



The Danish Association of Pharmaconomists

My community 2010

- **the platform of the Danish Association of Pharmaconomists**

consists of 4 elements:

- **Our attitudes**
- **Our slogan**
- **Our mission and vision**
- **Our values**

Adopted at the meeting of delegates on 8 - 9 November 2004.

Our Attitudes

Pharmaconomists assume an essential co-responsibility for patients receiving competent advice about medicine and preventive measures and also guidance as to how to take the medicine. This is a consequence of the following attitudes to our profession - medication counselling:

Denmark must be at the forefront in the handling of medicine

The patient can obtain greater benefit from medication if he/she receives advice from pharmaconomists. Far too many people are hospitalised every year owing to incorrect medication, while excessive consumption and unintended side effects constitute large problems. These effects may be minimised by using pharmaconomists as the key link between the prescribed medicine and the patient.

Pharmaconomists have a central role as intermediaries in relation to the patients. Through relevant counselling on medicine and preventive measures pharmaconomists help patients handle their consumption of medicine in the best possible way regardless of whether the counselling takes place at the pharmacy, hospital, old people's homes or in private homes.

We are the connecting link between the many places where medicine is handled

We play a central role at the places where medicine is handled, for instance, in the pharmaceutical industry. We ensure that there is coherence in the treatment chain, for example, where patients are moved from one link to another or where the patient takes several drugs at the same time.

Competence development and cooperation is the way forward

Pharmacoconomists have an intermediate health education and ongoing post-training where the core competence is medication counselling. We adopt a holistic view and focus on the patient's own compliance with medication instructions and in this respect work to strengthen cooperation with other health personnel.

Our Slogan

When we tell the world around us what we do, we have a popular slogan:

The right medicine for the right customer

Here our message is that the correct medicine must end up in the right mouth in the correct dosage and at the right time at the right price for both the patient and society - combined with health-promoting and sickness preventive measures.

Our Mission and Vision

The Danish Association of Bachelors of Pharmacy has the following **mission**, which is "why are we here":

The professional pharmacoconomist ensures that pharmaceuticals will be to the benefit of the individual customer. As a professional association we make sure that our members are offered the best possible conditions for development with respect to their professional competence as well as in relation to the workplace. We do this in cooperation with other professional groups in the health sector.

The Danish Association of Bachelors of Pharmacy has the following vision for the goals that we are seeking to attain:

Denmark should be at the forefront when it comes to correct use of pharmaceuticals. The pharmacoconomists therefore wish to contribute to good guidance on medicine safety and to have a dialogue about pharmaceuticals in all sections of the treatment chain. This must be achieved through the existence of a professional pharmacoconomist community which gives high priority to quality assurance, patient counselling and to the dialogue concerning pharmaceuticals and care for the patients.

Our Values

The Association of Bachelors of Pharmacy's forward-looking values may be formulated under the following headings:

Professional development

We must develop our field - medication counselling - between the doctor's prescription and the patient's medicine consumption. We see great possibilities for the profession throughout the whole treatment chain from pharmacy and industry over health centre and hospital to nursing sector and home. Here we wish to create visible results that make a difference and to seek the greatest possible influence through relevant initiatives and activities.

Involvement

Our work is network-based and project-oriented and supportive of our members' professional development. We target our work to realise and maintain our goals - preferably in interaction with others.

Enthusiasm

We are only able to create results if we are active and have the courage and will to work to achieve them. We should always be trustworthy and professional in the services we offer to our members and the surrounding world.