

Why your community pharmacy should get involved in research?

What is COPPER (Centre for Optimising Pharmacy Practice-based Excellence in Research)

- Platform for research collaboration between academics & community based pharmacist networks.
- Links between experienced researchers & community based pharmacist networks allow 'real world' practice problems to be identified, developed and addressed.

How does being involved in COPPER research benefit your pharmacy business?

- Opportunity for you to identify 'real world' practice issues to be addressed through research that may result in both positive patient outcomes and economic advantages to your business
- Pharmacists involved in research report increased work satisfaction – happy employees mean higher productivity and lower staff turnover
- Raise your pharmacy's public profile – display COPPER banners announcing that your pharmacy supports pharmacy practice-based research
- COPPER research involvement leads to pharmacist of advanced practice attainment – and opens up more opportunities for your pharmacy to offer compensated, expanded roles for pharmacists

Pharmacists want to be part of research projects because they...

- Believe that community based research improves professionalism of pharmacy
- Want to learn and grow both professionally and personally
- Feel that research benefits patients and improves patient outcomes.

What stops pharmacists from getting involved...

- Lack of confidence, research skills, knowledge and training to conduct research
- Need more support and resources
- No time to engage in research

How can COPPER help your pharmacists become researchers?

- **Four key pillars of COPPER** enable community based pharmacists to become involved in research:
 1. *Research networks* (community pharmacists & primary care pharmacists) - like-minded pharmacists interested in engaging in research
 2. *Communities of practice* (using social media platform, Facebook) – peer support, mechanism to exchange information (between peers & between pharmacists and academics, bounce ideas and seek advice)
 3. *CPD opportunities/links* – FREE - (quarterly online offerings to build research capacity)
 4. Links to *academic support* (matching pharmacists to appropriate academics for research advice/support)
- **Flexibility in pharmacists' level of involvement.** There are many stages in any research project. COPPER research activities allow flexibility - **Pharmacists can be involved as much or as little as they like.**
- **Resources to help.** COPPER can provide research assistance (E.g. pharmacy students).