

HEALTH CARE PROFESSIONALS

- 407 health care professionals from both primary and secondary care completed the quantitative survey.
- Health professionals are looking for increased transparency from PHARMAC and more genuine consultation.
- There is some belief that PHARMAC is more focused on money than patient outcomes.
- Within primary health professionals, GPs and nurses are more positive than pharmacists.
- Primary health professionals are twice as likely as secondary health professionals to believe that PHARMAC is only interested in price.
- Health professionals are less likely to believe that PHARMAC performs well on timeliness and taking your opinions into account.



This summary presents feedback received from health care professionals. This is a subset of the 2015 stakeholder survey findings that are available on [PHARMAC's website](#).

PRIMARY HEALTH CARE PROFESSIONALS

Functional aspects

	Excellent/very good/good	Fair	Poor	Not sure
Quality of decisions to fund medicines and medical devices	59.5%	26.5%	6.2%	7.8%
Understanding of key issues in the sector	64.0%	15.8%	12.4%	7.8%
Responsiveness to requests/issues	47.7%	17.4%	13.1%	21.7%
Maintaining a high level of accountability	58.3%	16.1%	11.4%	14.2%

Affinity aspects

	Excellent/very good/good	Fair	Poor	Not sure
Taking your opinions into account	35.3%	22.9%	17.5%	24.3%
Proactivity	63.3%	12.9%	7.0%	16.8%
Trustworthiness	60.6%	20.6%	8.6%	10.2%
Ability to demonstrate it has listened to me	38.3%	12.7%	17.3%	31.8%
Likability	46.5%	26.5%	14.4%	12.6%

SECONDARY HEALTH CARE PROFESSIONALS

Functional aspects

	Excellent/very good/good	Fair	Poor	Not sure
Quality of decisions to fund medicines and medical devices	67.7%	23.2%	6.4%	2.7%
Understanding of key issues in the sector	69.1%	19.9%	6.0%	4.9%
Responsiveness to requests/issues	59.4%	17.9%	10.7%	12.0%
Maintaining a high level of accountability	75.3%	11.1%	10.1%	3.5%

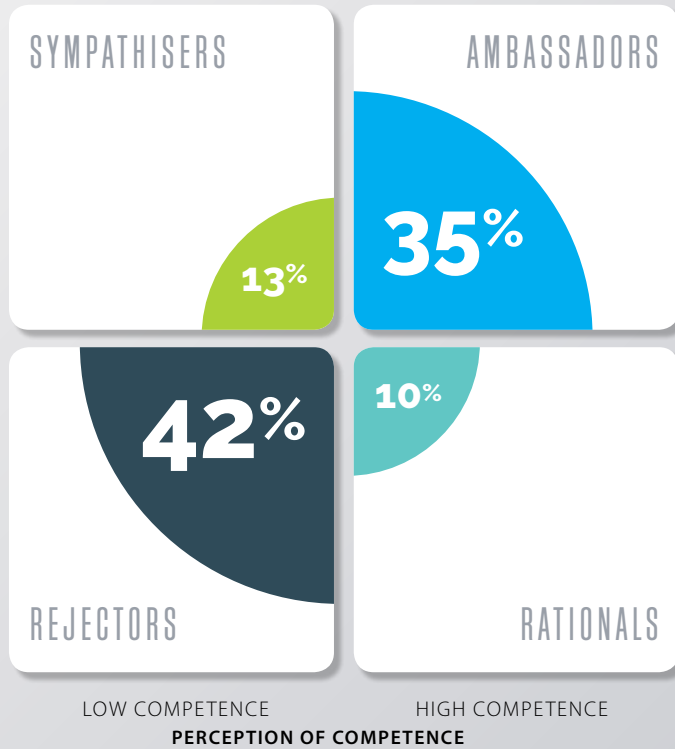
Affinity aspects

	Excellent/very good/good	Fair	Poor	Not sure
Taking your opinions into account	59.2%	17.7%	9.7%	13.3%
Proactivity	60.3%	17.0%	7.8%	14.8%
Trustworthiness	81.0%	9.6%	5.3%	4.0%
Ability to demonstrate it has listened to me	55.7%	16.0%	14.4%	13.9%
Likability	57.3%	20.4%	13.8%	8.5%

HEALTH CARE PROFESSIONALS

PRIMARY HEALTH CARE PROFESSIONALS

QUALITY OF RELATIONSHIP
EXCELLENT RELATIONSHIP
POOR RELATIONSHIP

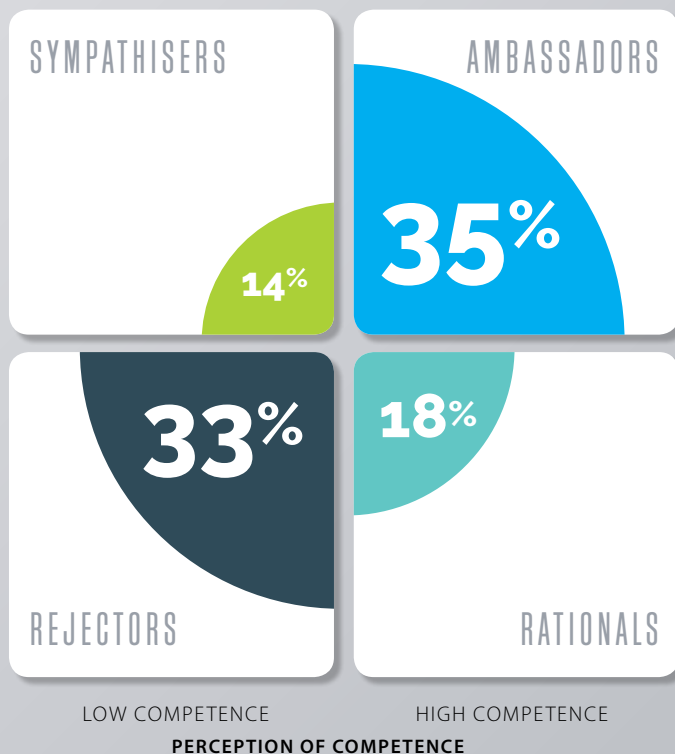


KEY FACTS

- PHARMAC's reputation rating with primary health care professionals is 48.
- GPs and nurses make up the vast majority of primary health care professionals, and score 53 (41% Ambassadors, 35% Rejecters)
- The reputation rating with pharmacy is 35. Only a small number of pharmacy stakeholders completed the survey.
- Overall, 31% of primary health care professionals rated PHARMAC's service delivery as very good or excellent.

SECONDARY HEALTH CARE PROFESSIONALS

QUALITY OF RELATIONSHIP
EXCELLENT RELATIONSHIP
POOR RELATIONSHIP



KEY FACTS

- A corporate reputation index (TRI*M) has been produced using stakeholder perceptions about affinity and functional competence.
- PHARMAC's overall reputation rating is 45, against a norm of 48 for government bodies.
- PHARMAC's reputation rating with Secondary health care professionals is 50.
- Overall, 44% of secondary health care professionals rated PHARMAC's service delivery as very good or excellent.