Abstract

Pharmacogenomics Testing in a Community Pharmacy: Patient Perceptions and Willingness-to-Pay

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Purpose/Background

More than 100 drugs are thought to be influenced by pharmacogenetics and DNA impacting drug therapy efficacy, interactions and allergies. Community pharmacists are positioned to be optimal pharmacogenomics test providers due to easy access to patients, ability to perform testing and ability to interpret and describe results to patients. While the potential value of pharmacogenomics may be clear to pharmacists, patients may not see the value of the testing due to misconceptions, misinformation or lack of knowledge. There have been no known studies to date that evaluate patient perceptions of a pharmacogenomic testing service in a community pharmacy.

Research Objective

To determine patient perceived knowledge, interest, and willingness-to-pay for pharmacogenomics testing in a community pharmacy.

Methodology

A self-administered, anonymous online survey link was distributed to a convenience sample of patients of Reeves-Sain Drug Store via email. The contingent valuation method was used to assess willingness-to-pay in 3 scenarios. Qualtrics survey tools were used for data analysis and statistics.

Results

In total, 27 patients completed the survey. 37% of patients were not very familiar with pharmacogenomics and 15% of patients had not heard of the term. When given a description of a pharmacogenomics testing service, 48% of patients felt that it would be very helpful to them and 81% of patients were interested in using the service. Overall, patients felt that they would be more likely to use the service if the cost of the service was covered by their insurance company. 23% of patients said they would not be interested in using the service if their insurance company did not cover any part of the cost.

Conclusion

Patients are not very familiar with pharmacogenomics, but are interested in using a pharmacogenomics testing service in a community pharmacy after being given a description of the service. Patients are more willing to use the service if some or all of the cost of the service is covered by their insurance company.