a community pharmacy



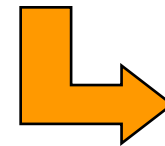
Source: ABDA

# Patient satisfaction and quality of oncological care

- Would you like to be counselled by your pharmacist?



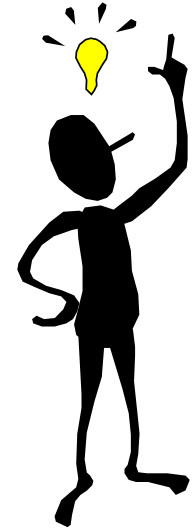
- 59 % expressed their interest in being counselled by their pharmacist regarding anticancer medication
- **However** 75 % did not receive sufficient information



**Need for action!!!**

# Objectives

- To increase community pharmacists' expertise regarding cancer patients and their problems
- To enhance safety of anticancer therapies
- To optimise health outcomes for patients



# Design of the campaign

- Advanced training for community pharmacists
- Cooperation of



- Three step concept



# 1 kick-off presentations



# 1

## kick-off presentations

- General introduction regarding pharmaceutical care of cancer patients
- On the basis of a **case study**

Female patient  
Asks for sedative  
Pharmacist finds out  
→ breast cancer  
→ surgery  
→ chemotherapy



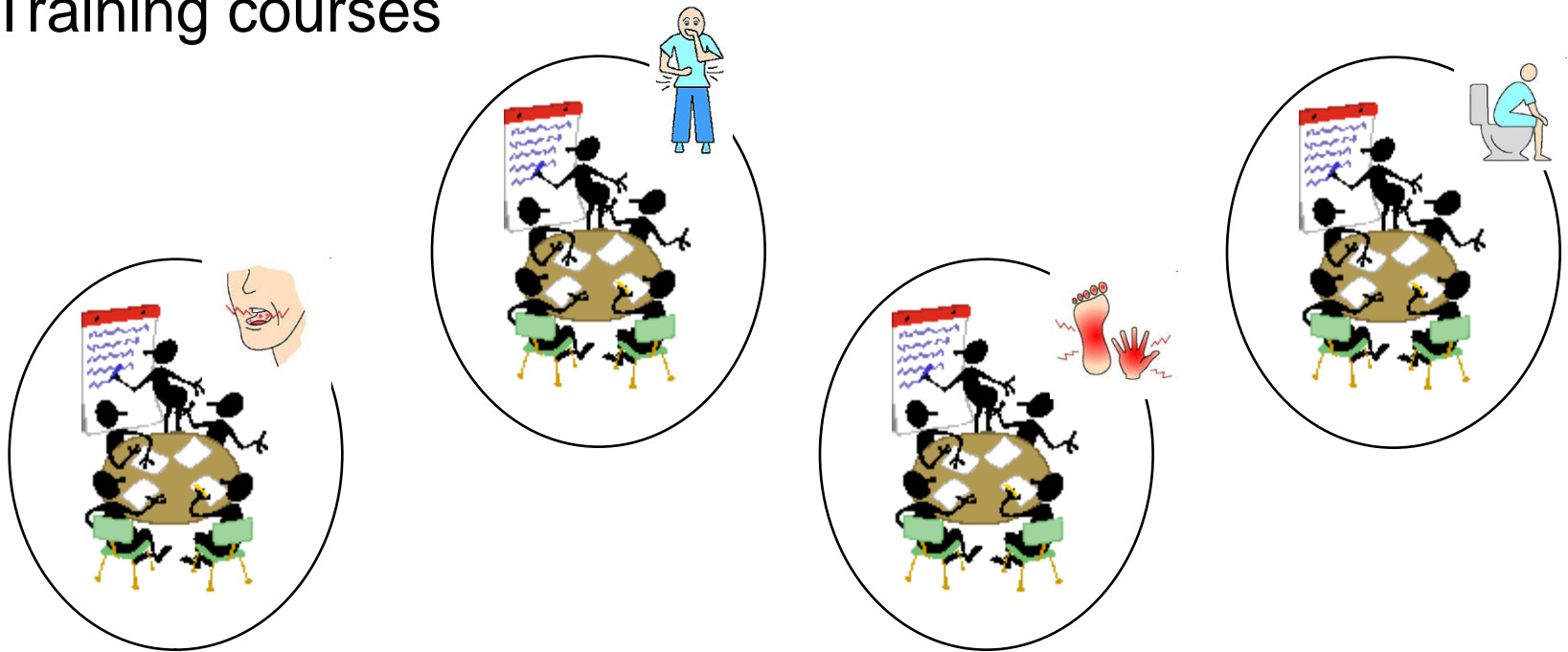
I am  
afraid of  
nausea  
and  
emesis!



Source: ABDA

## 2 training courses

- Consolidation of pharmaceutical knowledge regarding specific topics in supportive care
- Training courses

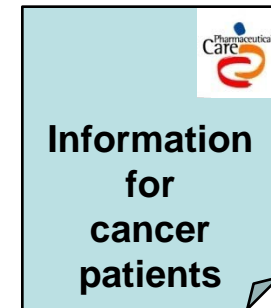


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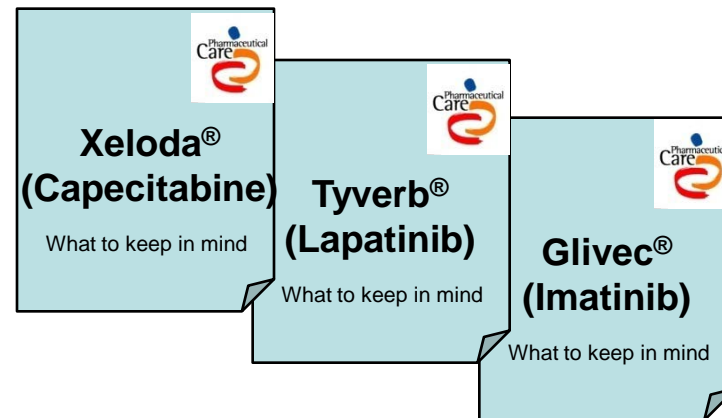
## written patient information



(1) Containing information about possible adverse events incl. **explicit** patient recommendations



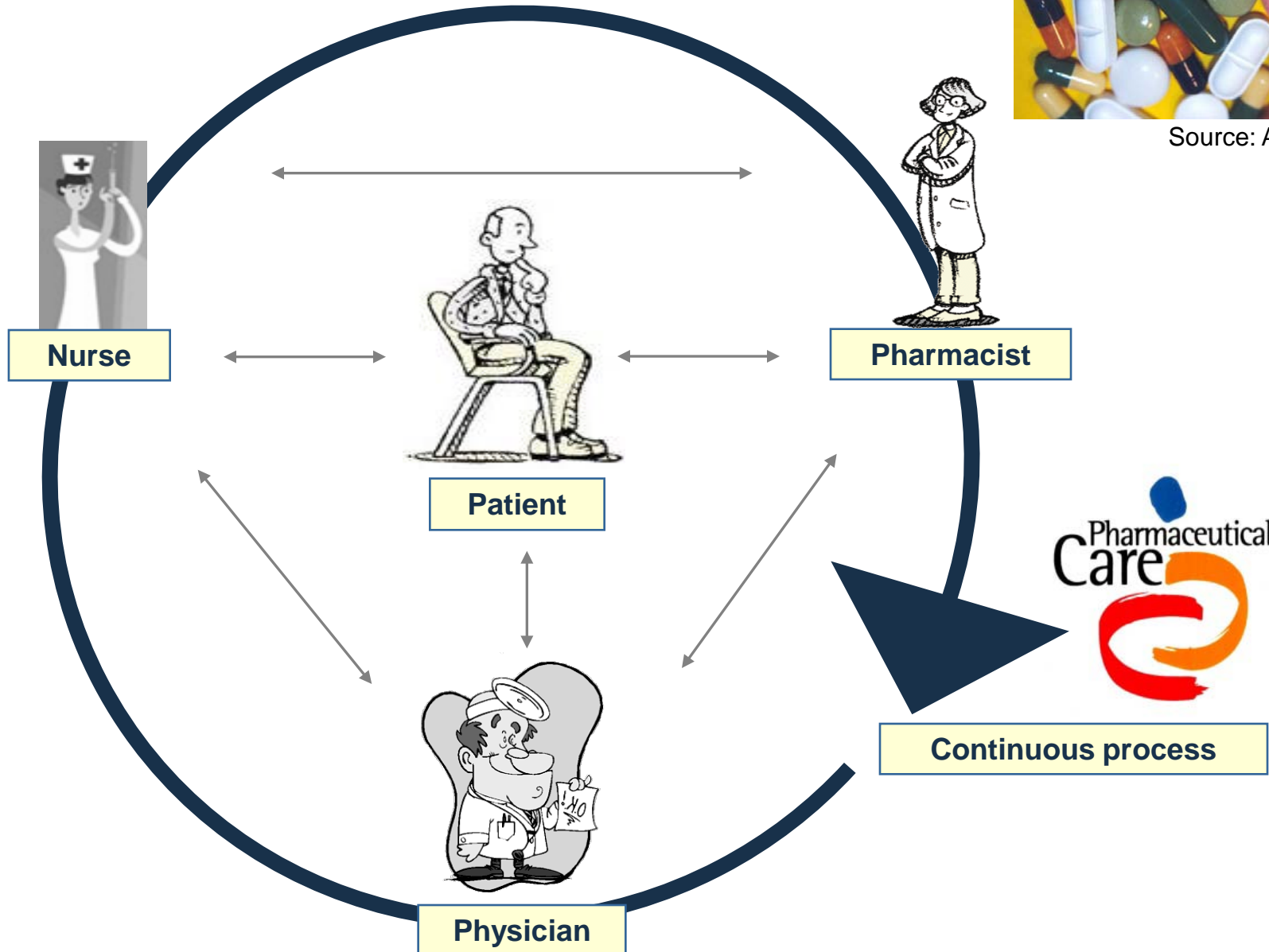
(2) Specific information about individually prescribed oral drugs



# Our vision...



Source: ABDA





# Thank you very much...

... German Society of Oncology Pharmacy

... all co-operation partners and  
speakers

... all participants

**... YOU for your attention!!!**

