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• 研究人員	高美英；許光陽；蔡篤堅；；； Kao, Meei-Ying；Hsu, Kuang-yang；Tsai, Duu-jian；；；
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• 英文關鍵字	community pharmacy；pharmaceuticl care；pharmacists；satisfaction of consumers；；；；
• 中文摘要	爲建立社區藥局專業執業形象，確保藥品調劑作業品質，使藥事人員有標準執業規範可遵循，衛生署於 1993 年公佈「優良藥品調劑作業準則」(Good Dispensing Practice, GDP)。本研究目的是調查我國社區藥局、藥師服務品質現況，並比較健保特約藥局及非健保藥局。本研究以全國的社區藥局與其藥事人員和前往藥局消費之民眾爲對象，採分層隨機抽樣法，以問卷調查法爲主，參與觀察法爲輔，來進行相關資料的收集。最後完成了 850 家的社區藥局之調查，以及 735 份的顧客問卷。　　研究結果發現健保藥局在依循衛生署所公告實施的 GDP，在大部份項目上表現得較非健保藥局來得好，特別是環境和設備等硬體設施，但非健保藥局在一些與藥品相關的服務項目上，特別是藥物的說明與相關的建議，似乎表現得要比健保藥局更爲出色。而在藥事人員的專業進修和研究，健保藥局和非健保藥局之藥師之間有著較明顯的差異。在消費者方面，社區藥局也是民眾購買成藥或是取得處方藥，甚至是保健食品的重要處所，但是在藥物諮詢與健康保健諮詢之利用上，比例仍是偏低的。至於民眾對社區藥局的滿意度，普遍來說是相當高的。另一項重要的發現是城鄉的差異，整體上來說都市化程度高的地區，擁有較優良的環境與設備。這樣的城鄉差異也存在顧客的滿意度中，中高度都市化市鎮在顧客滿意度，不論是環境設備或是人員服務，還是整體的滿意度，都要比新興及一般鄉鎮市區高一些。最重要的發現是，影響社區藥局顧客之滿意度之因素中，最重的是藥事人員與民眾的正向溝通互動上。
• 英文摘要	To establish the professional practice of pharmacists in community pharmacy and to ensure the quality of dispensation, The Good Dispensing Practice (GDP) is legalized by the Department of Health, Executive Yuan in 1993 to set a standard procedure to follow by the pharmacists. The pharmacists of the community pharmacy can follow the guidance of dispensing practices. The main purpose of the proposed research is to survey

and evaluate the community pharmacy services and pharmaceutical care provided by community pharmacists. In addition, the comparison between community pharmacies contracted with Bureau of National Health Insurance and those un-contracted will also be employed. The nationwide community pharmacies and pharmacists were sampled in the study. The stratified random sampling was used to produce the representative samples. To collect the related information, survey research method was conducted and supplemented by a participant observation. Finally, there were 850community pharmacists responses to the questionnaire, and 735 consumers finished the questionnaire with satisfaction survey. The results showed that following the GDP, national-health-insurance community pharmacies performed better than non-health-insurance community pharmacies at the most items, especially pharmacy environment and related equipments. However, non-health-insurance community pharmacies had higher scores on medicine sale related services, especially the instruction and advices for the medication. For the chances of continuing professional education of pharmacists, there is significant differences between pharmacists from national-health-insurance community and those who come from non-health insurance community pharmacies. By surveying the consumers of community pharmacies, the results of analysis found the major items that consumers purchased from community pharmacies were over-the-counter medicine and prescription medicine, the consumers seldom consulted community pharmacists with medication and health-related problems. Regarding the satisfaction of community pharmacy services, the level of satisfaction reported by consumers tended to be satisfied to very satisfied for both kind of community pharmacies. Another important finding was the differences between urban and rural. The community pharmacies located at the higher urbanized area had better environment and equipments than developing and general suburban area. The same difference was found in the satisfaction of consumers. Finally, the observed communication and interaction between pharmacies and consumers showed the most impact on the satisfaction of consumers of community pharmacies after controlling the other variables.