



Australian Government

Department of Education, Employment and Workplace Relations

SIRCHCS415 Coordinate pharmacy health promotions and home medicine reviews

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to plan and implement health promotions and coordinate home medicines reviews within a community pharmacy.

Application of the Unit

This unit applies to pharmacy assistants and dispensary assistants in community pharmacies.

Persons in this role may report directly to a front of pharmacy manager under the indirect supervision of a pharmacist or report directly to a pharmacist. Within this context, a person undertaking this role applies discretion, judgement and accepts responsibility for outcomes of own work.

Licensing/Regulatory Information

All relevant federal, state or territory legislation, Pharmacy Board of Australia Guidelines, and established practice and quality assurance standards are to be met relating to the promotion and supply of Pharmacy Medicines (S2) and Pharmacist Only Medicines (S3).

Pre-Requisites

SIRCHCS201 Support the supply of Pharmacy Medicines and Pharmacist Only Medicines

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| <p>1. Develop health education, promotion and awareness strategies.</p> | <p>1.1. Establish goals and objectives for health education, promotion and awareness.</p> <p>1.2. Identify and assess potential <i>health promotion</i> and related <i>awareness strategies</i> to ensure compatibility with <i>pharmacy requirements</i>.</p> <p>1.3. Ensure that timelines and costs for promotion of activities are realistic and consistent with budget resources.</p> <p>1.4. Develop action plans to provide details of products and services being promoted.</p> <p>1.5. Present and advocate health education and promotion strategies to the pharmacy team.</p> |
| <p>2. Implement health education and awareness promotions.</p> | <p>2.1. Ensure <i>personnel and resources</i> to support promotional activities are identified and prepared to facilitate the achievement of promotional goals.</p> <p>2.2. Identify and agree on roles and responsibilities for delivery of promotional services and allocate to relevant personnel.</p> <p>2.3. Establish and conduct relationships with targeted groups in a manner that enhances the positive image of the pharmacy.</p> <p>2.4. Use <i>networks</i> to assist in the implementation of promotional activities.</p> <p>2.5. Monitor and evaluate activities against the goals and objectives of the program.</p> |
| <p>3. Coordinate home medicines reviews.</p> | <p>3.1. Confirm that all mandatory fields of the general practitioner (GP) referral form have been completed and record date of receipt.</p> <p>3.2. Check availability of pharmacist to conduct home medicines review.</p> <p>3.3. Determine and book customer's preferred place, time and date for the review.</p> <p>3.4. Notify the relevant GP with details of review arrangements before each interview.</p> <p>3.5. Maintain <i>records of patient home medicines reviews (HMR)</i> as directed by the pharmacist.</p> |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - ask questions to identify and confirm requirements
 - engage with customers during promotions
 - collaborate with others regarding development of promotional strategies
 - present and advocate health education and promotion strategies to the pharmacy team
 - provide relevant information to a manager or supervising pharmacist
 - liaise with suppliers through clear and direct communication
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- learning skills to research potential health promotion activities
- problem-solving skills to manage contingencies in promotional activities
- literacy skills to:
 - read a variety of texts
 - prepare general information and papers
 - write formal and informal letters according to target audience
- technology skills to select and use technology to maintain records of home medicines reviews

Required knowledge

- pharmacy protocols and procedures relating to promotional strategies for pharmacy products and services, including:
 - pharmacy layout and presentation
 - advertising and promotions
 - organising and documenting home medicines reviews
- project management principles, including liaising with others and coordinating activities to achieve outcomes within budget and timelines
- planning processes for organising promotional activities

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the assessment guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- apply pharmacy protocols and procedures when developing and implementing promotional strategies for health education and awareness
- design and deliver health promotion activities
- monitor and evaluate health education and awareness promotional activities
- present and advocate promotional strategies within the pharmacy
- assess and report on customer satisfaction
- coordinate home medicines reviews .

Context of and specific resources for assessment

Assessment must ensure that competency:

- is observed by the assessor or the technical expert working in partnership with the assessor as described in the assessment guidelines
- demonstrates the development of promotional strategies for a range of products and services performed over a sufficient period of time to demonstrate handling of a range of contingencies
- is demonstrated in a real or simulated pharmacy workplace environment, which may include customer interruptions and involvement in other related activities normally expected in the pharmacy.

Assessment must ensure access to:

- dispensary information systems
- examples of relevant products and services and health promotional strategies
- office equipment and resources
- relevant pharmacy policy and procedures
- relevant codes of practice or guidelines.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of the candidate in the workplace:
 - planning, implementing and evaluating a health

promotion

- coordinating home medicines reviews
- analysis of responses to case studies and scenarios
- assessment of written reports
- written or oral questions appropriate to the language and literacy level of the learner to test relevant underpinning knowledge
- review of portfolios of evidence and third-party reports of on-the-job performance by the learner.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Health promotion may include:

- any subject from a possible wide range of health topics, such as:
 - free blood pressure testing
 - diabetes awareness and glucose testing
 - continence education
 - diet and nutrition
 - healthy heart promotions
 - smoking cessation
 - SunSmart.

Awareness strategies may include:

- advertisements
- flyers
- informing customers about the event
- customer functions
- health screening services
- local media announcements
- product launches
- web pages.

Pharmacy requirements may include:

- confidentiality and security requirements
- defined resource parameters
- pharmacy and ethical standards
- goals, objectives, plans, systems and processes
- legal and organisational policies, guidelines and requirements
- work health and safety (WHS) policies, procedures and programs
- pricing and discount policies
- quality processes and standards
- who is responsible for products or services.

Personnel and resources may include:

- management
- marketing funds
- pharmacy staff
- promotional products
- samples
- technology
- time

Networks may include:

- venue
- visiting experts.
- supplier
- customer
- internal
- media and promotional
- professional
- social.

Records of patient home medicines reviews may include:

- medication profile
- information provided
- record of activities undertaken, strategies developed, date and pharmacist's name
- outcome of activities undertaken during the course of the HMR
- facilitation of desired outcomes of the HMR
- methods and times of communication preferred by the GP and other involved health professionals
- copy of the medication management plan developed by the GP
- referral form provided by the GP.

Unit Sector(s)

Community Pharmacy

Competency field

Health Care Support