

# Pharmacist and patient perspectives on the use of video consultations in pharmacy in Scotland

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## Background

Although over 80% of patients and 94% of healthcare professionals feel video consultations should be offered for healthcare appointments, use in pharmacy has been limited both before and during the COVID-19 pandemic (1, 3). Human Factors is the study of the interactions between humans, the tools and technologies they use and the complex environments in which they work (4). Applying human factors can assist in understanding the influence that each component of a system has on the use of video consultations.



NHS Near Me platform (2)

The aim of this study was to understand the factors influencing patients' and community and general practice pharmacists' use of video consultations (VCs), using a human factors approach.

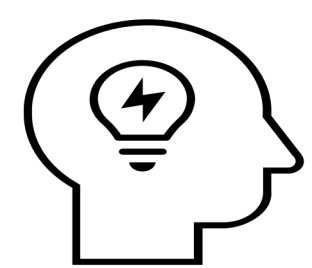
## Methods



Interview schedules informed by:  
literature review &  
areas of the work system  
of the SEIPS 2.0 model

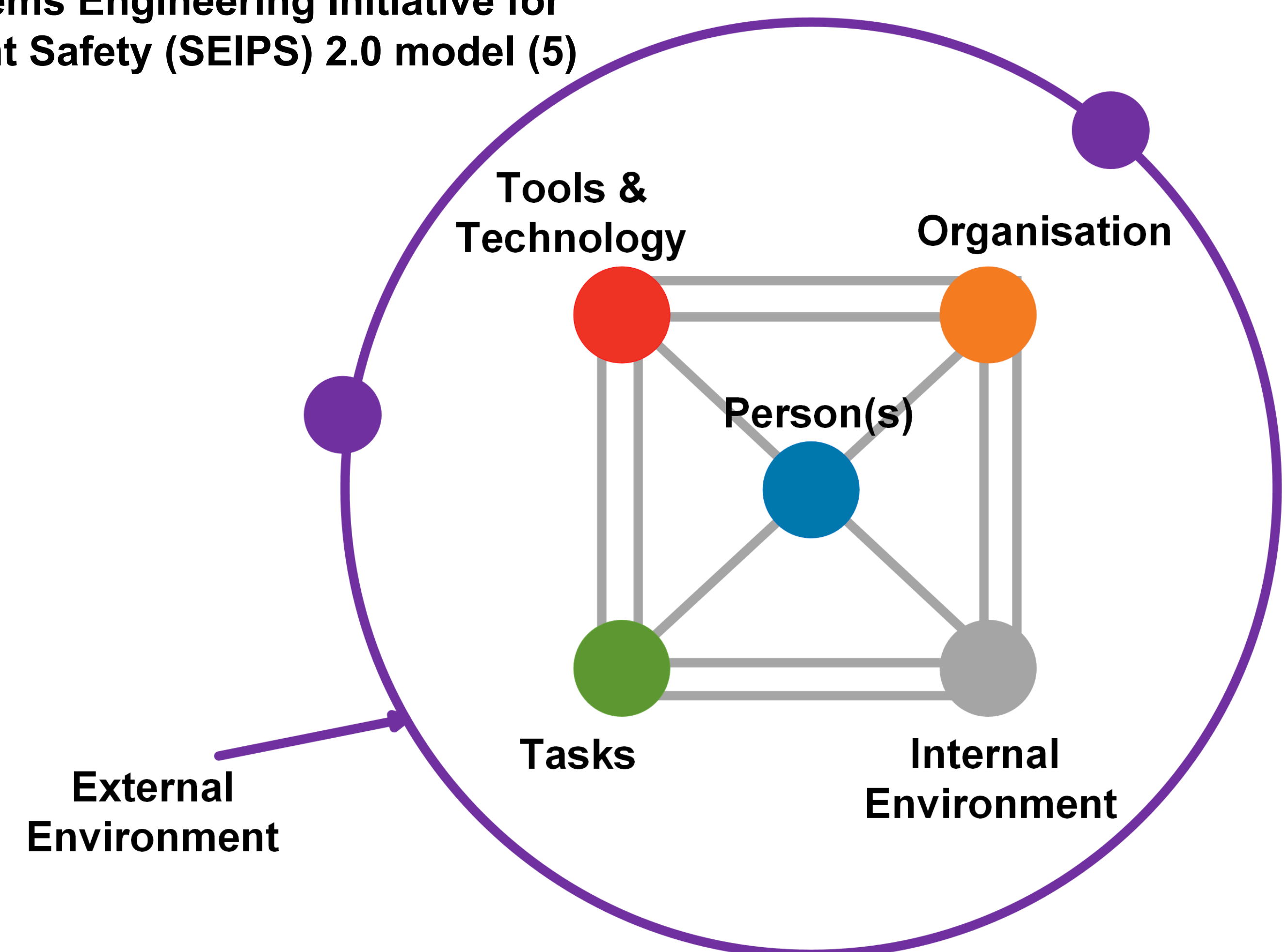


Patients and community  
and general practice  
pharmacists were  
interviewed (Nov 2022-  
June 2023)



Interviews were  
transcribed verbatim,  
and the data  
underwent a  
framework analysis

Systems Engineering Initiative for  
Patient Safety (SEIPS) 2.0 model (5)



## Preliminary Results

Participants	n
Patients	14
General practice pharmacists	10
Community pharmacists	6
Pharmacists working in both settings	3



n=33 participants, from 10/14 Scottish health boards, with a mix of urban and rural locations, participated



Only 2 (10.5%) pharmacists had experience of VCs with patients



All participants recognised the benefit of VCs for picking up on visual cues and felt they would better facilitate building rapport than via telephone



Participants shared concerns around poor quality technology impacting the consultation (e.g. poor signal/image quality)



Not having access to the necessary equipment was an issue for all community pharmacists and some GPCPs



Participants outlined technologies that would help them to use VCs in the future including, electronic booking system, auto-transcripts, and appointment reminders



Both patients and pharmacists highlighted the importance of considering the level of patient deprivation within the community and the risk of widening the digital divide

## Discussion

This study illustrates the factors influencing the use/non-use of VCs in primary care pharmacy in Scotland. If VCs are to be widely adopted, focus is needed on ensuring pharmacies have the necessary infrastructure in place. The study has provided considerations, including example technologies, that may encourage patients to use the service in the future

## References

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