

## **EuroPharm Forum Vision to Practice 2020: The Pharmacists' focus is to benefit the patient**

In order to meet future challenges, the Vision of the EuroPharm Forum is to exploit the opportunities available. The EuroPharm Forum believes that the future of pharmacy practice in Europe should be based on these key principles:

- **Practice adapted to new public expectation**

Society and patients' expectations (eg patient empowerment, evidence-based practice) call for the adaptation of practice. Pharmacists, through their own history, have demonstrated successful integration of new practice developments in changing environments. This can be supported by the EuroPharm Forum through a comprehensive change management approach.
- **Practice close to patients**

Pharmacists' activities should not only be focused on medicines, but also on patients and populations. Pharmacists' practice should be patient-centred and based on their competencies and expertise. The aim and focus of the EuroPharm Forum will reflect this objective. The patients' needs are viewed as the paramount reason for development. Initiatives in the EuroPharm Forum will be to the benefit of the patient and, thereby, to the satisfaction of the pharmacist.
- **Provide up-to-date and evidence-based therapies and services**

Technical and clinical development within pharmacy practice is rapid, and more complicated treatments and regimes are likely to become common. As therapies become more complex, pharmacists play an important role, eg within adherence/compliance. Pharmaceutical settings are involved in determining individual patients' needs. Pharmacists will provide evidence-based solutions within their scope of competencies in order to improve public health and secure patient safety. EuroPharm Forum initiatives must rely on the latest research within therapy and practice.
- **Quality based on good pharmacy practice**

Quality management within pharmacies and pharmacy services provides not only more security for the patients, but also a more effective procedure for the pharmacies. The provision of a service and/or a medical product should be based on quality assessment and assurance so that patients achieve the best outcomes from pharmacists' interventions. The EuroPharm Forum must identify key quality concepts and provide information to members.
- **Secure a competent workforce (education, training)**

In order to meet the challenges of future patients, pharmaceutical staff competencies must be ensured, improved, and constantly updated. New services developed for patients must be provided by pharmaceutical staff relying on the latest research within medicines, illnesses, effective procedures, etc. Initiatives from the EuroPharm Forum must integrate competency development modules to support this goal.
- **Provide integrated care in a collaborative practice**

Patients are the primary focus of the pharmacist, as they are for other healthcare professionals. The best outcomes can be achieved through collaborative practice. Patients in primary and secondary care benefit from optimised treatments and outcomes. It is in the patients' best interest that pharmacists collaborate with our professional colleagues (doctors, nurses, etc.) Therefore, it is equally important that EuroPharm Forum initiatives involve other professions when relevant, by collaborating with the same professions.

**To achieve this vision, the EuroPharm Forum translates WHO and FIP strategies into the European context and supports PGEU activities in order to inspire National Associations and practicing pharmacists to implement good practice**

- The collaboration with the World Health Organization, Regional Office for Europe (WHO Europe) is reflected in the mission of the EuroPharm Forum and the Memorandum of Understanding for Collaboration between WHO Europe and the EuroPharm Forum. EuroPharm Forum initiatives should reflect the priorities of the WHO.
- The FIP works in an international setting promoting, among other priorities, pharmacy practice. EuroPharm Forum initiatives should supplement initiatives deriving from the FIP on issues of relevance to Europe.
- The PGEU attends to the political aspect of pharmacy practice, an area in which the EuroPharm Forum has no activities. A strong, supportive role and alliance with the PGEU, conducting parallel work within the same areas, will ensure that the same issues are addressed from a holistic approach to the mutual benefit of the patients and in support of the aims of both organisations.

Other organisations working within the area of pharmacy practice are also viewed as important collaborative partners.