

Education Research Category

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Evaluation of the Acceptability and Effectiveness of the Retail Sales Assistant Training (RSAT) at Singapore General Hospital Block 4 Level 1 Outpatient Pharmacy (B4L1OP)

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Aims: The B4L1OP Retail Sales Assistants (RSA) are normally the first contact point for customers who seek advice on over-the-counter (OTC) product. The lack of structural training and competency assessment of RSAs led to customers' feedback on inadequate OTC product knowledge, staff expressing lack of confidence, feeling overwhelmed in providing recommendation and unawareness of expectation in handling customer's requests. Hence, a 2-year RSAT programme is designed by pharmacists to equip RSAs with knowledge and skills required to be competent in providing customers with the relevant and appropriate advice. This study aims to evaluate the acceptability and effectiveness of RSAT.

Methodology: Prior to the implementation of RSAT, RSAs were briefed on its objectives and expectations. Kirkpatrick's Four-Level model was used to evaluate program effectiveness. Level 1 was evaluated through mid-point surveys to examine the acceptability and perceptions based on motivation and learning style theories. Level 2 was evaluated through quiz which was administered after every healthrelated topic to measure learning.

Result: Fourteen RSAs joined the programme since its implementation in June 2015. The surveys were administered from March to April 2016 with 93% respond rate (n=13). Six respondents (46 %) experienced a higher level of stress due to the quiz. The average passing rate for all the quizzes was 92.2%. Main motivation for doing well was the desire for self-improvement (46%) and to provide better customer service (46%). Eleven (85%) had a better understanding of a health-related topic when answers were revealed after the quiz. Thirty-one percent preferred scenario-based questions to help learning. All felt that they had gained new knowledge through RSAT and are more confident in recommending OTC products.

Conclusion: RSAT was well-received by RSAs and providing a structured programme with assessment allows for better learning and application. We are currently modifying the program based on the survey before evaluating level 3 effectiveness.