

Pharmacist Initiated Treatment of Urinary Tract Infection

DIGITAL PROMOTION PACK FOR WA PHARMACIES

Download your pack from <http://www.guild.org.au/guild-branches/wa/business-support/uti>



The Pharmacy
Guild of Australia
WA Branch

YOU CAN PROMOTE THE PROGRAM THROUGH YOUR PHARMACY'S DIGITAL COMMUNICATION CHANNELS.

SOME IDEAS INCLUDE:

- ✓ In your store (downloadable posters)
- ✓ Via your own personal LinkedIn
- ✓ Via your pharmacy's Facebook and Instagram page and by sharing posts on local community pages
- ✓ On your pharmacy website
- ✓ In your catalogue



PROMOTIONAL POSTERS ON DISPLAY



Think you might have a Urinary Tract Infection?

BURNING OR STINGING WHEN YOU URINATE

FREQUENT OR URGENT NEED TO URINATE

PAIN OR DISCOMFORT IN LOWER ABDOMEN

ASK YOUR PHARMACIST FOR IMMEDIATE ADVICE & TREATMENT*

findapharmacy.com.au/UTI

* Not all patients may be eligible for treatment and could be referred to a GP

A3 Poster Version A

1 IN 2 WOMEN may experience a Urinary Tract Infection

ASK YOUR PHARMACIST FOR IMMEDIATE ADVICE & TREATMENT*

findapharmacy.com.au/UTI

* Not all patients may be eligible for treatment and could be referred to a GP

A3 Poster Version B

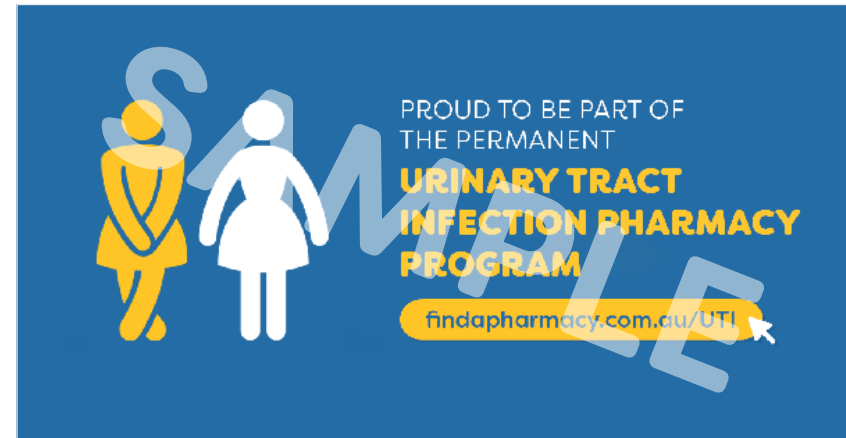
LINKEDIN POST



SUGGESTED POST TEXT

@pharmacy name is / I am excited to be participating in the permanent Urinary Tract Infection Pharmacy Program. Together, we're making healthcare more accessible and convenient for the women of Western Australia.

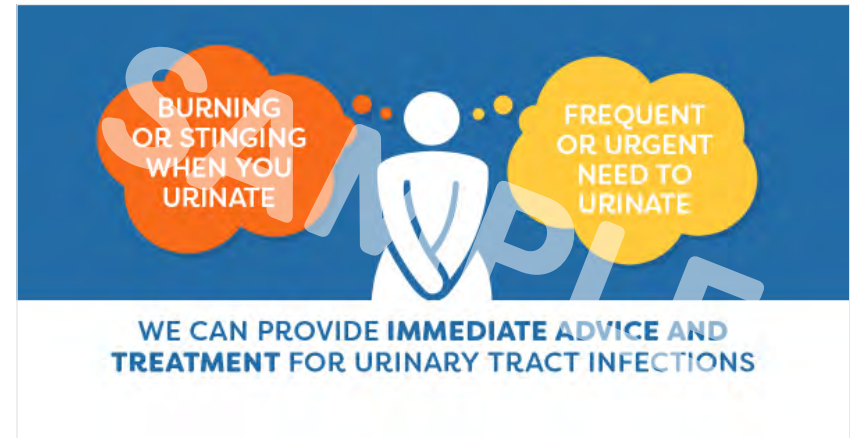
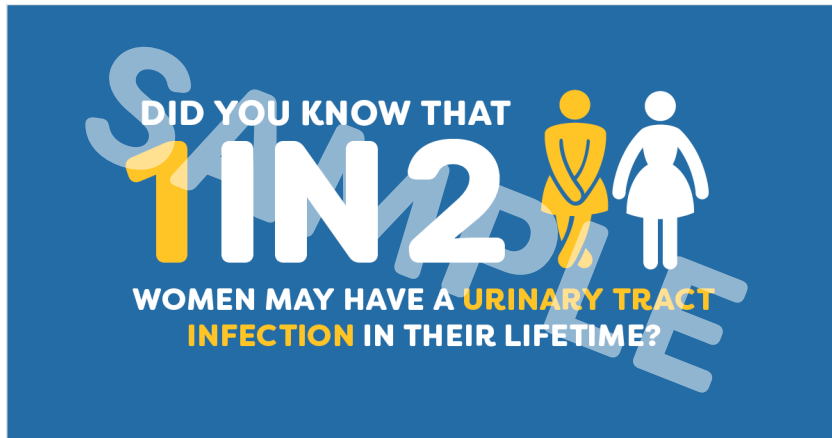
Learn more at findapharmacy.com.au/UTI



SUGGESTED POST TEXT

@pharmacy name is is now a proud participant in the Urinary Tract Infection Pharmacy Program. Our specially trained pharmacists are here to provide expert advice, diagnosis, and treatment, all in a convenient and accessible setting.

Learn more at findapharmacy.com.au/UTI



HOT TIPS:

- ✓ Customise the post text for your own pharmacy
- ✓ Share your posts on your local community facebook or MP pages. e.g. North Perth Local
- ✓ Always link your posts back to either www.findapharmacy.com.au/UTI or your website

SUGGESTED POST TEXT

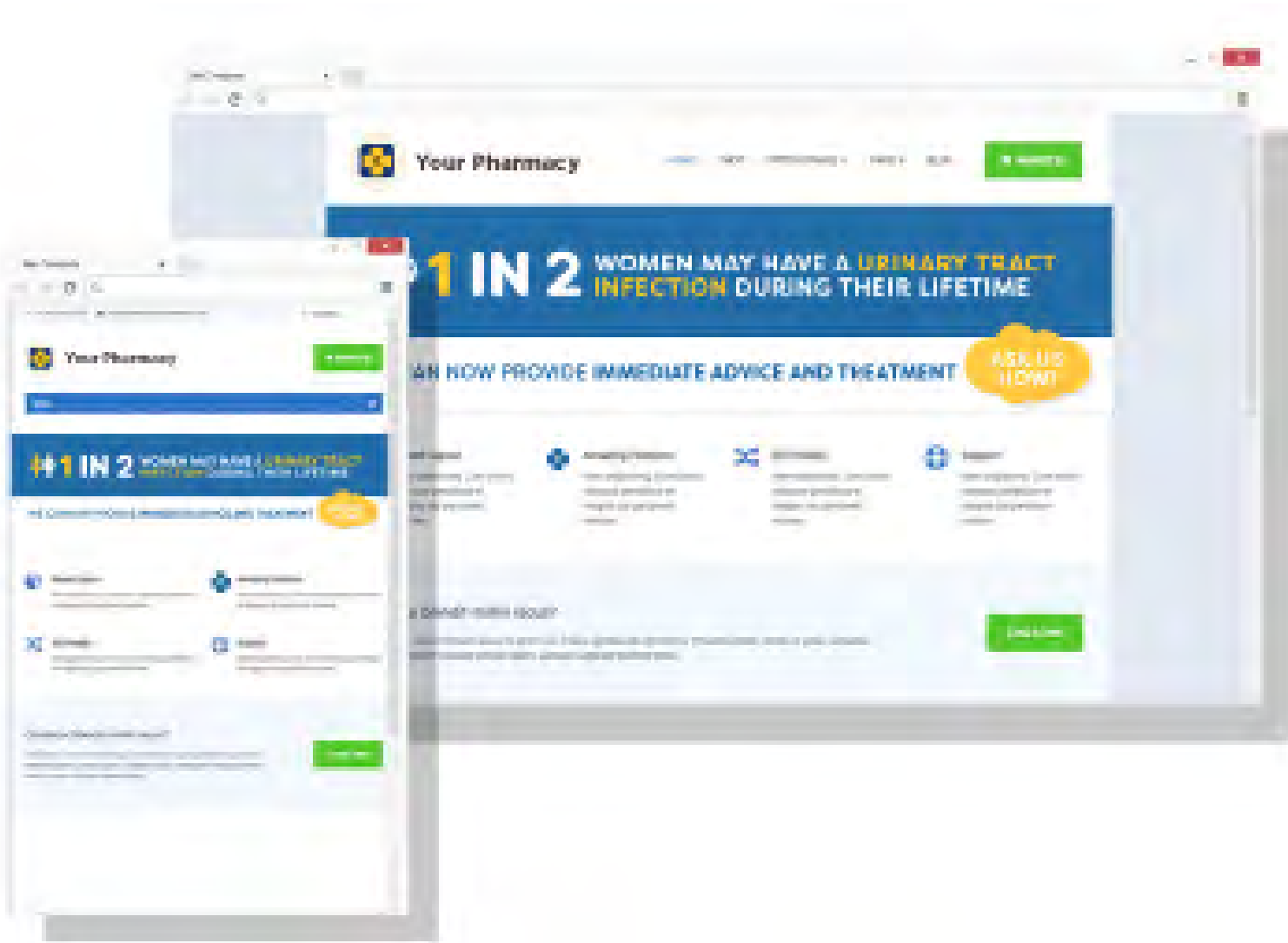
We are now able to provide immediate advice and treatment for uncomplicated Urinary Tract Infections.

Visit our pharmacist in-store for a discreet consultation or to learn more about this new service.

Learn more or test your UTI knowledge at findapharmacy.com.au/UTI




WEBSITE BANNER



Urinary Tract Infection

WA PHARMACY PROGRAM



Did you know that **1 IN 2 WOMEN** may have a **Urinary Tract Infection** in their lifetime?¹


Thankfully, your community pharmacist can now provide immediate advice and treatment for women with uncomplicated Urinary Tract Infections.² Your community pharmacist can also provide a referral to a general practitioner for further investigation, if necessary.

The permanent service costs \$ [] and will take up to 15 minutes. Your community pharmacist will have a discuss consultation with you to discuss your symptoms and provide immediate treatment or a referral.² If you are diagnosed with a Urinary Tract Infection you may be prescribed with antibiotics.


Don't worry, your community pharmacist, your community pharmacist has five years training, it costs [] permanent program and [] development.

PERSONALISE THE FLYER WITH YOUR PHARMACY'S CONSULT FEE HERE

Consultation service fee \$




Medication cost



Visit findapharmacy.com.au/UTI or scan to learn more about this service

¹ Kidney Health Australia Fact Sheet: kidney.org.au/cme/uploads/docs/urinary-tract-infections-fact-sheet.pdf
² Not all patients may be eligible for treatment and could be referred to a general practitioner. Available in participating Western Australian community pharmacies.

HOW THE SERVICE WORKS



- 1. INFORMATION & CONSENT**
 - Your community pharmacist will provide you with information about the service, including fees and payments.
 - Before the service, your pharmacist will verbally confirm your consent to participate.

- 2. SCREENING AND ELIGIBILITY QUESTIONNAIRE**
 - Your community pharmacist will ask you a series of questions to confirm that there are no signs or symptoms of a complicated Urinary Tract Infection, rule out other conditions with similar symptoms to a Urinary Tract Infection, or any other issues requiring further investigation by a general practitioner.

- 3. THE OUTCOME, TREATMENT OR REFERRAL**
 - Should your community pharmacist determine that it is appropriate to provide treatment, they will supply an appropriate medication for you.
 - If it is not appropriate to supply a treatment option to you, your community pharmacist will refer you to a general practitioner for further investigation.

- 4. RECOMMENDED CARE**
 - Your pharmacist will provide you with an individualised patient care summary or printed referral letter at the completion of the service.
 - These documents can be provided to your regular general practitioner.

- 5. FOLLOW-UP CARE**

Seek medical attention straight away if:

 - Your symptoms are not improving within 2 or 3 days after starting antibiotic treatment.
 - Your symptoms return within 2 weeks after finishing antibiotic treatment.
 - You have symptoms of a kidney infection (fever, chills, back or side pain, nausea or vomiting).

Your pharmacy's contact details here

PERSONALISE THE FLYER WITH YOUR PHARMACY'S CONTACT DETAILS HERE