



# College of Pharmacists of British Columbia

in British Columbia



thoughtexchange

## College of Pharmacists of British Columbia in British Columbia

Setting and enforcing standards and promoting best practices for the delivery of pharmacy care in British Columbia.

Creating a better system of practice reviews, developing a deeper understanding between members and the organization and continuing to provide quality pharmacy care to British Columbian's led the College to undertake a unique member-wide engagement.

***The College of Pharmacists of BC engaged with its 5,000 members to improve practice reviews and ensure best practices for the public.***

The College is learning how to improve its practice review system and continue to provide the best pharmacy care for residents of British Columbia.

***A first among regulatory bodies in Canada***

***Over 1500 members participated generating nearly 5000 thoughts***

***Created deeper understanding and respect between members and the College***

## The College of Pharmacists of British Columbia and Thoughtexchange Provide Ground-Breaking Engagement

Each day, people across British Columbia visit their local pharmacist to receive medication and information that will ensure their wellbeing. Whether at a local drug store, pharmacy or in the hospital, pharmacists and pharmacy technicians provide the public with a critical link to health care, and patients put their trust in the system to keep their day-to-day routines on track. The best level of care is guaranteed through professional standards, which instill confidence in the practice and provide peace of mind for customers.

Knowing the sizable impact pharmacists have on the public, the College of Pharmacists of British Columbia had the desire to enhance the quality of pharmacy care and safeguard those standards. As a result, the College developed a program that would allow them to review every pharmacy professional's practice across the province, in real time, in their actual place of work. To find out what the program should focus on and what to include, the College used Thoughtexchange (previously Thoughtstream) to engage with each of its 5,000 members, as well as additional stakeholders, to get their feedback on what to incorporate.

*"We learned unique insights and heard from pharmacists and pharmacy technicians about what resonated most, what they felt was most important."*

**MYKLE LUDVIGSEN**, COLLEGE DIRECTOR of PUBLIC ACCOUNTABILITY & ENGAGEMENT

The unprecedented engagement, one the College believes is a first among regulatory bodies in Canada, was key to learning about the varied professional standards in each pharmacist's location. The other key piece was allowing each participant to not only share their own ideas, but to view others' ideas and consider their thoughts. **"The ability for stakeholders to reflect on, and prioritize, the thoughts of others was critical to having a robust and honest discussion,"** said Mykle Ludvigsen, College Director of Public Accountability and Engagement. **"Knowing we**

wanted to move to a real time review, with an extremely diverse profession, this process made our stakeholders happy, provided a 'real' engagement experience, and helped us move forward with our members on board".

*"The feedback we received was almost universally  
'thank you for doing this.'"*

**MYKLE LUDVIGSEN**, COLLEGE DIRECTOR of PUBLIC ACCOUNTABILITY & ENGAGEMENT

The College also faced the challenge of balancing the feedback from members with the College's responsibility to the public. *"The right thing to do isn't always the popular thing to do,"* said Ludvigsen. *"The College's Board takes their role in protecting the public seriously, so they need to have the best possible information to do that."*

Thoughtexchange's process helped the College find that balance. *"In my view, increased engagement means pharmacists and pharmacy technicians better understand our role in regulating, simply by being a part of the process,"* said Mykle. *"Their feedback ensures more effective and smarter regulation, which creates a better connection between the regulated and the regulator, and I think that's ultimately good news for patients who rely on pharmacists and pharmacy technicians to help them achieve better health outcomes. Who can argue against that?"*

*"Thoughtexchange provided the ability to engage a much larger number of members by using an online forum, generate feedback that is representative, and provide reports quickly and easily,"* said Ludvigsen. *"I'm not sure that we would have attempted profession-wide engagement on the practice review system if we didn't have the ability to do it online. The feedback we received was almost universally 'thank you for doing this'."*

*"It's a purer way of engaging in terms of process design"*

**MYKLE LUDVIGSEN**, COLLEGE DIRECTOR of PUBLIC ACCOUNTABILITY & ENGAGEMENT





COLLEGE OF PHARMACISTS  
OF BRITISH COLUMBIA

*Safe and Effective Pharmacy Care*

Founded in 1891, the College of Pharmacists of British Columbia is a vital link that connects patients, pharmacists and pharmacy technicians, and is accountable to the public. The College protects public health by licensing and regulating pharmacists and pharmacy technicians and the places where they practice as well as ensuring every pharmacist and pharmacy technician in the province is fully qualified and able to provide the public with competent care.

The College receives its authority from provincial pharmacy legislation, setting and enforcing standards and promoting best practices for the delivery of pharmacy care in British Columbia.

The College is currently reviewing feedback and developing their program pilot, which will be launched in early 2015. One of the surprising benefits of this engagement was the transparency and deeper understanding created between the College and its members. ***"As a result of the engagement, the College was more upfront about challenges and issues along the way,"*** said Mykle. ***"As the program rolls out, there will undoubtedly be issues, but by including the members in the process, it has developed a greater sense of trust and openness."***

Pharmacists strive to provide quality care, and look forward to the unveiling of the new practice review program. ***"They believe it will make the system more robust and they want to keep the public safe - they know their competency is important."***

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