



COMPLETED GRANT SYNOPSIS

Point-of-care Test Consumer Perceptions

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Objectives

To identify 1) demographics and 2) willingness-to-pay data of the market niche of consumers who prefer to receive point-of-care test (POCT) services in the community pharmacy using a panel matched to the US population.

Methods

Design	<ul style="list-style-type: none"> A nationwide convenience sample of 188 participants were surveyed utilizing a self-explicated conjoint analysis survey model Participants were stratified by preference for POCT location setting, including the community pharmacy Patients were then directly surveyed for willingness-to-pay preferences
Study endpoints	<ul style="list-style-type: none"> To identify niche consumer population demographics To determine the types of POCT consumers are willing to purchase and the willingness-to-pay for those services in a community pharmacy

Results

- The niche consumer group who preferred the community pharmacy to receive POCT services were patients between 20-34 years old (50%)
- Of those who preferred the community pharmacy to receive POCT services, 75% indicated they would be willing-to-pay \$50 or more while the majority of entire sample preferred to pay \$50 or less (79%)
- The niche community pharmacy consumer group indicated preference for the following POCT (listed in rank order): A1c, Liver Enzymes, Glucose, Influenza, Streptococcus pharyngitis, and Vitamin D. The lowest ranked POCT categories included (starting with the lowest ranked): sex hormones (estrogen, testosterone, progesterone), hepatitis C, thyroid, cholesterol, and HIV.
- The general sample differed in test preferences, and included the following (listed in rank order): cholesterol, A1c, Blood sugar, Thyroid, Influenza
- Other preferences for the niche community pharmacy consumer group included having the testing location close to home, results sent directly to their physician, and having their physician or pharmacist directly recommend the test. The highest ranked preference in this group was the ability for the results to be sent electronically to their physician.

Conclusion

There exists a niche group of consumers who prefer the community pharmacy for POCT services, and this niche has different preferences for POCT features than the rest of the sample. This niche group is younger, with the largest segment being between the ages of 20-34. Compared to a matched sample of the US population, this niche group is willing-to-pay more for POCT services.