Delivering primary health care: Pharmacists taking the next leap forward

FIP-TPA Regional Conference for the European Region
Preliminary Programme

Ankara Turkey

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Ankara 2019
FIP REGIONAL CONFERENCE
European Region
23 – 25 October
Delivering primary health care: Pharmacists taking the next leap forward

Building on its successful Regional Conference for the Eastern Mediterranean Region in April, the International Pharmaceutical Federation (FIP) is continuing to implement the World Health Organization Declaration of Astana on primary health care, with the ultimate goal of achieving universal health coverage. In October, we will be taking this agenda into the European Region.

FIP and the Turkish Pharmacists’ Association will gather key pharmacy stakeholders, leaders and partners from Europe and beyond in Ankara, Turkey — where pharmacy began with Galen and Dioscorides centuries ago. Together we will embark on the journey towards healthier populations through stronger primary health care with advanced pharmaceutical services, leaving no one behind.

In the land of our profession’s forefathers, together we will take the next leap forward by building on our strong foundations, guided by new scientific developments. We will share our experiences in order to optimise future pharmacy and position pharmacists as one of the most effective providers of primary health care.

The conference, “Delivering primary health care: Pharmacists taking the next leap forward”, will be held from 23 to 25 October 2019. Join us and be part of leading and co-creating the transformation of pharmacy.

Venue:
Sheraton Ankara Hotel & Convention Center
Kavaklıdere Mahallesi, Şt. Ömer Haluk SipahiOğlu Sk., 06700 Çankaya/Ankara, Turkey

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WEDNESDAY 09:00 - 18:00

09:00 – 18:00
Registration

11:00 – 12:00
Opening ceremony

11:00 – 11:10
Introduction by the master of ceremony

11:10 – 11:15
FIP Presidential address
Dominique Jordan / Switzerland

11:15 – 11:20
TPA Presidential address
Erdogan Colak / Turkey

11:25 – 11:30
High level address from the Turkish Ministry of Health

11:30 – 11:35
Message from World Health Organization Turkey
Pavel Ursu / World Health Organization Representative of Turkey, Moldova

11:35 – 11:40
Message from the 1st FIP Regional Conference
Zeid Kilani / President, Jordanian Pharmacists Association, Jordan

11:40 – 11:45
Opening remarks from FIP CEO
Catherine Duggan / The Netherlands

11:45 – 11:50
Opening remarks from TPA General Secretary
Arman Uney / Turkey

11:50 – 12:00
Acknowledgement of conference sponsors

12:00 – 13:30
Exhibition opening & networking lunch

13:30 – 15:30
Plenary Session I (see page 6)

16:00 – 18:00
Plenary Session II (see page 7)
**Plenary Session I**

**Pharmacists taking the next leap forward with primary health care**

Session description
The health care needs of tomorrow will not be the same as those of today, and pharmacy must pave its way through the changes ahead. In this session, key pharmacy stakeholders, leaders and partners from Europe and beyond will start the journey towards healthier populations through stronger primary health care with advanced pharmaceutical services, leaving no one behind. The speakers and panelists will discuss strategies for pharmacy to take the next leap forward by positioning pharmacists as one of the most effective providers of primary health care.

**CHAIRS**
Ema Paulino / Professional Secretary, FIP, Portugal
Tayfun Uzbay / President, TPA Pharmacy Academy, Turkey

**RAPPORTEUR**
Bensu Karahalil / Member, TPA Pharmacy Academy, Turkey

**Programme**

13:30 – 13:40
Introduction by the chairs

13:40 – 14:00
Pharmacists’ commitment to deliver primary health care
Catherine Duggan / CEO, FIP, The Netherlands

14:00 – 14:25
Ensuring access to medicines and health products to achieve universal health coverage in WHO European Region
Tifenn Humbert / Technical Officer, WHO Regional Office for Europe, Denmark

14:25 – 14:45
Setting a new vision to community pharmacists through the provision of primary healthcare services
Turkish Medicines and Medical Devices Agency, Turkey

14:45 – 15:15
Panel discussion moderated by chairs
Panelists:
Alain Delgutte / Former President Council of Community Pharmacies Owners, French Chamber of Pharmacists, France
Melda Kecik / Technical Officer Refugee Health Programme, WHO Turkey, Turkey
Michał Byliniak / President, Pharmaceutical Group of European Union, Belgium

15:15 – 15:30
Q&A

15:30 – 15:50
Coffee break & networking

**Plenary Session II**

**Unleash pharmacists’ potential to meet non-communicable disease targets in Europe**

Session description
NCDs pose one of the greatest healthcare risks for humanity, demanding new answers and requiring innovative and creative solutions from health systems and healthcare professionals. Building on the key roles pharmacists already play as primary healthcare professionals in the community, pharmacists can provide focused interventions, specialised counselling and care coordination, improving patient engagement to achieve better outcomes in the global fight against NCDs. The session will also be a platform for the national launch of TPA’s My Guide Pharmacy Programme on beating NCDs. Opportunities for multi-stakeholder collaboration and expansion of the programme will be explored during the session.

**CHAIRS**
Turkish Pharmacist’ Association / Turkey
Eeva Teräsalmi / Vice President, FIP, Finland

**RAPPORTEUR**
National Trainer / TPA My Guide Pharmacy, Turkey

**Programme**

16:00 – 17:00
Pharmacists and physicians unite their vision to provide primary health care in Turkey: Seeking ways of collaboration between health care professionals

17:00 – 18:00
Panel discussion moderated by chairs:
Panelists:
Oleg I. Klimov / President, All-Ukranian Pharmacists’ Chamber, Ukraine
Zuzana Kusynova / Lead for Policy, Practice and Compliance, FIP, The Netherlands
Country representative from European Region
Turkish Pharmacists’ Association, Turkey

16:00 – 16:20
Reflections from the field — Video presentation
Stakeholders’ perspective
– Ministry of Health / Turkish Medicines and Medical Devices Agency
– Ministry of Health / Public Health Directorate
– WHO Country Office Turkey / Toker Erdüger / WHO Regional Office for Europe, Turkey
– Public Health Officer / Turkey
– FIP Presidential remarks
Dominique Jordan / Switzerland
– TPA Presidential remarks
Erdogan Colak / Turkey

Commitment to collaborate
17:00 – 18:00
Panel discussion moderated by chairs:
Panelists:
Oleg I. Klimov / President, All-Ukranian Pharmacists’ Chamber, Ukraine
Zuzana Kusynova / Lead for Policy, Practice and Compliance, FIP, The Netherlands
Country representative from European Region
Turkish Pharmacists’ Association, Turkey

14:00 – 14:05
Video address from the World Health Organization Regional Office for Europe
**09:00 - 10:30**

**Plenary Session III**

Optimising primary health care provision with integrated digital health technologies

**Session description**

From technologies that allow people to manage their health more effectively, to better ways of diagnosing disease, to monitoring the impact of policies on population health, digital technologies for health, or digital health, are having a profound effect on how health services are delivered and how health systems are run. The impressive trend in national policies for digital health reflects the firm commitment to use digital technologies to advance the Sustainable Development Goals, support universal health coverage and shape the future of primary health care. This session will highlight the opportunities, challenges and needs for pharmacists created by digital health technologies in achieving the vision for primary health care.

**CHAIRS**

Jacqueline Surugue / FIP Vice President, France

Hacettepe University Faculty of Pharmacy, Turkey

**RAPPORTEUR**

Turkish Medicines and Medical Devices Agency / Turkey

**09:00 – 09:05**

Introduction by chairs

**09:05 – 09:35**

Intelligent health solutions for community pharmacy

Leonora O’Brien / CEO Pharmapod, Ireland

**09:35 – 09:50**

Access to patient data: the connected community pharmacy

Jaime Antonio Acosta Gómez / FIP Technology Forum Member, Spain

**09:50 – 10:00**

Q&A

**10:00 – 10:30**

Panel discussion moderated by session chairs

Panelists:

- Lars-Åke Söderlund / President, FIP Community Pharmacy Section, Sweden
- Stefan Balkanski / Chair of CPD Accreditation, Bulgarian Pharmaceutical Union, Bulgaria
- Leopold Schmudermair / International Affairs, Austrian Chamber of Pharmacists, Austria
- Caner Eryol / Director of IT Experts, TPA, Turkey

**10:30 – 11:00**

Coffee & networking / Move to breakout sessions

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**11:00 – 12:30**

**Parallel Session A1**

Human resources for health: Workforce mapping and transformation

**Target audience:** Pharmacy education and academic pharmacy, Social and Administrative Pharmacy, Policy and regulation

**Session description**

There is no health care without a pharmacy workforce. As medicines experts, the pharmacy workforce plays a key role in improving health outcomes through responsible use of medicines and optimising effective choice and use. The continued development of pharmacy services and the pharmaceutical sciences relies on a well-educated, competent, sufficient and well distributed pharmaceutical workforce. Transforming the global pharmaceutical workforce requires a global vision with clear and consensus-based objectives consistent with global health strategies. The session will share FIP workforce development tools and frameworks for countries, showcase the results of the FIP Workforce Transformation Programme, and share country experiences from the region.

**Learning objectives**

At the end of this session, participants will be able to:

1. Understand the importance of investing in pharmacy workforce development & transformation.
2. Outline the FIP workforce development tools, frameworks and programmes.
3. Describe how the FIP Workforce Transformation Programme can support nations to develop their workforce.
4. Identify shared challenges and opportunities across the region.

**CHAIRS**

Hrant Danagulyan / President, Pharmprogress NGO, Armenia

Kemal Husnu Can Baser / Senate Near East University, Cyprus

**RAPPORTEUR**

Aylin Sancar / Pharmacist, Marmara University Faculty of Pharmacy, Turkey

**11:00 – 11:05**

Introduction by chairs

**11:05 – 11:25**

Developing the primary health care workforce strategy. Global and regional imperatives

WHO Health Workforce Department, Switzerland

**11:25 – 11:40**

Workforce development & transformation: FIP’s solutions for transformation the pharmacy workforce

Ian Bates / FIP Workforce Development Hub Director, United Kingdom

**11:40 – 11:55**

Country spotlight: Lessons from Iceland on pharmacy workforce development

Lóa María / CEO, Pharmaceutical Society of Iceland, Iceland

**11:55 – 12:10**

The unmet need: Pharmaceutical workforce planning for Turkey

Bulent Kiran / Member of High Council of Honor, TPA, Turkey

**12:10 – 12:30**

Moderated discussion with speakers and audience

**12:30 – 14:00**

Networking lunch
At the end of this session, participants will be able to:

1. Outline the strategies focused on improving access to essential medicines.
2. Identify the gaps and barriers to access to medicines.
3. Identify how to improve access through national and international policies.

Learning objectives
At the end of this session, participants will be able to:

1. Explore the needs-based education concept and framework.
2. Identify the gaps between education and future workforce.
3. Outline strategies to develop necessary competencies for educators and trainers.
4. Be introduced to country case examples on the delivery of needs-based education.

Learning objectives
At the end of this session, participants will be able to:

1. Outline the strategies focused on improving access to essential medicines.
2. Identify the gaps and barriers to access to medicines.
3. Identify how to improve access through national and international policies.

Access is a global concern in view of the persisting problems of shortages of medicines. Without timely access, yet more pressure will be placed on hospitals through patients having emergencies due to a lack of medication. Since 2006, health professionals in the EU have noticed a significant increase in the number of shortages. It remains a concern for all actors of the pharmaceutical chain, from manufacturers to wholesalers, community pharmacists and hospitals.

Learning objectives
At the end of this session, participants will be able to:

1. Outline the strategies focused on improving access to essential medicines.
2. Identify the gaps and barriers to access to medicines.
3. Identify how to improve access through national and international policies.

Learning objectives
At the end of this session, participants will be able to:

1. Outline the strategies focused on improving access to essential medicines.
2. Identify the gaps and barriers to access to medicines.
3. Identify how to improve access through national and international policies.
Parallel Session B2
Access to medicines: Healthcare systems’ sustainability

Target audience: Community pharmacy, Hospital pharmacy, Industrial pharmacy, Social and Administrative Pharmacy, Policy and regulation

Session description
WHO estimates that more than half of all medicines worldwide are prescribed, dispensed or sold inappropriately, and that half of all patients fail to take medicines correctly. Overuse, underuse and misuse result in wastage of scarce resources, continued health problems or adverse reactions to drugs. Pharmacists have significant roles in improving patients’ access to medicines and ensuring healthcare systems sustainability through rational use of medicines and keeping medicines fairly affordable. In this session key organisations from Europe will present their policy principles and discuss key barriers and enablers for pharmacists in healthcare systems’ sustainability.

Learning objectives
At the end of this session, participants will be able to:
1. Identify the key barriers for patient access to medicines in Europe.
2. Identify new ways for pharmacists to improve healthcare systems’ sustainability.
3. Describe how different stakeholders could more effectively collaborate and contribute to faster and wider access to medicines for patients.

Parallel Session C1
The prevention agenda: The imperative of expanding vaccination coverage

Target audience: Community pharmacy, Hospital pharmacy, Industrial pharmacy, Social and Administrative Pharmacy, Policy and regulation, Health and Medicines information

Session description
While the effectiveness of vaccinations is well documented, barriers to immunisation exist and have a significant impact on vaccination rates and the incidence and prevalence of vaccine-preventable diseases. Pharmacists play an essential public health role in overcoming these barriers through education, providing evidence-based information and advice to overcome misbeliefs and misconceptions regarding vaccinations, and participating in national and global routine immunisation strategies and practices and/or delivering pharmacy-based vaccinations. This session will showcase different county experiences in relation to implementing pharmacy

Learning objectives
At the end of this session, participants will be able to:
1. Explore key principles of conducting a successful public campaign to support vaccination by pharmacists and drive advocacy.
2. Develop a situation analysis at national level to build the case for vaccination by pharmacies/pharmacists.
3. Learn about the production of evidence at local level or pilot studies to advocate for implementing vaccination by pharmacies/pharmacists.
1. Outline the strategies focused on empowering communities and promoting well-being.
2. Identify options to engage in preventive care activities and services that promote public health and prevent disease in the European Region.
3. Discuss how to seek remuneration for promoting healthy lifestyles through dialogue at national and international level.

**Learning objectives**

At the end of this session, participants will be able to:

1. Outline the strategies focused on empowering communities and promoting well-being.
2. Identify options to engage in preventive care activities and services that promote public health and prevent disease in the European Region.
3. Discuss how to seek remuneration for promoting healthy lifestyles through dialogue at national and international level.

**Session description**

In the joint FIP/WHO guidelines on good pharmacy practice, one of the four key roles of pharmacists focused on health promotion is to "contribute to improve effectiveness of the health-care system and public health". Under this role, pharmacists have a direct responsibility and accountability for engaging in preventive care activities and services that provide public health and prevent disease, i.e. in areas such as smoking cessation, infectious and sexually transmitted diseases. They should also provide point-of-care testing, where applicable, for other health screening activities for patients at high risk of disease. Empowering people to increase control over their health needs to go hand in hand with providing adequate support to them in terms of access to quality information and expertise on specific matters. Nowadays there is much information accessible from different sources but their validity or comprehensibility is questionable. Health care professionals are the most reliable and yet it is a major challenge in many countries. Remunerating such qualified services seems to be a sound investment by health systems, and yet it is a major challenge in many countries. How can we address this paradigm shift in funding primary health care?

**Learning objectives**

At the end of this session, participants will be able to:

1. Become familiar with alternative funding models for primary health care in general, and for pharmacists’ services in particular.
2. Understand how to build the case when advocating for remuneration for pharmacists’ services.
3. Understanding the barriers and challenges for service remuneration.
4. Understanding the importance of generating and using evidence to support a change in remuneration models.

**RAPPORTEUR**

Sibel Pehliván Bozdag / Professor, Hacettepe University Faculty of Pharmacy, Turkey

**CHAIRS**

Association of the European Self-Medication Industry, Belgium
Terken Baydar / Dean, Hacettepe University Faculty of Pharmacy, Turkey

**Best practice showcase**

Nurettin Abacıoğlu / Dean, Cyprus Kyrenia University Faculty of Pharmacy, Cyprus

**Effective interventions by pharmacists to help communities make healthy decisions**

Michał Byliniak / Vice President, Polish Pharmaceutical Chamber, Poland

**Access to quality, valid and comprehensible information: Pharmacists in the eyes of Patients**

Radu Costin Ganescu / Vice President, European Patients Forum, Belgium

**Moderated discussion with speakers and audience**

Coffee break / Move to plenary room
Plenary Session V

Enabling pharmaceutical policies and the case for investment in primary health care

Session description
The first and second day of the conference will demonstrate the needs, barriers and opportunities for pharmacists in the primary health care setting. This session will explore how pharmaceutical policies should enable the next leap forward for pharmacists in providing primary health care services and what investment these policies imply for realising the vision for the future of the profession.

CHAIRS
Dominique Jordan / FIP President, Switzerland
Turkish Medicines and Medical Devices Agency, Turkey

09:00 – 09:10
Introduction by chairs

09:10 – 09:30
The role of pharmacists in interprofessional teams in primary health care
Karolina Socha-Dietrich / Economist / Health Policy Analyst, Health Division Directorate for Employment / Labour and Social Affairs (ELS), Organisation for Economic Co-operation and Development (OECD), France

09:30 – 09:50
Overview of the legal and regulatory framework for community pharmacies in the WHO European Region
Tifenn Humbert / Technical Officer, WHO Regional Office for Europe, Denmark

09:50 – 10:10
Designing effective primary health care systems in Europe

10:10 – 11:00
Panel discussion with questions from the audience

11:00 – 11:30
Coffee break

Plenary Session VI

Pharmacy's commitment to delivering primary health care in the European Region

In this closing session, FIP and TPA will demonstrate the high-level outcomes of the conference. The conference will be closed by signing the Ankara Commitment to Action on Primary Health Care to support the delivery of WHO Astana Declaration with specific action items assigned to pharmacists in the European Region.

CHAIRS
Nilhan Uzman / Lead for Education Policy and Implementation, FIP, Netherlands
Turkish Pharmacists' Association / Turkey

11:30 – 11:40
Introduction by chairs

11:40 – 12:25
Wrap up the conference and closing
1. FIP CEO / Catherine Duggan / The Netherlands
2. FIP President / Dominique Jordan / Switzerland
3. TPA Secretary General / Arman Uney / Turkey
4. TPA President / Erdogan Colak / Turkey
5. FIP Past President / Carmen Peña / Spain

12:25 – 12:30
Signing of the Ankara Commitment to Action on Primary Health Care & Group Photo

12:30 – 14:00
Networking lunch

An optional social programme will be organized by the Turkish Pharmacists' Association to welcome participants to explore the Turkish culture, history, cuisine and hospitality. Please follow our website for information and updates about the social programme.
Will you accept the challenge to take on innovation in healthcare at FIP Regional Conference for the European Region?

At the conference, “Delivering primary health care: Pharmacists taking the next leap forward” FIP YPG, IPSF and TPAYC, supported by Pharmapod, will co-organize the Health Hackathon for students and young professionals — an exciting opportunity to be at the forefront of digital health and innovation!

The registration for the conference is now open, with a special rate for students!

Co-organized by FIP Young Pharmacists Group, International Pharmaceutical Students Federation (IPSF) and TPA Youth Commission, supported by Pharmapod

Venue:
Sheraton Ankara Hotel & Convention Center
Kavaklıdere Mahallesi,
Şht. Ömer Haluk Sipahioğlu Sk.,
06700 Çankaya/Ankara,
Turkey

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A hackathon is an event where computer programmers get together to design an innovative solution in a short amount of time, and nowadays, this concept has been applied to various sectors and in this case, health care! Don’t worry if you do not feel technology savvy. As everyone with different experiences is welcomed and there will be mentors and guidance by technology experts to guide you through the session on design thinking, technology, and innovation.

At Ankara, participants who choose this session will be placed in groups to devise an innovative solution in addressing non communicable diseases in primary health care using digital health technological interventions over a short time frame and those ideas will be pitched to an expert panel and the winners will receive a special trophy by Pharmapod.

Visit [https://ankara2019.congress.pharmacy](https://ankara2019.congress.pharmacy) to register and get the programme updates!

**CO-CHAIRS**
Acacia Leong / FIP YPG Professional Development Coordinator, United Kingdom
Petra Orlić / IPSF President 2018/19, Croatia
Tuna Celik / TPA YC Contact Person, Turkey

**FACILITATORS**
João Guedes / IPSF EuRO Chairperson, Portugal
Cagri Necdet Cagdas / TPA YC Student Exchange Officer, Turkey

An optional social programme will be organized by the Turkish Pharmacist’s Association to welcome participants to explore the Turkish culture, history, cuisine and hospitality.