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## FIP PRESS RELEASE

### **Managing Managed Care**

**Managed Care, coming over the Atlantic from America, cannot be stopped. However, if European pharmacists are prepared, it will be an opportunity and not a threat.**

**That is why FIP organizes a conference in Amsterdam in February next year – called Managing Care, and not Managed Care, because that requires pharmacists to take an active part in the process.**

‘ Like many other things developed in the USA, managed care will certainly also become an issue in Europe. Pharmacists are afraid - although many of them do not even know what it is. How will it influence their business and their professional future?’

During a Press Briefing at the FIP Congress in Vancouver, Secretary of the Section of Community Pharmacy Bente Froekjaer, Denmark, explained why FIP organises a conference, especially for European pharmacists, on Managed Care.

‘With this conference we will make the pharmacists understand what managed care is - and convince them that it cannot be stopped. When something is inevitable you might as well try to influence it from the very beginning. Pharmacists consider managed care a threat but that is not necessarily so.’

Also FIP Vice President, Albert Wertheimer, USA, who will chair the conference in Amsterdam, was present. He tried to predict which countries are likely to have a version of Managed Care in the coming years.

‘ Today more than half of physicians and pharmacists in US are working under a Managed Care system. These companies might offer a European government to save up to 20 per cent on their health care budget. In my opinion Germany is a good guess of first the country to Managed Care. United Kingdom and Scandinavia are likely to follow. In France and Southern European countries, however, it might take a while yet.’

Mrs. Froekjaer ended:

‘ Several disease management programmes have already been developed and introduced - some by pharmaceutical industries, some by PBM companies and some as part of pharmaceutical care programmes. After having been presented to examples the whole conference has its grande finale: leading pharmaceutical politicians from 7 European countries will - based on the conference and their own experiences - discuss how we can implement the useful elements of managed care in our own practice - and hopefully ending with a strategy for managing care in Europe.’

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