



Patient Experience with a Pharmacy Fertility Video Consultation Program: A Pilot Study

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Patients were highly satisfied with the Walgreens Video Connected Care Program.

OBJECTIVES

- Walgreens Video Connected Care Program (VCCP) is a pilot program utilizing HIPAA-compliant web-based video conferencing technology to communicate with patients who received injectable fertility medications, most often gonadotropins.
- This pilot program allows fertility professionals to provide real-time educational training and support as well as review fertility order shipment contents for patients at a time and location convenient to the patient and at no additional cost.
- The aim of this study was to assess patient satisfaction with the VCCP program and compare it with the existing literature.

METHODS

- This is a descriptive survey using convenience sampling.
- An online survey was offered to eligible patients who received a video pharmacy consultation service from Walgreens during the study period from February 1, 2017 to August 19, 2017. Participants were asked to rate 12 items on a 7-point Likert scale and answer three open-ended questions via a web-based survey tool. Psychometric properties of the questionnaire were examined for reliability.
- Patients were asked to rate their overall experience with the specialty pharmacy services through a web-based survey tool, www.surveymonkey.com. The available response options for the survey question were on a Likert scale of 1 to 7 with 1 = "Strongly Disagree" and 7 = "Strongly Agree".

RESULTS

- Among 104 eligible patients, 39 (37.5%) patients accepted and received VCCP consultation service. Of these 39 patients, 25 patients completed and returned the satisfaction survey with a response rate of 64.1%. (Figures 1 and 2)
2) Of those surveyed, the average age was 35.8 ± 4.3 years.

Figure 1. Video Services Acceptance and Survey Completion Rate

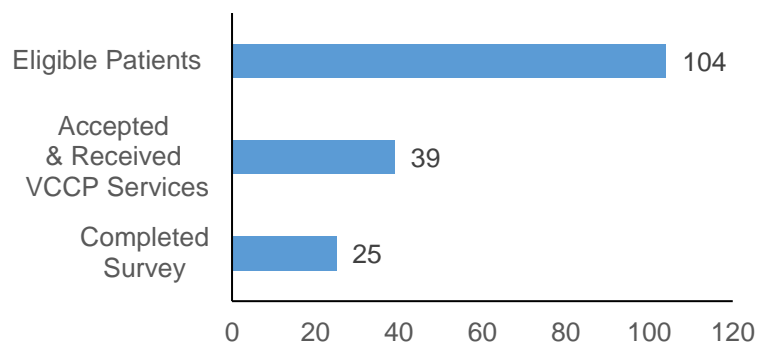
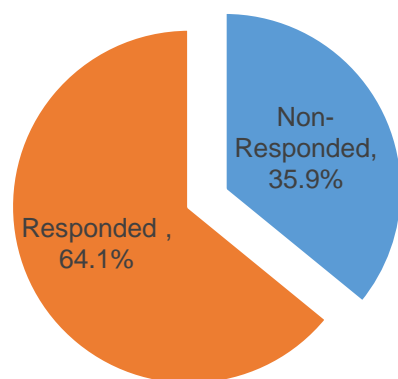


Figure 2. Online VCCP Survey Response Rate



- As indicated in Table 1, the 12-question rating scale indicated acceptable reliability ($\alpha=0.72$), with a mean of 82.1/84 (SD=4.4), and satisfaction on all 12 questions was indicated by 92.0% of patients.

Table 1. Satisfaction Scale: Item Descriptive Statistics

| Dimension | Question | Mean | SD |
|----------------------------|--|-------------|------------|
| | 1. Able to communicate as expected with the fertility professional by using VCCP | 6.7 | 1.2 |
| | 2. Easy to hear the professional during the video | 6.5 | 1.3 |
| | 3. Able to see the fertility professional during video | 6.6 | 1.2 |
| | 6. Video was better than a phone appointment | 6.7 | 1.2 |
| | 4. Recommend this video conference to a friend or relative | 6.9 | 0.3 |
| | 5. Increased my comfort level in using/administering medications reviewed | 6.9 | 0.3 |
| | 7. Fertility professional answered questions I asked | 6.9 | 0.3 |
| | 8. Information provided to manage my medications was helpful | 7 | 0.2 |
| | 9. Quality of the fertility professional input exceeded my expectation | 6.9 | 0.3 |
| | 10. Fertility professional communicated effectively | 7 | 0.2 |
| | 11. Overall, very satisfied with the video appointment | 7 | 0.2 |
| | 12. Recommend VCCP to family, friends or colleagues | 7 | 0.2 |
| Total (Score of 84) | | 82.1 | 4.4 |

- To note, 96% of patients strongly agreed they were overall satisfied and would recommend this service to others (100% patients agreed on these questions). Little need for improvement was indicated in response to the question about further improvement.
- Exploratory scale analysis indicated 12 questions reflect two dimensions: technological quality and service satisfaction (see Table 1). With this breakout, reliability increases to $\alpha=0.77$ for technological quality and $\alpha=0.94$ for service satisfaction.
- These results compared favorably with the high satisfaction levels included in the systematic review studies examining reported patient satisfaction for community pharmacy (Panvelkar, Saine, & Armor, 2009) or video consultation (Kitamura & Zurawel-Balaura, 2010) or telemedicine (Mair & Whitten, 2008).

CONCLUSIONS

- Video conferencing is a promising solution for individuals undergoing complex medication therapy by offering a more personalized pharmacy experience that could help alleviate patient anxiety or concern with medication administration.
- With the limited sample size, these preliminary survey results suggest high patient satisfaction with the video consultation services offered by VCCP. Further analysis with a larger sample will validate the dimensionality of the scale.

References:

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