

## Summary of Agile Pilot

Company name	<b>Hunnia-Patika Bt.</b>
Company location	<b>Szeged, Hungary</b>
Domain	<b>Health and Wellbeing</b>
Municipality	Szeged, Hungary
Project period	September 2025 - May 2026 (9 months)
Solution	<p>Within the framework of the INTERREG Danube Region project DRP0200367 "PilotInnCities", Hunnia Patika implemented the agile pilot project "Pharmacist at Home" in cooperation with the Szent Rozália Social Care Service in Szeged.</p> <p>The pilot addressed a growing challenge in elderly care: ensuring safe medication management for vulnerable citizens receiving home care services. While medication delivery is often organised through family members, caregivers or social workers, pharmaceutical information and medication counselling are frequently missing from the process.</p> <p>The solution combined pharmaceutical home delivery, medication review, pharmaceutical counselling and digital communication between caregivers and pharmacists. The pilot tested a structured workflow through which caregivers could initiate medication requests, pharmacists could validate prescriptions and provide professional guidance, and patients could receive both medication and pharmaceutical support at home.</p> <p>A key insight underpinning the pilot was the recognition that medication management should be understood as the combination of medication and information. While medicines can be physically delivered through caregivers, family members or social workers, professional pharmaceutical information often fails to reach the patient. The pilot therefore aimed to integrate pharmaceutical expertise directly into the care process, ensuring that medication delivery is accompanied by counselling, monitoring and professional support.</p> <p>An important outcome of the pilot was the development and validation of a digital workflow supporting communication between caregivers and pharmacists. The methodology and process were initially tested in a dedicated custom-built platform developed specifically for the pilot. Based on the lessons learned, the functionality was subsequently integrated into the GondCare care-management software already used by the social care provider. At present, the GondCare platform is the operational environment used in daily practice, providing a secure and integrated solution for data exchange, medication requests and communication.</p> <p>The solution creates a bridge between social care and pharmaceutical care, contributing to safer medication use, improved treatment adherence and better quality of life for elderly patients.</p>
Stakeholders	<p>Involved stakeholders and users:</p> <ul style="list-style-type: none"> <li>• Hunnia-Patika Bt. (solution provider),</li> <li>• Szent Rozália Social Care Service,</li> <li>• Home care workers and caregivers,</li> <li>• Elderly citizens receiving home care,</li> <li>• Family members and informal carers,</li> <li>• General practitioners,</li> <li>• Pharmaceutical professionals.</li> </ul>
Lessons learned	<ul style="list-style-type: none"> <li>• Trust-building is a critical success factor when introducing healthcare innovations to elderly populations.</li> <li>• Cooperation with trusted caregivers significantly accelerates user adoption.</li> <li>• Building commitment among caregivers is just as important as gaining patient trust.</li> </ul>

	<ul style="list-style-type: none"> <li>• Pharmaceutical care should be understood as the combination of medication and professional information; logistics alone does not solve the problem.</li> <li>• Medication-related responsibilities are often delegated to caregivers without sufficient pharmaceutical knowledge.</li> <li>• Digital workflows are most effective when integrated into systems already used by care organisations.</li> <li>• Treatment plans and medication records are frequently incomplete or outdated, creating additional risks for patients.</li> <li>• The pilot confirmed the value of interdisciplinary cooperation between healthcare and social care professionals.</li> </ul>
<p>KPI 1 Number of patients involved in the programme</p>	<p>Measurement: Number of home care recipients enrolled in the pilot.</p> <p>Expected target value: 80 participants.</p> <p>Achieved value: 84 participants.</p> <p>Summary and analysis of the results achieved in relation to the indicator: The target group consisted of approximately 300 care recipients served by the Szent Rozália Social Care Service. The original target of 80 participants was fully achieved as the pilot successfully involved 84 patients. The relatively low participation rate revealed that many care recipients already used alternative medication procurement channels through relatives or other support networks.</p> <p>Comments / factors influencing the results: The pilot highlighted the importance of conducting a detailed needs assessment before recruitment. Future implementations should focus on identifying actual service demand before defining participation targets.</p>
<p>KPI 2 Development and validation of methodology and digital system</p>	<p>Measurement: Creation and validation of a standardised workflow and digital communication platform.</p> <p>Expected target value: Operational methodology, digital workflow and minimum 20 telepharmacy consultations.</p> <p>Achieved value: Target achieved.</p> <p>Summary and analysis of the results achieved in relation to the indicator: The pilot successfully defined, documented and validated the complete medication support workflow. Process maps were developed, tested and refined throughout implementation. The planned telepharmacy activities significantly exceeded the original target through regular monthly interactions with participating patients. The digital workflow was initially implemented in a dedicated custom-built platform developed specifically for the pilot which was very important for the validation phase and paved the way for scaling-up as further development actions.</p> <p>During implementation, the partner organisation introduced the GondCare care-management system. As GondCare proved capable of supporting the required communication and data management functions, the validated workflow was subsequently integrated into this platform. The GondCare environment is now used operationally for medication ordering, communication and information exchange between caregivers and pharmacists.</p> <p>Comments / factors influencing the results: The transition from a standalone pilot platform to an integrated care-management environment improved sustainability and reduced the burden of training users on multiple systems.</p>
<p>KPI 3 Improvement of treatment adherence</p>	<p>Measurement: Change in medication adherence among participating patients.</p> <p>Expected target value: 20% improvement.</p>

	<p>Achieved value: Target achieved.</p> <p>Summary and analysis of the results achieved in relation to the indicator: Despite significant challenges related to incomplete or outdated treatment records, patient follow-up and questionnaire-based monitoring demonstrated measurable improvements in medication adherence across the participant group. Regular pharmacist involvement and medication reviews contributed to increased medication awareness and safer medication use.</p> <p>Comments / factors influencing the results: The pilot uncovered systemic issues related to treatment documentation and communication with primary care physicians. These findings indicate the need for improved integration between pharmaceutical care, social care and primary healthcare services.</p>
<p>KPI 4 Patient satisfaction</p>	<p>Measurement: User satisfaction and retention.</p> <p>Expected target value: 90% satisfaction rate.</p> <p>Achieved value: Target achieved.</p> <p>Summary and analysis of the results achieved in relation to the indicator: Patient satisfaction was high and participant dropout remained minimal throughout the pilot period. Users particularly valued the convenience of home delivery and the availability of professional pharmaceutical advice.</p> <p>Comments / factors influencing the results: Initial dissatisfaction was mainly linked to delivery times compared with traditional pharmacy visits. This challenge was largely mitigated through improved communication and expectation management.</p>
<p>Evaluation of the business model focusing on its viability and potential for growth</p>	<p>Hunnia Patika operates a pharmaceutical care service combining medication delivery, medication review and personalised pharmaceutical counselling. The business model is based on long-term relationships with elderly patients and recurring service interactions.</p> <p>Validated strengths of the business model</p> <ul style="list-style-type: none"> <li>• High level of patient trust and retention</li> <li>• Predictable and recurring demand</li> <li>• Strong synergies with social care organisations</li> <li>• Clear social and healthcare benefits</li> <li>• Scalable service model with defined workflows</li> <li>• Integration into existing care-management software environments</li> </ul> <p>Identified barriers or potential weaknesses</p> <ul style="list-style-type: none"> <li>• High dependency on trust-building and stakeholder engagement</li> <li>• Limited awareness among potential users</li> <li>• Fragmented treatment documentation</li> <li>• Difficult communication with primary healthcare providers</li> <li>• Need for additional training and engagement of caregivers</li> </ul> <p>Implemented / planned adjustments</p> <ul style="list-style-type: none"> <li>• Stronger onboarding and communication strategies</li> <li>• Development of caregiver engagement programmes</li> <li>• Further refinement of digital workflows within GondCare</li> <li>• Exploration of enhanced communication channels with general practitioners</li> <li>• Expansion of pharmaceutical care services beyond medication delivery</li> </ul> <p>Identified potential areas requiring external support</p> <ul style="list-style-type: none"> <li>• Stakeholder engagement and awareness campaigns</li> <li>• Integration with healthcare information systems</li> <li>• Development of telehealth and digital care solutions</li> </ul>

	<ul style="list-style-type: none"> <li>Regulatory and policy support for pharmaceutical care services</li> </ul> <p>Priority needs for further scaling</p> <ul style="list-style-type: none"> <li>Expansion to additional municipalities</li> <li>Further development of digital infrastructure</li> <li>New service packages and premium offerings</li> <li>Enhanced cooperation with social care providers</li> <li>Sustainable financing mechanisms for integrated care services</li> </ul>
<p>Impacts</p>	<p>The pilot demonstrated that integrated pharmaceutical and social care services can significantly improve medication safety and treatment adherence among elderly citizens. Key impacts include:</p> <ul style="list-style-type: none"> <li>84 vulnerable patients receiving integrated pharmaceutical support</li> <li>Improved medication adherence and medication awareness</li> <li>Reduced caregiver burden and role ambiguity</li> <li>Better identification of medication-related risks</li> <li>Improved data security through digital workflows</li> <li>Successful integration of pharmaceutical care into an existing social care software environment</li> <li>Validation of a scalable interdisciplinary service model</li> <li>Improved patient understanding of medication use and treatment objectives</li> <li>Reduced risks associated with incorrect medication use and duplicate therapies</li> <li>Evidence suggesting lower risk of avoidable hospitalisation through improved medication adherence and pharmaceutical supervision</li> <li>Creation of a unique dataset on medication adherence and pharmaceutical care processes that may support future healthcare planning and research activities</li> </ul>
<p>Suggestions for future actions, especially focusing on sustainability and replication</p>	<ul style="list-style-type: none"> <li>Expand the service to additional social care organisations.</li> <li>Strengthen communication with general practitioners.</li> <li>Develop structured medication monitoring programmes.</li> <li>Explore additional digital care and telehealth services.</li> <li>Increase caregiver and family member awareness through targeted communication campaigns.</li> <li>Continue development of integrated workflows within care-management systems.</li> </ul>
<p>Next steps</p>	<ul style="list-style-type: none"> <li>Expand the service to new municipalities and care organisations.</li> <li>Develop a pricing and scaling strategy.</li> <li>Introduce additional paid service packages.</li> <li>Further integrate pharmaceutical care processes into GondCare.</li> <li>Explore new digital solutions supporting medication management and patient monitoring.</li> <li>Develop stronger partnerships with healthcare providers.</li> </ul>
<p>Provider's Reflection</p>	<p>The PilotInnCities programme provided an opportunity to validate long-standing assumptions in a real-life environment and to test the scalability of the service model. One of the most valuable outcomes was the mentoring support received throughout the pilot. External mentors helped the team overcome implementation barriers, identify organisational challenges and refine stakeholder engagement strategies.</p> <p>The pilot also demonstrated that reliable data collection and systematic measurement are essential prerequisites for scaling pharmaceutical care services. The experience confirmed that the model has the potential to address challenges not only in Hungary but also in other countries facing ageing populations, uneven access to pharmaceutical services and growing healthcare costs.</p>
<p>Living Lab's Reflection</p>	<p>The Szent Rozália Social Care Service considers the pilot highly successful and intends to continue the cooperation. The project improved medication safety, reduced caregiver burden and introduced a new level of professional pharmaceutical support into home care services. The integration with GondCare created a secure and efficient communication environment that supports both operational efficiency and data protection requirements.</p>

	<p>The pilot helped identify cases of overmedication, duplicate therapies and medication-management challenges among care recipients. From the perspective of the social care provider, the integration of pharmaceutical expertise into home care services represents an important step towards safer and more effective elderly care.</p>
<p>Expert's Reflection</p>	<p>Throughout the pilot, mentoring support played an important role in helping the project team identify organisational bottlenecks and refine the service model. One of the most valuable insights emerging from the mentoring process was the recognition that successful implementation depends not only on patient acceptance but also on the engagement and commitment of caregivers.</p> <p>The mentoring process also contributed to the development of a framework for measuring the value of pharmaceutical care through reliable and meaningful data collection. Such a framework could provide a foundation for the future evaluation and scaling of integrated pharmaceutical and social care services.</p>