

## Barriers and facilitators to counselling, in community pharmacy, perceived by older patients' – a focus group study

Rita Pedro <sup>1,2,\*</sup>, Rui Resende <sup>3</sup>, Ana Reis <sup>1,2</sup>, Ramona Mateos-Campos <sup>2</sup>, Agostinho Cruz <sup>1</sup>

<sup>1</sup> REQUIMTE/LAQV, ESS, Polytechnic of Porto, Rua Dr. António Bernardino de Almeida, 4200-072 Porto, Portugal; <sup>2</sup> Faculty of Pharmacy, University of Salamanca, Campus Miguel de Unamuno, C. Lic. Méndez Nieto, s/n, 37007 Salamanca, Spain; <sup>3</sup> Escola Superior de Desporto e Lazer, Instituto Politécnico de Viana do Castelo; SPRINT - Sport, Physical Activity and Health Research & Innovation Center – (Centro de investigação & inovação do desporto, atividade física e saúde), R. Dom Moisés Alves Pinho 4900, 4910-023 Viana do Castelo, Portugal; \* Corresponding author: [rpm@ess.ipp.pt](mailto:rpm@ess.ipp.pt)

### INTRODUCTION & AIM



- The ageing of world population is simultaneously a great triumph and a great challenge <sup>(1)</sup>
- Older population goes very often to community pharmacies <sup>(2-4)</sup>

- European Union projections show that, in 2050, the older population (people over 65 years of age) will represent 29,5% of the total population. In Portugal, the percentage increases to 33,7% <sup>(5,6)</sup>
- The goal was to identify barriers and facilitators, perceived by older patients, that may influence counselling in community pharmacy and, consequently, therapeutical adherence.

### METHOD

Qualitative study, approved by Ethics Committee



**Target population:** people with 65 or more years, that are autonomous and frequently go to community pharmacies

The sessions occurred in the **place** where older adults had **gymnastic classes**, to avoid mobility constraints



**6 focus groups** were conducted with **51 participants**

The **audio was recorded**; interviews were transcribed *ad verbatim*; data was managed using **NVivo®** (version 15)



Figure 1: Summary of the methodology applied.

### RESULTS & DISCUSSION

These are preliminary results from an ongoing investigation.

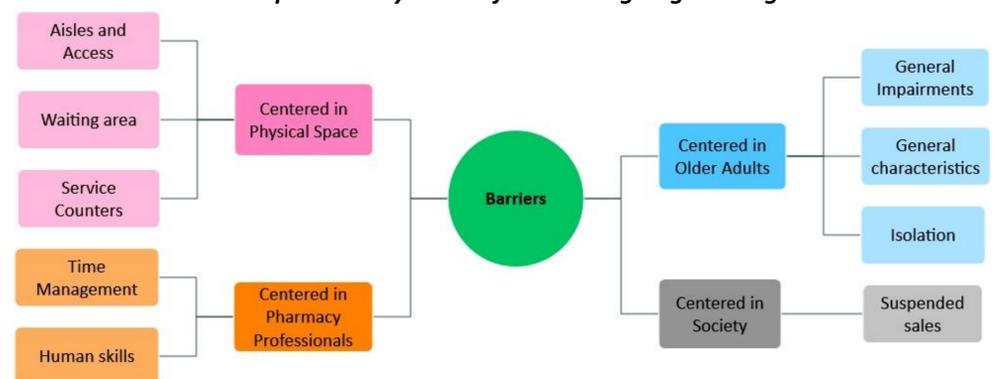


Figure 2: Mental map of Barriers - Overview of the resulting themes and categories.

**Aisles and Access**  
Barrier centered in physical space

«It's not that it makes me uncomfortable, but I don't think it's necessary to have the products exposed. We must see them, they are there to encourage a purchase. When you enter, you don't have any free space, you must keep going around just to see the products.» (Participant 2.11)

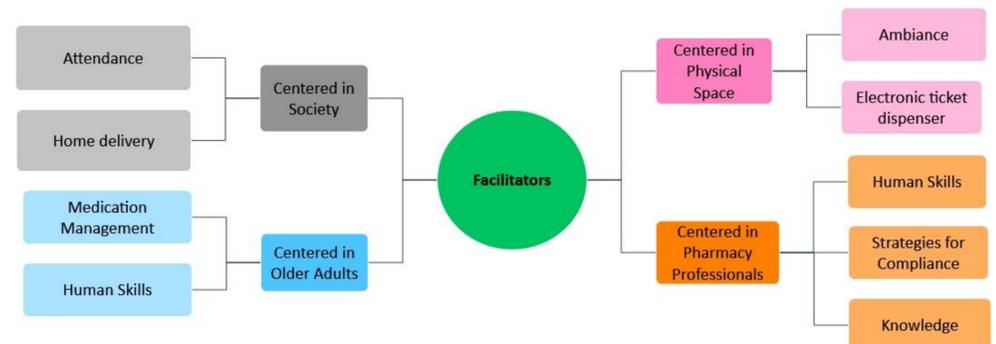


Figure 3: Mental map of Facilitators - Overview of the resulting themes and categories.

«There are many things that contribute to quality attendance at community pharmacies. I value being treated with eye contact and with a smile. If I don't have that, I feel disappointed.» (Participant 3.4)

**Human skills**  
Facilitator centered in pharmacy professionals

### CONCLUSION

The findings showed the urgent need to involve community pharmacies into age-friendly initiatives, to ensure safer environments for older adults, who are one of the most frequent users of community pharmacies.

### REFERENCES

(1) WHO. Active ageing : a policy framework [Internet]. 2002 [citado 30 de julho de 2025]. Disponível em: <https://iris.who.int/handle/10665/67215>; (2) Mair A, Fernandez-Llimos F, Alonso A, Harrison C, Hurding S, Kempen T, et al. Polypharmacy Management by 2030: a patient safety challenge. SIMPATHY Consort. 2017. doi:cv-prod-144174; (3) Midão L, Giardini A, Menditto E, Kardas P, Costa E. Polypharmacy prevalence among older adults based on the survey of health, ageing and retirement in Europe. Arch Gerontol Geriatr. outubro de 2018;78:213-20. doi:10.1016/j.archger.2018.06.018 PubMed PMID: 30015057; (4) Rodrigues AR, Teixeira-Lemos E, Mascarenhas-Melo F, Lemos LP, Bell V. Pharmacist Intervention in Portuguese Older Adult Care. Healthcare. 2022;10(10). doi:10.3390/healthcare10101833; (5) Our World in Data. Life Expectancy, aged 0, medium projection [Internet]. 2024 [citado 18 de julho de 2024]. Disponível em: <https://ourworldindata.org/grapher/future-life-expectancy-projections>; (6) Eurostat. Ageing Europe [Internet]. 2024 [citado 18 de julho de 2024]. Disponível em: <https://ec.europa.eu/eurostat/cache/digpub/ageing/>