



賽馬會藥健同心
藥物支援網絡
JOCKEY CLUB PHARM+
COMMUNITY MEDICATION
SERVICE NETWORK



香港賽馬會慈善信託基金
The Hong Kong Jockey Club
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HKU Med LKS Faculty of Medicine
Department of Pharmacology
& Pharmacy
香港大學藥理及藥劑學系



HKU Med LKS Faculty of Medicine
Primary Care Pharmacy Consortium
香港醫藥聯盟藥劑學系



An Initiative of Comprehensive Primary Healthcare Collaboratory
綜合社區藥劑學及全科醫學系之倡議

PHARM+Excellence 2025

Driving Standards and Innovation in Primary Healthcare Pharmacy



Programme Book

Shaping the Future of Primary Healthcare Pharmacy:
Quality Standards, Research, and Interprofessional Collaboration

3 Sassoon Road, Pokfulam, Hong Kong

21 June 2025 (Sat)

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Welcoming Message

Dear all,

On behalf of the Organising Committee, it is my great pleasure to invite you to PHARM+Excellence 2025: Driving Standards and Innovation in Primary Healthcare Pharmacy, which will take place on 21 June 2025 at HKUMed Campus.

With the theme “Shaping the Future of Primary Healthcare Pharmacy: Quality Standards, Research, and Interprofessional Collaboration”, this conference will bring together healthcare professionals, researchers, educators, policymakers, and social service providers to exchange insights and explore strategies for advancing community pharmacy services in primary healthcare.

Through keynote speeches, panel discussions, and interactive sessions, we will delve into the latest research findings, service innovations, and interprofessional collaborations that drive excellence in patient care. The conference will also highlight evidence-based practices, professional development strategies, and policy alignments essential for shaping the future of pharmacy services.

I sincerely encourage you to join us in this meaningful dialogue, share your expertise, and be part of a collective effort to elevate the standards of primary healthcare pharmacy. Your participation will not only enrich our discussions but also contribute to the transformation of pharmacy practice for the benefit of patients and the healthcare system.

We look forward to welcoming you to PHARM+Excellence 2025 and engaging in inspiring conversations that will shape the future of our profession.

Best regards,



Professor Ian Wong

Chairperson, Organising Committee, PHARM+Excellence 2025



Programme Rundown

Morning Session

8:30 AM - 9:00 AM

Registration

9:00 AM - 9:30 AM

Opening Ceremony

Welcome Speech

Professor Chak Sing Lau

Dean, LKS Faculty of Medicine, The University of Hong Kong

Opening Speech (Pre-recorded)

Dr Fei-chau Pang

*Commissioner for Primary Healthcare, Health Bureau
Hong Kong SAR Government*

Opening Speech

Professor Sophia Chan

*Convenor, Advisory Committee, Jockey Club PHARM+
Community Medication Service Network*

Opening Speech

Professor Ian Wong

*Principal Investigator, Jockey Club PHARM+ Community
Medication Service Network*

9:30 AM - 9:50 AM

**Keynote Speech 1 - Local Perspective
Elevating Pharmacy Services in Primary
Healthcare: Establishing Quality Standards in
Hong Kong**

Dr Tony Ha

*Assistant Commissioner for Primary Healthcare 2, Health
Bureau, Hong Kong SAR Government*

9:50 AM - 10:10 AM

**Keynote Speech 2 – International Perspective
Advancing Pharmacy Quality Standards in
Primary Healthcare: Global Perspectives and
Best Practices**

Professor Timothy Chen

*Professor of Medication Management, Head of Pharmacy
Practice and Health Services Research, School of Pharmacy,
The University of Sydney*

Programme Rundown

10:10 AM – 10:30 AM

Panel Discussion: The Future of Quality Standards in Primary Healthcare Pharmacy

Moderator:

Professor Sophia Chan

Convenor, Advisory Committee, Jockey Club PHARM+ Community Medication Service Network

Panelists:

Dr Tony Ha

Assistant Commissioner for Primary Healthcare 2, Health Bureau, Hong Kong SAR Government

Professor Timothy Chen

International Advisor, Jockey Club PHARM+ Community Medication Service Network

Professor Ian Wong

Principal Investigator, Jockey Club PHARM+ Community Medication Service Network

10:30 AM – 10:50 AM

Coffee Break and Poster Exhibition

10:50 AM – 12:10 PM

Symposium 1

Establishing Quality Standards in Community Pharmacy

(The session will be conducted in Cantonese)

Moderator:

Mr Tommy Lee

Pharmacist, Jockey Club PHARM+ Community Medication Service Network, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Invited Speakers:

1. Advancing Pharmacy Practice in Primary Care: Implementation in PHARM+ Community Pharmacies (Pre-recorded Presentation)

Dr Franco Cheng

Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Programme Rundown

10:50 AM – 12:10 PM

Symposium 1

Establishing Quality Standards in Community Pharmacy (cont'd)

(The session will be conducted in Cantonese)

2. Driving Healthcare Excellence: Public Hospital Insights on Accreditation for Pharmacy Services

Mr William Chui

*Chief Pharmacist, Chief Pharmacist's Office
Hospital Authority*

3. From Hospital to Community: Development and Governance of Community Pharmacy Services in Gleneagles Hospital Hong Kong

Ms Carol Chow

*Head, Pharmacy and Research,
Gleneagles Hospital Hong Kong*

4. Experience Sharing – Continuous Quality Improvement of Drug Refill Services in Macau

Mr João Lei

*Chefe de Divisão de Farmácia
Serviços de Saúde de Macau*

Panel Discussion and Q&A

12:10 PM – 1:20 PM

Lunch break

Programme Rundown

Afternoon Session

1:20 PM – 3:00 PM

Symposium 2

Interprofessional Education and Collaboration in Primary Healthcare

Moderator:

Ms Eliza Tam

Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Invited Speakers:

1. HKUMed Community Pharmacy as a Catalyst: Innovative Model in Interprofessional Education

Ms Jody Chu

Senior Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

2. Impact of Interprofessional Education (IPE) & Collaboration (IPC) in Primary Healthcare (Pre-recorded Presentation)

Professor Vivian Lee

Associate Professor, Centre for Learning Enhancement and Research, The Chinese University of Hong Kong

3. Collaborative Innovations in Primary Healthcare: Advancing Community Pharmacy Through Medical-Social Partnerships

Dr Ning Fan

Founder, Health in Action

4. Bridging Knowledge and Practice: Primary Healthcare Training in Pharmacy Through Experiential Education

Ms Catherine Wong

Multicultural Pharmacy Service Coordinator, Health in Action

Programme Rundown

1:20 PM – 3:00 PM

Symposium 2

Interprofessional Education and Collaboration in Primary Healthcare (cont'd)

5. Integrating Pharmacists, Nurses, and Social Workers: A Collaborative Model for Mental Health Services

Mr Shek Ming Leung

Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Panel Discussion and Q&A

3:00 PM – 3:30 PM

Coffee Break and Poster Exhibition

3:30 PM – 4:50 PM

Symposium 3

Innovations and Insights from Research in Primary Healthcare

Moderator:

Dr Vanessa Ng

Post-Doctoral Fellow, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Invited Speakers:

1. Innovating Primary Healthcare: Evidence from the Jockey Club PHARM+ Community Medication Service Network

Dr Edmund Yiu

Research Assistant Professor, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

2. Primary Healthcare Reform: Insights from the Chronic Disease Co-Care Pilot Scheme

Professor Eric Wan

Assistant Professor, Department of Family Medicine and Primary Care & Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Programme Rundown

3:30 PM – 4:50 PM

Symposium 3

Innovations and Insights from Research in Primary Healthcare (cont'd)

3. The P-CARDIAC Model: A Multidisciplinary Approach to CVD Risk in Primary Healthcare (Pre-recorded Presentation)

Professor Celine Chui

Assistant Professor, School of Nursing, LKS Faculty of Medicine, The University of Hong Kong

4. Shifting from Acute Care to Community-Based Support: Rethinking End-of-Life Care in Primary Healthcare in Hong Kong

Professor Peter Tanuseputro

Clinical Professor, Department of Family Medicine and Primary Care, LKS Faculty of Medicine, The University of Hong Kong

Panel Discussion and Q&A

4:50 PM – 5:05 PM

Presentation of Certificates

5:05 PM – 5:15 PM

Closing Remarks

Professor Eric Wan

Vice Chairman, Organising Committee, PHARM+Excellence 2025

Deputy Principal Investigator, Jockey Club PHARM+ Community Medication Service Network

Assistant Professor, Department of Family Medicine and Primary Care & Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Welcome Speech



Professor LAU Chak-sing, BBS, JP

*Vice-President & Pro-Vice-Chancellor (Health)
Dean of Medicine
Chair Professor of Rheumatology and Clinical Immunology
The University of Hong Kong*

Professor CS Lau has been instrumental in promoting rheumatology in Hong Kong and beyond.

He presided over the HK Society of Rheumatology (1997 – 2001), and was Founding Chairman of the HK Arthritis & Rheumatism Foundation (2001). He was also the President of the HK Academy of Medicine (2016 – 2020), a statutory body for medical and dental specialist training, as well as a key advisory body to the HKSAR Government on health-related policies. In addition, Professor Lau sits on numerous strategic committees/working groups of the Health Bureau, Hospital Authority and Department of Health.

Regionally, Professor Lau was President of the Asia Pacific League of Rheumatology Associations (APLAR) (2006-2008) and co-founded the Asia Pacific Lupus Collaboration. Beyond the Asia Pacific region, he was a Member of the Outcome Measures in Rheumatology (1999-2002), European Alliance of Associations for Rheumatology (EULAR) Task Force on Rheumatoid Arthritis Treatment Recommendations (2019) and EULAR Scientific Committee (2019-2023). He was selected as an Honorary Member of EULAR in 2022 and a member of the Academia Europaea in 2023; and was conferred the degree of Doctor of Science honoris causa by the University of Glasgow in 2024.

Opening Speech



Dr Fei-chau Pang

*Commissioner for Primary Healthcare, Primary Healthcare Commission, Health Bureau, Hong Kong SAR Government
President, the Hong Kong College of Community Medicine*

Dr PANG Fei Chau is the current Commissioner for Primary Healthcare, the Government of the Hong Kong Special Administrative Region Health Bureau. He is the president of the Hong Kong College of Community Medicine. Dr Pang is an experienced health service executive and have been the Head of Human Resources of the Hospital Authority to provide strategic advice and leadership to the HR function of over 40 public hospitals. He was appointed as the member of the Elderly Commission of the Government of the Hong Kong Special Administrative Region between 2015-2019. He was the elected Council member of The University of Hong Kong in 2021/22.



Professor Sophia Chan

*Convenor
Advisory Committee
Jockey Club PHARM+ Community Medication Service Network*

Professor Sophia Chan is currently Senior Advisor to the President's Office at The University of Hong Kong, Professor and Director of HKU Primary Health Care Academy and Policy Convenor of the HKUMed Primary Health Care Collaboratory. She was appointed by the HKSAR Government to be the Secretary for Food and Health (SFH) from 2017 – 2022. During her tenure as the SFH, not only has she been fighting the COVID-19 pandemic over 2.5 years, she had also made exemplary efforts and policy initiatives in protecting and promoting the health of the population through major policy initiatives such as embarking on a new journey in primary health care by developing District Health Centres (DHCs) in all 18 districts in Hong Kong. Professor Chan is one of the leading Nurse Scientists locally and internationally and was named among the world's top 2% most cited scientists in her specialty areas by Stanford University in 2020. She has always been the top-funded researcher in HKU School of Nursing and has led many external competitive grants including GRF, HMRF, and commissioned grants from the Government, Hong Kong Jockey Club and key foundations and organisations locally and internationally. She is a pioneer and founding directors of a number of signature research and training programmes in tobacco dependency therapeutic interventions, and her findings has transformed smoking cessation services and tobacco control policies.

Opening Speech



Professor Ian Wong

Principal Investigator

Jockey Club PHARM+ Community Medication Service Network

Professor Ian Wong is a distinguished faculty member in the Department of Pharmacology and Pharmacy at HKU and holds the Regius Chair in Pharmacy at Aston University, an esteemed position established by the late Queen Elizabeth II for her 90th birthday. He serves as the Principal Investigator of the Jockey Club PHARM+ Community Medication Service Network and is a member of the Primary Healthcare Committee (PHCC), where he chairs the Working Group on Community Pharmacy, providing strategic guidance on pharmacist training and development. Recently, he was appointed to the Board of Directors of the Hong Kong Genome Institute, recognizing his expertise in big data analytics.

Internationally recognized as a top 1% scholar in pharmacology and pharmacy by Clarivate Analytics for ten consecutive years (2015-2024), he has published over 700 peer-reviewed articles in high-impact journals such as Nature, Lancet, JAMA, and BMJ. His research leverages big data to assess medication safety and effectiveness, particularly in cardiovascular, neurological, and psychological conditions. As a principal investigator, he has secured over £48 million in funding and £200 million as a co-investigator from international sources. Professor Wong has also served as an advisor to the WHO, European Medicines Agency, and health authorities in both England and Hong Kong.

Keynote Speakers



Dr Tony Ha

*Assistant Commissioner for Primary Healthcare 2
Primary Healthcare Commission, Health Bureau, Hong Kong SAR Government*

Dr HA is the Assistant Commissioner for Primary Healthcare at the Health Bureau of the Government of the Hong Kong Special Administrative Region. In this role, he leads and coordinates the planning and development of primary healthcare services in public and private sectors. His key initiatives include the Chronic Disease Co-Care Pilot Scheme service model and Reference Frameworks for primary healthcare professionals. He also oversees the enhancement of primary healthcare infrastructure and performance management to improve service delivery and health outcomes. Additionally, Dr HA serves as the co-chairman of the Working Group on Community Pharmacy under Primary Healthcare Commission with key focus on standard setting, service development and quality assurance.

Prior to this position, Dr HA served as the Chief Manager of the Primary & Community Services Department of the Hospital Authority in Hong Kong. He looked after the development of primary care services, integrated elderly services, palliative care services, and rehabilitation services, and steered the improvement of medical social collaboration and patient empowerment across Clusters in the Hospital Authority.



Professor Timothy Chen

*Professor of Medication Management
Head of Pharmacy Practice and Health Services Research
School of Pharmacy
The University of Sydney*

Professor Timothy F Chen (BPharm, DipHPharm, PhD, FPS, FFIP, FANZCAP) is a registered pharmacist in Australia, Professor of Medication Management, and Research Academic Director in the Faculty of Medicine and Health, The University of Sydney. Timothy is an experienced academic with >200 scientific papers and 22 PhD completions. Timothy's research directly informed the Home Medicines Review service in Australia (MBS item 900), with more than 1.2m HMRs conducted since inception. Timothy leads the MRFF funded Aspire Trial (\$2.4m) which includes partnerships with Primary Health Networks, Local Health Districts and Hospital and Health Services. Timothy has received Faculty, University and Australian Government awards for teaching. Timothy is an Australasian Pharmaceutical Sciences Association medallist (2021).

Panel Discussion – The Future of Quality Standards in Primary Healthcare Pharmacy

Moderator



Professor Sophia Chan

*Convenor
Advisory Committee
Jockey Club PHARM+ Community Medication Service Network*

Panelists



Dr Tony Ha

*Assistant Commissioner for Primary Healthcare 2
Primary Healthcare Commission
Health Bureau
Hong Kong SAR Government*



Professor Timothy Chen

*Professor of Medication Management
Head of Pharmacy Practice and Health Services Research
School of Pharmacy
The University of Sydney*



Professor Ian Wong

*Principal Investigator
Jockey Club PHARM+ Community Medication Service Network*

Symposium 1 – Establishing Quality Standards in Community Pharmacy

Moderator



Mr Tommy Lee

*Pharmacist
Department of Pharmacology and Pharmacy
LKS Faculty of Medicine
The University of Hong Kong*

Mr Tommy Lee obtained his Bachelor of Pharmacy at the University of Hong Kong and further completed his Master of Clinical Pharmacy at The Chinese University of Hong Kong. Being a registered pharmacist in Hong Kong, he has substantially committed to the development of primary care pharmacy model in Hong Kong and fostered the positive changes of socio-medical collaboration.

Presently, Tommy is committed to Jockey Club PHARM+ Community Medication Service Network Project, which aims to support sustainable development of community pharmacy services that underpin the primary healthcare development in Hong Kong. Dedicating to the incubation of the next generation of primary care pharmacy leaders, He has continuously facilitated the development of the co-creation platform and co-learning environment among the pharmacy undergraduate and stakeholders from various disciplines including healthcare and social welfare sectors.

Speakers



Dr Franco Cheng

*Lecturer
Department of Pharmacology and Pharmacy
LKS Faculty of Medicine
The University of Hong Kong*

Dr Franco Cheng completed his PhD in HKUMed. He is a pharmacist by training and obtained both his bachelor's and master's degrees in Hong Kong. Like a lot of the local pharmacy graduates, Franco worked mostly in hospital settings in Hong Kong upon graduation. He then joined HKU in 2021 as a research pharmacist in COVID-19 Vaccines Adverse Events Response and Evaluation (CARE) Programme prior to taking up the lecturer position. Currently, Franco is deeply involved in the education and training of future pharmacists. He is currently one of the programme co-ordinators of the Master of Advanced Pharmacy Programme in the Department of Pharmacology and Pharmacy and is also the course coordinator for the certificate course in primary healthcare for pharmacists.

Symposium 1 – Establishing Quality Standards in Community Pharmacy (cont'd)

Speakers



Mr William Chui

*Chief Pharmacist
Chief Pharmacist's Office
Hospital Authority*

Mr William CHUI obtained a Bachelor Degree in Pharmacy and Master Degrees in Clinical Microbiology from UK. He is a member of the Royal Pharmaceutical Society of Great Britain. He is currently an accredited Surveyor of the Shenzhen Hospital Accreditation Research Center and actively participated in hospital accreditation in Hong Kong. Mr Chui is also a member of Community Pharmacy Programme Taskforce reported to the Health Bureau and is involved in reviewing the standards and quality assurance of the Community Pharmacy Services. He is also a Honorary Associate Professor of the Department of Pharmacology and Pharmacy, Faculty of Medicine, The University of Hong Kong. Currently, he is the Chief Pharmacist of Hospital Authority leading the development of various Pharmacy Co-care Services



Ms Carol Chow

*Head of Pharmacy & Research, Gleneagles Hospital Hong Kong
Head of Project Operations and Quality at Gleneagles Clinical Trials Centre*

Ms Carol Chow is the Head of Pharmacy & Research at Gleneagles Hospital Hong Kong, and Head of Project Operations and Quality at Gleneagles Clinical Trials Centre. She also serves as an Honorary Clinical Tutor at HKU's Pharmacy & Pharmacology Department. Carol holds a Master's degree from King's College London and has extensive experience in pharmacy and healthcare management. She practiced pharmacy in the UK for six years before relocating to Hong Kong in 2014.

Carol's passion for healthcare strategies and leadership management was evident from her first role as a pharmacy manager in London. She furthered her expertise by obtaining a professional certificate in healthcare system leadership from CUHK. Her roles at three private hospitals in Hong Kong have equipped her with a broad understanding of the challenges in delivering innovative, high-quality healthcare management. In 2022, she achieved Lean Six Sigma Green Belt certification, enhancing her skills in quality and lean management. Her goal is to leverage her background in the pharmaceutical and clinical trials industries to drive innovation within the evolving healthcare system.

Symposium 1 – Establishing Quality Standards in Community Pharmacy (cont'd)

Speakers



Mr João Lei

*Chefe de Divisão de Farmácia
Serviços de Saúde de Macau*

Mr Lei João (李志風) is a registered pharmacist in Macao SAR China. He graduated in 2001 with a Bachelor's degree in Pharmacy from Kaohsiung Medical University, Taiwan, China. In 2012, he earned a Master's degree in Clinical Pharmacy from the University of Sunderland.

From 2001 to 2003, João worked in a community pharmacy in Macao. In 2003, he joined the Pharmacy Department of Centro Hospitalar Conde de São Januário under the Macao Health Bureau. He served as the head of the Special Preparations sector in the Pharmacy Department from 2013 to 2022. In 2022, he was appointed as the Director of the Pharmacy Department at the Centro Hospitalar Conde de São Januário.

João has worked in pharmaceutical services for over 20 years in Macao government hospitals, overseeing departmental planning, supervision, and guidance. Additionally, he holds multiple roles, including:

- Member of the Pharmacy and Therapeutics Committee
- Leader of the Hospital Drug Use Evaluation Team
- Deputy Leader of the Medication Safety Team
- Member of the Hospital Formulary Working Group
- Member of the COVID-19 Vaccine Adverse Event Evaluation Task Force
- Member of the Specialized Medical and Health Sector Task Force for the Government Healthcare System Big Data Platform
- Member of the Hospital Clinical Qualification Recognition and Training Team
- Member of the Outsourced Drug Supply Research Committee
- Member of the Elderly Affairs Task Force
- Member of the Talent Development Workgroup
- Member of the Macao Innovation and Technology Introduction Task Force
- Instructor for the Theoretical Training Course for Medical Staff Interns
- Vice President of the Macao Pharmaceutical Association

Symposium 2 – Interprofessional Education and Collaboration in Primary Healthcare

Moderator



Ms Eliza Tam

*Lecturer
Department of Pharmacology and Pharmacy
LKS Faculty of Medicine
The University of Hong Kong*

Ms Eliza Tam is a lecturer at the Department of Pharmacology and Pharmacy, University of Hong Kong. She completed her Bachelor of Pharmacy degree in Sydney, Australia, and the Master of Clinical Pharmacy degree at the Chinese University of Hong Kong. Before joining academia in 2013, she had gained extensive experience in community pharmacy and hospital pharmacy settings.

Eliza was awarded the faculty teaching medal at HKUMed in 2020 for her teaching excellence. In addition, she obtained a Senior Fellowship with Advanced Higher Education, UK, in 2023. Currently, she is serving as section editor for the Hong Kong Pharmaceutical Journal and the chairperson for the Primary Care Pharmacy Consortium at the University of Hong Kong.

Speakers



Ms Jody Chu

*Senior Lecturer
Department of Pharmacology and Pharmacy
LKS Faculty of Medicine
The University of Hong Kong*

Ms Jody Chu is a senior lecturer in the Department of Pharmacology and Pharmacy at University of Hong Kong. She received her BPharm and Master of Clinical Pharmacy degree at The University of South Australia and worked as a clinical pharmacist before joining HKUMed in 2013. As the HKU BPharm Program Director, Ms. Chu contributed to the implementation and ongoing evaluation of the major curricular revamp of the HKU BPharm curriculum. Jody received a Teaching Development Grant in 2022 for the implementation of a Professional Development Programme for BPharm students and recently received another TDG this year for the development and implementation of an IPE learning model for primary healthcare setting.

Symposium 2 – Interprofessional Education and Collaboration in Primary Healthcare (cont’d)

Speakers



Professor Vivian Lee

*Associate Professor
Centre for Learning Enhancement and Research
The Chinese University of Hong Kong*

Professor Vivian Lee is currently Associate Professor of the Center for Learning Enhancement And Research (CLEAR) at the Chinese University of Hong Kong. Professor Lee received her Bachelor of Sciences degree in Biochemistry at the University of California, Los Angeles (UCLA) and her Doctor of Pharmacy degree in the School of Pharmacy, University of Southern California (USC). She is a certified Specialist by the Board of Pharmaceutical Specialties (US) in Pharmacotherapy and added qualification in cardiology pharmacotherapy. She is also the fellow of the Hong Kong College of Pharmacy Practice and the senior fellow of the United Kingdom Higher Education Academy.

Professor Lee is a researcher in health education and higher education. She has published over 300 publications. Her contribution to the research and teaching has been recognized by 9 teaching awards and 22 research awards including the 10th Health Medical Research Fund Anniversary award to recognise her sustainable and translational research in health promotion. She serves as the auditor for the Quality Assurance Council of the University Grant Committee, Hong Kong SAR, selection committee member for the Rhodes Scholarship of the Oxford University, and the Advisory Board Member for the Association of the Pacific Rim Universities Global Climate Change Leadership Programme.

Symposium 2 – Interprofessional Education and Collaboration in Primary Healthcare (cont’d)

Speakers



Dr Ning Fan

Founder, Health In Action

Executive committee member of SSPDHC

Honorary Clinical Assistant Professor, Primary Care LKS Medical School

Honorary Clinical Assistant Professor, Medical School CUHK

Dr Ning Fan visions that a doctor's role goes beyond prescribing drugs, injections or cutting into your organs. It is about prescribing love, care and hope. He founded "Health In Action" to inspire the social and health workers to develop primary care projects that fit into community health needs and access to appropriate health services. He advocates for establishing the mindset to address the social determinants of health through health-in-all public policies. He stressed on the power and huge potential from all sectors to contribute on tackling public health issues like obesity, loneliness, pandemic chronic illness and cancers. He believes that the future development relies on community members and private sectors. He inspires the development of public health with innovative models. For example, by collaborating with Caritas Hong Kong on the "Jockey Club Healthy Neighbourhood Kitchen Project", he successfully prompted the government to establish community living rooms to assist subdivided flat residents. He is currently advocating for different sectors to develop various types of social prescriptions, with an ultimate goal of creating a community of healthy living and using social capital to build a healthy city.

Dr Fan has developed a transdisciplinary working model for primary care and hopes to facilitate the full potential of each health disciplines to contribute on tackling challenges of the current prevalence of chronic illness in an ageing society. He believed in primary care pharmacy model and worked closely with Department of Pharmacology and Pharmacy, The University of Hong Kong to promote the development of community pharmacies.

Symposium 2 – Interprofessional Education and Collaboration in Primary Healthcare (cont’d)

Speakers



Ms Catherine Wong

*Senior Project Coordinator (Service Development)
Health In Action*

Ms Catherine Wong is a dedicated advocate for multicultural health and community development, with over nine years of experience supporting diverse populations in Hong Kong. Her journey began with a passion for engaging with people from various backgrounds, sparked by overseas exchanges and volunteer work. This drive led her to focus on empowering multicultural communities through health education, youth development, and adaptation support.

Since joining Health In Action in 2021, Catherine has spearheaded initiatives to improve health literacy and chronic disease prevention among ethnic minorities. Her projects emphasize lifestyle modification and accessible healthcare services, particularly through community pharmacies. Recognizing their pivotal role as entry points for healthcare, she collaborates with the PHARM+ to enhance pharmacy services tailored to multicultural needs. Catherine also champions youth as agents of change, designing training programs that equip them to address health disparities in their communities. Currently, she leads a Train-the-Trainer program that places ethnic minority youth in community pharmacies, fostering interprofessional collaboration and experiential learning in primary healthcare.

Believing in the power of interdisciplinary teamwork, Catherine envisions a future where collaboration bridges knowledge and practice. She is committed to creating equitable access to healthcare and empowering individuals to take charge of their well-being, fostering healthier communities for all.

Symposium 2 – Interprofessional Education and Collaboration in Primary Healthcare (cont’d)

Speakers



Mr Shek Ming Leung

*Lecturer
Department of Pharmacology and Pharmacy
LKS Faculty of Medicine
The University of Hong Kong*

Mr Shek Ming Leung is a registered pharmacist in Hong Kong and a lecturer at the University of Hong Kong. He holds a Bachelor of Pharmacy degree from the Chinese University of Hong Kong and a Master of Clinical Pharmacy degree from the University of Sunderland. He is a Board Certified Pharmacotherapy Specialist and Psychiatric Pharmacist, certified by the Board of Pharmacy Specialties in the United States in 2021 and 2022.

Mr Leung has extensive experience working as a hospital pharmacist in both public and private hospitals in Hong Kong, specializing in psychiatric, geriatric, and deprescribing services. His educational contributions include delivering lectures and training for healthcare professionals, including psychiatrists, nurses, and social workers, on psychopharmacotherapy and substance abuse. He has spoken at various settings such as tertiary education institutions, patient groups, hospitals, community events, media and international webinars. Since 2023, Mr Leung has been leading the pharmacist review service for hostels of intellectual disability for a non-governmental organization.

Symposium 3 – Innovations and Insights from Research in Primary Healthcare

Moderator



Dr Vanessa Ng

*Post-Doctoral Fellow
Department of Pharmacology and Pharmacy
LKS Faculty of Medicine,
The University of Hong Kong*

Dr Vanessa Ng is a dedicated researcher with a strong background in pharmacoepidemiology. She completed her Bachelor of Pharmacy with Honors at the University of Queensland and pursued her Doctor of Philosophy at the University of Hong Kong. Vanessa's expertise lies in investigating the effectiveness and safety of treatment for mental disorders using electronic health records. Following her passion in pharmacy practice, she is now involved in the Jockey Club PHARM+ Community Medication Service Network and conducting research studies to investigate the feasibility and current landscape of the pharmacy services implemented in the community pharmacies in Hong Kong.

Speakers



Dr Edmund Yiu

*Research Assistant Professor
Department of Pharmacology and Pharmacy
LKS Faculty of Medicine
The University of Hong Kong*

Dr Edmund Yiu is a Research Assistant Professor in the Department of Pharmacology and Pharmacy at The University of Hong Kong. He earned his PhD in Health Economics from Warwick Medical School at the University of Warwick in the UK in 2022, and subsequently joined The University of Hong Kong. His research focuses on health preference elicitation using Discrete Choice Experiments (DCE), Time Trade-Off (TTO), and other survey methodologies. He also specialises in quality of life research related to population mental well-being, patient-reported outcome measures, survey validation, economic evaluations, and qualitative methods such as think-aloud and focus group interviews. Currently, Edmund is primarily involved in the Jockey Club PHARM+ Community Medication Service Network project, evaluating the structural and process outcomes of the Minor Ailment Service (MAS) and Medication Management Services (MMS), as well as their humanistic, economic, and clinical impacts.

Symposium 3 – Innovations and Insights from Research in Primary Healthcare (cont'd)

Speakers



Professor Eric Wan

*Assistant Professor
Department of Family Medicine and Primary Care & Department of Pharmacology
and Pharmacy
LKS Faculty of Medicine
The University of Hong Kong*

Professor Eric Wan is the Assistant Professor jointly appointed by the Department of Family Medicine and Primary Care and the Department of Pharmacology and Pharmacy at The University of Hong Kong. He is currently the Principal Investigator of the evaluation of Chronic Disease Co-Care Pilot Scheme (CDCC), commissioned by the Health Bureau, and the Deputy Principal Investigator of the Jockey Club PHARM+ Community Medication Service Network Project.

Professor Wan's substantial scholarly contributions have been widely recognized. He is the recipient of the prestigious Excellent Young Scientists Award from the National Natural Science Foundation of China. He was also awarded the Health and Medical Research Fund Research Fellowship from Hong Kong SAR Government as a visiting scholar at the Harvard University.

Professor Wan has authored more than 250 articles, 100 of which as first or corresponding author in top-tier journals such as *Annals of Internal Medicine*, *Diabetes Care*, *The Lancet Infectious Disease* and *The Lancet Healthy Longevity*. His h-index has reached 41, and his field-weighted citation impact is 3.81, indicating his works are cited 281% more than the global average.

Professor Wan has a strong record of securing external research funding mainly for the management of non-communicable diseases in primary care, having obtained 10 grants totaling HK\$38.7 (US\$5.0) million from prestigious sources, such as Collaborative Research Fund of Research Grants Council, Health and Medical Research Fund, and various Government Departments in Hong Kong. Professor Wan's recent research focuses on evaluating the effectiveness and cost-effectiveness of health service and medications used in patients with hypertension, diabetes mellitus and hyperlipidaemia.

Symposium 3 – Innovations and Insights from Research in Primary Healthcare (cont'd)

Speakers



Professor Celine Chui

*Assistant Professor
School of Nursing
LKS Faculty of Medicine
The University of Hong Kong*

Professor Celine Chui is an Assistant Professor at the School of Nursing at HKU. She obtained her PhD degree from the Department of Pharmacology and Pharmacy at HKU. She was an academic scholar at the London School of Hygiene and Tropical Medicines in United Kingdom and currently a visiting scholar at the St George's University of London. She received multiple award and recognitions including World's top 2% most cited scientists by Stanford University, Li Ka Shing Faculty of Medicine Outstanding Research Output Award, Li Ka Shing Faculty of Medicine Knowledge Exchange (KE) Award, and the John Snow Award from the International Society on Pharmacoepidemiology. She has published more than 130 articles in peer-reviewed journals such as The Lancet Infectious Disease, JAMA Internal Medicine, BMJ, Journal of the American College of Cardiology, and Neurology.

Professor Chui's research interest is utilizing real-world evidence to enhance population health outcomes through knowledge translation and dissemination science. She is the principal investigator or research lead of several funded competitive grants including Collaborative Research Fund, Health and Medical Research Fund Fellowship / Commission, Early Career Scheme, General Research Fund and Innovation and Technology Commission Partnership Research Programme. Professor Chui is also one of the lead researchers in the COVID-19 Vaccines Adverse Events Response and Evaluation (CARE) Programme, a comprehensive surveillance programme to monitor known and potential adverse events of COVID-19 vaccines. She is a Co-principal investigator of AI and Pharmaceuticals in Non-Communicable Diseases at the Laboratory of Data Discovery for Health (D²4H), the convener and active member of NeuroGEN (Neurological and Mental Health Global Epidemiology Network).

Professor Chui developed an AI-powered risk prediction tool for assessing the risk of cardiovascular events among the Chinese population, named Personalised Cardiovascular Disease Risk Assessment for Chinese (P-CARDIAC). It demonstrated outstanding performance following validation with comprehensive data from Hong Kong. She is now leading an on-going implementation study of P-CARDIAC which will have a significant impact on improvements in patient outcomes and a reduction in healthcare burden.

Symposium 3 – Innovations and Insights from Research in Primary Healthcare (cont'd)

Speakers



Professor Peter Tanuseputro

*Clinical Professor
Department of Family Medicine and Primary Care
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Professor Peter Tanuseputro is a Clinical Professor in the Department of Family Medicine and Primary Care, Faculty of Medicine, The University of Hong Kong. He completed his MD and post-graduate studies at the University of Toronto. He trained as a specialist in Family Medicine (Toronto) and in Public Health and Preventive Medicine (Toronto). He is a health services researcher focusing on using big data to improve care for frail, older, and vulnerable populations. He has held research chair in Palliative Care and Predictive Analytics. He has published over 300 PubMed papers – including multiple papers in JAMA, NEJM, BMJ and CMAJ – and has obtained over HK \$300 million in grants. He works clinically at the Health Screening and Family Medicine clinic at the Gleneagles Hospital Hong Kong.

Poster Exhibition

Date: 21 June 2025 (Saturday)

Time: 09:00 AM – 5:15 PM

Venue: Foyer outside Lecture Theatre 2, 1/F, Academic Building, LKS Faculty of Medicine, 3 Sassoon Road, Pokfulam

Abstract No.	Author	Title
Ab01	Mr. LEUNG Kin Lun	Advancing Primary Healthcare: Quality Patient-Centred Pharmacy Services via Multidisciplinary Collaboration and Innovations in a Private Smart Hospital
Ab02	Ms. CHOW Yan Wing Dilys	Public Forum on Medication Management and Community Pharmacy Service: Discussion of Findings from a Survey of Sha Tin Residents in Hong Kong
Ab03	Mr. LO Kin Yip	Community Support for Oncology Patients: St. James' Settlement Community Pharmacy Services
Ab04	Ms. KONG Joyce	Healware: An Explainable AI Platform for Predicting Cross-Allergy Risk in Prescribing - Pharmacy Informatics
Ab05	Ms. CHOW Ying Tung	Pharmacists Connect: Find Your Pharmacist Map to Enhance Public Access to Pharmacy Services in Hong Kong
Ab06	Ms. YAU Tsz Wai	Optimizing Medication Use in the Community: Practice Experience of Medication Management Services (MMS) in PHARM+ YWCA Community Pharmacy
Ab07	Mr. LEE Siu Wah	Medical-Social Collaboration at Pharm+ Pok Oi Hospital Community Pharmacy
Ab08	Mr. MAK Ka Shing	Beyond Dispensing: One Step Further to Achieve Community Health Through Pharmacy Initiatives
Ab09	Mr. LEE Sze Yin	Innovative Community Pharmacy Model: Integrating Public Education, Referral Mechanisms, and Community-Based Health Initiatives

Poster Exhibition (cont'd)

Date: 21 June 2025 (Saturday)

Time: 09:00 AM – 5:15 PM

Venue: Foyer outside Lecture Theatre 2, 1/F, Academic Building, LKS Faculty of Medicine, 3 Sassoon Road, Pokfulam

Abstract No.	Author	Title
Ab10	Mr. YUEN Ho Ching	Multidisciplinary Care: Collaboration With District Health Centre
Ab11	Mr. CHEUNG Chi Lam	Translation and validation of the Pharmacy Services Questionnaire (PSQ) in a Chinese population
Ab12	Mr. CHEUNG Chi Lam	Evaluating the Clinical and Humanistic Impact of a Self-Care and Minor Ailment Service (MAS)

Ab01

Advancing Primary Healthcare: Quality Patient-Centred Pharmacy Services via Multidisciplinary Collaboration and Innovations in a Private Smart Hospital

LEUNG Kin Lun¹; SIN Lok Yin¹; LEE Man Hin¹; WONG Cheuk Lun Alan¹

¹CUHK Medical Centre (CUHKMC), Hong Kong SAR, China

Objective: CUHK Medical Centre (CUHKMC) pioneers transformative multidisciplinary innovations to deliver sustainable, patient-centric primary healthcare. CUHKMC Pharmacy Service aligns with this vision through delivering ambulatory Medication Therapy Management (MTM) which integrates advanced clinical services and cross-sector collaboration to optimise therapeutic outcomes.

Methods: MTM targeted adults in the Chronic Disease Co-Care (CDCC) programme and Specialist Outpatient Centre (SOPC) patients with ≥ 2 chronic conditions (hypertension/diabetes/dyslipidaemia), ≥ 2 dispensing episodes, and suboptimal adherence/diseases control. Exclusions included language barriers, service refusal, or external medication sourcing. MTM delivered comprehensive pharmaceutical care: (1) individualized medication review with reference to laboratory benchmarks, (2) adherence optimisation, (3) chronic disease self-management education, and (4) vaccination eligibility screening and referral. In addition, CUHKMC Pharmacy Service is an Authorised Seller of Poisons licensee which spearheaded smoking/alcohol cessation advice, travel health advisories, and evidence-based minor ailment management. State-of-the-art automation e.g. automated tablet dispensing and packaging systems ensured dose precision and adherence with complimentary repackaging, while doorstep drug delivery enhanced accessibility. These services synergised with multidisciplinary partnerships across diagnostics and preventive care departments, powered by real-time eHealth integration and robust in-house Hospital Information System, establishing a seamless end-to-end patient journey from medication initiation to holistic health optimisation within CUHKMC.

Results: From 1/9/2024 – 4/5/2025, MTM served 25 patients (CDCC=13; SOPC=12) through 45 sessions: 23 face-to-face consultations (30-min), 10 brief follow-ups (10-min), and 12 telephonic reviews. CDCC patients achieved and maintained 100% adherence with zero drug-related problems (DRPs). SOPC cohorts exhibited three most notable DRPs: unintentional administration errors (54%), suboptimal adherence (45%), food-drug interactions (27%). A total of 21 DRPs were identified from the 12 SOPC patients at the first MTMs and $>90\%$ of them were resolved as revealed during the first follow-ups. Operational frameworks and infrastructure—including multidisciplinary coordination and telehealth integration—are fully operational, demonstrating scalability beyond the initial phase focused on high-need groups.

Conclusion: This pioneering model achieved almost universal adherence/ DRPs resolution while establishing infrastructure for population-level expansion. Prescribers welcomed the service, with patients praising its personalised, technology-enhanced care. The synergy of multidisciplinary collaboration, technology and patient-centred design exemplifies a replicable framework for advancing primary healthcare outcomes, aligning with world health organization's goals for sustainable universal health coverage.

**Public Forum on Medication Management and Community Pharmacy Service:
Discussion of Findings from a Survey of Sha Tin Residents in Hong Kong****CHOW Yan Wing Dilys¹**¹The Hong Kong Society for Rehabilitation, Hong Kong

Need assessment is vital for planning community pharmacy services (CPS) development, but current data in Hong Kong is scarce. An anonymous survey designed by Sha Tin District Health Centre Express (STDHCE) was disseminated in March to May 2024 to understand medication management practice and CPS utilization by Sha Tin residents to explore CPS development. The results were formally announced in a public forum in March 2025 with doctors and pharmacists speakers from different sectors sharing their insights.

The forum had 168 attendees including general public and medical-social sector. Speakers discussed five major aspects based on survey analysis of 733 responses, of which 53.3% respondents aged 61–70. Considering CPS in general, 39.8% respondents were not aware of any services in HK. Speakers pointed out increasing CPS variety and quality were the key to raising public awareness. Regarding chronic disease management (52.0% respondents), 57.2% patients experienced suspected side effects; only one-third consulted healthcare professionals (HCP) immediately. Medication management service (MMS) (49.9%) ranked the third-most needed CPS. Speakers explained MMS targeted at complex cases such as polypharmacy, with follow-up and referral to other HCP as needed. Minor ailment medications were most prevalent (89.8%), mainly from public and private doctors, and non-pharmacy retail stores (46.8% to 48.4%), while below one-fourth from community pharmacies (23.3%). Speakers expressed concerns on risks of self-medication including inappropriate drug use and delayed appropriate treatment. Pharmacists could improve accessibility to medical care, and refer citizens with red flags to doctors. Supplements were popular (67.3%) and majority were self-purchased. Meanwhile, when encountered questions about medications or supplements, only 25.6% consulted pharmacists, after doctors, media, and friends/relatives (31.1% to 56.5%). Only 21.6% and 24.5% respondents found online information useful and reliable. Speakers suggested citizens to consider the evidence-base, safety, and affordability of supplements, seek HCP and utilize suitable platforms for medical advice. Relating to CPS sustainability, 38.5% respondents desired for free MMS and 49.7% were willing to pay \$50–100/hour. Speakers supported copay and medical insurance, and advised that quality services by pharmacists were valuable.

Citizens were most interested in the definition and scope of “community pharmacy” in question-and-answer session and post-event feedback. Speakers and STDHCE further elaborated on existing pharmacy practices. Post-event survey received 87 replies. Respondents rated on average 3.8 to 4.5 out of 5 for enhanced understanding on medication management of citizens, current CPS, and reflection on personal health management (public) or CPS planning (industry). Respondents largely agreed to (average 4.2/5) extending medication management and CPS survey to HK territory-wide.

Survey findings reflected while considerable respondents reported challenges in medication management, consistent and reliable professional support was not always available or being overlooked. Despite efforts made by different stakeholders, there is room for promoting and expanding CPS. Doctors and pharmacists work together to provide accessible and comprehensive care, empower citizens, improve disease and medication management.

Population and district-based studies on medication management and CPS enable policy makers and service providers to direct service development to local needs. Open discussion arises public awareness on CPS, further drives CPS development.

Ab03

Community Support for Oncology Patients: St. James' Settlement Community Pharmacy Services

LO Leo Kin Yip¹

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Background: The growing use of oral anticancer medications (OAMs)—such as oral chemotherapies, hormonal agents, and targeted therapies—has shifted cancer care from hospitals to patients' homes. While this improves convenience, it also brings challenges in adherence, side effect management, and education.

Factors such as complex regimens, side effects, polypharmacy, and high treatment costs often impair adherence and increase complication risks. As cancer care move towards outpatient settings, enhanced community support is essential to ensure safe and effective treatment.

Community pharmacists, as accessible and trusted healthcare professionals, are well-positioned to meet this need. Since 2009, St. James' Settlement (SJS) has delivered pharmacist-led support through its five non-profit community pharmacies, including the Philanthropic Community Pharmacy and PHARM+ St. James' Settlement Community Pharmacy, offering holistic services to oncology patients.

Services at SJS Community Pharmacies: To meet the complex needs of oncology patients, SJS delivers structured, patient-centered services:

- **Oral Anticancer Drug Counselling:** Pharmacists provide personalized consultations on medication administration, side effect recognition and management, precautions, and food-drug interactions. Concerns and misconceptions are addressed to reinforce adherence and patient confidence.
- **Medication Management Services (MMS):** Comprehensive medication reviews identify drug-related problems, manage polypharmacy, optimize regimens, and evaluate supportive treatments such as analgesics, antiemetics, and antidiarrheals. Guidance is also given on nutrition, exercise, and infection prevention.
- **Minor Ailment Services and self-care:** Oncology patients often encounter minor ailments or treatment-related symptoms. Pharmacists support symptom management with OTC recommendations, self-care advice, and red flag identification for referral when needed.
- **Tele-pharmacy:** Remote consultations improve access to professional support in the community and continuity of care.
- **Health Education and Empowerment Workshops:** SJS hosts education sessions on cancer care, medication use, symptom management, and lifestyle, to improve health literacy and support patient self-management.
- **Referral to Social and Healthcare Services:** Pharmacists assess patients' broader needs and facilitate appropriate referrals to SJS service units or external resources for holistic patient care.
- **Patient Assistance Programs:** Financial subsidies are provided for high-priced OAMs and related health needs such as diagnostics, nutrition, and vaccines. "Capping programs" offer predictable expense planning and reduce the likelihood of treatment interruption.

Outcomes: SJS pharmacy services demonstrate the roles of community pharmacies in multidisciplinary oncology care. Pharmacist-led counselling and MMS improve medication understanding, adherence, and patient engagement. Patients are empowered to manage symptoms, recognize complications early, and take a more active role in their care. Financial assistance reduces barriers to treatment access. This contributes to better health outcomes and enhanced quality of life.

Implications: SJS's experience highlights the potential for community pharmacists to play an essential role in supporting cancer patients beyond hospital care. To scale this model, further integration with oncology teams, formal referral mechanisms, and enhanced training in oncology pharmacy are needed. Policy support, including reimbursement for pharmacist-led services, is essential for sustainability. Looking forward, community pharmacist interventions should be recognized as a key component of the interdisciplinary care team, ensuring cancer patients receive continuous, accessible, and comprehensive support throughout their treatment journeys.

Ab04

Healware: An Explainable AI Platform for Predicting Cross-Allergy Risk in Prescribing - Pharmacy Informatics

KONG Joyce¹, BALEIKO Kate², LAI Chelsea³

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When it comes to health, every detail matters.

Millions of people suffer from drug allergies — including cross-allergies, where structurally similar medications trigger unexpected reactions. These cross-reactions are rarely listed in drug instructions, and due to limited resources, even experienced clinicians may struggle to anticipate them. One mistake can cost a life.

Healware was born from a direct request by Ukrainian doctors, who urgently needed a tool to support safer prescribing. From the very beginning, we've built this platform with continuous input from medical professionals — including GPs, professors, and members of the European Academy of Allergy and Clinical Immunology (EAACI) — whose insights shaped both our clinical direction and technical design.

Healware is an AI-powered platform that goes beyond passive risk checking — it actively empowers users to explore and understand potential cross-allergies. Users can enter any known allergen and instantly generate a list of medications that contain either the same ingredient or structurally similar compounds. These results can then be analyzed by Healware's AI to assess cross-allergy risk using molecular structure data (SMILES). The platform provides a confidence-rated safety score, highlights risk-driving features, and suggests safer alternatives — all through an explainable, transparent interface.

We believe that when it comes to AI in medicine, transparency is essential. That's why Healware incorporates interpretable AI, including SHAP analysis and 2D/3D molecule visualizations, highlighting the exact atoms that most contribute to predicted allergenic risk — a feature specifically requested by clinicians.

Currently, our platform operates at the chemical structure level, but we're actively developing protein-level analysis to support more advanced prediction of biological allergenicity. We are also working on a mobile and desktop app, designed to work even without internet access, especially for use in emergency or rural settings.

Our long-term vision is to make Healware available globally — starting with Ukraine and expanding to Europe, Asia, and beyond. With ongoing support from clinicians in the UK, Ukraine, and Hong Kong, we aim to build a tool that integrates with real-world pharmacy practice, bridging the gap between AI innovation and practical clinical needs.

At its core, Healware is not just a product. It is a commitment to patient safety, built by two students from University College London with one shared goal: to use technology for good, and to make medicine safer for everyone, help more people, and help the people who help them.

Ab05

Pharmacists Connect: Find Your Pharmacist Map to Enhance Public Access to Pharmacy Services in Hong Kong

CHOW Ying Tung¹, TONG Jason¹

¹ Pharmacists Connect, Hong Kong

Background/Issue or Problem: In Hong Kong, accessing timely and reliable pharmacy services can be challenging for the public due to the fragmented distribution of pharmacies and limited awareness of available services. Many people struggle to locate pharmacies that offer prescription filling, minor ailment management, or professional consultations, leading to delays in care or inappropriate self-treatment. Pharmacists Connect identified this gap and developed a user-friendly pharmacy map to empower the public to find pharmacists in the community efficiently, enhancing healthcare accessibility and promoting the role of pharmacists in primary care.

Description of Practice: Launched in March 2023, the Pharmacists Connect - Find Your Pharmacists Map is an innovative digital tool designed to connect Hong Kong public with nearby pharmacies offering critical services: prescription filling, minor ailment management, and pharmacist consultations. The map, accessible via a web-based platform, allows users to search for pharmacies by location and service type. For prescription filling, users are encouraged to enquire about procedures and medication availability in advance of paying a visit to the pharmacy, ensuring efficient dispensing and counseling. For minor ailments, pharmacists provide over-the-counter recommendations, health advice, or referrals to physicians when needed. The consultation service enables patients to seek professional guidance on drug-related or health issues, fostering informed decision-making. The platform was developed in collaboration with local pharmacies, ensuring accurate and up-to-date information. Public awareness campaigns, including social media outreach and community workshops, were conducted to promote the map's usage and educate residents about pharmacists' roles beyond dispensing.

Result/Effects: Within recent 2 years, the pharmacy map attracted over 2700 new users. Feedback surveys revealed high satisfaction, with 88% of users being satisfied or very satisfied with the overall experience. Notably, 85% found explanations of services—prescription filling, minor ailment management, and pharmacist consultations—very easy or easy to understand. Additionally, 86% reported being very satisfied or satisfied with the search function, and 92% considered the information and search results comprehensive or very comprehensive. Over 90% demonstrated willingness to recommend the pharmacy map to the others. The platform increased pharmacist consultation requests in the community and reduced unnecessary clinic visits through effective minor ailment management. Pharmacies reported enhanced patient engagement and trust, attributing this to clearer service visibility. The initiative also fostered a collaborative pharmacy network, supporting consistent service standards.

Lessons/Impact: The Pharmacists Connect - Find Your Pharmacists Map demonstrates the potential of digital tools to bridge gaps in healthcare access and elevate the role of pharmacists in Hong Kong's primary care landscape. Key lessons include the importance of user-friendly design, accurate data maintenance, and robust public engagement to drive adoption. The initiative highlights pharmacists' capacity to manage minor ailments and provide consultations, reducing strain on other healthcare sectors. Moving forward, Pharmacists Connect plans to include more information about the pharmacy listed on the map and explore the possibility of integrating with teleconsultation services, to further enhance accessibility. This practice underscores the value of community-driven solutions in addressing public health challenges and sets a model for scalable, pharmacist-led interventions in urban settings.

Ab06

Optimizing Medication Use in the Community: Practice Experience of Medication Management Services (MMS) in PHARM+ YWCA Community Pharmacy

YAU Tsz Wai¹

¹ PHARM+ YWCA Community Pharmacy, Hong Kong Young Women's Christian Association

Background/Issue: Patients with chronic illnesses and their caregivers often face significant challenges in managing complex medication regimens, including confusion about drug administration, concerns regarding side effects, and difficulties adhering to prescribed therapies. These issues can compromise medication safety and treatment outcomes. In response, PHARM+ YWCA Community Pharmacy provides a professional Medication Management Service (MMS) to offer individualized support. The primary aims are to promote medication safety and empower patients and caregivers to effectively self-manage health and disease through tailored health and medication management plans.

Description of Practice: To maximize outreach and impact, our pharmacy synergizes with North DHCE and other NGOs, recruiting suitable participants via referrals. Our pharmacy also promotes this service via health talks. Eligible individuals were adults (≥ 18 years) on chronic medications or their caregivers, especially those with polypharmacy, recent medication changes, or prescribed high-risk medications.

Pharmacists provided free, face-to-face medication assessments and consultations, covering at least one of the following:

- Compilation of comprehensive medication lists
- Medication therapy reviews (indications, side effects, and precautions)
- Exploration of new/high-risk medications
- Personalized action plans
- Targeted education on the proper and safe use of medications and self-management
- Communication of care plans to other healthcare professionals
- Information on healthcare system/community resources
- Distribution of educational materials

Moreover, our pharmacists conduct case-sharing sessions to align clinical practice and optimize patient support. These discussions promote peer learning and standardization of care approaches. For selected complex cases, pharmacists also collaborate with doctor and social workers at North DHCE to seek additional insights and recommendations.

Results/Effects:

Between March 2024 and February 2025, 164 cases were completed. Key findings include:

- Total of 224 Medication Therapy Problems (MTPs) identified
- Average MTP per case: 1.4
- Most common MTPs: Adherence problems
- Patient profiles: 133 taking high-risk medications, 119 with polypharmacy, 40 with recent regimen changes
- Interventions: 157 received targeted education, 96 developed action plans, 63 received educational aids, and 10 had care plans communicated to HCPs
- Overall satisfaction was extremely high: 92.4% very satisfied, 7.6% satisfied, 0% dissatisfied
- Referred by North DHCE: 52

Lessons/Impact: Case-sharing among pharmacists and synergy with North DHCE professionals highlight the importance of multidisciplinary teamwork in delivering holistic, patient-centered care and addressing individual patient needs more effectively. Such collaboration enhances care continuity, improves treatment outcomes, and reinforces pharmacist's role in an integrated healthcare model.

A major challenge identified was the lack of direct communication channels with physicians, highlighting the need for better interdisciplinary collaboration. The integration of informatics, such as eHealth downloads, proved beneficial in reducing duplication and medication errors.

Moving forward, the experience gained from this program will inform the development of alternative service models, including simplified ("Mini MMS") and disease-specific MMS (e.g., for diabetes or hypertension), to broaden service accessibility and tailor support to population needs.

Medical-Social Collaboration at PHARM+ Pok Oi Hospital Community Pharmacy**LEE Siu Wah¹, LEUNG Tsz Kin¹, LI Kwok Leung¹**¹ PHARM+ Pok Oi Hospital Community Pharmacy

Background: Medical-social collaboration is one of the key elements in primary healthcare. The needs of a patient is not uni-factorial, but mingled with social and health needs. It brings us into the questions how to put medical-social collaboration into practice, so as to better serve our citizens.

Description of Practice: Our community pharmacy is situated at the ninth floor of a commercial building in Yuen Long, where a number of social service units also reside. We build up neighborhood relationships and rapport from the very beginning of setup of our community pharmacy. We arrange routine tour rounds of our community pharmacy so that the social workers have an understanding of our service scope, gain a first-person experience in our new service model and therefore build trust in our services. We also promote appropriate social service programs to the right patients. With the large client base managed by social workers, they assume key contact point for community pharmacy to reach out to service users in the community to deliver educational talks and arrange medical counselling sessions.

Results/Effects: The close proximity of PHARM+ Pok Oi Community Pharmacy and social services unit nearby nurtures an ecology and facilitates the medical-social collaboration. We identify patients with unfulfilled health goals hampered by their social problem and refer them to the relevant social service units. In return, social service units refer their users with health-related needs to community pharmacy. Examples include minor ailment service and counselling on drug use.

Lessons/Impacts: The cooperation of medical and social units can work synergistically in provision of better primary care to Hong Kong citizens. The geographical location of these units can facilitate the collaboration process. Therefore, we propose that hubs consisting of medical units, community pharmacy and social service care units can be considered in the future.

Ab08

Beyond Dispensing: One Step Further to Achieve Community Health Through Pharmacy Initiatives

MAK Ka Shing¹

¹Health In Action, Hong Kong

Community pharmacy serves as an accessible source of medical advice, with significant potential for developing services that promote health beyond traditional roles such as prescription dispensing and medication management.

Health In Action (HIA) is committed to health equity, believing that everyone has the right to achieve optimal health. A core focus of HIA is to help service users overcome social determinants of health through targeted pharmacy initiatives.

Outreach Pharmacist Booth

Many people have limited awareness of community pharmacists' roles, often overlooking them as a source of medical advice. To improve accessibility, HIA collaborates with elderly service units in Kwai Tsing to conduct regular pharmacist consultation booths. Feedback shows that users appreciate the quality of consultations, finding them valuable for managing their medications. Common issues among elderly users include misunderstandings about medication side effects, interactions, and indications.

This initiative enhances the visibility of pharmacy services and significantly improves medication management understanding among elderly service users. By addressing misconceptions and providing tailored consultations, we empower individuals to take control of their health and establish community pharmacies as trusted resources.

Multicultural (MC) Train-the-Trainer Programme

Language barriers represent a significant social determinant of health, particularly for the multicultural (MC) population. HIA recruits youths from MC backgrounds and provides health training to prepare them for careers in healthcare, enabling them to promote health within their communities.

Over 20 participants have graduated, with nearly half becoming MC service helpers. These individuals facilitate consultations and introduce pharmacy services to the MC community. By empowering these youths, we enhance access to healthcare and foster a bridge between providers and those in need, ultimately leading to improved health outcomes and greater awareness.

Gastrointestinal (GI) Pharmacy Services

Our observations revealed that many clients experience mild GI symptoms. In response, we launched a GI emergency pack containing medications for constipation, diarrhea, upset stomach, and abdominal pain, along with a pharmacist's guide to educate users about side effects and warning signs. Additionally, we hosted a GI-themed pharmacy open day to promote the safe use of over-the-counter medications.

These initiatives demonstrate a proactive approach to enhancing self-care among clients, equipping them with the knowledge and resources for effective management of GI issues.

In conclusion, there is significant potential for community pharmacies to expand their roles. By taking these steps, we aim to ultimately achieve better health outcomes for all.

Ab09

Innovative Community Pharmacy Model: Integrating Public Education, Referral Mechanisms, and Community-Based Health Initiatives

LEE Sze Yin¹

¹PHARM+ Hong Kong Sheng Kung Hui Community Pharmacy

PHARM+ Hong Kong Sheng Kung Hui Community Pharmacy is a pioneering community pharmacy model dedicated to enhancing primary healthcare through an integrated, patient-centered approach. Our practice focuses on three core pillars: public education, referral mechanisms, and community-Based health programs.

Public Education:

We actively organize health seminars and workshops to empower the public with self-health management skills. By collaborating with local organizations, we offer accessible education on topics such as medication adherence, chronic disease management, and general wellness. These initiatives aim to promote health literacy and encourage preventive care among the community.

Referral Mechanisms:

To bridge gaps in healthcare access, we have established referral systems with community organizations, including district health centers, Sik Sik Yuen and The Hong Kong Polytechnic University Optometry Centre. These mechanisms ensure timely and appropriate care for individuals with specific needs, such as emotional support, chronic disease management, and minor illnesses. By fostering a close-knit healthcare network, we provide a seamless continuum of care for patients in need.

Community-Based Health Programs:

Our pharmacy runs two flagship initiatives targeting vulnerable populations:

1. The Elderly Neighbor Health Ambassador Program: This program focuses on elderly residents, particularly singleton and doubleton households. Through referrals from community organizations, we provide free onsite medication management services, educating users on proper medication usage and offering personalized health advice.
2. The Pharmacy Health Ambassador Program: Elderly volunteers are recruited and trained to assist with front-line operations at the pharmacy. This initiative not only enhances pharmacy efficiency but also fosters active community involvement among older adults.

By integrating these three pillars, PHARM+ Hong Kong Sheng Kung Hui Community Pharmacy exemplifies a holistic approach to community healthcare. Our model emphasizes collaboration, accessibility, and sustainability, ensuring that patients receive person-centered, high-quality care that meets their unique needs.

Multidisciplinary Care: Collaboration With District Health Centre**YUEN Ho Ching¹, LI Chun Wing¹, CHAN Yin Wai Brayden¹**¹The Lok Sin Tong Benevolent Society, Kowloon

Introduction: PHARM+ Lok Sin Tong Community Pharmacy, as part of the Jockey Club PHARM+ Community Medication Service Network, is dedicated to providing the public with accessible and affordable medication support. In its role as a key partner within the District Health Centre (DHC) network, the pharmacy actively collaborates with the DHC to integrate its services into the primary healthcare system, aiming to advance healthcare accessibility and contribute to future developments in community health.

Methods and Initiatives: The collaboration is multifaceted. A two-way referral system has been established with DHC Express (DHCEs), through which the pharmacy has referred 20 patients for the Chronic Disease Co-Care (CDCC) Pilot Scheme. In return, the pharmacy receives referrals for its Medication Management Service (MMS), providing patients with free, individualised medication reviews to enhance care. Outreach for the CDCC scheme is conducted through various channels, including health screening days, promotional booths in shopping malls, and a dedicated CDCC counter at the pharmacy. To bolster public health literacy, 13 educational health talks have been organised, reaching 373 individuals. These sessions covered topics including chronic diseases (53.9%), safety meds (30.6%), minor ailments (9.9%), and supplements (5.6%). Furthermore, the pharmacy is expanding its professional network by engaging with physicians to promote understanding of its Self-Financed Items (SFI) and MMS offerings, thereby fostering multidisciplinary care and improving patient safety.

Conclusion and Future Directions: The ongoing collaboration with the DHC network is pivotal for shaping the future of primary healthcare. Future plans involve exploring long-term service expansions into areas such as smoking cessation and vaccinations. By leveraging pharmacists' expertise in health education and medication management, these initiatives aim to empower the role of community pharmacists and align with the strategic direction of primary healthcare reform, ultimately improving treatment outcomes and community well-being.

Ab11

Translation and validation of the Pharmacy Services Questionnaire (PSQ) in a Chinese population

Authors

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Introduction: The Pharmacy Services Questionnaire(PSQ) was developed to measure patient satisfaction with pharmaceutical care. However, it has not been translated into Chinese and validated in the Hong Kong population. This study aims to develop and validate a Chinese-translated PSQ among native Chinese patients who have used pharmacy services at community pharmacies in Hong Kong.

Methods: The PSQ was developed and translated to Chinese using iterative forward-backwards translation. Subjects were recruited by convenience sampling at three community pharmacies. Internal consistency, construct validity, discriminant validity, known-group comparison and Confirmatory Factor Analysis(CFA) were performed to confirm that the Chinese-translated PSQ is a valid measure of its intended constructs. Qualitative think-aloud interviews were carried out to test for comprehension and content validity. The subjects' views and interpretation of each questionnaire item were also explored to determine the relevance, comprehensiveness, and adequacy of the response options.

Results: A total of 236 adult subjects were recruited to complete the Chinese PSQ and the Chinese 5 Level-EuroQol 5-Dimension(EQ-5D-5L HK) questionnaire. Additionally, think-aloud interviews were carried out with 15 subjects. Most subjects were able to understand and interpret the Chinese PSQ with relative ease. The internal consistency of Chinese PSQ was excellent(Cronbach's $\alpha > 0.96$) for the full-scale, Friendly explanation(FE) subscale and Managing therapy(MT) subscale. CFA confirmed the hypothesised two-factor structure of the Chinese PSQ. Individuals with higher education levels showed statistically significantly higher satisfaction levels in the overall PSQ score and MT scale score compared to those with lower levels of education. Additionally, there was no statistically significant correlation between the Chinese PSQ and EQ-5D-5L HK scores, demonstrating discriminant validity.

Conclusions: The Chinese translation of the PSQ is a validated, reliable, and semantically equivalent instrument used to assess satisfaction towards services provided by community pharmacies.

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Evaluating the Clinical and Humanistic Impact of a Self-Care and Minor Ailment Service (MAS)

Authors

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Background: Minor ailments significantly contribute to the burden on the healthcare system. The introduction of a Minor Ailment Service (MAS) may alleviate pressure from hospital Accident & Emergency departments by directing patients suffering from minor ailments that are less severe or urgent to be managed within the community. Although MAS have demonstrated positive results internationally, the effectiveness and acceptability of a MAS in Hong Kong has not been evaluated.

Objectives: This cross-sectional study aims to evaluate the clinical and humanistic impacts of a MAS delivered by community pharmacists at NGO-operated community pharmacies in Hong Kong and assess the factors affecting its effectiveness.

Methods: Subjects were recruited using convenience sampling at eight NGO-operated community pharmacies and followed up with a questionnaire one week after receiving the MAS. Patient-reported outcomes, including symptom resolution, patient satisfaction, and enablement, were collected using a follow-up questionnaire comprising the Patient Satisfaction Questionnaire (PSQ), Patient Enablement Instrument (PEI), and a follow-up questionnaire. Additionally, consultation records were matched and extracted from the Community Pharmacy Services System. Descriptive data analyses were conducted to evaluate symptom resolution, patient satisfaction, and enablement following the use of MAS. Factors influencing the primary outcomes were assessed using linear and logistic regression analyses.

Results: A total of 1,020 subjects participated in the study and completed the follow-up questionnaire. Most subjects (95.1%) reported some improvement in their minor ailment symptoms. The mean scores for the PSQ and PEI were 77.7 ± 16.9 out of 100 and 6.6 ± 3.3 out of 12, respectively. Symptoms of minor ailments related to the respiratory system were the most frequently reported. Significant negative associations in symptom resolution rate, PSQ, and PEI scores were mainly observed in patients suffering from central nervous system-related symptoms.

Conclusions: Patients receiving MAS provided by community pharmacists in community pharmacy reported high levels of satisfaction and enablement.

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Pre-Conference Community Pharmacy Tour

We sincerely thank the participating organizations for organizing pre-conference pharmacy visits to enrich our delegates' understanding of primary healthcare pharmacy services in Hong Kong. Their contributions have provided meaningful, real-world insights into innovative community-based practices in primary healthcare.

Participating Sites:

- PHARM+ YWCA Community Pharmacy
- PHARM+ Pok Oi Hospital Community Pharmacy
- PHARM+ St. James' Settlement Community Pharmacy
- PHARM+ Haven of Hope Community Pharmacy
- PHARM+ Lok Sin Tong Community Pharmacy
- PHARM+ Hong Kong Sheng Kung Hui Community Pharmacy
- Health In Action Community Pharmacy

Conference Student Helpers

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Their hard work behind the scenes made this event possible and greatly enhanced the conference experience for all participants.

