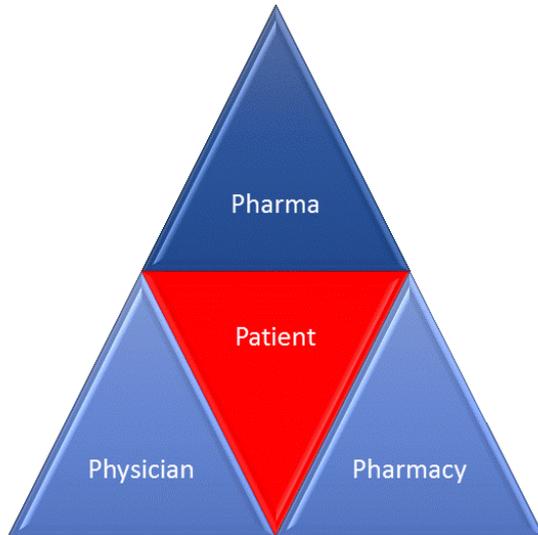




## Victims of doubts

You might well remember below graph indicating what some call the **MAGIC TRIANGLE**.



**Constellating the pharmaceutical industry, the physician and the pharmacist in a triangular structure around the patient, is giving healthcare, new momentum, more meaning and better outcome. Only if and when the patient is in the centre, this magic triangle can unleash its positive impact on the delivery of healthcare, allowing the intended, planned and promised outcome.**

Like an epidemic the word “patient-centricity” is running rampant through marketing and sales departments of pharmaceutical companies. Pitifully the word remains an empty shell in most places. This often is owed to inexistent creativity

and more often than not, there is a number of pharma-insiders who still believe that patient centricity can be achieved without the pharmacist, being misled by the old principle of “divide et impera”.

Remember that pharmacies are the lowest threshold, easiest access and most convenient touch-point for healthcare-seekers.

Do not forget that in many countries decision-making about a drug to be dispensed has already been handed-over from the physician to the pharmacist.

---

*The core structural obstacle to patient centricity is barring Rx-sales and marketing from pharmacists.*

*The separation of Rx and OTC appears antiquated and outdated.*

---

In addition there are many “victims of doubts”. *Even if sharing the same belief, what matters is true insights, true data, to support the assumption, that pharmacists play a major role in improving patient compliance.*

Now, here is one of many proofs that pharmacists are indispensable when patient-centricity is envisioned, directed towards better outcome. Caveat: there is a side-effect: revenue / sales go up considerably.

Almost 10 years ago published in JAMA, 2006 Dec 6;296(21):2563-71. Epub 2006 Nov 13

The summary says:

*A pharmacy care program led to increases in medication adherence, medication persistence, and clinically meaningful reductions in Blood Pressure, whereas discontinuation of the program was associated with decreased medication adherence and persistence.*

*Conclusion: Medication adherence was 61.2%. After 6 months of intervention, medication adherence*

*increased to 96.9% and was associated with significant improvements in systolic Blood pressure and LDL-C.*

**Do you know of any other activity increasing both outcome and sales to this extent (up > 30%) within half a year?**

**Do not remain a victim of your doubts, but follow common sense, available literature or thought leader's voices.**

If you want to dig deeper, read "KAM in Pharma 3.0" or contact [Hanno@innov8.de](mailto:Hanno@innov8.de) .