

# Estimating the Value of a Pharmacist-led Obstetric Medicines Information Service through User Experience

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## Background

A West Australian Obstetric Medicines Information Service (OMIS) has provided safety information regarding the use of medicines in pregnancy and breastfeeding. Pharmacists utilise their specialist clinical expertise and specific obstetric reference material to lead this service at King Edward Memorial Hospital (KEMH), a specialist tertiary obstetric referral centre. These services should be evaluated to ensure a robust, evidence-based approach is taken to delivery quality information to callers and to demonstrate value and impact of the service.

## Aim



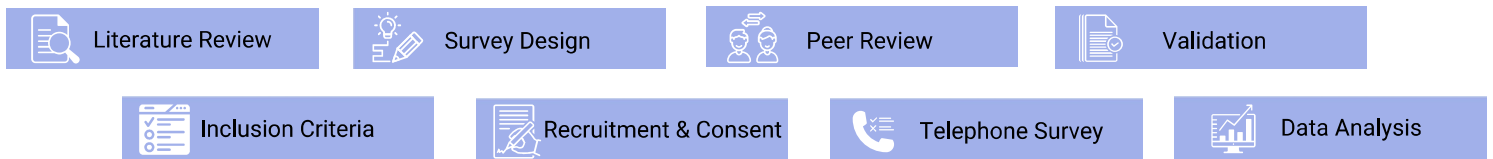
To conduct a user experience telephone survey to identify knowledge, use and value of the KEMH OMIS.



## Method

A telephone survey was chosen as the preferred evaluation method.

- Target sample size of 180 surveys - based on monthly OMIS call data
- A single researcher was utilised to conduct surveys to ensure consistency with data entry and thematic analysis of verbal feedback
- Fixed response and qualitative data was collected using real-time data entry into Qualtrics Software
- Users were surveyed within 72 hours of contacting the KEMH OMIS and providing consent



## Results

181

A total of 181 surveys were conducted over a 3-month period.

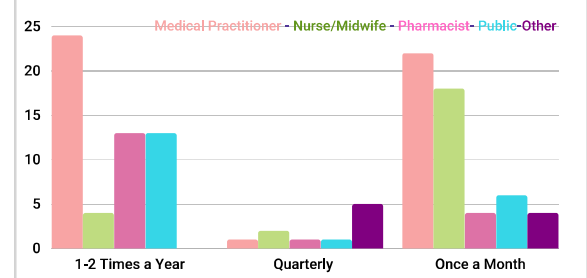
### Caller Details

	Medical Practitioners	32.0%
	Nurses & Midwives	13.3%
	Pharmacists	15.5%
	Other Health Professionals	5.0%
	Public (Health Consumers)	34.2%

### User Knowledge of KEMH OMIS

Google Search  
Always Known  
KEMH Breastfeeding Centre  
Health Professional  
WA Neonatal Book  
Obstetrician  
Friend/Colleague  
Poison's Information Centre  
KEMH Employee  
KEMH Patient  
Ngala

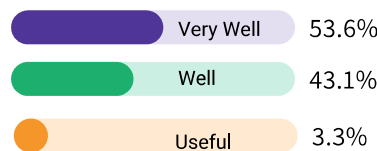
### Frequency of KEMH OMIS Use



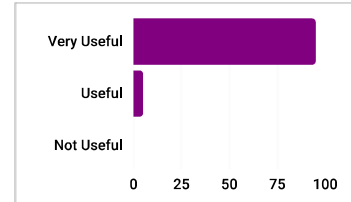
### Feedback Themes

	Training & Education		Advertising
	Social Media		After Hours Access
	Mobile App		Online Resources

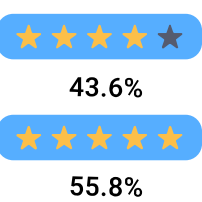
### Concerns Alleviated



### Usefulness of Information (%)



### Rating



## Conclusions

- High levels of satisfaction with the service were identified and high level of personal value of the service
- Increasing awareness and accessibility of the service to health consumers was a key theme from users to establish a reference point for reputable information access
- Pharmacists continue to be well placed for the provision of medicines information services
- Evaluation of the KEMH OMIS provides recommendations for ongoing service development and optimum service delivery

