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SAKSIT SRIPA: FACTORS AFFECTING COMMUNITY PHARMACIST'S  
KNOWLEDGE, ATTITUDE AND PERCEPTION OF BARRIERS TOWARD THE  
PROVISION OF PHARMACEUTICAL CARE IN COMMUNITY PHARMACY.  
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Pharmaceutical care, a new practice philosophy for pharmacists, encourages pharmacists to ensure that drug-related health outcomes are optimized. However, its adoption by community pharmacists has been slow due to numerous barriers particularly attitudinal barriers. This survey research was conducted to assess Thai community pharmacists' knowledge, attitude, perceived control, and intention toward pharmaceutical care, to determine the relationships among these attitudinal factors, and to determine factors affecting them. The study was based upon the theory of planned behavior and the knowledge, attitude, and practice (KAP) model. A survey questionnaire was developed to collect data. Of the 773 Thai community pharmacists nationwide receiving the mailed questionnaire, 328 completed surveys were obtained, an estimated response rate of 42.43%. Multiple regression analysis and path analysis were used to determine the relationships among attitudinal variables and factors affecting them.

Merely 30% of pharmacists in the study never heard of the concept pharmaceutical care. Generally, pharmacists' attitudes toward it were positive. Knowledge and intention toward pharmaceutical care were moderately high. Pharmacists, on average, perceived ease to provide traditional pharmacy services such as patient counseling but they perceived moderate difficulty to perform novel pharmacy services including patient medication records and therapy monitoring. Moreover, excessive workload, time constraint, and accessibility of patient information were rated to be the impediments to the provision of pharmaceutical care in community pharmacy setting. Knowledge, attitude, and intention of pharmacists who participated in drugstore development project were higher than others. Older pharmacists had the lower knowledge, attitude, and intention than younger pharmacists. Pharmacists who had a technician working in their pharmacies perceived ease to provide pharmaceutical care.

The construction of causal model for predicting intention toward pharmaceutical care revealed the explanatory ability of knowledge, attitude, and perceived control through intention at about 24.5%. Knowledge and perceived control appeared to influence intention both directly and indirectly through attitude. Perceived control was the main predictor of intention. This study suggests that programs which help pharmacists assess their work environment and determine workable strategies to adopt pharmaceutical care are required. Additionally, these programs need to develop interventions which educate pharmacists about pharmaceutical care.