



Trendi v zdravstvu ter spreminjajoče se vloge bolnikov in drugih deležnikov

doc. dr. Mitja Kos, mag. farm.

Katedra za socialno farmacijo, *predstojnik*
Univerza v Ljubljani- Fakulteta za farmacijo

E-pošta: mitja.kos@ffa.uni-lj.si

Splet: www.ffa.uni-lj.si



Slovenia v številkahs

□ Država:

- EU članica od 2004
- Populacija: 2 milijona, površina: 20 273 km²
- BDP 18.367 EUR per capita
- 13. članica Euro območja od 2007

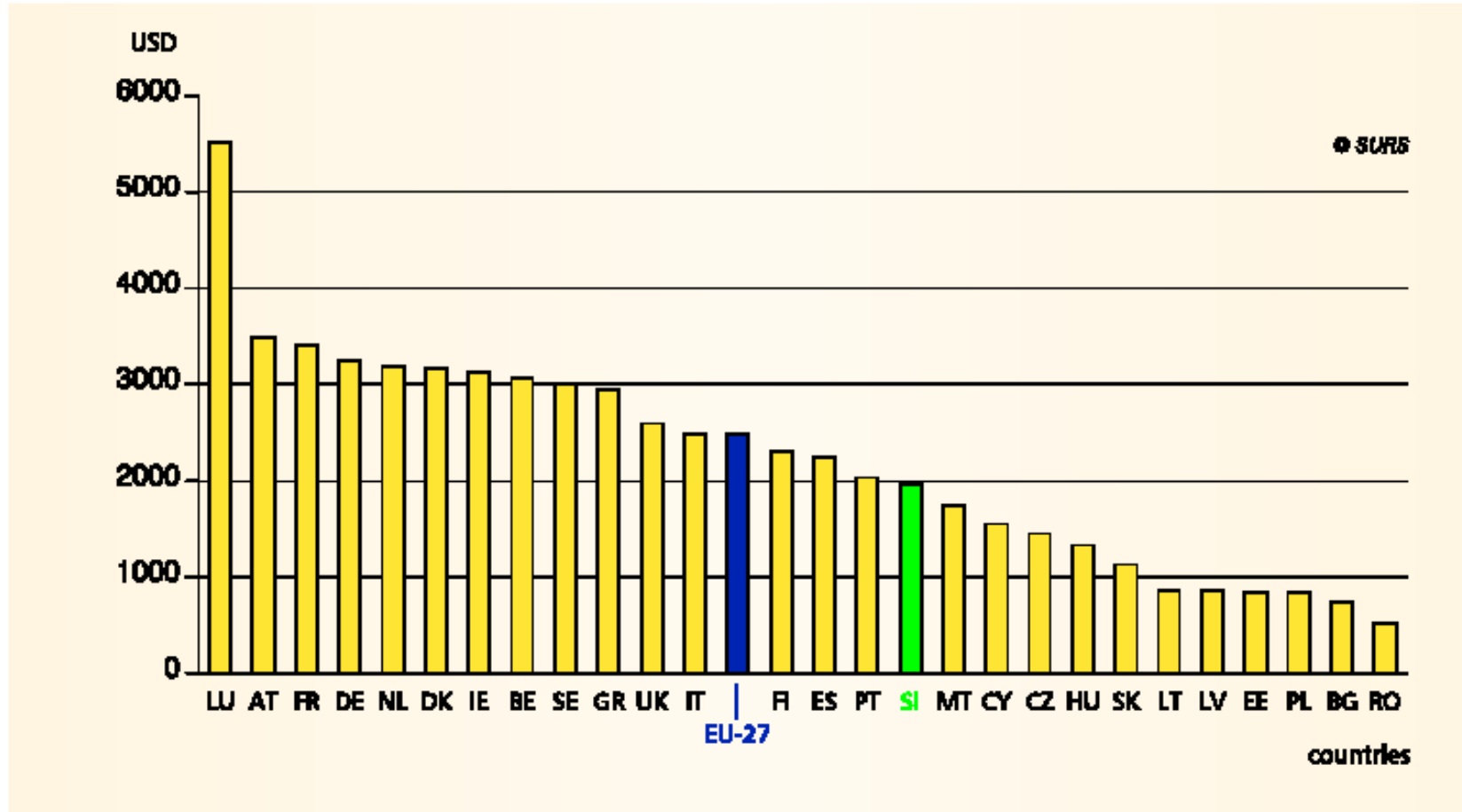
□ Zdravje:

- Bismarkov tip zdravstvenega sistema z obveznim zdravstvenim zavarovanjem
 - Ca 300 lekarn
 - Javni zavodi: 24
 - Privatne lekarne
-



EU izdatki za zdravje, per capita

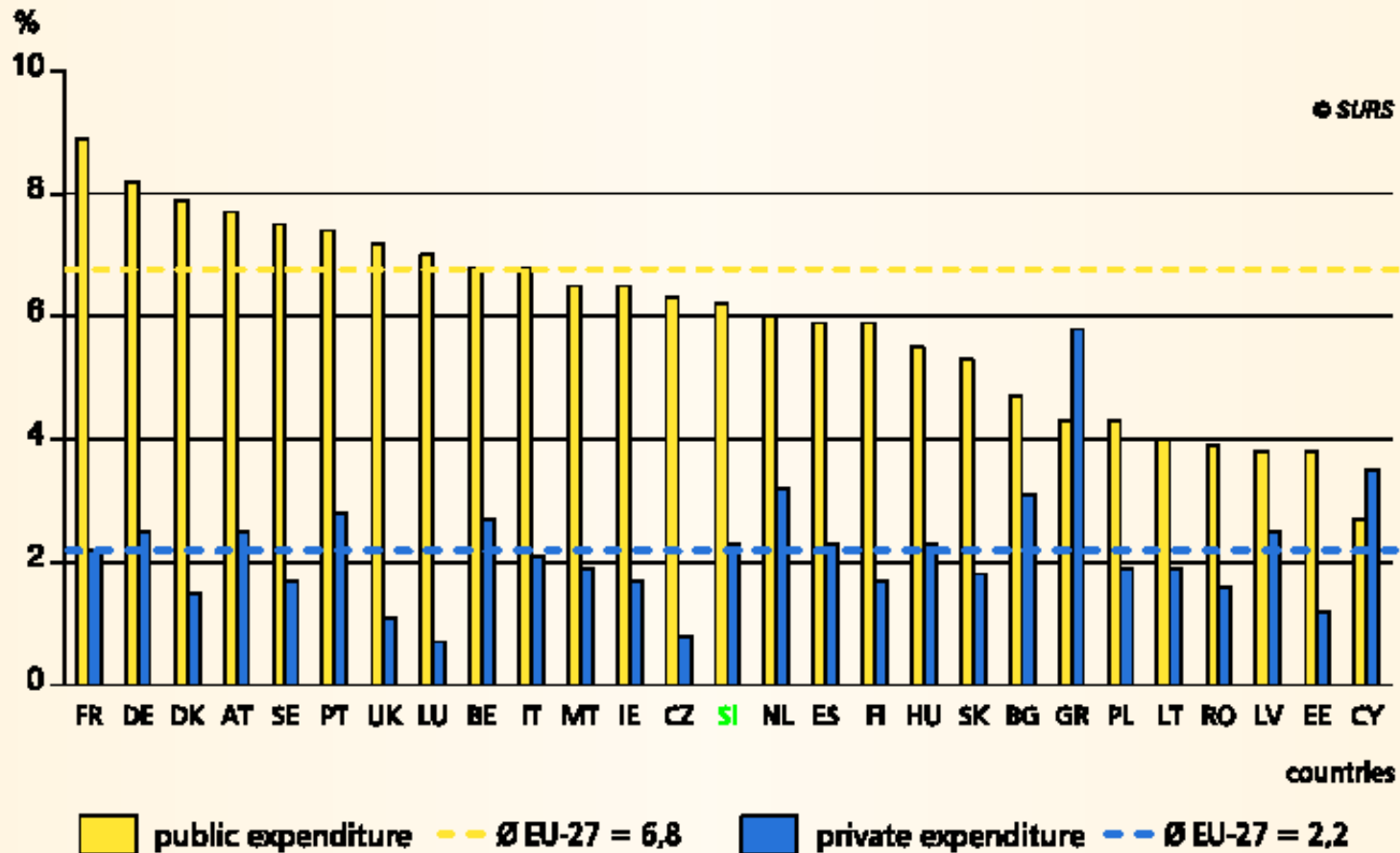
Total per capita health expenditure, EU-27, 2006





EU izdatki za zdravje, %GDP

Total health expenditure as percentage of GDP, public and private expenditure, EU-27, 2005





Trendi-izidi-odgovori

trendi:

izidi:

odgovori:

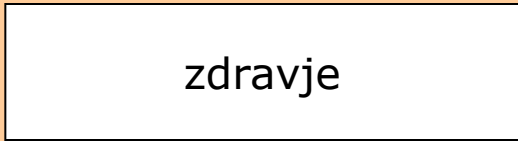




Trendi-izidi-odgovori

trendi:

izidi:



odgovori:





Trendi-izidi-odgovori

Trendi:

izidi:

zdravje

stroški

odgovori:

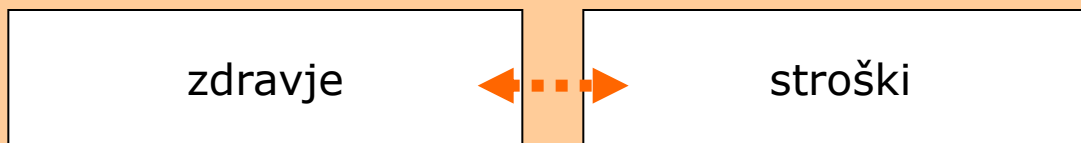




Trendi-izidi-odgovori

Trendi:

izidi:



odgovori:



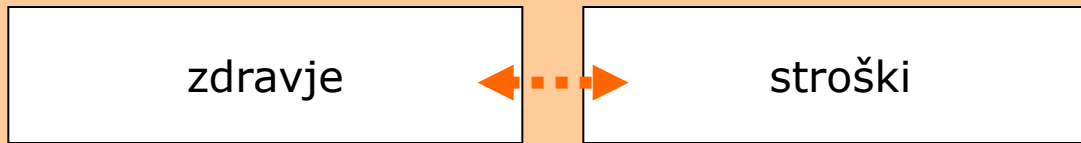


Trendi-izidi-odgovori

Trendi:

Trendi v zdravstvu in tisti povezani s farmacevtsko stroko?

izidi:



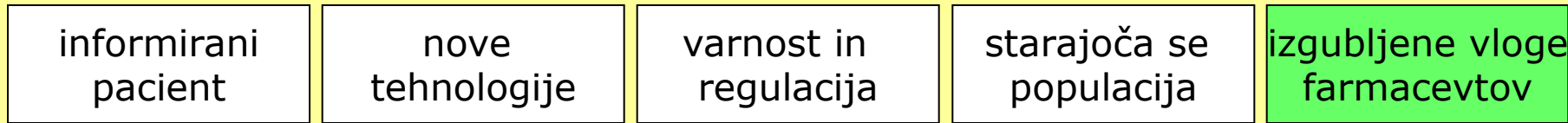
odgovori:



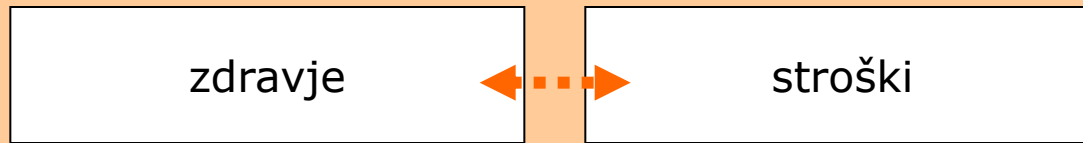


Trendi-izidi-odgovori

Trendi:



izidi:



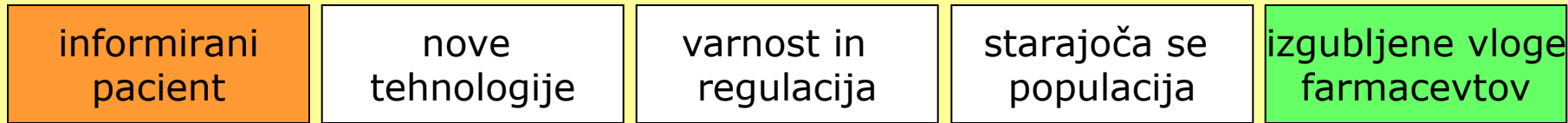
odgovori:



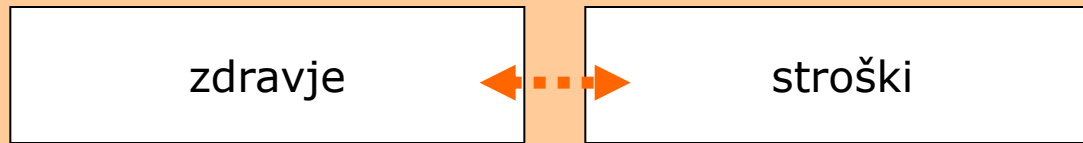


Trendi-izidi-odgovori

Trendi:



izidi:



odgovori:





Informirani pacienti

- Javna dostopnost informacij
 - Zahteva po specifičnih dodatnih informacijah
 - Zahteva po specifičnih produktih

 - Paternalizem / partnerstvo
 - Vodljivost / sodelovanje

 - Oglaševanje / informiranje
 - Neposredno oglaševanje pacientom
"Direct to Consumer Advertising"
 - New Zealand (1981)
 - United States (1997)
-



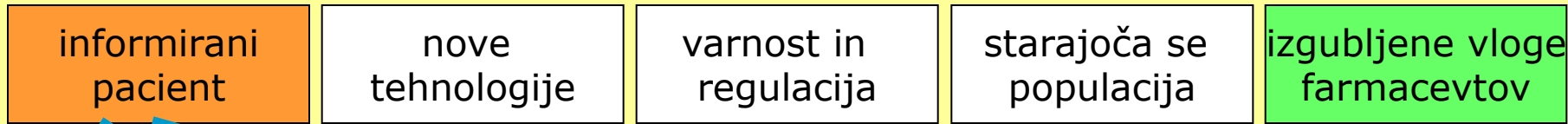
Pravice in dolžnosti



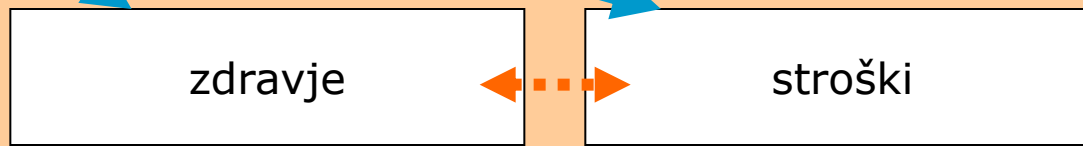


Trendi-izidi-odgovori

Trendi:



izidi:



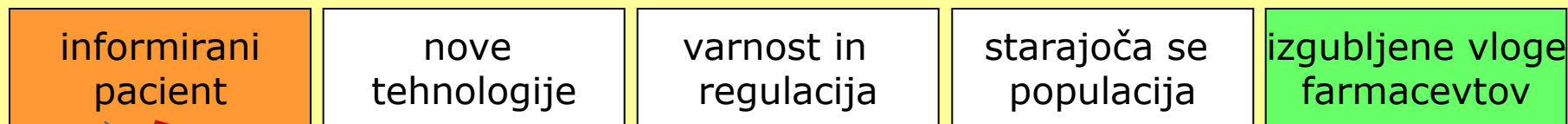
odgovori:



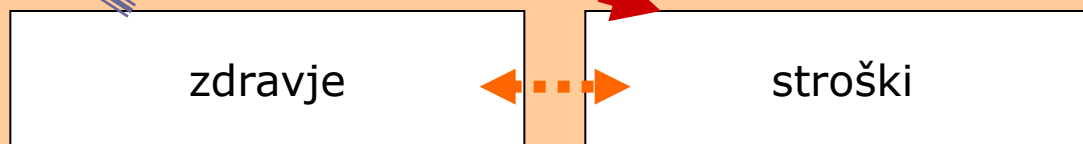


Trendi-izidi-odgovori

trendi:



izidi:



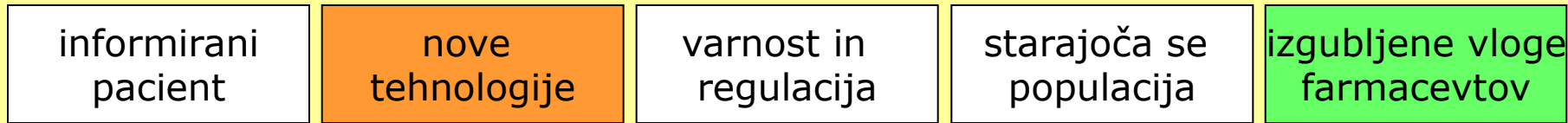
odgovori:



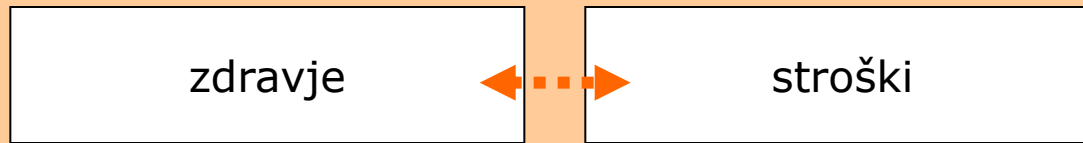


Trendi-izidi-odgovori

trendi:



izidi:

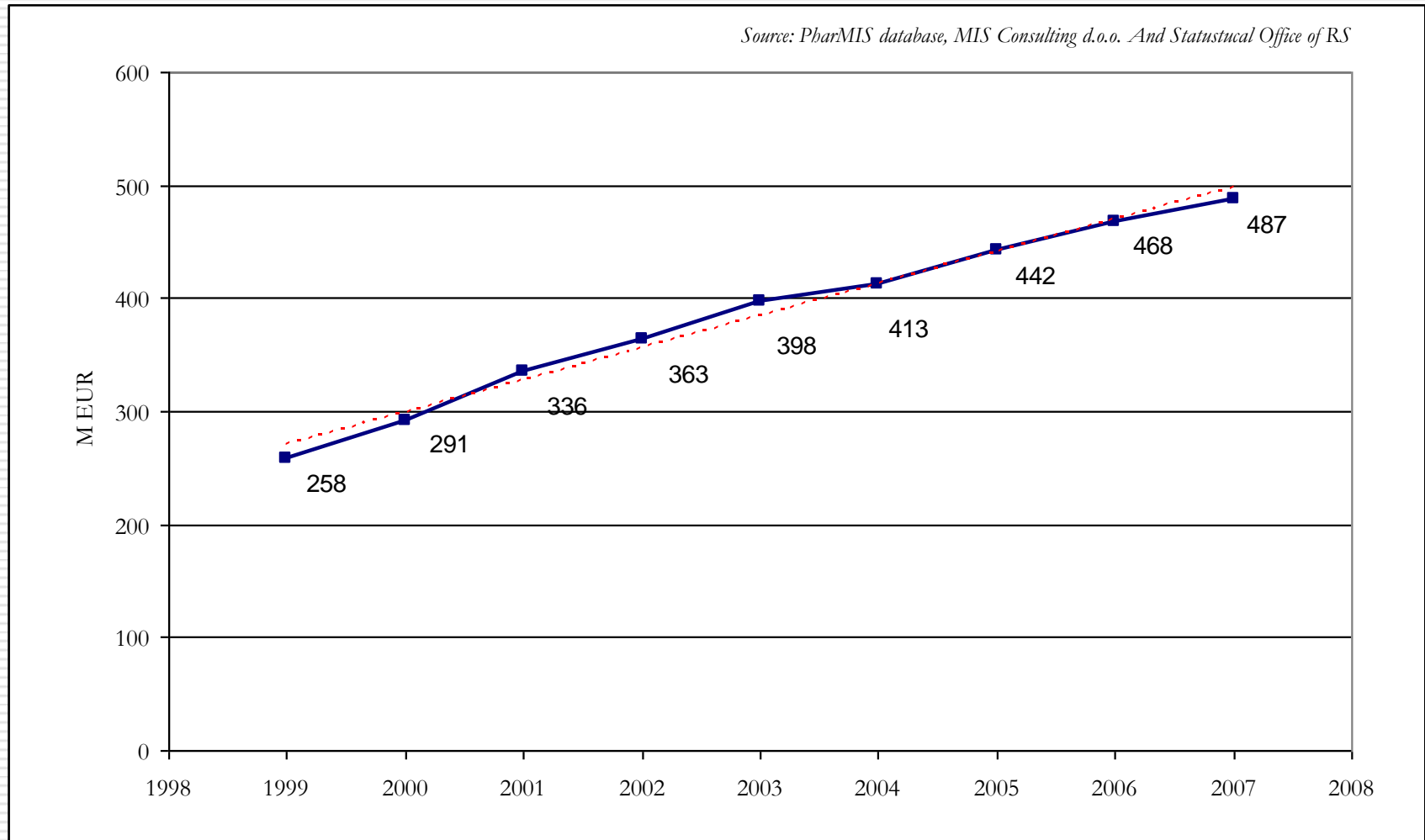


odgovori:





Trg zdravil v Sloveniji



* Sales in wholesaler prices in millions EUR * Ca 30 M EUR per year



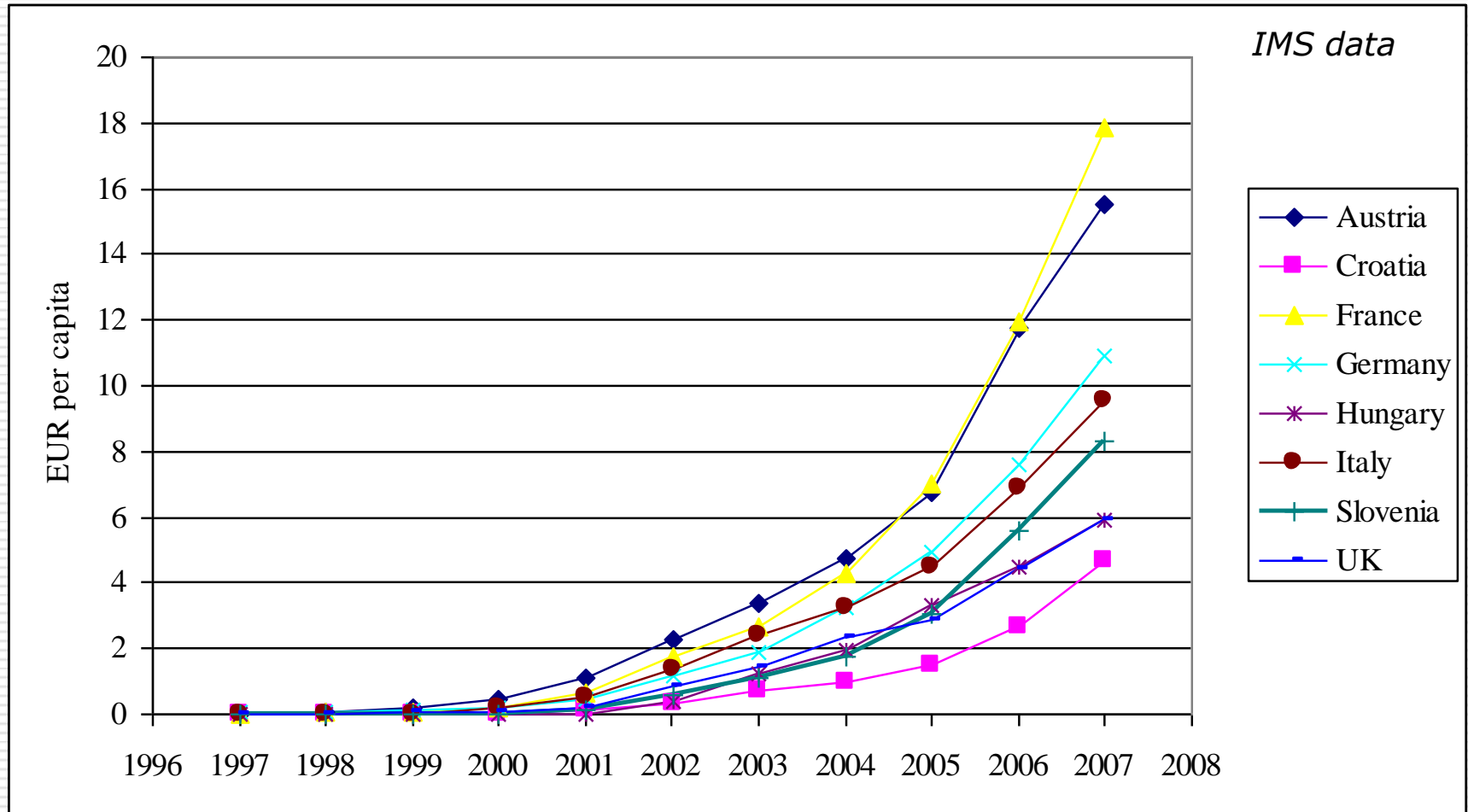
Rx zdravila v Sloveniji

	2002	2006	Index 2006/2002
Gross domestic product per capita (eur)	12,084	15,167	126
No. of all prescription drugs	2,102	1,801	86
No. of drugs on the Positive list	1,036	1,220	118
No. of drugs on the Intermediate list	248	385	155
No. of reimbursed substances (INN)	474	557	118
No. of prescriptions per capita	6,54	7,30	112
Consumption (in Defined Daily Doses)	627,995,813	761,996,028	121
Total prescription drugs expenditures (eur)	321,645,048	424,058,076	132
Compulsory health insurance expenditures for drugs (eur)	215,534,105	293,455,450	136
Total prescription drugs expenditures per capita (eur)	161	211	135
Compulsory health insurance drugs expenditures per capita (eur)	108	138	117



Tarčna onkološka zdravila

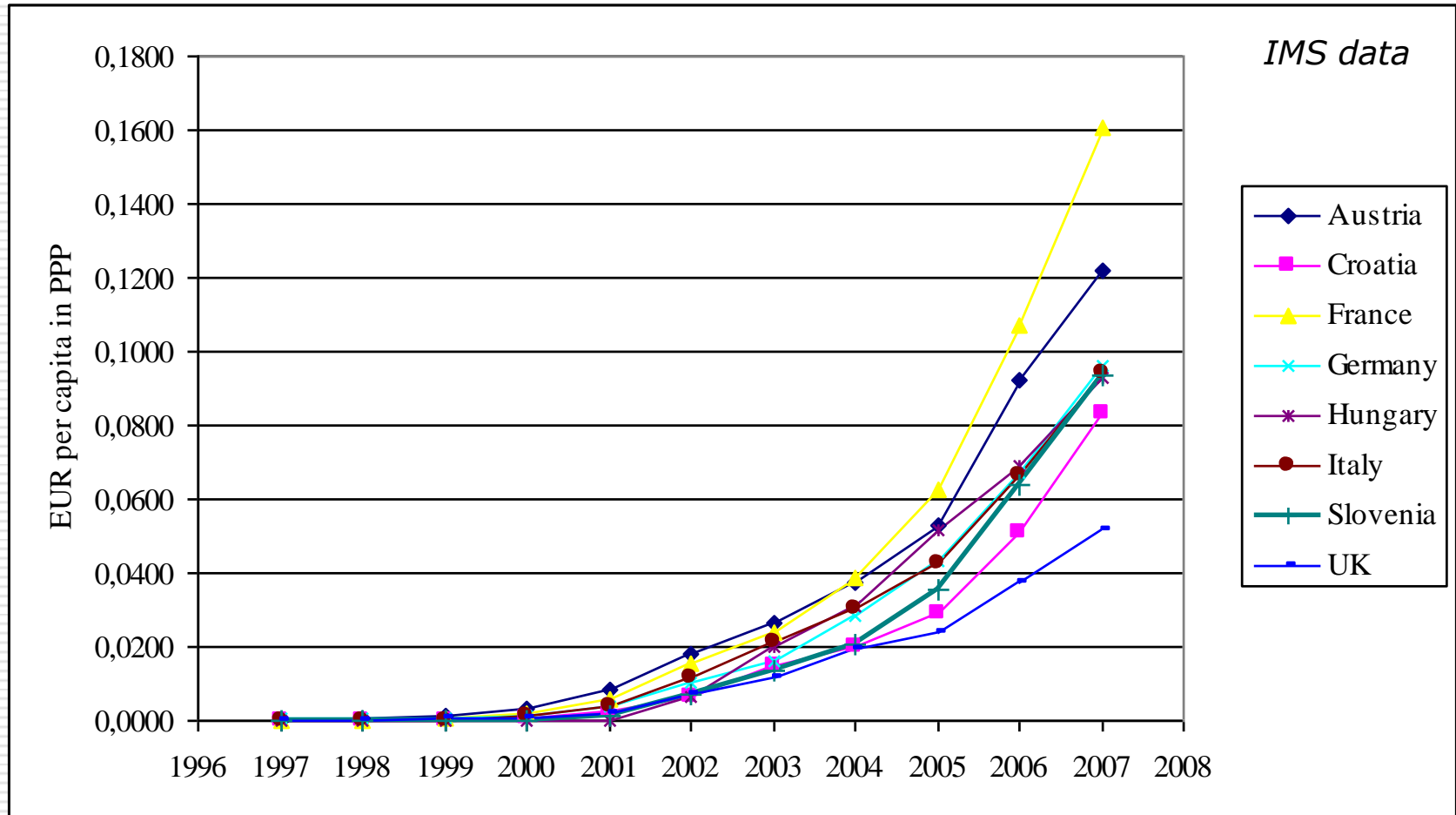
Dostopnost v EUR per capita





Tarčna onkološka zdravila

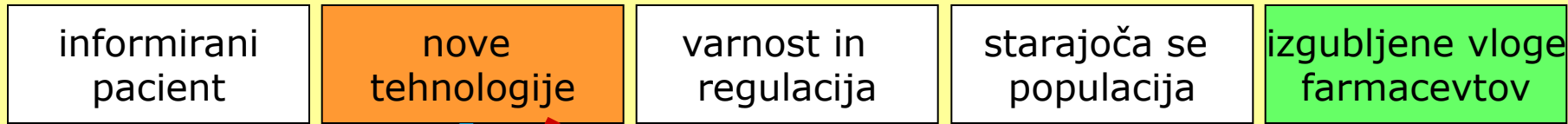
Dostopnost v EUR per capita v standardih kupne moči



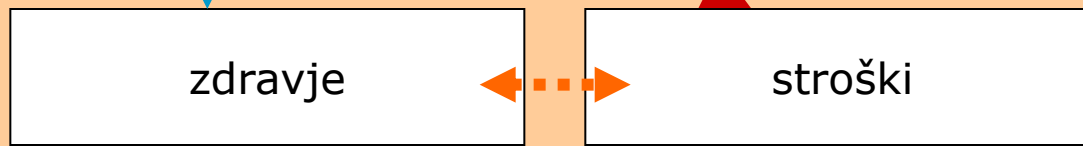


Trendi-izidi-odgovori

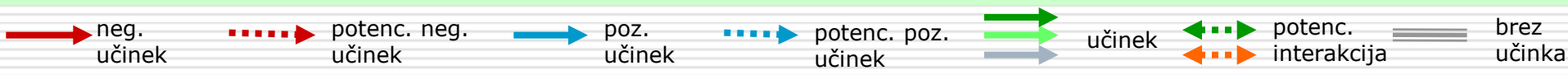
trendi:



izidi:



odgovori:





Kartica zdravstvenega zavarovanja

- Od oktobra 2000.

Health Insurance Institute of Slovenia logo

embossment - mark for blind users

DNA model in the background

chip

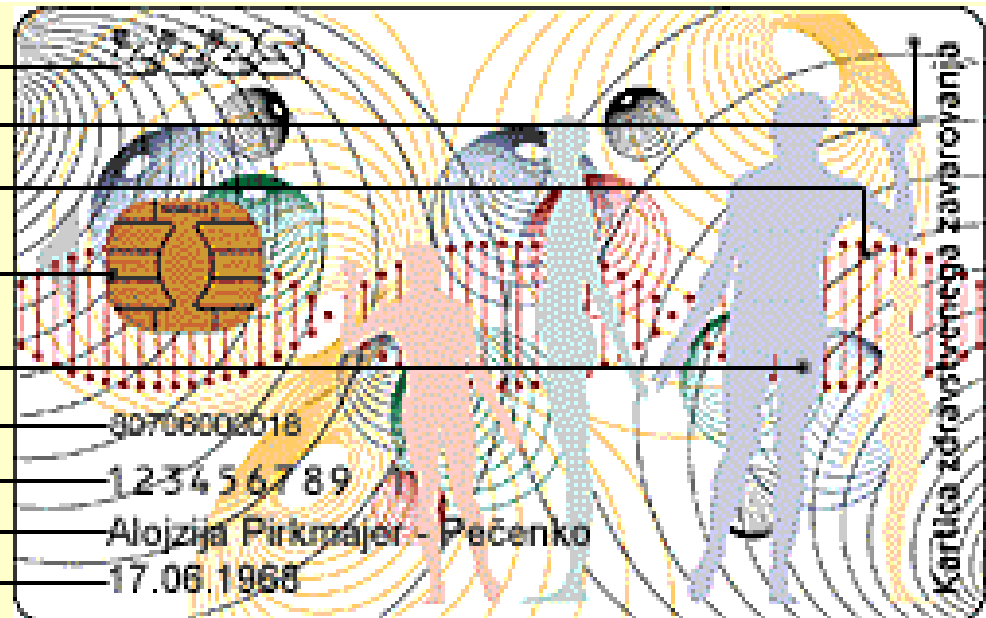
Albrecht Dürer's human figures

issuer number

health insurance number

insured person's name and surname

insured person's date of birth





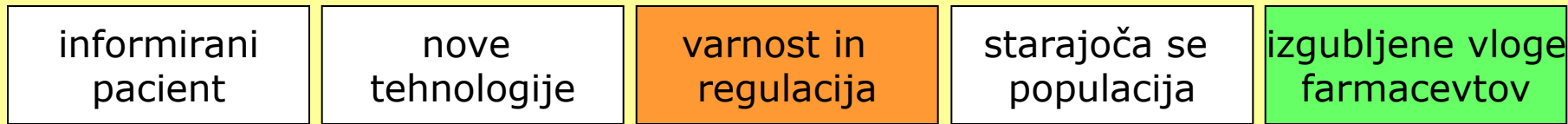
Internet-based pharmacy practice

- ZDA:
 - Lahko delujejo na podobnih principi, kot klasične lekarne "brick and mortar pharmacies"
 - Svoboda + razvoj Interneta + bolj fragmentiran ter tržbreznaravnabrezzdravstvebrezvarstvo => razvoj spletnih lekarn
 - EU:
 - EU spodbuja e-trgovanje razen v primeru e-lekarn
 - V l. 2002 so samo tri EZ države omogočale "prodajo/izdajanje" zdravil na daljavo: Danska, Nizozemska, VB.
 - Doc.Morris case v Nemčiji
 - EU sodišče 2003: OTC lahko preko meja, Rx zdravila pa samo v državah, ki to dopustijo
 - Nelagalna trgovina
-

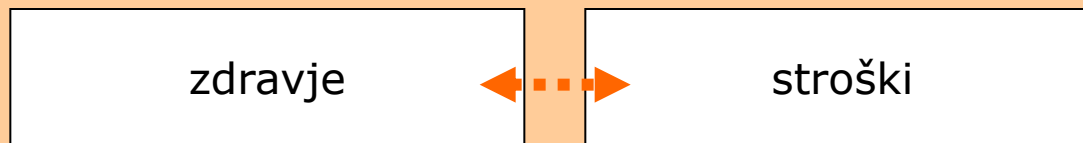


Trendi-izidi-odgovori

trendi:



izidi:



odgovori:



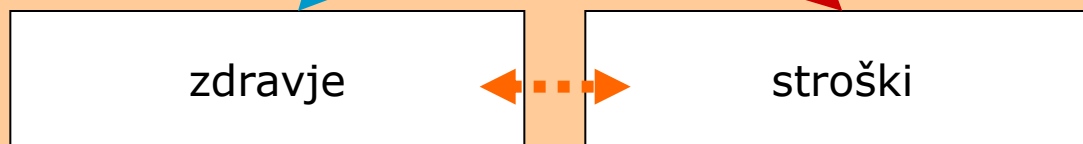


Trendi-izidi-odgovori

trendi:



izidi:



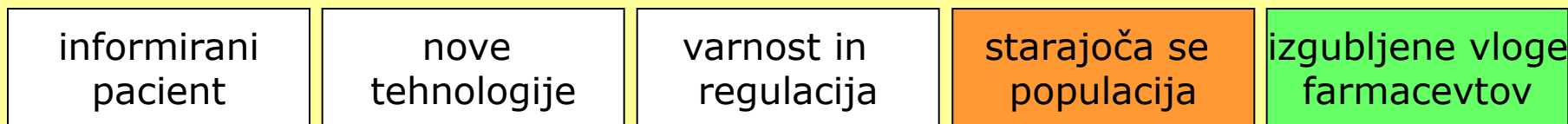
odgovori:



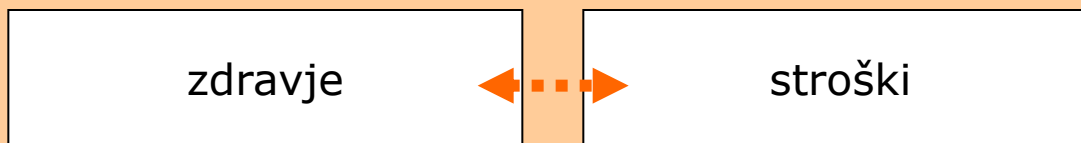


Trendi-izidi-odgovori

trendi:



izidi:



odgovori:





Starajoča se populacija- Slovenia

	1992	1996	2000	2004
Birth rate (no. of births per 1000 inhabitants)	10	9.5	9.1	9.0
General mortality (no. of deaths per 1000 inhabitants)	9.7	9.4	9.3	9.3
Natural population growth	0.3	0.1	-0.2	-0.3
Infant mortality (no. of deaths per 1000 inhabitants)	8.86	4.7	4.9	3.7
Life expectancy at birth - males	69.45	70.79	71.94	73.4
Life expectancy at birth - females	77.25	78.25	79.1	81.0

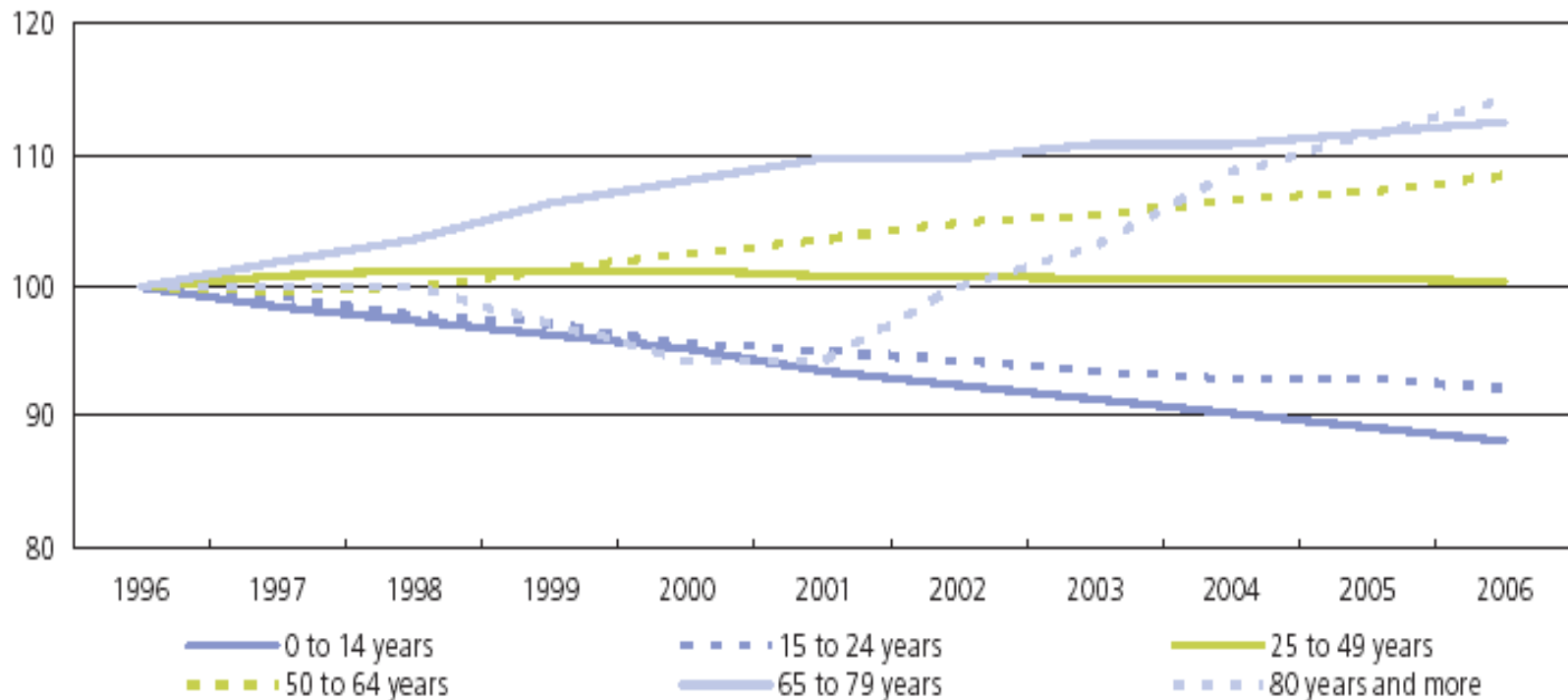
Sources: Public Health Institute of Slovenia. Health statistics annual. Ljubljana, IVZ: 1993, 1997, 2001, 2005.



EU trendi staranja

Figure SP.7: Population by age class, EU-27

(1996=100)



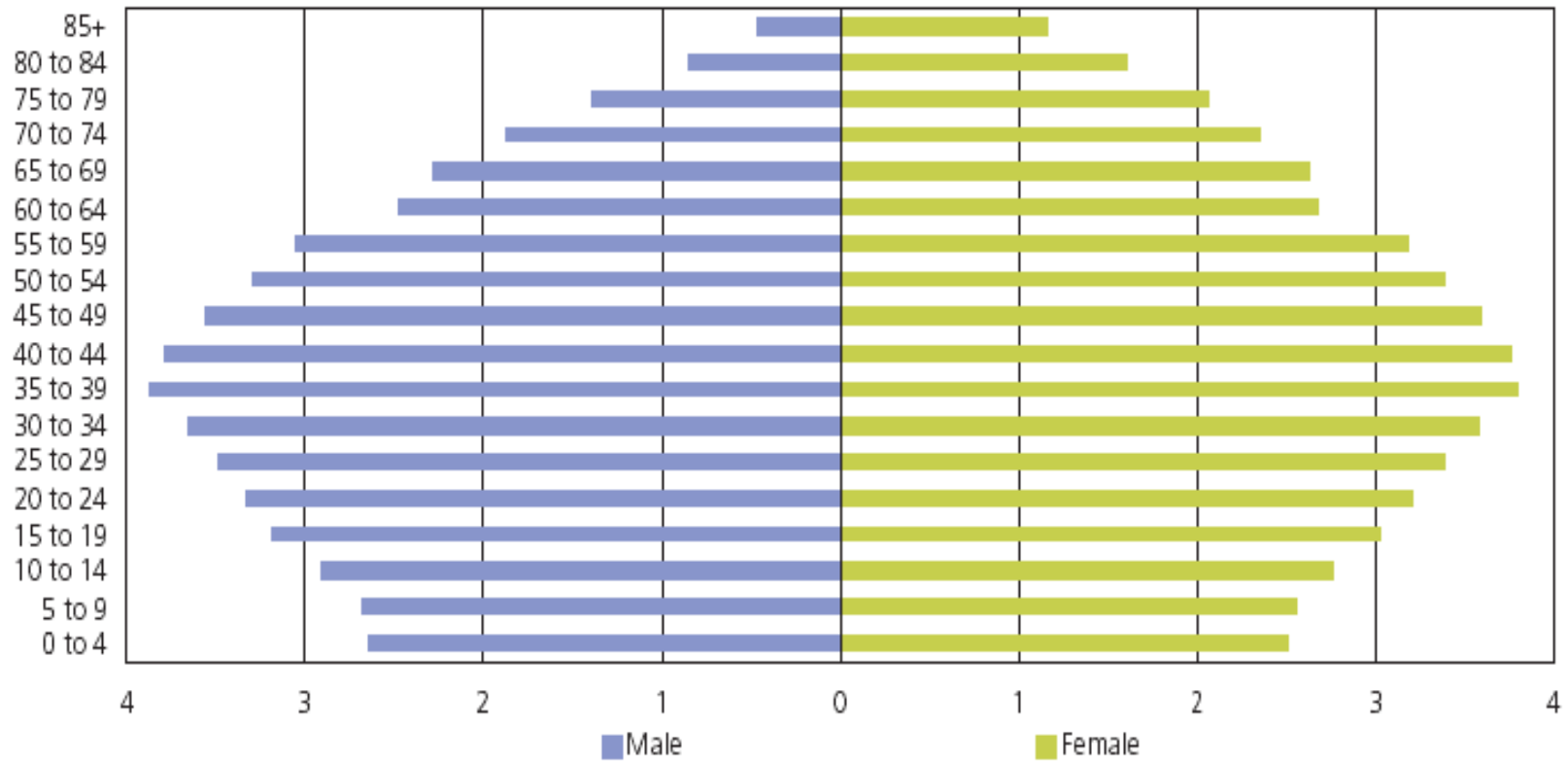
Source: Eurostat (tps00010)



Starostna piramida 2005

Figure SP.8: Age pyramid, EU-27, 2005

(% of total population)

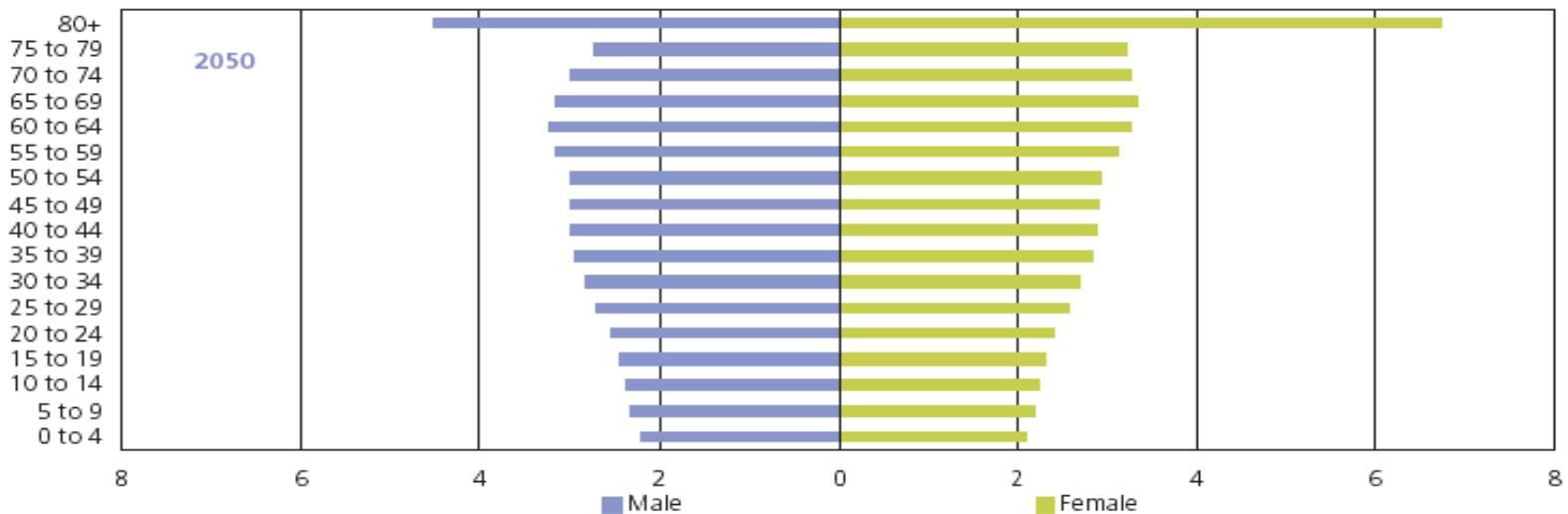
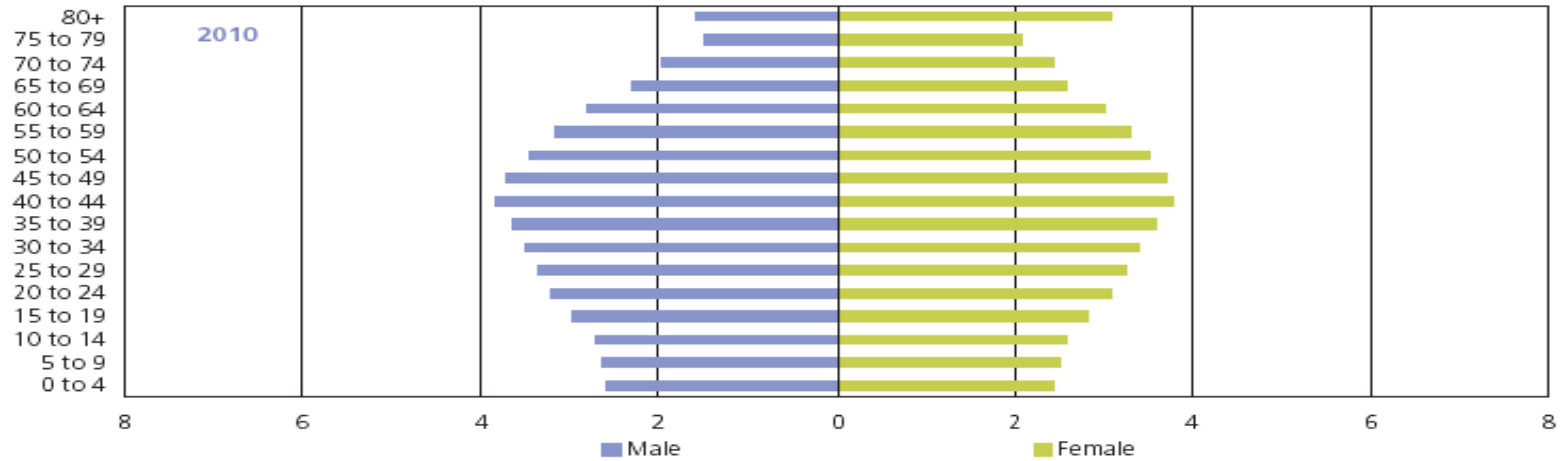


Source: Eurostat (demo_pjan)



Starostna piramida, napoved

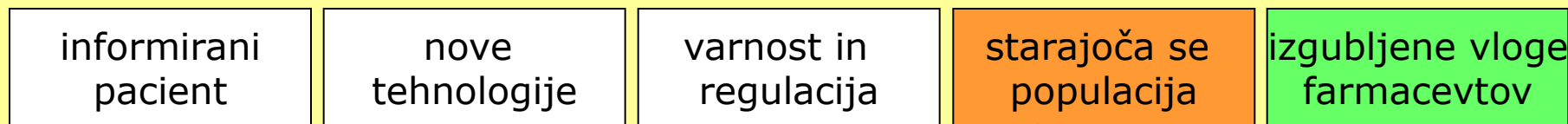
Figure SP.9 (continues from previous page): Moving age pyramids, EU-27 (1)
(% of total population)



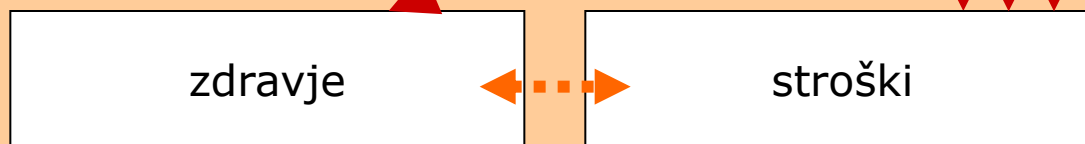


Trendi-izidi-odgovori

trendi:



izidi:



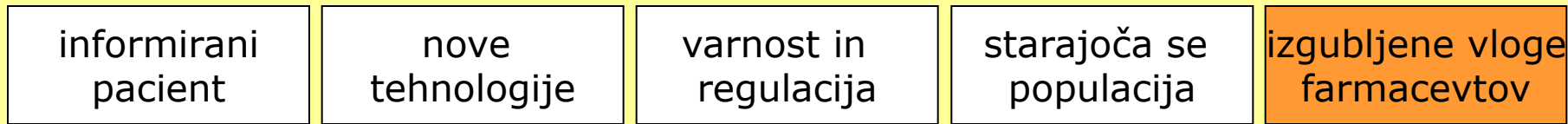
odgovori:



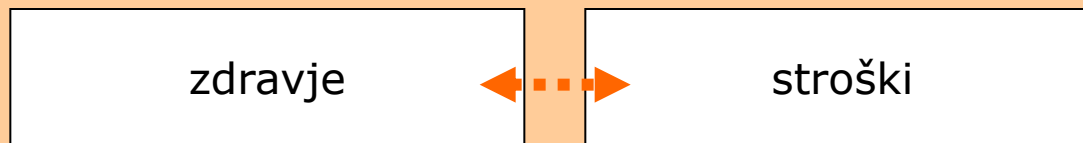


Trendi-izidi-odgovori

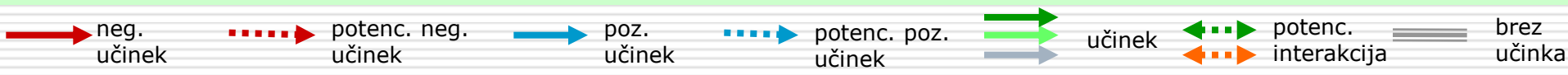
trendi:



izidi:



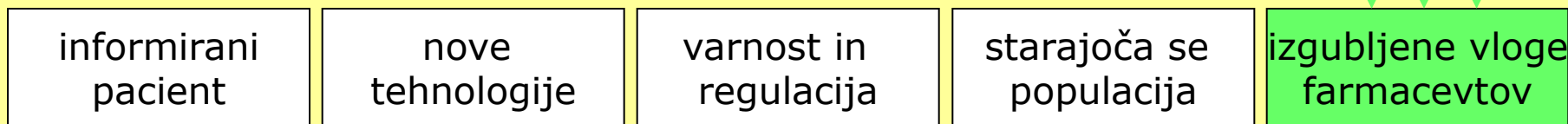
odgovori:



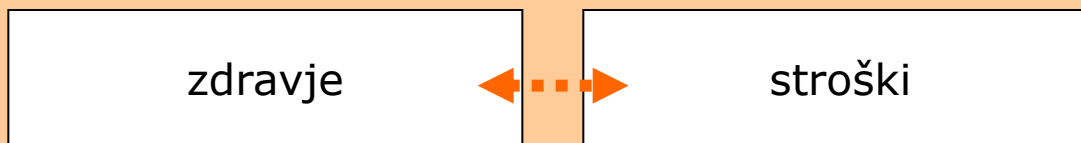


Trendi-izidi-odgovori

trendi:



izidi:



odgovori:





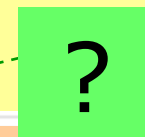
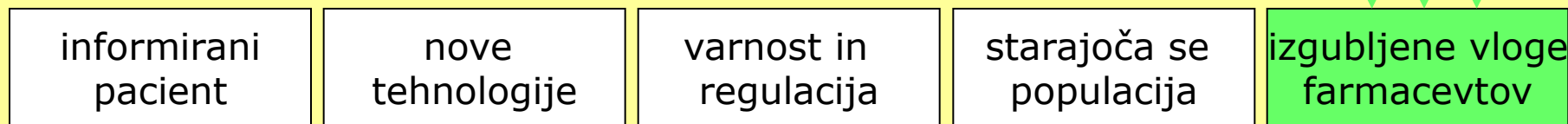
Izgubljene vloge farmacevtov

- shranjevanje zdravil,
- priprava zdravil,
- izdajanje zdravil.

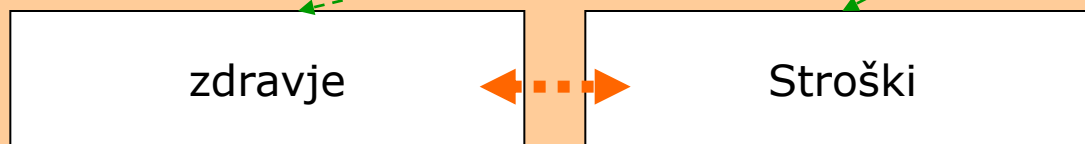


Trendi-izidi-odgovori

Trendi:



izidi:



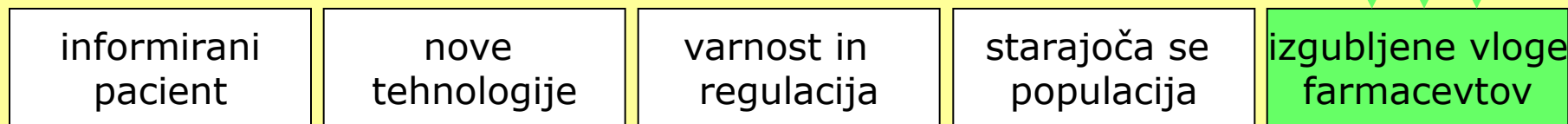
odgovori:



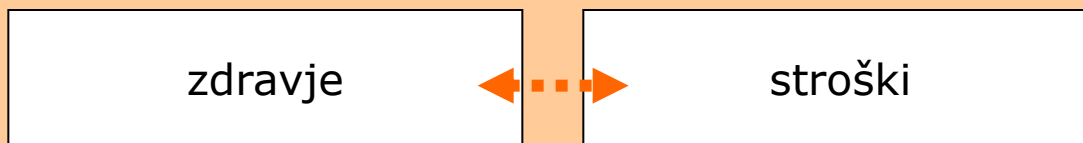


Trendi-izidi-odgovori

trendi:



izidi:



odgovori:

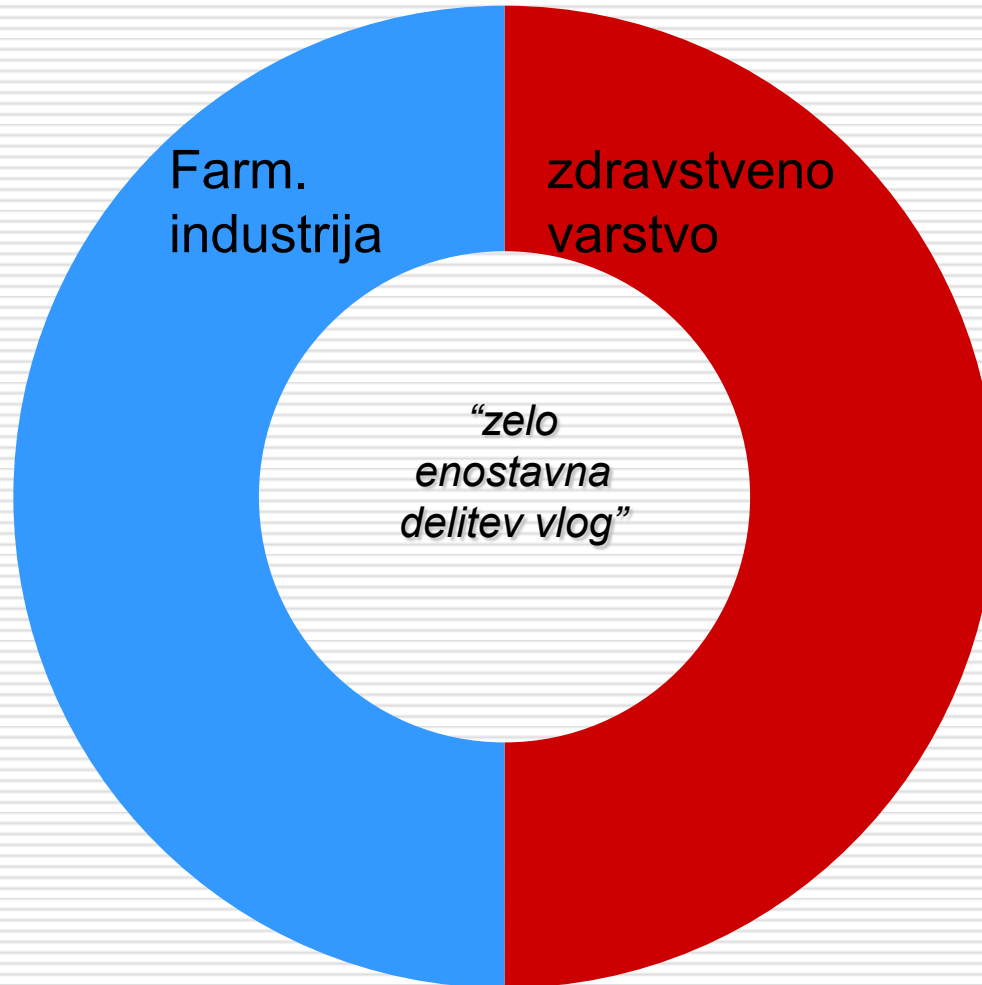




Vloge?

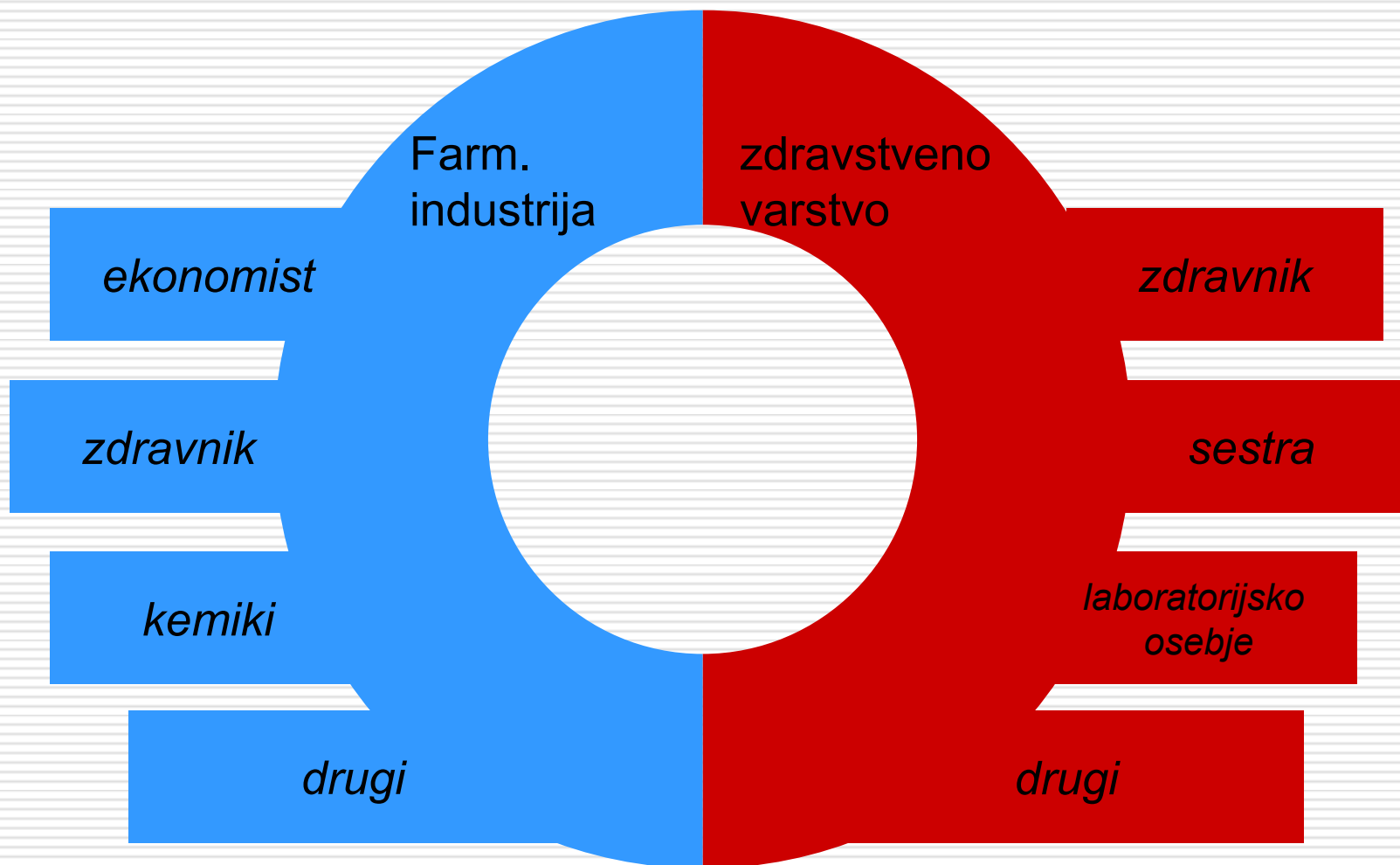


Vloge?



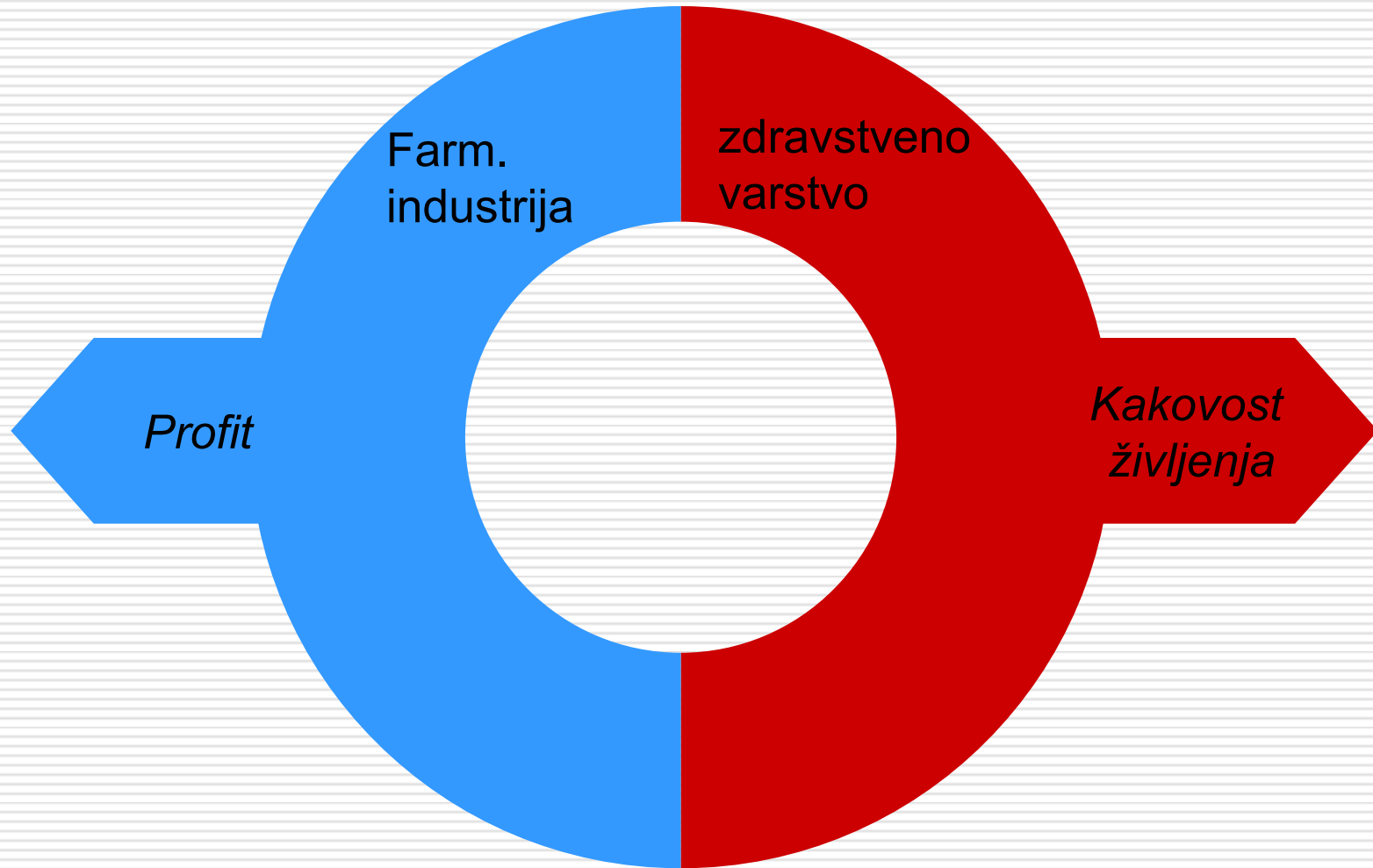


Vloge?



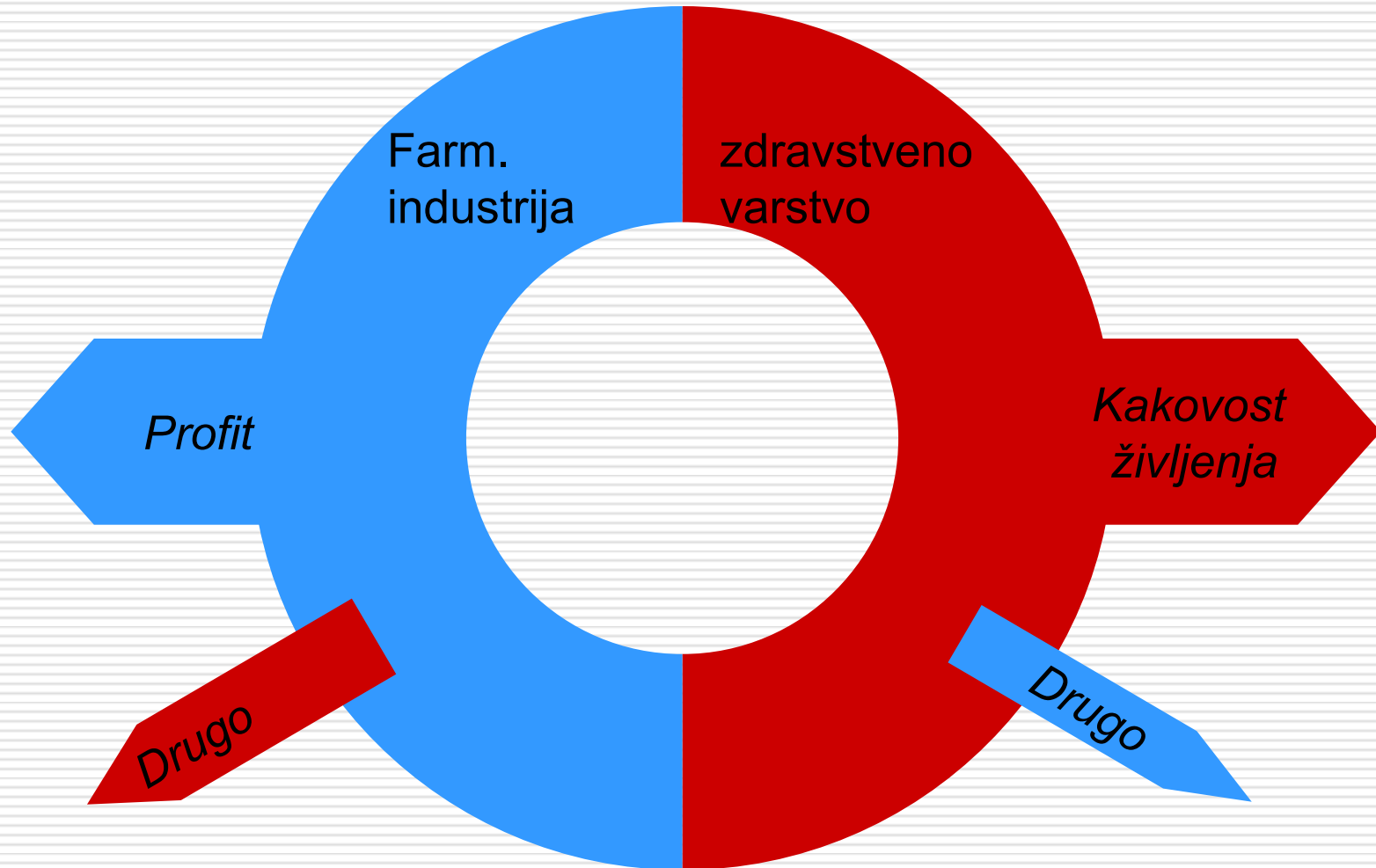


Primarni cilji



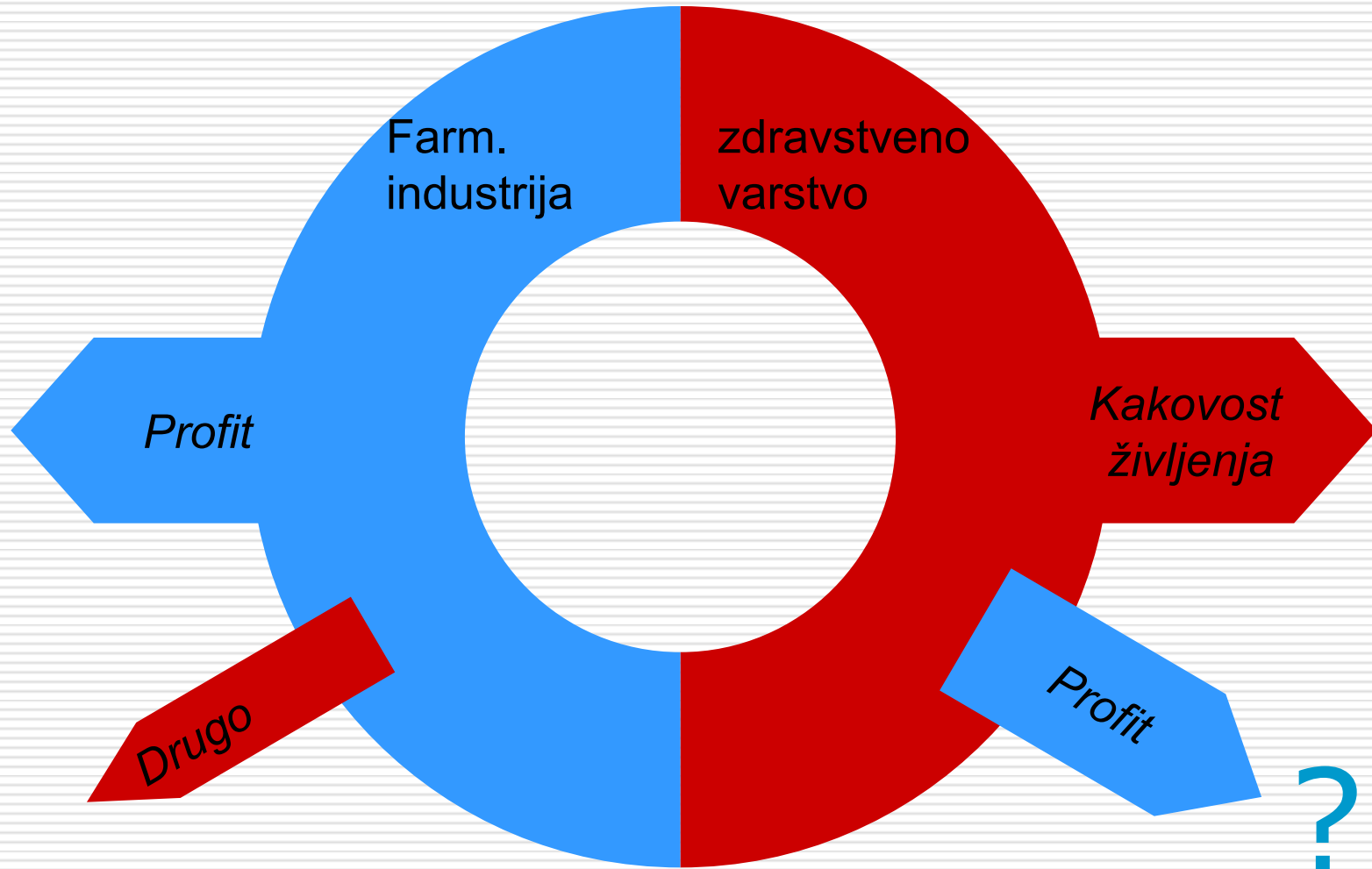


Primarni + drugi cilji





Primarni + drugi cilji





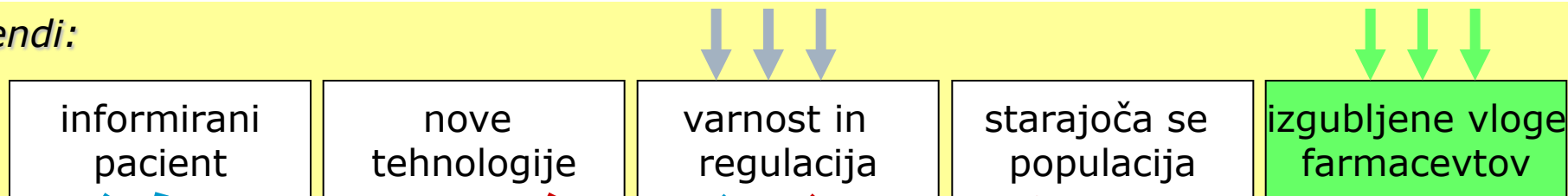
Ravnotežje



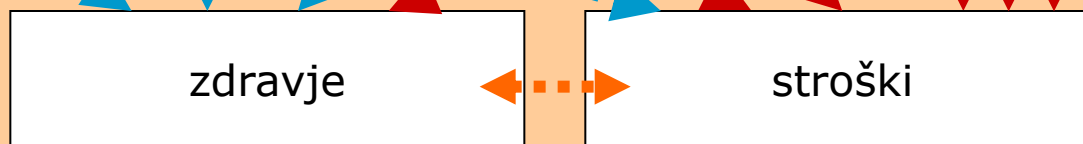


Trendi-izidi-odgovori

trendi:



izidi:



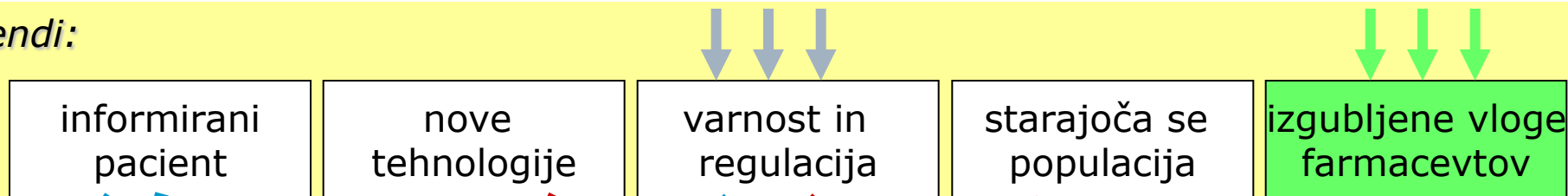
odgovori:



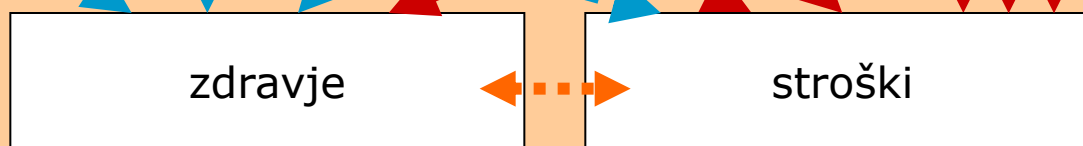


Trendi-izidi-odgovori

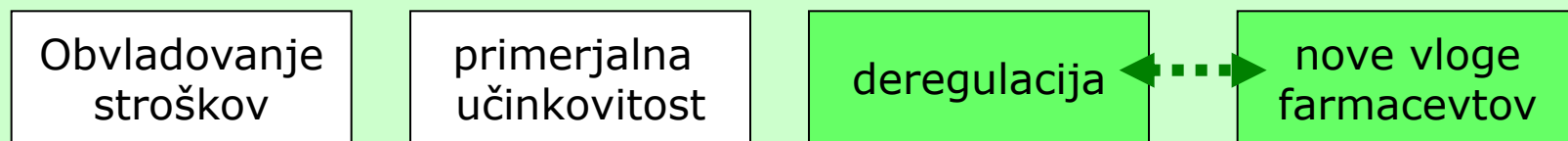
trendi:



izidi:



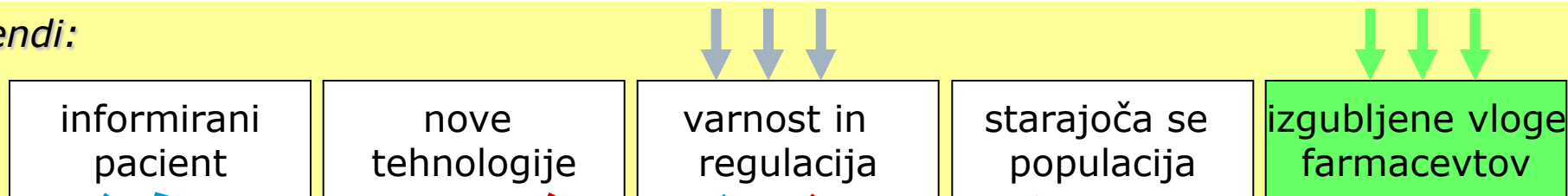
odgovori:



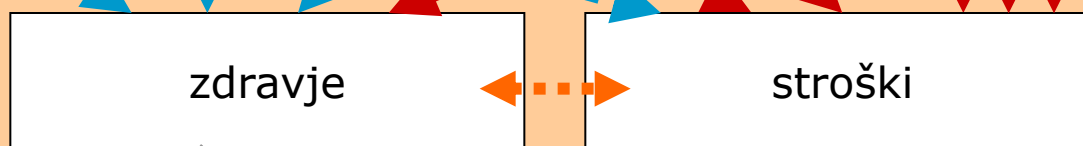


Trendi-izidi-odgovori

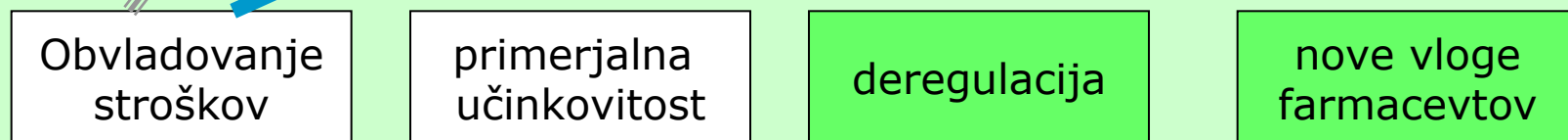
trendi:



izidi:



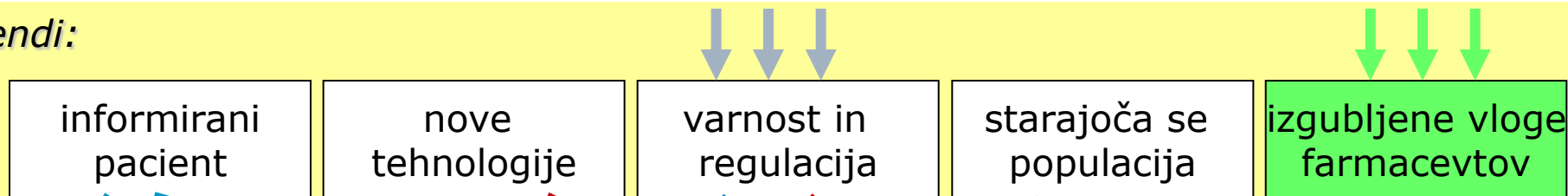
odgovori:



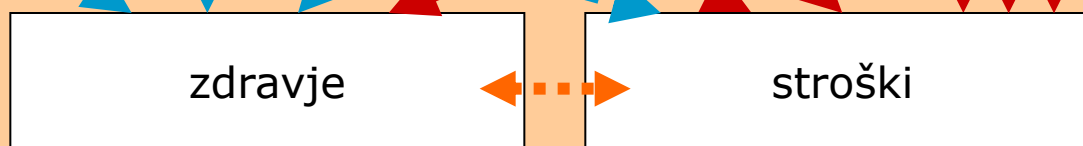


Trendi-izidi-odgovori

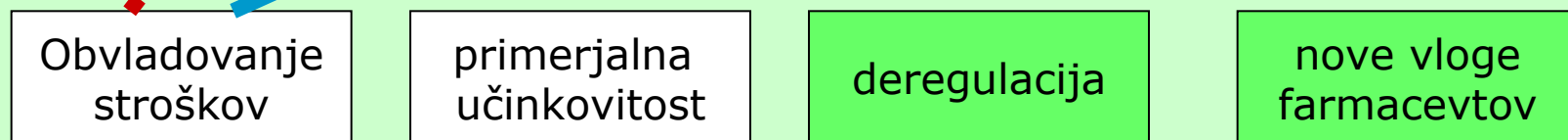
trendi:



izidi:



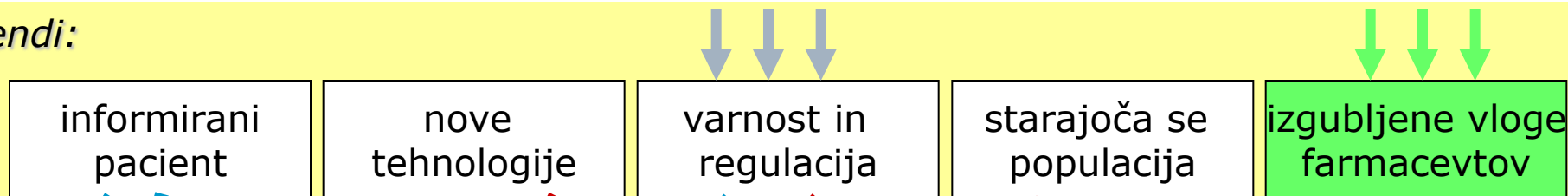
odgovori:



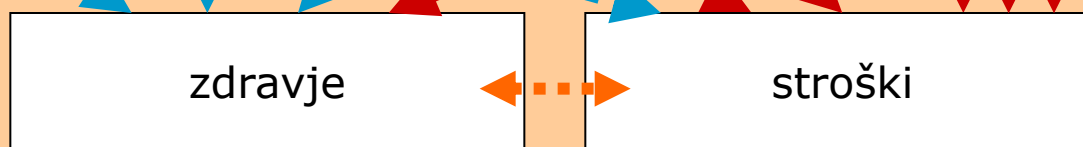


Trendi-izidi-odgovori

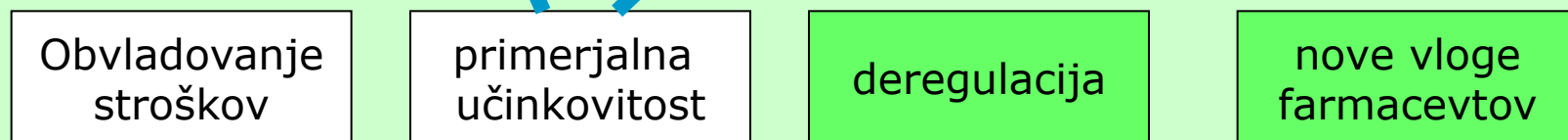
trendi:



izidi:



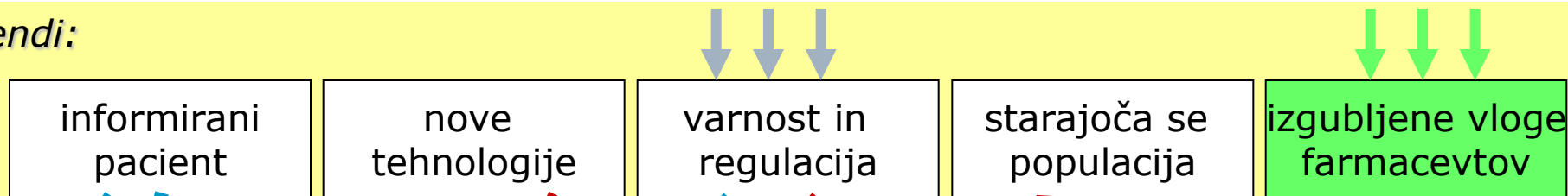
odgovori:



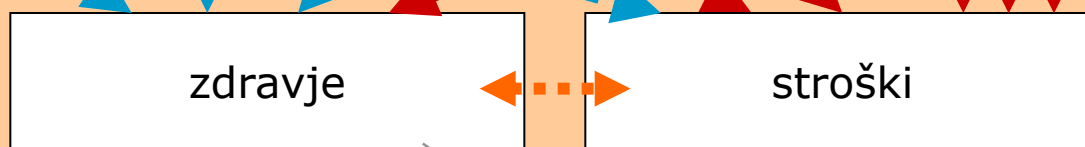


Trendi-izidi-odgovori

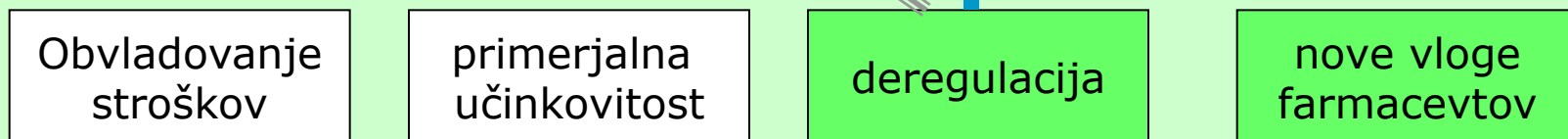
trendi:



izidi:



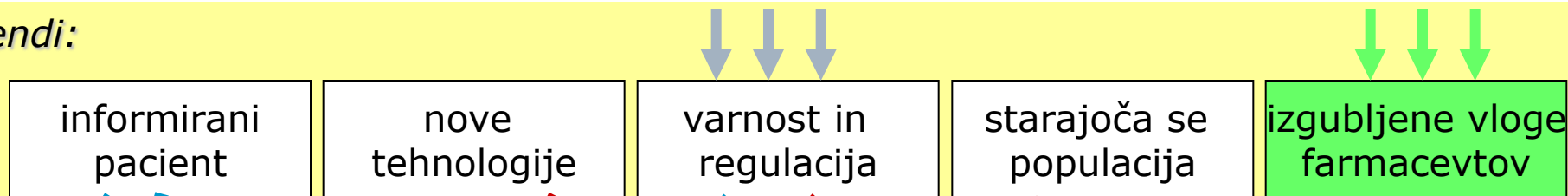
odgovori:



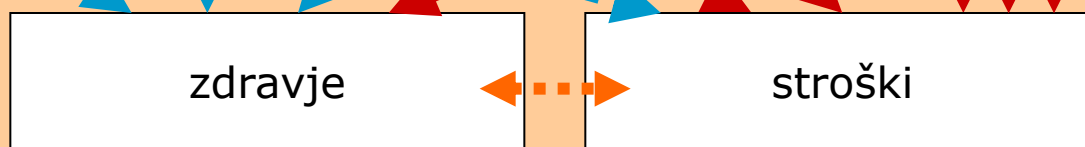


Trendi-izidi-odgovori

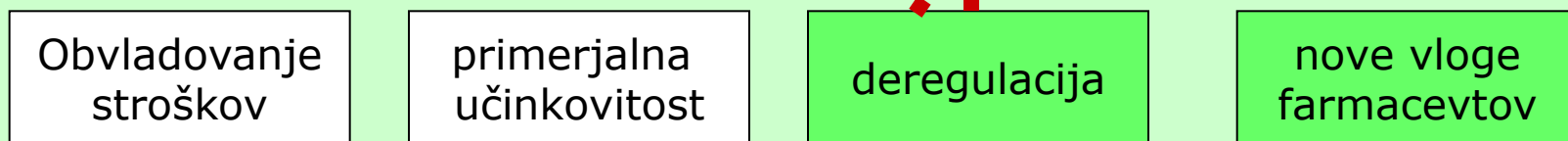
trendi:



izidi:



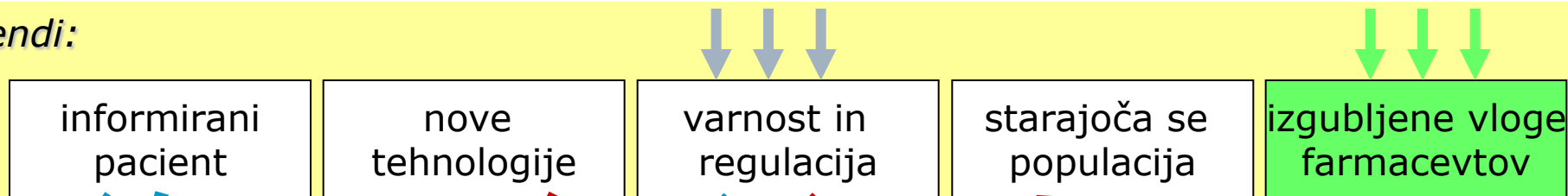
odgovori:



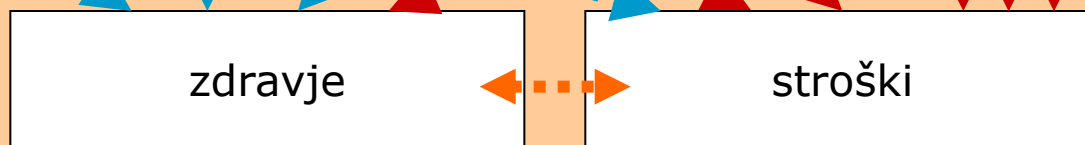


Trendi-izidi-odgovori

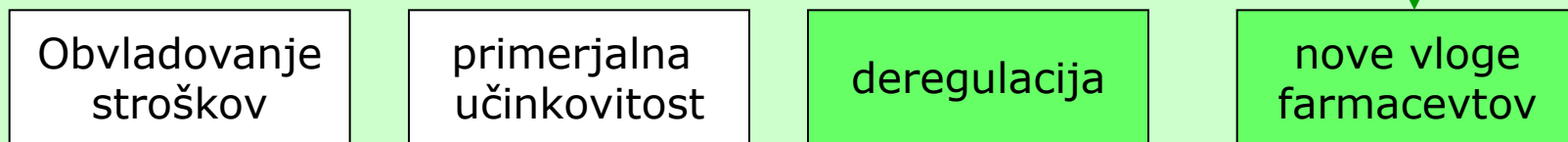
trendi:



izidi:



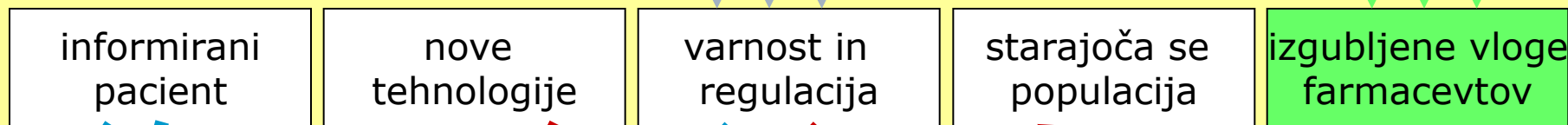
odgovori:



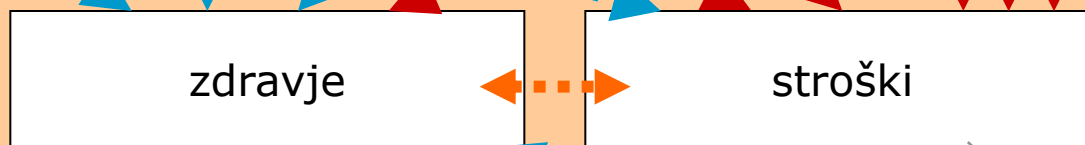


Trendi-izidi-odgovori

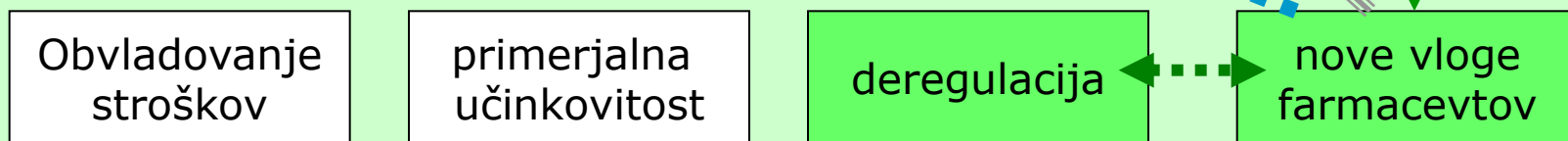
trendi:



izidi:



odgovori:





Vloge- odgovor na potrebe družbe

- The survival of the profession will depend on its ability to meet the present and future **needs of society**.
- Pharmacy has focused more on improving **efficiency for existing functions** than on identifying and adapting to the changing needs of society.

Schondelmeyer SW, Am J Hosp Pharm. 1982

Farmacevtske organizacije v Evropi



- Pharmaceutical Group of the European Union (PGEU)
 - national associations and professional bodies of community farmacevtov in 30 European countries
 - EuroPharm Forum
 - a joint network of national pharmaceutical associations and the WHO Regional Office for Europe.
 - European Society of Clinical Pharmacy
 - promoting the profession of clinical pharmacy.
 - Pharmaceutical Care Network Europe (PCNE)
 - a communication platform for researchers in the field of pharmaceutical care in Europe.
-



Nove vloge farmacevtov

- Klinična farmacija
 - Farmaceutvska skrb
-



Klinična farmacija

European Society of Clinical farmaceutov, ESCP

- To develop and promote the **rational** and **appropriate use** of medicinal products and devices.



Farmacevtska skrb

International Pharmaceutical Federation, FIP

- The **responsible provision of pharmacotherapy** for the purpose of achieving definite izidisi that **improve or maintain a patient's quality of life**.
- It is a **collaborative Trendi** that aims to prevent or identify and solve medicinal product and zdravje related problems.
- This is a **continuous quality improvement Trendi** for the use of medicinal products.



Pregled farmakoterapije

Neustrezne intervencije/ raziskovanje?

- “There is relatively **weak evidence** to indicate that farmacevti-led medication reviews are učinkive in **reducing hospital admissions.**”

Qual Saf zdravstvebrezvarstvo 2006;15:23–31.

- “Such interventions [farmaceuti-led medication review and reduction of hospital admissions and deaths in older people] **may improve drug knowledge and adherence**, but there are **insufficient data** to know whether **quality of life** is improved.”

British Journal of Clinical Pharmacology 2007;65:303- 316.



Lekarne v Sloveniji

- Nezaodostnbrezplačilo za ZZZS storitve
 - Potreba po večjem zaslužku na trgu
-

Lekarna Olimje

med tremi najstarejšimi v Evropi 1663?





Lekarna, Bled





Lekarna, Lesce



Kartica zaupanja





Popusti, kot nagrada za lojalnost

Kartica zvestobe Lekarne Ljubljana | jesen / zima 2009 / 2010

Katalog ugodnosti

KOLOSTRUM, PREHRANSKO DOPOLNILNO LEKARNE LJUBLJANA, 120 kapsul
Redna cena: 26,88 €
akcijska cena **21,50 €** popust **20 %**

Z zbranimi jabolki zvestobe do izjemnih popustov!

Kartica zvestobe
LEKARNA LJUBLJANA

Akcijske cene iz tega kataloga veljajo izključno ob predložitvi kartice zvestobe LEKARNE LJUBLJANA in zahtevanega števila jabolk zvestobe, sicer veljajo redne cene. Ponudba velja od 1. 9. 2009 do 28. 2. 2010 oziroma do odpredaje zalog.





Prehranska dopolnila = živila

- Namen: **dopolnjevati** običajno **prehrano**.
- **Živila oz. hrana**: vsaka snov ali izdelek, v predelani, delno predelani ali nepredelani obliki, namenjen za uživanje ali se smiselno pričakuje, da ga bodo uživali ljudje (*Uredba 178/2002*).
- **Koncentrirani viri** posameznih ali kombiniranih hranil ali drugih snovi s **hranilnim ali fiziološkim učinkom**.



PD lahko vsebujejo:

- vitamine,
 - minerale,
 - aminokisline,
 - alge,
 - maščobne kisline in lecitin,
 - prehranske vlaknine,
 - rastline in rastlinske izvlečke,
 - mikroorganizme,
 - med in čebelje pridelke,
 - encime,
 - olja,
 - ter druge snovi s hranilnim ali fiziološkim učinkom, pod pogojem, da je njihova varnost v prehrani ljudi znanstveno utemeljena.*
-



Prehranska dopolnila **niso** zdravila!!!

- Po svoji **obliki** in **vsebini** ter **načinu uporabe** lahko **spominjajo na zdravila**.
 - Predpakirana živila **v obliki** kapsul, pastil, tablet in drugih podobnih oblikah, v vrečkah s praškom, v ampulah s tekočino, v kapalnih stekleničkah in v drugih podobnih oblikah s tekočino in praškom, ki so oblikovane tako, da se jih lahko **uživa v odmerjenih majhnih količinskih enotah**.
-



Prehranska dopolnila \neq zdravila

- Bistvene razlike glede **namena uporabe ter dokazane učinkovitosti** za zdravljenje bolezni in bolezenskih stanj.
 - PD **ne sme pripisovati lastnosti** preprečevanja, zdravljenja in ozdravljenja bolezni.
 - Izdelke, ki so kako koli prestavljeni **z lastnostmi za zdravljenje ali preprečevanje** bolezni pri ljudeh ali živalih, je **prepovedano dajati v promet**, če ne veljajo za zdravila v skladu z **Zakonom o zdravilih**.
-



Mejni izdelki:

Prehranska dopolnila \neq zdravila

- Predvsem v povezavi z učinkom na fiziološke funkcije:
 - PD ohranjajo in jih podpirajo, medtem ko jih zdravila lahko tudi ponovno vzpostavljajo, izboljšujejo oz. spreminjajo.

- Ugotovitveni postopek JAZMP: ali se izdelek razvršča med zdravila? (7. člena Zakona o zdravilih)

Praviloma **niso** dovoljene naslednje trditve:



- klinično dokazani učinki/učinkovitost,
 - medicinske raziskave/klinične študije,
 - preprečuje, za preprečevanje,
 - pomaga,
 - za lajšanje,
 - kot pomoč pri,
 - blaži težave,
 - ščiti pred,
 - varuje pred,
 - se uporablja v tradicionalnem/ljudskem zdravilstvu,
 - preventiva in dopolnilno sredstvo za samozdravljenje...
-



Novе vloge? Npr. homeopatija

- Alternativna medicina
 - Samuel Hahnemann, zdravnik v Nemčiji, 1796
 - Zdravljenje pacientov z večkrat razredčenimi pripravki.
-



Good neighbor pharmacy, USA



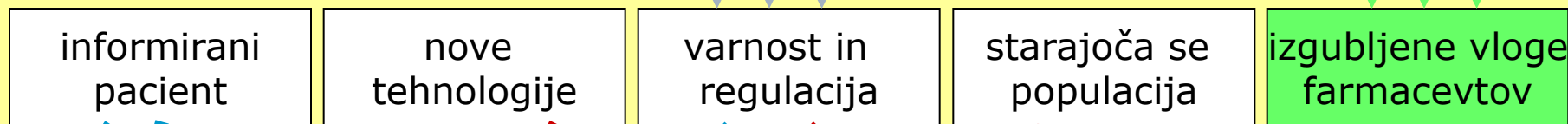
Ekstremi ali realnost: zdravila na črpalki?



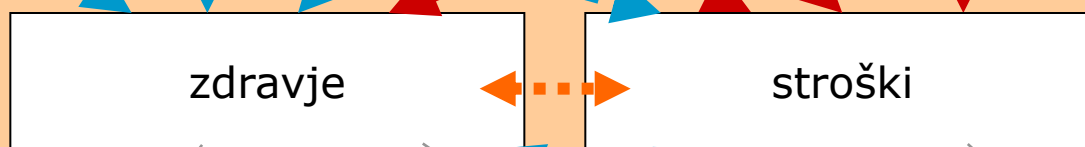


Trendi-izidi-odgovori

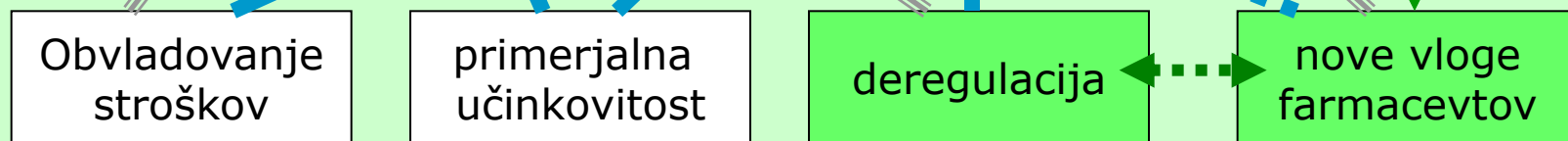
trendi:



izidi:



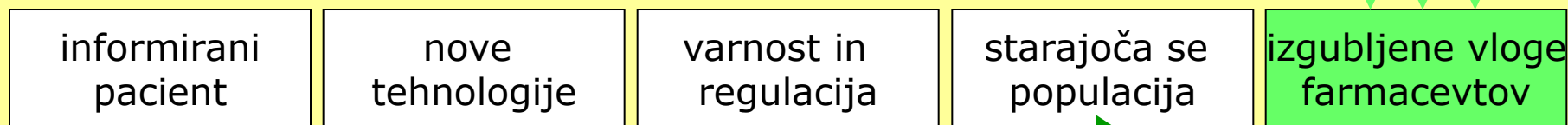
odgovori:



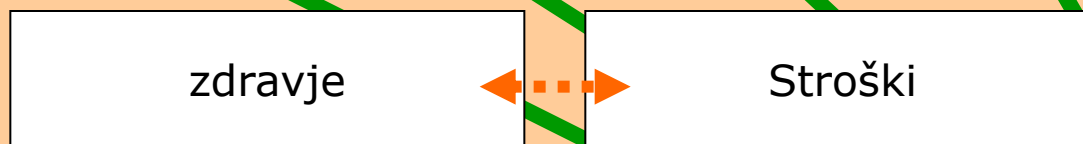


Pot naprej?

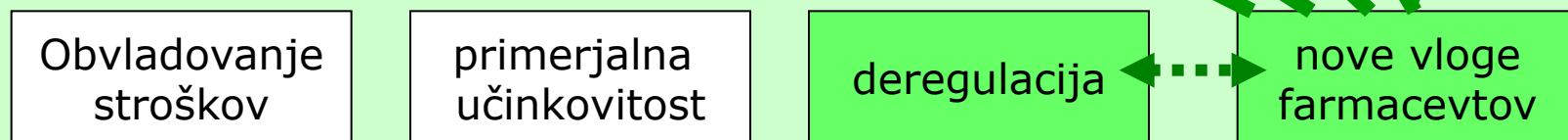
Trendi:



izidi:



odgovori:





Hvala za pozornost!

doc. dr. Mitja Kos, mag. farm.

Katedra za socialbrezfarmacijo, *predstojnik*
Univerza v Ljubljani- Fakulteta za farmacijo

E-pošta: mitja.kos@ffa.uni-lj.si

Splet: www.ffa.uni-lj.si
