

The GP–Pharmacy Interface: Cooperation or Competition?

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Introduction to
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Tradition

- Pharmacist in pharmacy
- GP in practice
- Why is it different now?

Changes since mid-90s

Increased awareness of cost of

- **medication errors**
- **Growth of PBS**
 - + 42% in 10 years to 2001**

National Medicines Policy

- **Safe production, distribution, prescription and use of medicines**
- **Quality Use of Medicines (QUM)**
 - **National Prescribing Service (NPS)**
 - **Home Medicines Review (HMR)**

Changing context

- General practice
 - Divisions Program
 - Workforce changes
 - Different models of practice
- Pharmacy
 - Reduction in numbers
 - Threat of new competition

Changing roles: new pressures

Pharmacists role in

- medication management (HMR)
- health promotion (Asthma 3+ plan)

Incentives to GPs to

- Adopt best practice prescribing (NPS)
- use HMR

Demand greater communication & cooperation

Victorian divisions and better medication management

- 2003–04: MMR Facilitator in every Victorian division
 - support, advice, education and information to GPs, pharmacists and consumers about HMR
 - Growing GP awareness of & responsibility for medication management
- Co-operative approaches to overcome obstacles
 - West Vic
 - Dandenong & GSE

Conflict & competition

Meet the new GP – Your Pharmacist

Health Promotion Journal of Australia 31/8/03

Time for Senate inquiry into pharmacies

AMA GP Network News, 29 October 2004



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Today's question

- How do we strengthen the communication & co-operation that divisions have shown is possible?