



PSA 2025 STRATEGIC PROJECTS IMPACT REPORT



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Governance: This document was approved by the PSA CEO and General Manager for Policy & Program Delivery on 12 October 2025.

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Acknowledgement of Country

We acknowledge the traditional owners of the lands and seas across Australia and pay respects to Elders past and present.

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PSA

Who we are

The PSA is recognised by the Australian Government as the peak body for pharmacists in Australia working in all areas of practice.

Our vision

Every Australian has access to safe, quality, and effective health care through optimising the role of pharmacists in the Australian health care system.

Our mission

Embedding, equipping and enabling pharmacists to be at the forefront of health care in Australia.

PSA projects

Who we are

Our vision

To design and deliver projects that ensure every Australian has access to safe, quality and effective health care through optimising the role of pharmacists in the Australian healthcare system.

Our mission

To design and deliver projects that identify, unlock, and advance opportunities for pharmacists to realise their full potential to be appropriately recognised, remunerated and enhance quality use of medicines (QUM) and medicine safety.





President's Foreword



Everything pharmacists do, day-in day-out, supports Quality Use of Medicines (QUM); from taking steps to avoid medicines causing unnecessary harm, to helping individuals use medicines effectively, to activities which promote more responsible and judicious use of medicines.

As the role of pharmacists expands to meet the needs of our aging population, we know that more can be done to make medicine use safer, more effective and more judicious.

As leaders in QUM, the Pharmaceutical Society of Australia (PSA) is committed to improving medicine use in Australia through the harnessing of pharmacists' skills, knowledge and capability in all areas of practice. It is for this reason the PSA National Board has tasked our consulting unit – PSA Projects – with a mandate to drive and lead QUM innovation across the nation.

Our growing portfolio of more than 40 projects is delivering on this mandate. PSA projects all drive better use of medicines, as this impact report showcases. Across traditional and expanding pharmacist roles in primary care, and focused areas of practice such as First Nations health and palliative care, our projects deliver on QUM and make the case for better models of care.

Each project is more than a program of work — it is a demonstration of our profession's expertise, innovation and leadership in addressing the complex health needs of our nation. They are as diverse as they are successful; spanning testing new models of care, supporting implementation of health policy or delivering in-depth evidence-based education.

Our impact on better QUM is real: a pharmacist supported, a patient cared for, a community strengthened. This is the real measure of our success, and it reflects the profession's growing role in shaping the future of health care in Australia.

This work is only possible with the trust and confidence of our partners, including governments, Primary Health Networks, academic institutions, representative bodies of pharmacy and other health disciplines, not-for-profit entities and charities.

I acknowledge and thank our valuable partners and funders – including the thousands of pharmacists whose passion and professionalism inspire and enable this work.

Together, we are building momentum, driving innovation, and unlocking the full potential of pharmacists.

Our QUM impact is real, it is growing, and it is only the beginning.

A handwritten signature in black ink, likely belonging to Associate Professor Fei Sim FPS.

Associate Professor Fei Sim FPS
National President

CEO's Foreword

As the healthcare landscape evolves and the role of pharmacists expands, our responsibility to support the profession through targeted, impactful projects has never been more critical.

Over the past 12 months, we have strengthened our capability and capacity to deliver at scale. With more than 40 projects delivered this year, a significant number are repeat partnerships — clear evidence that organisations trust PSA to deliver and see long-term value in working with us. This growth has enabled us to take on larger, more complex projects, while maintaining the agility to respond to emerging needs.

Our partnerships — now numbering more than 30 — remain central to our success. They include long-standing collaborations with the Australian Digital Health Agency, the Department of Health Disability and Ageing, the Therapeutic Goods Administration and Primary Health Networks (PHNs), alongside new and emerging partners who continue to choose PSA for our credibility and strong track record.

This year we have:

- **embedded more pharmacists in general practice** – delivering an inaugural PSA GP Pharmacist Symposium
- **strengthened collaborative partnerships** – working with our partners to deliver on grants secured through the Quality Use of Diagnostics, Therapeutics and Pathology (QUDTP) Program to deliver outcomes that reflect shared values and a mutual commitment to improving health care
- **scaled delivery** – demonstrating our ability to deliver along a continuum from innovative small-scale pilots to some of the largest projects PSA has undertaken.

This impact report is more than a record of outputs. It is a testament to the strength of our partnerships, the capability of our growing team, and our commitment to enhancing medicines safety and quality use of medicines. It also reflects our innovation in pharmacy practice to improve patient care and health outcomes.

As we look ahead, our focus remains clear. We will continue building partnerships that matter, delivering projects that make a measurable difference, and ensuring pharmacists are empowered to meet the needs of an evolving healthcare system.

Finally, I would like to thank all the PSA staff and our partners who continue to deliver in support of innovation and impact.



A stylized, handwritten signature of Steve Morris in white ink, set against a solid blue background.

Steve Morris
Chief Executive Officer



QUM leadership

Pharmacists are QUM experts with medicine safety at the core of what every pharmacist does to optimise the use of medicines. Indeed, safeguarding patients from medicine harm and using medicines in a judicious, effective way is the driving goal behind everything a pharmacist does.

As the peak body for over 41,000 pharmacists, PSA is proud to be a national leader in driving QUM forward. The PSA is proud to partner in projects in medicine safety, medicines optimisation and testing models of care which drive achievement of national health policy priorities and improve medicine use across Australia.

PSA Projects showcases how pharmacists are driving better care across Australia—building career pathways, strengthening QUM, and supporting safe, evidence-based practice wherever patients receive care.

In 2025 we delivered more than 40 projects with 30+ partners, reinforced by a significant number of repeat partnerships, reflecting trust in PSA's capability to deliver at scale.

This report highlights some of the significant impacts of these initiatives delivering on PSA's QUM mandate:

- **Creating career paths in general practice:** a proven general practice pharmacist pathway with national recognition, strong satisfaction, and measurable economic and clinical benefits.
- **Access and navigation models:** the Primary Care Access Program with the Healthy North Coast PHN, improving timely GP access and reducing avoidable emergency department demand.
- **Clear guidance through vaping reforms:** rapid, practical tools, training and national workshops enabling consistent pharmacist practice.
- **Palliative care leadership:** ASPIRE program building baseline capability and piloting pharmacist roles in community palliative care teams.
- **Mental Health First Aid at scale:** Western Australia and South Australia programs upskilling pharmacists and pharmacy teams, especially in regional areas.
- **Partnering with leading academic institutions in research and education:** Medicines Advice Initiative Australia (MAIA), the Quality Use of Medicines Alliance (QUM Alliance), and Quality Use of Medicines for Insomnia and Sleep Health (QUMISH) and Medical Research Future Fund (MRFF) collaborations.

These are just a taste of the full program of projects PSA Projects have delivered in the past year. Guided by *Pharmacists in 2030*, these projects advance pharmacists' roles, expand practice, and translate evidence into everyday care—delivering outcomes for patients, communities and the health system.

Creating and evolving careers for pharmacists

The PSA is continuing to create sustainable career pathways for pharmacists in priority areas, including Aboriginal Community Controlled Health Organisations (ACCHOs), palliative care and general practice. These initiatives strengthen culturally responsive care, expand pharmacists' roles, improve QUM and improve support for patients, families, and communities.

General practice pharmacists

For over a decade, PSA has championed the integration of pharmacists into general practice, transforming a visionary concept into a nationally recognised career pathway, helping to transform health care across Australia.

With over 50 pharmacists supported across four major projects, 2025 marked a pivotal year, highlighting program maturity, formal recognition of excellence, and compelling evidence of economic and health benefits.

Our approach has built sustainable career pathways and provided evidence that supports PSA's mission and the need for ongoing investment in integrated primary care pharmacy services.



Having a practice pharmacist has been an invaluable resource... So many patients have benefited from their expertise; as GPs we have also become better prescribers.

– Participating GP.

Integrating pharmacists into general practice helps:



IMPROVE OUTCOMES
FOR PATIENTS WITH
CHRONIC DISEASE



REDUCE
MEDICINE-RELATED
PROBLEMS



REDUCE
MEDICINES
WASTE



IMPROVE
MEDICATION
MANAGEMENT



PREVENT
HOSPITALISATIONS

Over the past 10 years, through PSA led programs

100+

PRACTICES HAVE INTEGRATED
OVER 140
PSA GP PHARMACISTS

OVER

25,000

PATIENTS HAVE BENEFITED
FROM A GP PHARMACIST

OVER

2,500

INDIVIDUAL

QUALITY IMPROVEMENT ACTIVITIES
HAVE BEEN PERFORMED BY PSA PROJECTS

The role of a practice pharmacist is in 3 main areas



PATIENT-LEVEL
ACTIVITIES



CLINICAL
GOVERNANCE



EDUCATION AND
TRAINING

Professional development ecosystem

Our commitment to advancing the GP pharmacist role has been demonstrated through strategic events designed to foster professional development and sector growth. The PSA sponsored Future Forum, held 3 December 2024, provided stakeholders with opportunities to identify areas for program expansion and explore sustainable operating models. The first GP Pharmacist Symposium brought together practicing professionals to share expertise and develop innovative approaches.

Integration within PSA25, PSA's national conference, included dedicated sessions facilitating knowledge dissemination and networking between established practitioners and aspiring professionals. Many GP pharmacists delivered poster presentations that showcased their role and encouraged broader interest in the field.

Project landscape

Our projects throughout the past year have extended across the full spectrum of the health landscape, encompassing corporate groups and independent clinics from urban centres to rural communities. GP pharmacists engaged with diverse patient demographics and practice models to ensure outcomes are both representative and broadly applicable. This strong evidence base highlights and confirms the strategic value of ongoing investment in integrated primary care pharmacy services.



Patient-centred results across all four projects

- 75% of activities directly benefit individual patients
- 6,398 MBS item participations supporting GP billing
- 7,076 transitions of care facilitated
- 7,065 medication reconciliations completed

Practice integration success

- 2,519 instances of training or medicines advice provided to clinic staff
- Quality assurance, policy development
- Chronic disease management program support
- Accreditation assistance

2025 snapshot

50+

pharmacists supported through current projects across Australia

39,946

total patient activities recorded

50

general practices participating

13,368

total practice activities recorded

98%

patient satisfaction rate with GP pharmacist services

93% of clinic staff rate GP pharmacists as “valuable or extremely valuable”

“

Immense advantage to patients.

– Charters Towers Medical Principal GP.

”

“

Having a GP Pharmacist in the practice provides in house solutions and adds to the high level of service we can provide to improve the quality of patient care.

– WAPHA Project Practice GP.

”

GP pharmacist PHN partnerships

WA Primary Health Alliance Older Adults Project (65+ Years)

A comprehensive healthy ageing initiative supporting independent community living through early intervention and chronic condition management.

- 50% of patients reported quality of life improvement
- Evidence presented at FIP World Congress
- Professional recognition: Ashleigh Chapman (PSAWA Pharmacist of the Year), Rhiannon Price (PSAWA Early Career Pharmacist of the Year)

North Queensland PHN General Practice Pharmacist Project

Pilot integration of non-dispensing pharmacists within Townsville Health Services to support ageing-in-place strategies.

- Comprehensive medication reconciliation and review
- Multidisciplinary case conferencing
- Clinical governance and audit activities
- Hospital-community pharmacy liaison services
- Targeted chronic condition management



WA Primary Health Alliance Chronic Heart Failure Project

Strategic cardiovascular intervention through specialised pharmacist deployment.

- Optimal medication up-titration in collaboration with GPs
- Comprehensive patient education and support
- Proactive screening for at-risk populations
- Evidence-based therapeutic target achievement

North Western Melbourne Primary Health Network Pharmacists in General Practice Program

Five-stage implementation exploring pharmacist integration across diverse clinic demographics.

- Enhanced MBS billing efficiency related to pharmacist activities
- Improved medication management and patient health literacy
- Positive feedback from patients and clinic staff regarding care quality
- Established foundation for sustainable business model development

Champions of change: case studies

Ashleigh Chapman – PSA WA Pharmacist of the Year

Ashleigh has exemplified innovative chronic disease management through pioneering the establishment of a Cabenuva clinic and advancing HIV care delivery within general practice settings. She contributed valuable knowledge to the professional community while establishing new benchmarks for GP pharmacist practice.

"Ashleigh is a core element of View Street Medical's multidisciplinary team, leading service innovation and improving measurable health outcomes for vulnerable populations and assisting patients to manage chronic disease" (Director, Gordon Stacey, View Street Medical).



Bronwen Wright – innovative leader in rural health care

Demonstrating transformative telehealth service delivery in underserved communities, Bronwen advanced the role of the GP pharmacists in rural areas and established her role as a valuable resource for other pharmacists wanting to offer telehealth services.

Through establishing mobile echocardiogram services in collaboration with Advara HeartCare, Bronwen has also successfully helped to eliminate geographical barriers to specialised cardiac care for her patients.

“

Our doctor needs this extra support and so do we.

– Patient quote.

”

“

Been an excellent service for our little rural practice.

– Patient quote.

”

Looking forward

Our strategic focus encompasses sustainable financial models, workforce development, and program expansion. We are advocating for dedicated funding while demonstrating clear return on investment for GP pharmacy services. Through our projects, we have created a robust pipeline of qualified professionals, ready for permanent sector positions. Looking ahead, we are exploring expansion opportunities across residential aged care, community health centres, and specialised practice settings to extend our impact across the full healthcare continuum.

Enhancing primary care access in NSW North Coast

The Primary Care Access Program was developed in response to growing pressures on general practice and emergency services, where patients often struggle to access timely, low-acuity care. Community pharmacists, who are among the most accessible health professionals, were well placed to bridge this gap but lacked a formal mechanism to refer patients directly into general practice. This project set out to address that gap — improving access, reducing system strain, and strengthening collaboration across the primary care network.

Working with Healthy North Coast, through the Commonwealth-funded Primary Health Network Program, PSA is supporting a Primary Care Access Program, leveraging the accessibility and trust of community pharmacists to enhance patient navigation and care coordination within the health system. Helping to reduce unnecessary demand on hospital emergency departments.



This innovative model positions community pharmacists as active referrers, enabling them to directly book patients into quarantined general practice appointments for same-day, low-acuity care. These bookings are facilitated through digital platforms such as HealthEngine and HotDoc. This initiative may expand to other referrers, such as paramedics, allied health professionals and Healthdirect in the future.

The model is particularly targeted at communities where 12-hour, 7-day Urgent Care Clinics are not viable, aiming to:

- improve **timely access** to general practice
- reduce **pressure on emergency departments**
- strengthen **local referral pathways** and interprofessional collaboration.

The long-term goal is to establish a sustainable, scalable, and community-driven model for urgent primary care, improving access for patients, supporting local practices and pharmacies, and helping to reduce unnecessary demand on hospital emergency departments.

This innovative model is an Australian first, where community pharmacists are remunerated for their time to assess, triage and refer patients who present with acute health issues. Each referral attracts a payment and recognises the important role pharmacists play in supporting our primary health care.

Case studies: supporting positive health outcomes and improving access to care

Case 1

Young, school aged girl with a severe migraine presented to the pharmacy. There were a few other complicating factors, including that she did not have a regular GP. The pharmacist assessment resulted in a recommendation to see a GP, which was booked through Local GP Access. The patient got a next-day GP appointment, returned with treatment and a support plan for migraine management, as well as anxiety.

Case 2

Patient presented to the community pharmacy describing chest pain the night before. The pharmacist advised attending the hospital, but the patient refused. The pharmacist was then able to book a same-day GP review through Local GP Access. The patient underwent an ECG to exclude any serious cardiac concerns and was referred to a cardiologist for further evaluation.

Policy to practice: supporting pharmacists through change

Therapeutic vaping

The regulatory changes to nicotine vaping products that commenced on 1 October 2024 were designed to address several pressing public health concerns. Increasing use of vaping among young people, widespread availability of unregulated disposable products, and rising rates of nicotine dependence prompted government action. The reforms aimed to reduce youth access, eliminate non-therapeutic and illicit supply, restrict marketing, and to ensure therapeutic use as a *Pharmacist Only Medicine*, occurred within a controlled, pharmacy-led framework.

For consumers, this means having the option to access therapeutic vaping products to manage nicotine dependence directly from their pharmacy, without the need for a prescription. Over time, it is expected that the reforms will reduce reliance on illicit sources, thereby lowering exposure to unregulated products. Importantly, it also reframes these products as a tool to support smoking cessation and the treatment of nicotine dependence.

For pharmacists, this meant navigating complex regulations such as the Special Access Scheme for unregistered therapeutic goods, the Poisons Standard and variable state/territory regulations, as well as substantial consumer expectations.

Challenge: Confusion around complex vaping reforms.

Response: Rapid release, accessible regulatory overviews and national webinars.



Practice support for pharmacists

PSA, funded by the Australian Government's Department of Health, Disability and Ageing, collaborated with partner organisations to deliver a comprehensive 18-month practice support package for pharmacists to navigate policy and regulatory changes.

This package offered immediate and ongoing assistance, ensuring pharmacists had the necessary information to inform their practice while monitoring progress and gathering feedback.

A series of education and training resources to address the profession's evolving needs continues to be implemented. This support package enabled pharmacists to implement the vaping reforms with confidence to meet regulatory requirements, ensuring clarity, consistency, and alignment with the needs of both consumers and health professionals.

Practice guidelines

PSA released expedited updates to the *Professional Practice Guidelines for Pharmacists: Nicotine Dependence Support* and the *Australian Pharmaceutical Formulary and Handbook* (APF25). These comprehensive guidelines provided a clear, structured pathway to inform practice, and gave pharmacists the confidence to implement the reforms, while consumers benefited from safe, reliable access to smoking and vaping cessation services.

Pharmacy workflow tools

Recognising that guidance alone was not enough, PSA worked with the Quit Centre to co-design two workflow tools that translated complex regulations into practical, step-by-step resources. These tools supported pharmacists at the point of care, bridging the gap between policy and practice.

Education and training

Education was essential for consistency and confidence of pharmacists. PSA rapidly rolled out a series of webinars and eLearning modules, with three webinars and two modules already delivered and more scheduled for late 2025. The first webinar exceeded all expectations, attracting over 1,000 registrations - the highest in PSA's history. To date, more than 2,500 pharmacists have participated, highlighting both the scale of demand and the trust placed in PSA to provide clear and timely guidance.

**Over 2,500 pharmacists
have participated in vaping
education and training**

 Pharmaceutical
Society of Australia



**Professional practice guidelines for pharmacists
Nicotine dependence support**

PSA Connecting pharmacists

National workshops

Face-to-face learning brought the reforms to life.

In 2024, 16 metropolitan workshops gave pharmacists the opportunity to practise case studies, role-play real-world scenarios, and learn directly from subject matter experts in nicotine dependence.

In 2025, the program expanded to regional locations, ensuring equitable access to training and doubling the program's reach. By embedding learning in both metropolitan and regional locations, PSA ensured pharmacists everywhere could feel confident supporting patients under the new model.

PSA brought together expertise from a diverse group of leading health organisations to create these nationally consistent, trusted resources, transforming a period of uncertainty into a moment of professional leadership and evolving the role of pharmacists in the management of nicotine dependence.

Delivered in partnership with:

- Royal Australian College of General Practitioners (RACGP)
- Australian Medical Association (AMA)
- Cancer Council Victoria's Quit Centre (Quit Centre)
- Royal Australian and New Zealand College of Psychiatrists (RANZCP)
- National Aboriginal Community Controlled Health Organisation (NACCHO)
- Australian Government Department of Health, Disability and Ageing (DHDA)

Well done to the team, appreciate all the effort. As a medical practitioner, who has been prescribing NVPs (nicotine vaping products) for 3 years and have a relationship with pharmacists all over Australia, this has been helpful and equips me with the knowledge to be able to have better discussions with pharmacists and patients.

– Webinar participant.

PSA is supporting pharmacists across Australia with education and training about our role in vaping and smoking cessation... PSA continues to work with the federal government, the Department of Health, Disability, and Ageing, the Pharmacy Guild of Australia and other stakeholders to ensure that pharmacists continue to have all necessary resources and education to navigate through vaping reform and associated policy and regulatory changes.

– A/Prof Fei Sim, PSA National President.

National Palliative Care Project (2023–2026)

The National Palliative Care Project emerged from a recognition that pharmacists, as highly accessible medicines experts, remain under-recognised and underutilised in the support of people with palliative care needs. Pharmacists play a vital role in supporting symptom management, medicines optimisation, and continuity of care at the end of life, yet their expertise has not been systematically embedded across community and primary care settings.

This project responds directly to national priorities outlined in the *Palliative Care Australia Roadmap 2022–2027*, which calls for a stronger, better-equipped workforce to meet Australia's growing palliative care needs. Guided by these principles, PSA is advancing its commitment to improving palliative care by building pharmacist capability, integrating pharmacist roles into interdisciplinary care teams, and ensuring patients and carers receive safe, compassionate, and person-centred support wherever they are.

This important initiative has two key components:

1. Building workforce capability

In May 2025, PSA launched its ASPIRE Palliative Care Foundation Training Program for pharmacists, now available nationally as a CPD-accredited program. This online program equips pharmacists with the knowledge and confidence to provide safe, compassionate, person-centred care for people with palliative care needs and their families.

ASPIRE features eight interactive, self-paced modules covering core areas such as the pharmacist's role in palliative care, symptom management, supporting carers, interdisciplinary care and grief and bereavement.

2. Piloting new service models

During 2025–2026, PSA is piloting six new models in which pharmacist expertise will be added to the interdisciplinary team of existing community-based palliative care services.

Pilots are underway in Victoria, New South Wales, and Queensland to improve care for people with palliative needs and enhance support for carers.

In 2026 we will measure the impact of the pilots and continue to expand the role of pharmacists supporting interdisciplinary care for patients and families navigating end of life. These insights and lessons will inform future strategies and policies for integrating pharmacists into palliative care teams.

ASPIRE is building a pharmacist workforce better equipped to deliver compassionate, person-centred palliative care, wherever patients and carers need it most.

The impact of ASPIRE

1,000+

pharmacists enrolled within six weeks from launch

1,500+

enrolments so far

8

interactive self-paced modules

100%

accessible online national wide

Lived experience

insights from carers and professionals embedded in the training



Mental Health First Aid at scale

Mental Health First Aid (MHFA) training is designed to address gaps in mental health literacy and confidence, particularly in regional and remote areas where access to specialist services is limited. Pharmacists frequently encounter individuals experiencing mental health challenges but often lack structured training to identify, respond to, and refer those in need. Delivered by registered pharmacists, this training improves access to mental health support and referral through community pharmacies, equipping pharmacy professionals with the skills to recognise, respond to, and support individuals experiencing mental health challenges.

Throughout 2025, MHFA training has been delivered to pharmacists and pharmacy staff across Western Australia and South Australia with a strong emphasis on regional and remote communities.

Western Australia

Funded by the WA Mental Health Commission, PSA delivered MHFA training across Western Australia through a combination of digital and face-to-face workshops:

- 60% of respondents had applied MHFA skills in their workplace within 3 months.
- 50% had referred people for additional mental health support within 3 months of their workshop.

South Australia

Building on its 2024 success, MHFA training was delivered in a blended format to maximise accessibility and flexibility, with workshops scheduled at varied times to accommodate both regional and metropolitan pharmacy work hours.

Participants who referred individuals for additional support mostly directed them to mental health triage services, GPs for mental health plans, mental health clinics, Beyond Blue, or counselling and psychology services such as EASA.

The South Australian government-commissioned MHFA project is on track to train 1,000 community pharmacists and pharmacy staff across metropolitan and regional SA by May 2026.



RECOGNISE

LEARN TO RECOGNISE THE WARNING SIGNS OF MENTAL HEALTH PROBLEMS IN OTHER ADULTS.



RESPOND

LEARN TO RESPOND ACROSS A RANGE OF CRISIS SITUATIONS WHERE AN ADULT MAY BE AT RISK.



SUPPORT

LEARN THE SKILLS TO HAVE AN OPEN, SUPPORTIVE CONVERSATION ABOUT MENTAL HEALTH.

654 pharmacists and pharmacy staff completed the MHFA course

Impact

98%

said the training was accessible and usable

97%

reported improved confidence in identifying mental health issues

96%

reported a positive impact on their professional practice

MHFA training participant feedback

“

The training has helped heighten my awareness of the importance of mental health, not only for patients but also within the pharmacy team. It has encouraged open discussions about mental well-being, understanding and support in the workplace.

”

“

As a result of the Mental Health First Aid training, I will be more confident in recognising early signs of mental health challenges and approaching conversations with empathy and non-judgment.

”

“

I am incredibly happy and proud to have participated in the PSA Mental Health First Aid Training course last year. A recent experience during one of my night shifts truly reinforced the value of this training.



Just ten minutes before closing, a visibly anxious customer walked into the pharmacy looking for first aid products. Our assistant noticed they seemed shaky and unsteady and suggested they speak with me. As I listened, I realised the customer was caring for someone who had self-injured and was refusing hospital care.

I focused on calming them, drawing on the techniques I had learned in my training. One of the most practical lessons was the importance of having quick access to mental health resources. Because of the training, I had the mental health triage number and other useful contacts saved on my phone. I shared these details, and the customer was so grateful — they immediately reached out for help.

After my shift, our assistant asked how I knew what to do. I explained that the training had prepared me — not just for this situation, but for everyday interactions where mental health support may be needed. The course gave me the confidence to listen, respond without judgment, and provide meaningful assistance.

I want to thank PSA for organising this invaluable course, and I strongly encourage all pharmacy staff to take part. Mental Health First Aid is essential in equipping us with the skills to support people in distress and to make a real difference in their lives.

– Maha Aksakalli MPS, MHFA training participant.

”



Driving QUM through academic partnerships

PSA's academic collaborations are at the forefront of advancing QUM across Australia. By partnering with leading universities, research centres, and health organisations, PSA is helping translate evidence into practice — building pharmacist capability, strengthening clinical confidence, and delivering education that drives measurable improvements in patient care.

Medicines Advice Initiative Australia (MAIA)

The MAIA project is a collaborative project between PSA and other leading QUM stakeholders to develop and deliver high quality education and practice tools to credentialed pharmacists.

These tools support pharmacists in diverse clinical environments, including community pharmacies, hospitals, general practices, residential aged care facilities, and Aboriginal Community Controlled Health Organisations (ACCHOs), in consultation with NACCHO.

The project was led by the Quality Use of Medicines and Pharmacy Research Centre at the University of South Australia in partnership with:

- PSA
- Australian Medicines Handbook (AMH)
- Drug and Therapeutics Information Service (DATIS)
- Discipline of General Practice, University of Adelaide
- NACCHO
- Council of Australian Therapeutic Advisory Groups (CATAG).

Over two years, PSA delivered six educational interventions on the following therapeutic topics: deprescribing, persistent pain, kidney function, cardiovascular and kidney disease in diabetes, heart failure, and antidepressant deprescribing. For each topic, PSA delivered a national webinar, a quick reference guide, and a pharmacy-specific Clinical Case Series eLearning module.

Building pharmacist capability to enhance quality use of medicines

Pharmacists have responded extremely positively to these resources. The metrics used to assess engagement and satisfaction with the practice tools have significantly exceeded project targets.

Resources were hosted on a dedicated microsite and promoted via a multi-channel strategy including EDM, social media, conference presentations, and targeted outreach to credentialed pharmacists. Evaluation was conducted through participation metrics, confidence surveys, Net Promoter Scores (NPS), and analytics.

The MAIA project delivered scalable, evidence-based interventions that strengthened pharmacist capability and improved medicines reviews, leading to better patient care.

“

I found this webinar fantastic. I thoroughly enjoyed the team approach to addressing a case study. It was great to see three different but complementary approaches from each presenter. Thank you.

– MAIA webinar participant.

”

High satisfaction with an average NPS of +66 (webinars) and +75 (eLearning), with scores ranging from 65–82

Significant increase in pharmacist confidence across all interventions

Insights

- High demand for practical, evidence-based resources
- Multi-modal delivery supported diverse learning preferences
- Consistent messaging across therapeutic areas enhanced clinical decision-making

16,724

total engagements

70%

in the final six months

5,850+

microsite views

3,018

3,018 webinar participants

2,489

eLearning enrolments

Professional impact

- Thousands of pharmacists strengthened their clinical knowledge and leadership
- Resources supported consistent, high-quality care across settings
- Digital access ensured reach across all regions

Quality Use of Medicines (QUM) Alliance

The QUM Alliance is a collective of health, consumer and research organisations. The Alliance co-designs all education and resources with consumers, pharmacists, other health professionals and experts, focusing on national QUM and health priorities.

Pharmacist initiatives are led and delivered by PSA to support safe, effective, and person-centred medicine use to strengthen pharmacist knowledge and confidence in managing high-risk therapeutic areas.

These areas have included:

- anticoagulant therapy for atrial fibrillation
- antidepressant use in older adults
- gout
- eczema.

Resources were designed for pharmacists in community, hospital, and primary care settings, with specific initiatives for Aboriginal and Torres Strait Islander health contexts.

PSA delivered a multi-modal education strategy, including:

- online learning modules
- live and recorded webinars
- quick reference guides
- train-the-trainer packages.

Interventions aim to address safety and QUM and improve patient outcomes across diverse care settings

8,728

total engagements

2,372

webinar participants

3,444

Australian Pharmacist article enrolments

1,979

eLearning enrolments

Satisfaction

98% of pharmacists reported they were satisfied or very satisfied with QUM Alliance education activities

Practice change intentions

Up to 83% of pharmacists who completed QUM Alliance education activities planned practice changes due to the activity

Confidence

92% of pharmacists across all interventions, felt more confident in managing the high-risk therapeutic areas because of completing the education.

The QUM Alliance has secured funding for the next three years to build on this success and expand its work across five new priority areas. This will include antidepressants in teens and young adults, menopause, secondary stroke prevention, osteoporosis after fracture, and complex multimorbidity in older adults.

Upskilling pharmacists

- Strengthened pharmacist capability in recognising and addressing quality use of medicines issues.
- Supported pharmacists to change their practice to deliver evidence-based care.
- Improved cultural safety through targeted resources for pharmacists working in ACCHOs and inclusion of diverse case studies.
- Supported consistent, evidence-based care across settings.

**Quality
Use of
Medicines
ALLIANCE**



Helping consumers and health professionals make safe and wise decisions about medicines and diagnostics. Funded by Australian Government through the Quality Use of Diagnostics, Therapeutics and Pathology Program.

Quality Use of Medicines for Insomnia and Sleep Health (QUMISH)

Building pharmacist capability to improve insomnia management

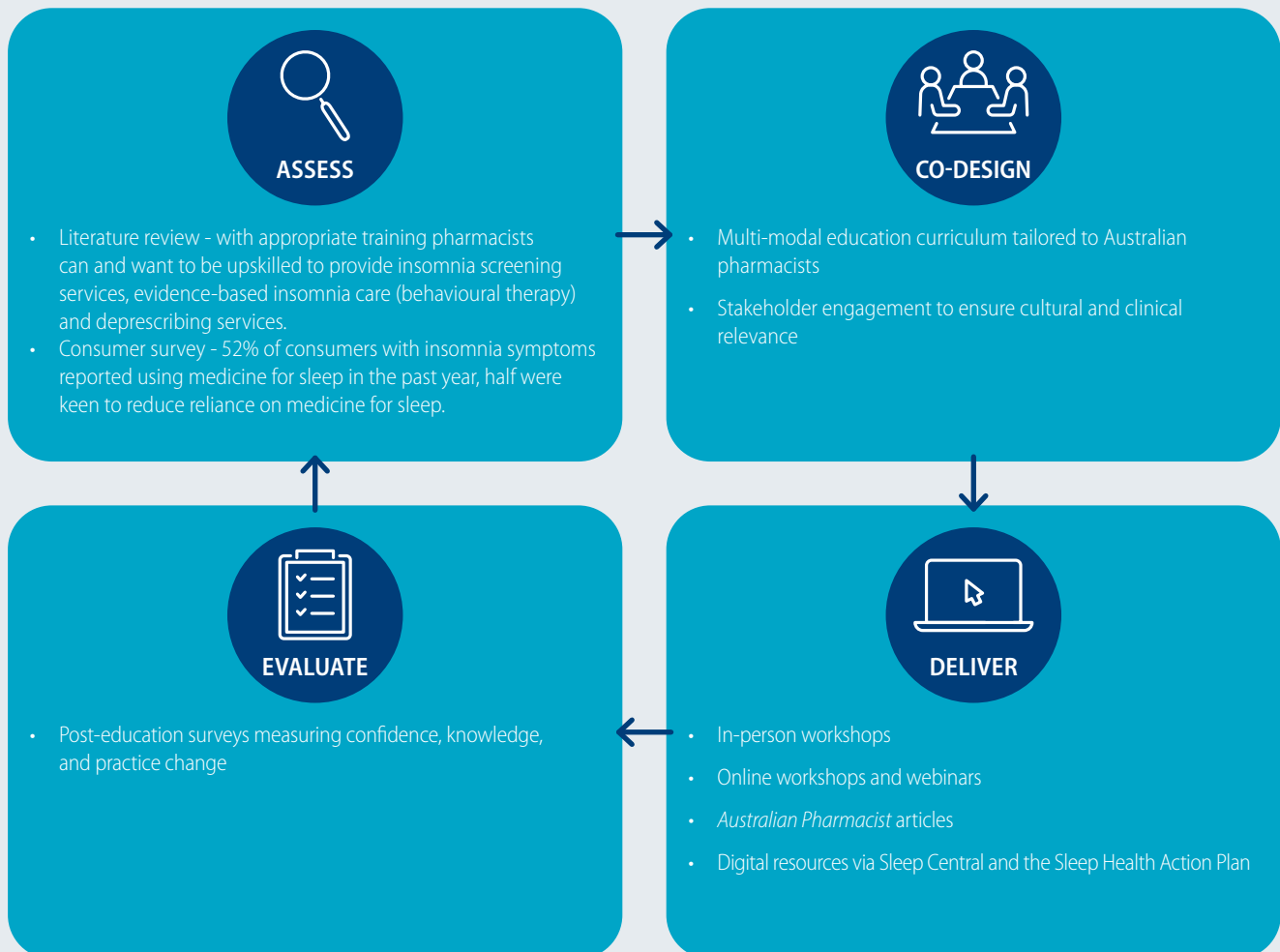
Chronic insomnia affects approximately 15% of Australian adults, yet pharmacists, who provide millions of consultations annually, have historically received limited training in evidence-based care for sleep disorders.

The QUMISH program, funded under the Australian Government's Quality Use of Diagnostics, Therapeutics and Pathology Program, was designed to address a critical gap in pharmacist education on insomnia management.

Led by the Australasian Sleep Association in partnership with the PSA, the University of Sydney, and the Sleep Health Foundation, the project aimed to deliver a national insomnia education program to 3,500 pharmacists and to demonstrate measurable improvements in knowledge and confidence.

Input from consumers, clinicians, professional bodies, and academic experts ensured the education was evidence-based, practical, and aligned with national health priorities.

The QUMISH program followed a four-phase approach (2023–2025):



Reach

Education activities accessed 12,448 times

Knowledge and confidence gains

98% of pharmacists reported improved confidence in sleep health knowledge

83% of participants made changes to their approach of recommending non-pharmacological interventions for insomnia after completing the training

Professional impact

Elevated pharmacist role in insomnia care through evidence-based education

Increased awareness of Cognitive Behavioural Therapy for Insomnia (CBTi) as first-line therapy

Strengthened capacity for deprescribing conversations and patient counselling



Medical Research Future Fund projects

The Medical Research Future Fund (MRFF) is a \$24 billion long-term investment supporting Australian health and medical research. Its purpose is to transform health and medical innovation to improve lives, strengthen the economy, and ensure the sustainability of the health system.

PSA is proud to contribute to MRFF-funded projects led by universities and research institutions across the country. These collaborations allow PSA to bring the voice and expertise of pharmacists into national research efforts, ensuring studies reflect the realities of pharmacy practice and community health needs.

PSA has supported 14 MRFF and National Health and Medical Research Council (NHMRC) grant applications for the current funding period.

Key research partners included:

- Queensland University of Technology
- University of Melbourne
- University of Queensland
- University of South Australia
- University of Western Australia
- University of Newcastle
- Flinders University

Successful projects for FY24-25

PSA has supported the following MRFF-funded research projects in an advisory capacity:

- AiCT-Med Project (\$4.4 million) - led by Macquarie University
- Medication Safety Needs Rounds (\$1 million) - led by Macquarie University
- Equity-Focused Evaluation of Patient Registration (\$1 million) - led by Macquarie University

By providing expert guidance and practical insights, PSA's involvement champions the quality use of medicines and helps shape research which strengthens pharmacist integration and delivers better, more patient-centric care.



How to partner with PSA Projects

The 2025 *Strategic Projects Impact Report* showcases the power of collaboration in advancing the role of pharmacists and improving health outcomes for all Australians. Through more than 40 projects and 30 partnerships, PSA has worked alongside governments, industry, health organisations, and research partners to deliver meaningful, scalable impact across the health system. From developing new career pathways in general practice, to supporting regulatory transitions such as vaping reforms, to implementing national initiatives in palliative care, mental health, and quality use of medicines, these partnerships demonstrate what is possible when collective expertise and shared purpose come together.

Looking ahead, PSA welcomes new partners who share our commitment to evidence-based practice, workforce capability, and innovation in pharmacy-led care. By partnering with PSA, organisations can co-design and deliver initiatives that strengthen the medicines safety agenda, build health system resilience, and empower pharmacists to practise at their full potential, ensuring a safer, more equitable, and sustainable healthcare future for all Australians.



Contact us at: projects@psa.org.au

Partners in strategic projects

- Arthritis Australia
- Australasian Sleep Association (ASA)
- Australasian Society of Clinical and Experimental Pharmacologists and Toxicologists (ASCEPT)
- Australian Digital Health Agency (ADHA)
- Australian Government Department of Health, Disability and Ageing (DHDA)
- Australian Government's Medical Research Future Fund (MRFF)
- Australian Government's Quality Use of Diagnostics, Therapeutics and Pathology (QUDTP) Program
- Australian Medicines Handbook (AMH)
- Australian Medical Association (AMA)
- Australian Primary Health Care Nurses Association (APNA)
- Cancer Council Victoria's Quit Centre (Quit Centre)
- Carers Australia
- Council of Australian Therapeutic Advisory Groups (CATAG)
- Country South Australia Primary Health Network (Country SA PHN)
- Discipline of General Practice, University of Adelaide
- Drug and Therapeutics Information Service (DATIS)
- Eczema Support Australia
- Flinders University
- Government of South Australia
- Health Care Consumers' Association (HCCA)
- Healthily (GoShare)
- Jean Hailes for Women's Health
- Macquarie University
- Medcast
- Monash University
- National Aboriginal Community Controlled Health Organisation (NACCHO)
- North Coast Primary Health Network
- Northern Queensland Primary Health Network (NQPHN)
- North Western Melbourne Primary Health Network (NWMPHN)
- NPS MedicineWise (legacy contribution acknowledged)
- Palliative Care Australia
- Pharmacy Guild of Australia
- Quality Use of Medicines and Pharmacy Research Centre, University of South Australia (QUMPRC)
- Queensland University of Technology (QUT)
- Royal Australian and New Zealand College of Psychiatrists (RANZCP)
- Royal Australian College of General Practitioners (RACGP)
- Sleep Health Foundation (SHF)
- South Eastern Melbourne Primary Health Network (SEMPHN)
- Sphere
- Therapeutic Goods Administration (TGA)
- University of Adelaide
- University of Melbourne
- University of Newcastle
- University of Queensland
- University of South Australia (UniSA)
- University of Sydney
- University of Western Australia (UWA)
- WA Primary Health Alliance (WAPHA)
- Western Australian Mental Health Commission



Glossary

Programs and initiatives

QUM	Quality Use of Medicines
MAIA	Medicines Advice Initiative Australia
QUM Alliance	Quality Use of Medicines Alliance
QUMISH	Quality Use of Medicines for Insomnia and Sleep Health
QUOTP	Quality Use of Diagnostics, Therapeutics and Pathology (program)
ASPIRE	<i>A Sustainable Pharmacist Integration into Residential and End-of-life care</i> (palliative care program)
MRFF	Medical Research Future Fund
MHFA	Mental Health First Aid

Government and agencies

PHN	Primary Health Network
ADHA	Australian Digital Health Agency
TGA	Therapeutic Goods Administration

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