

Pharmaceutical Service Design to Improve the Accessibility of Visual/Hearing Impaired Patients [†]

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Abstract: About 15% of the 'world's population has some kind of disability, and 2000 million people are visually or hearing impaired. In the context of the final project of the Community Pharmacy subject (CPS) of Pharmacy Career, we design a pharmaceutical service for patients with impaired vision and/or hearing abilities who visit a pharmacy to obtain a value proposition for improving their accessibility and pharmaceutical care. For this, different strategies and tools provided by CPS were applied, such as Customer Profiling (CP), the Canvas Model (CM), and the Cost Worksheet of Academic Club Civil Association (CW-ACCA), among others. The "Specialized Service for Accessible Pharmacies" (SSAP) was obtained as a result of the implementation of CP/CM: a personalized care service that consists of providing pharmaceutical care by I) electronic devices with an interactive system inside the pharmacy, II) reading/labeling material in Braille and III) Apps adapted for monitoring the patient. CW-ACCA revealed that SSAP implementation would require an initial investment of ARS 30,000, very low monthly fixed costs (~ARS 1,000), and no costs for the user, and foresees a potential increase of profitability of the pharmacy by attracting new patients. Besides representing a substantial improvement in communication and pharmaceutical care of these patients, the designed service is a robust proposition value with potential easy implementation in the Pharmacies. SSAP was the winner of the 2020 internal CPS competition.

Keywords: pharmaceutical service; visual/hearing disabilities; community pharmacy.

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Conflicts of Interest

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