



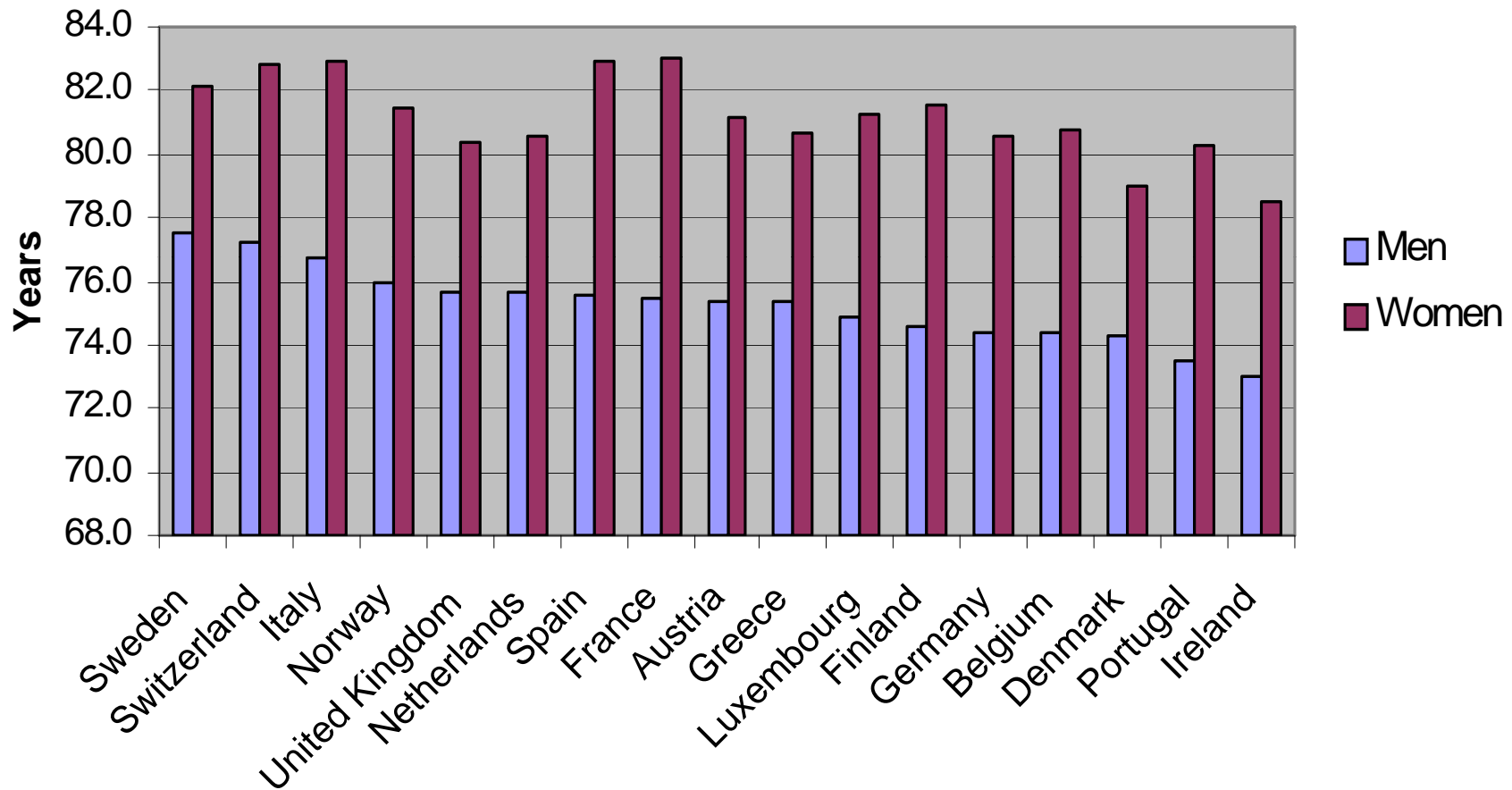
Mens use of health services; Better access to medicines Sydney 2010

Ian Banks

President European Men's Health Forum
(with thanks to Alan White)

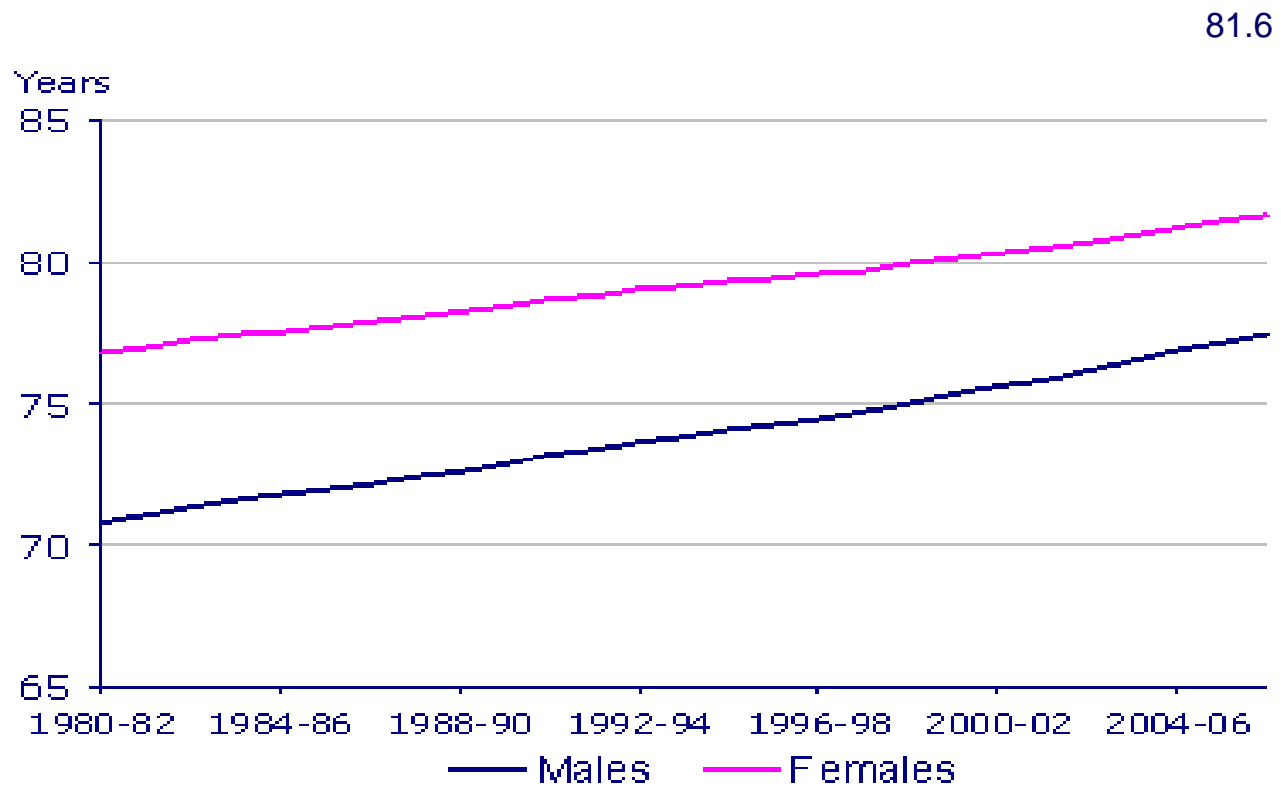


Life expectancy for men and women 2001, by country



Source of data: Statistics in Focus Theme 3 17/2002

- UK life expectancy

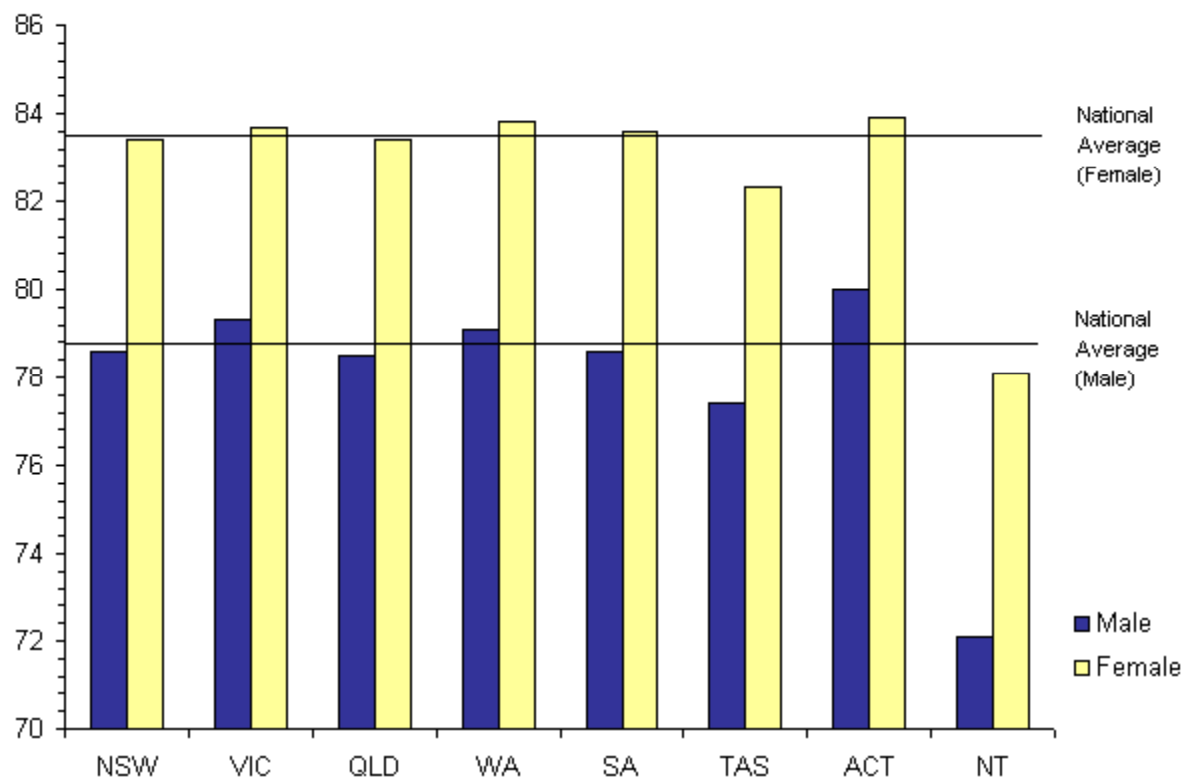


Expected length of life at birth, by sex, Australia, 1901-10 to 2004-06



http://www.aihw.gov.au/mortality/life_expectancy/trends.cfm

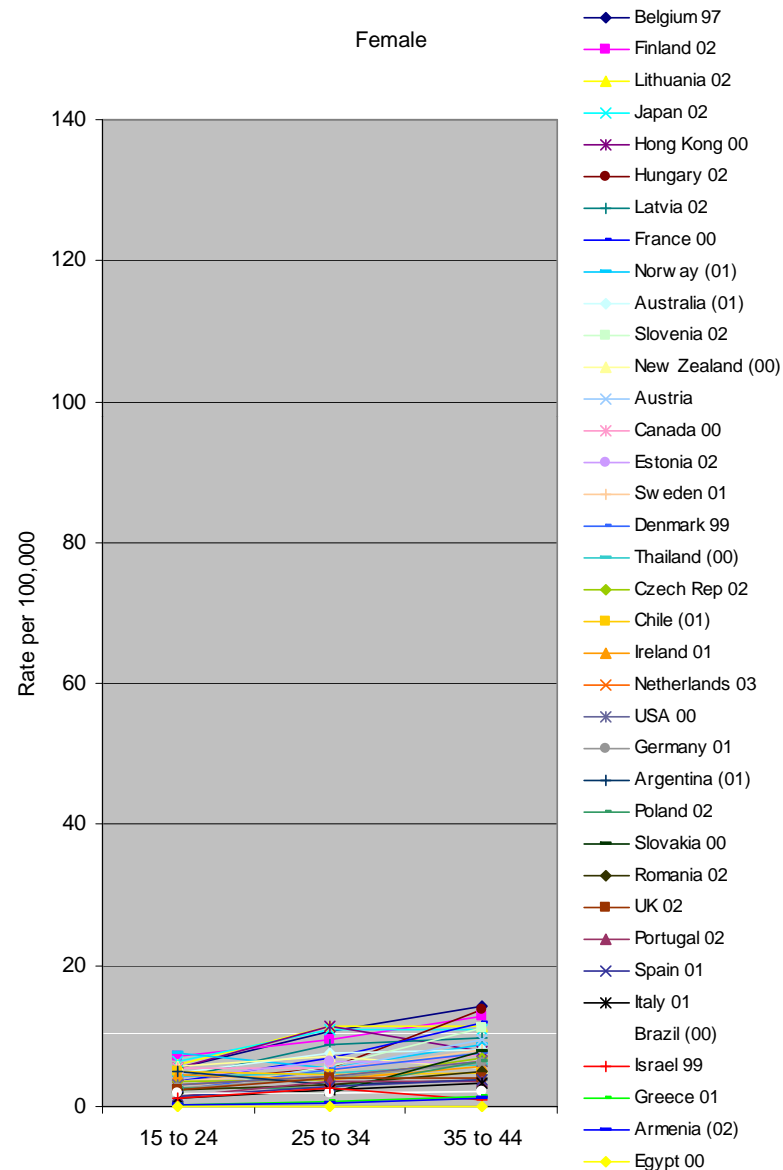
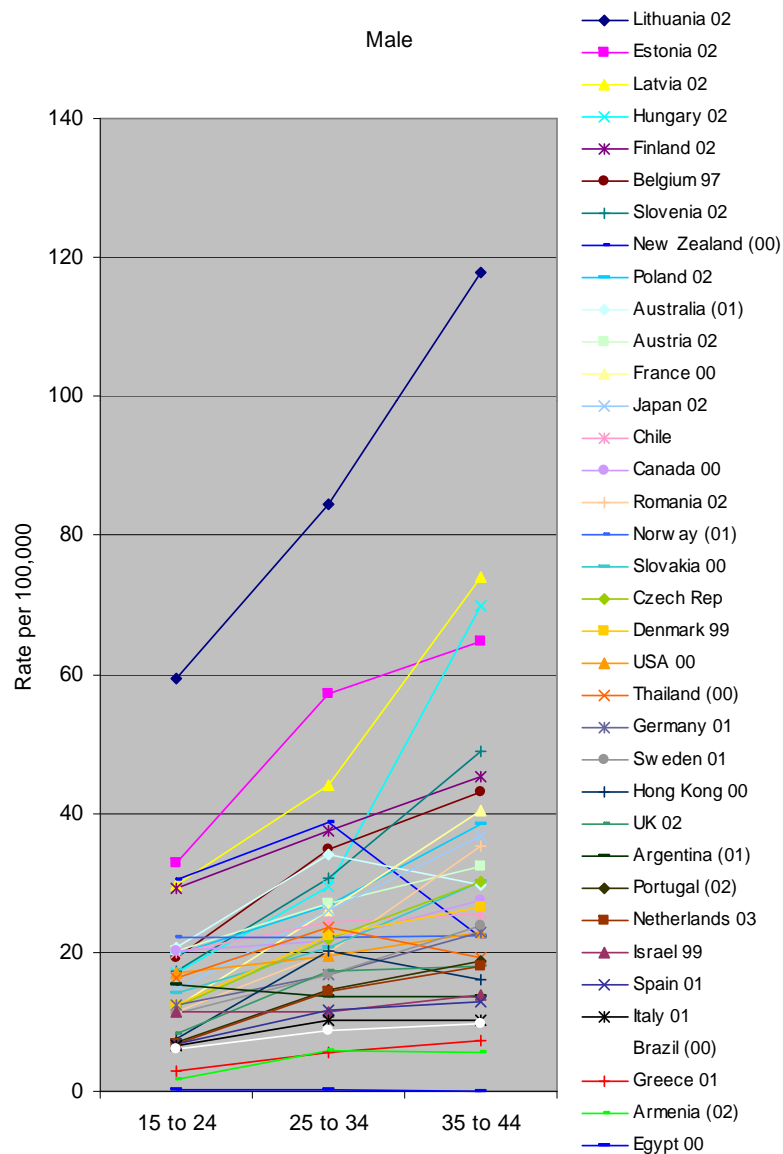
Life expectancy at birth, by sex and state/territory, 2004-06



http://www.aihw.gov.au/mortality/life_expectancy/states.cfm

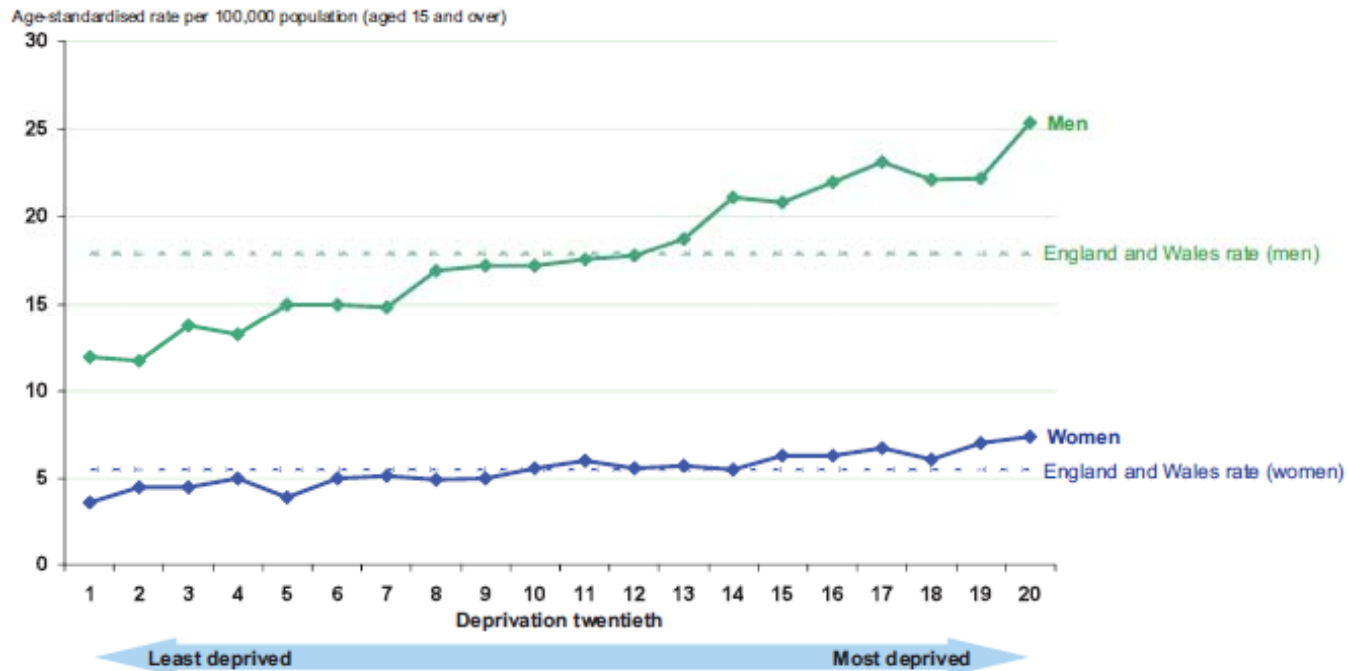
Men in Glasgow's east end
have life expectancy of 54
years WHO
Daily Record, 29 August
2008

Suicide, men and women



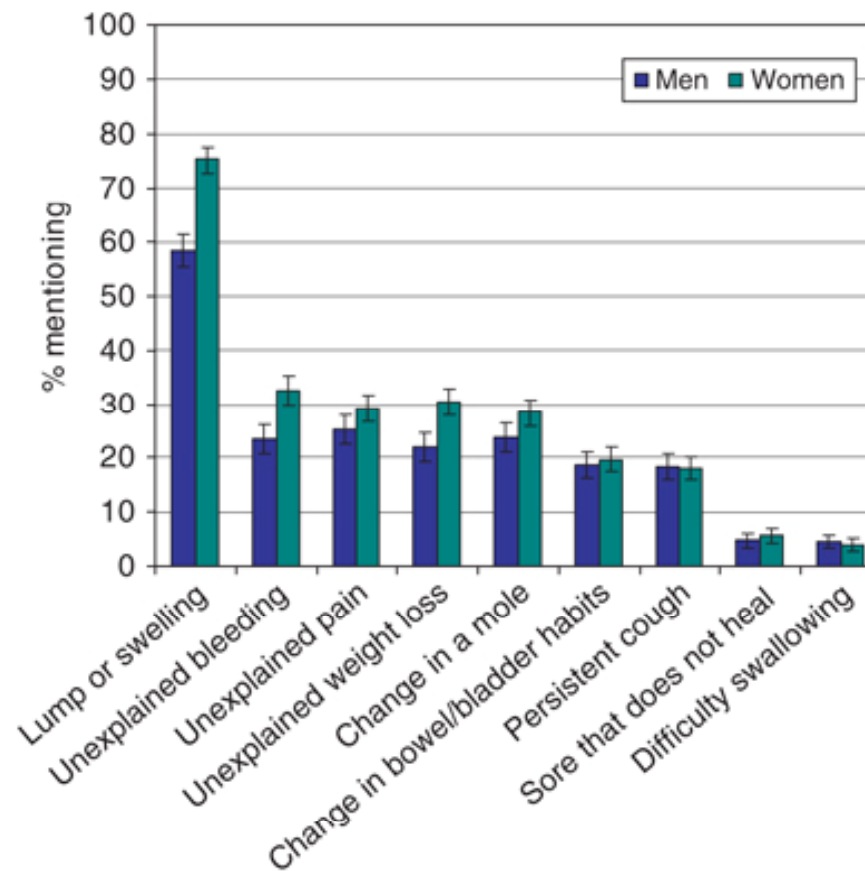
Gender and social class

A.26b: Differential exposures, vulnerabilities and consequences – Psychosocial factors: Negative life events
Suicide rates by deprivation twentieth and gender
 England and Wales, 1999–2003

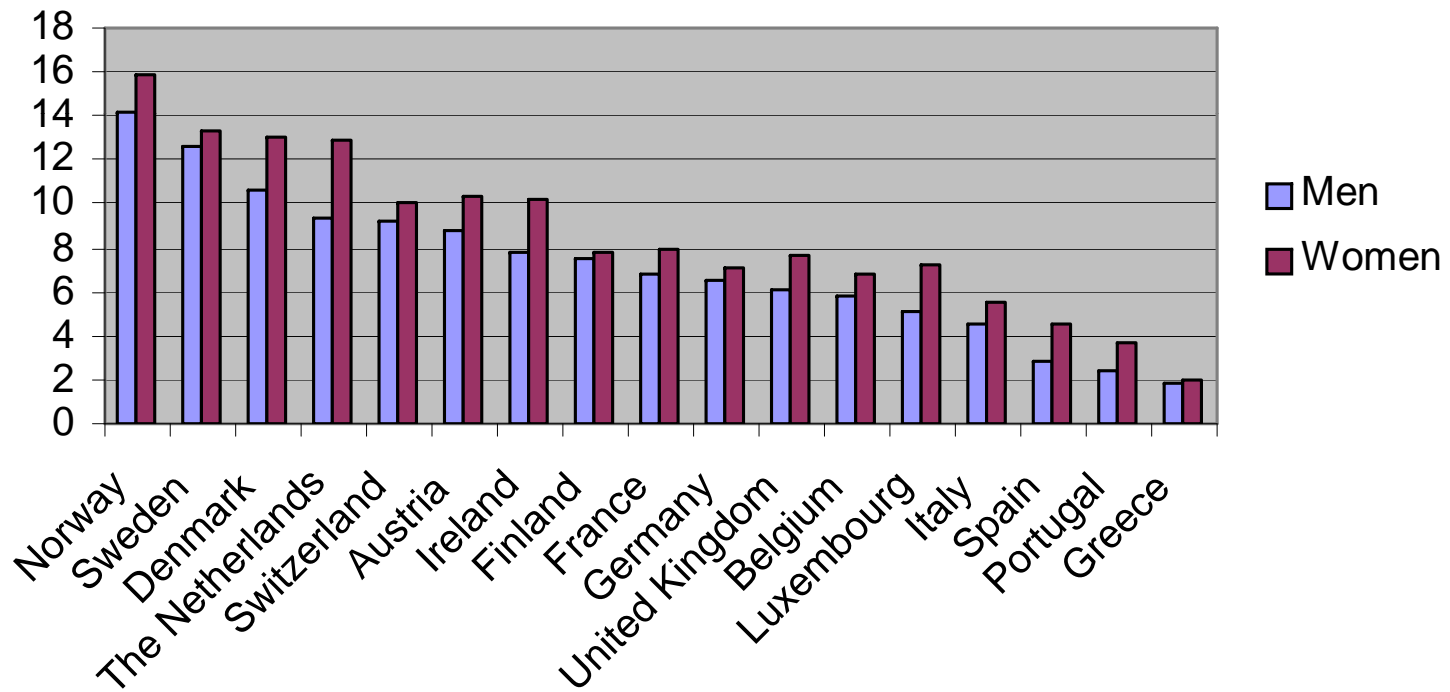


Note: Data excludes suicides by people aged under 15.
 Rates are age-standardised to the European standard population.
 Source: Office for National Statistics (2006) Suicide trends and geographical variations in the United Kingdom, 1991–2004. *Health Service Quarterly* 31, Figure 7 (Autumn 2006).

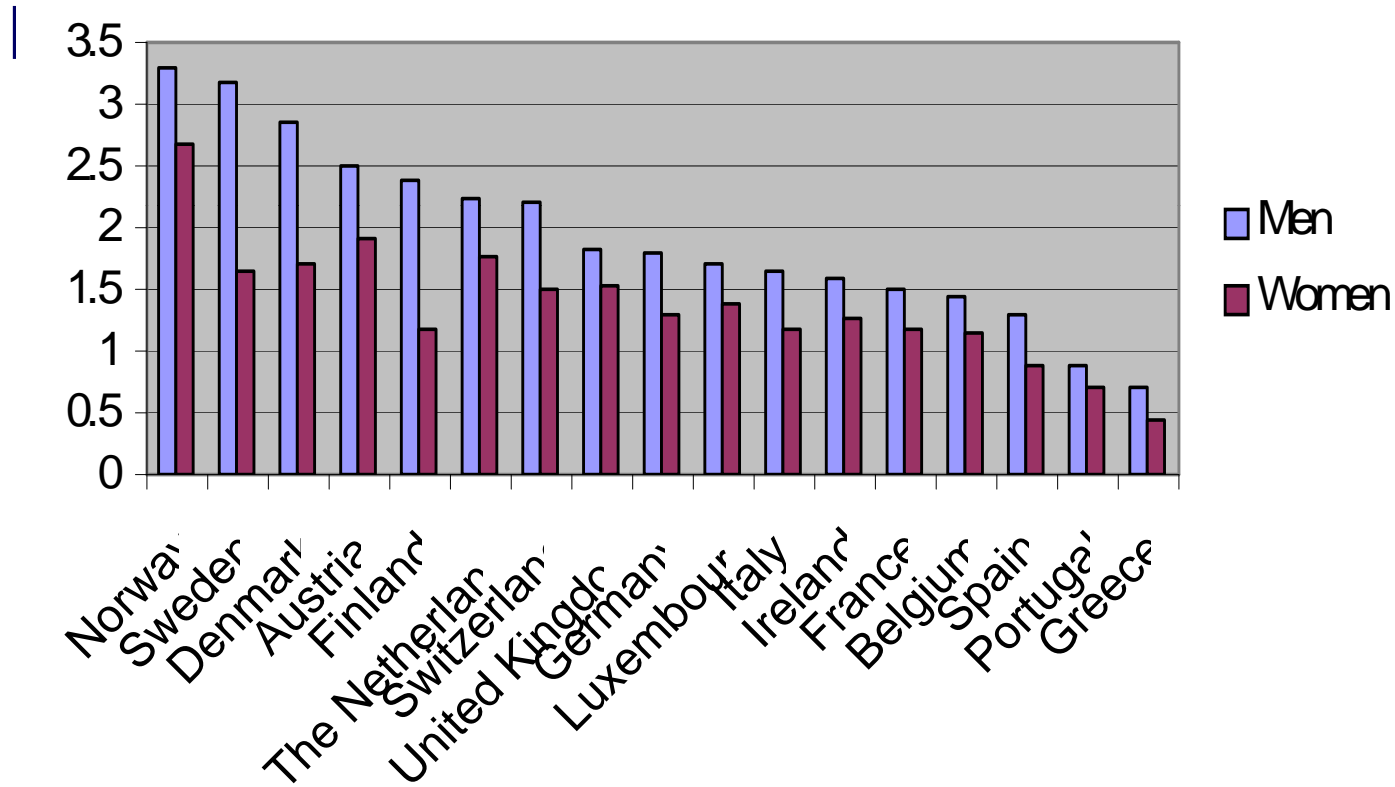
Men's symptom awareness



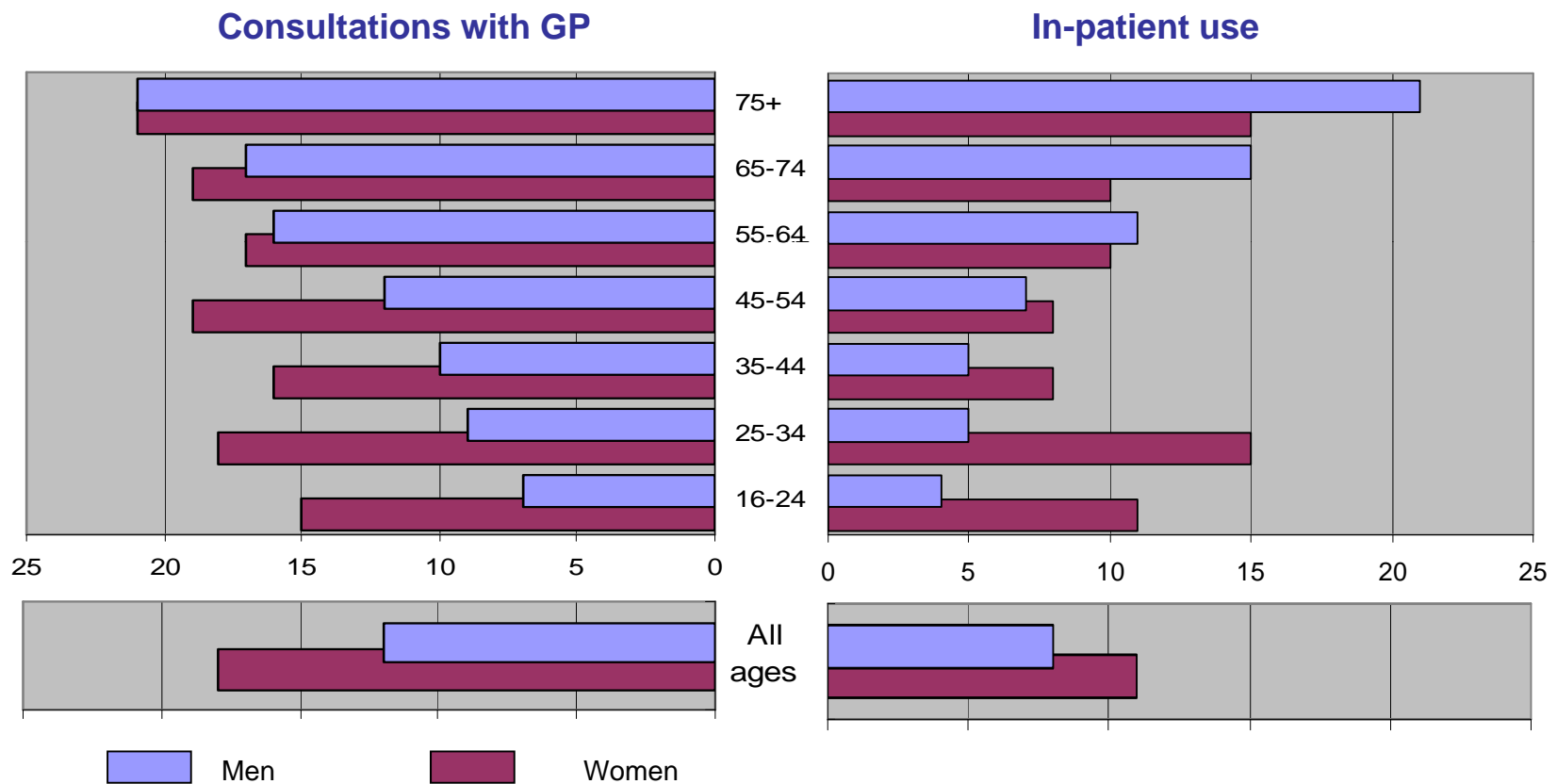
Melanoma incidence rate



Mortality

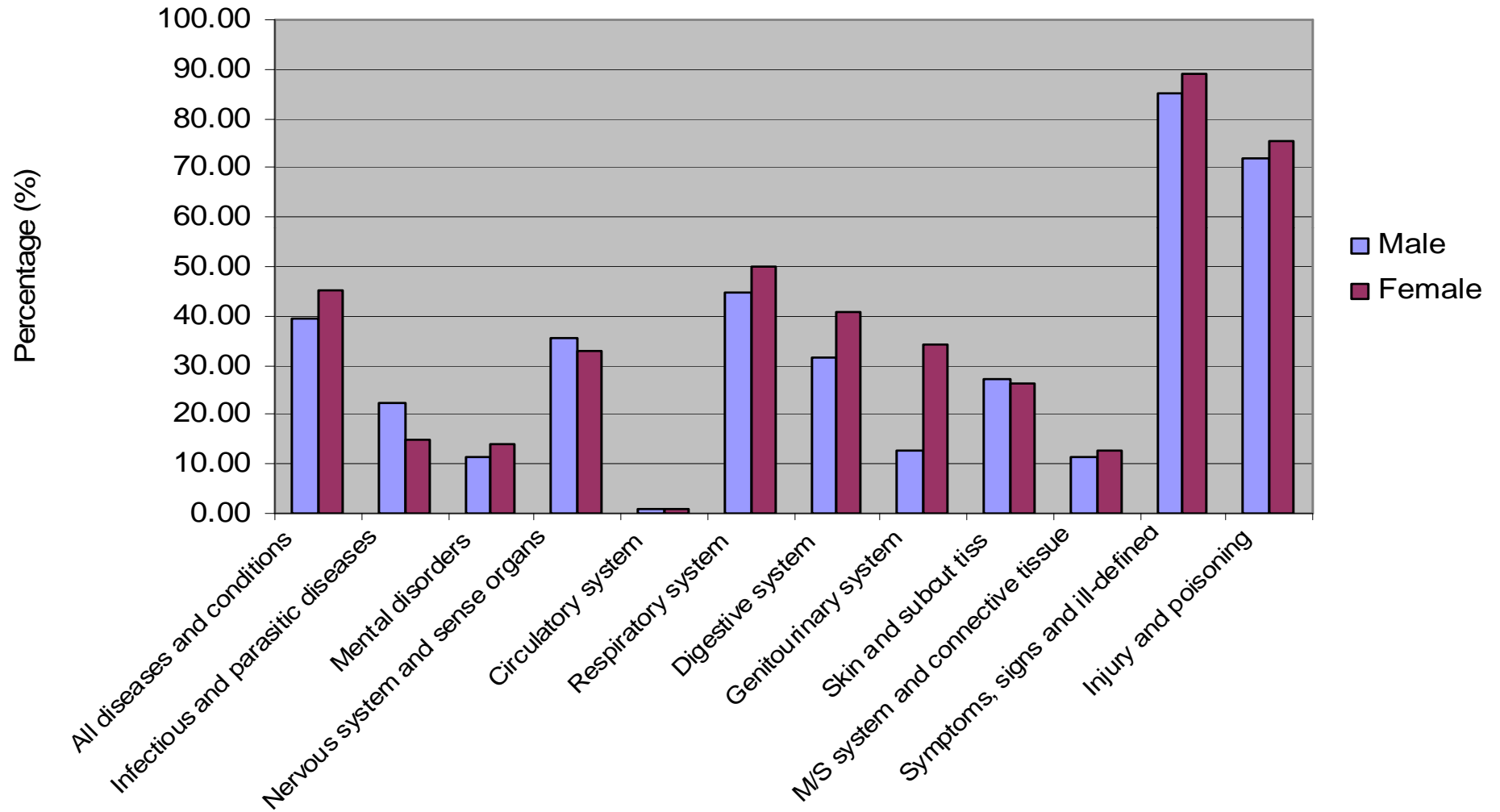


Men's usage of the health service

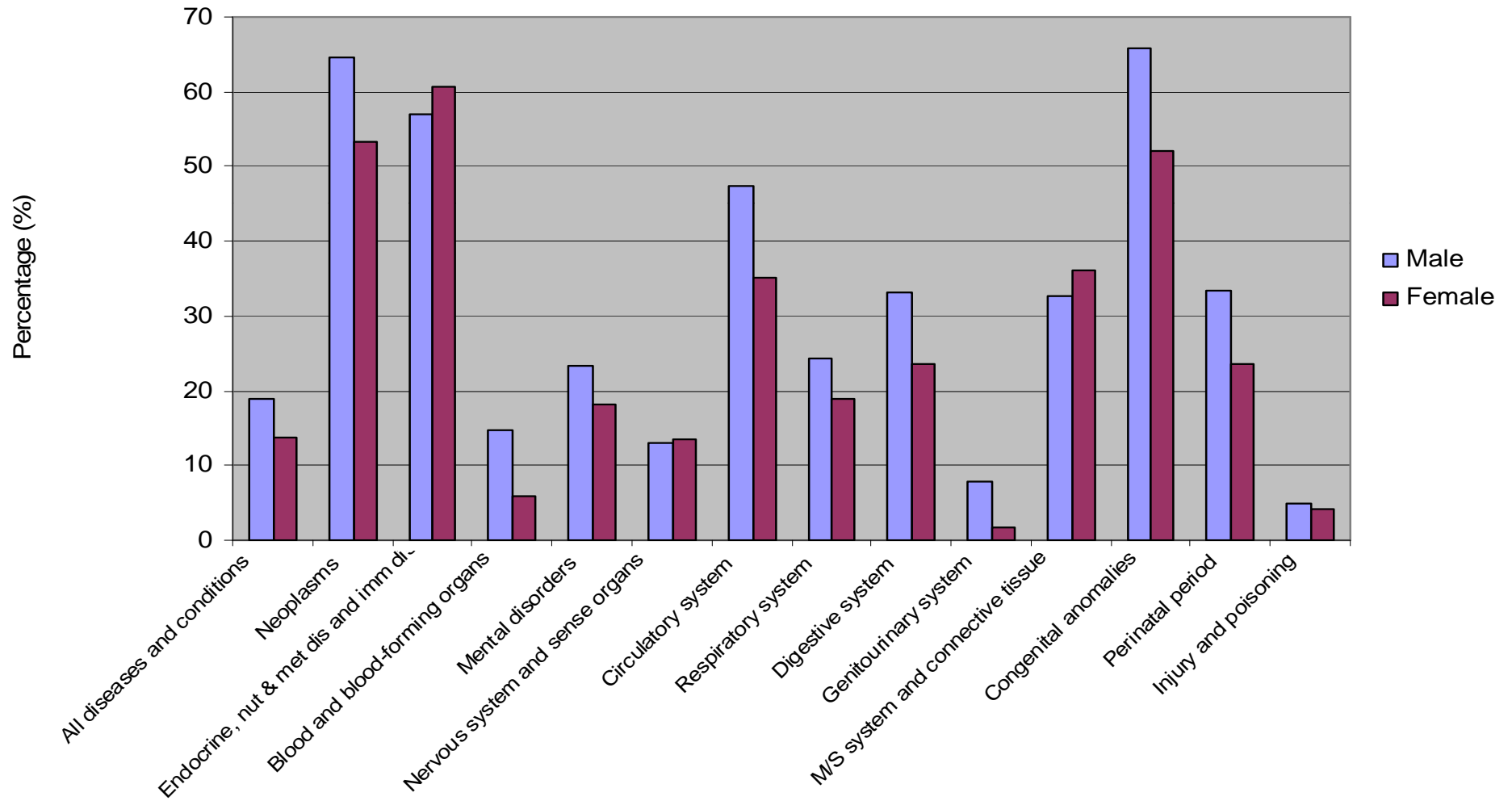


Source: General Household Survey, Office for National Statistics, 1988,1989

Consultations with doctor – Proportion of rates per 10,000 person years at risk by 'minor' category of severity, by sex



Consultations with doctor – Proportion of rates per 10,000 person years at risk by 'serious' category of severity, by sex





GAUL

Customer is queen

John Kerry explores how keeping the customer satisfied can make a real difference to the success of a business

expert help and advice. In most pharmacies, one or more members of the staff will have particular knowledge and expertise on a particular topic and you may find yourself regularly telling customers: "Janice is the baby feeding expert, Marie knows everything about skincare and Mrs Davis, our pharmacist, is the best person to advise on pregnancy tests."

By all means answer customer problems that you feel confident with or in which you have some expertise yourself, but refer all those that you are unsure about to "the expert". The rules are:

- never guess
- and
- don't be afraid to say "I don't know".

There will be technical problems that cannot be solved by any member of staff. These are the rare but



practice, or can show them the till drawer, demonstrate that they were either right or made a mistake. If you can't then the problem must be resolved away from the till, quietly. A heated head-to-head in the middle of the shop is no good to anybody.

If explaining customer policy about non-exchangeable items fails to resolve the problem, it will time to refer it to a higher authority for decision. Either a supervisor or the pharmacist. Tell them who you are calling on to take over the situation and ask the customer to wait a moment while you explain the problem.

Each of these situations needs to be weighed up individually. The customer may be mistaken, you may have done everything politely and by the book, but how this situation affects this customer's loyalty, the effect on other customers and a number of other factors need to be taken into account.

If you want the customer to leave the pharmacy quiet

"Patient satisfaction is the key to pharmacy success. Please take the time to treat your customers with respect and you will see the results."

■ Cost of late diagnosis

Diabetes

- 2.35 million people in the UK have diabetes (source: UK, DH)
 - Expected to grow to more than 2.5 million in 2010 (in part due to rising obesity)
- What does this cost the UK health economy?
 - Answer: ~5% of total NHS spending per year (~10% of hospital in-patient spending) (source: UK DH) – total NHS spending is ~£110 Billion (source: HM Treasury)
- What happens to costs if there are health complications from diabetes?
 - Answer: costs continue to rise – in the United States complications from undiagnosed diabetes alone are estimated to cost ~ \$18 Billion (source: Zhang et al 2009).



Can't Read?

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MAN MANUAL

MHF
MEN'S HEALTH
FORUM



Challenges & Choices

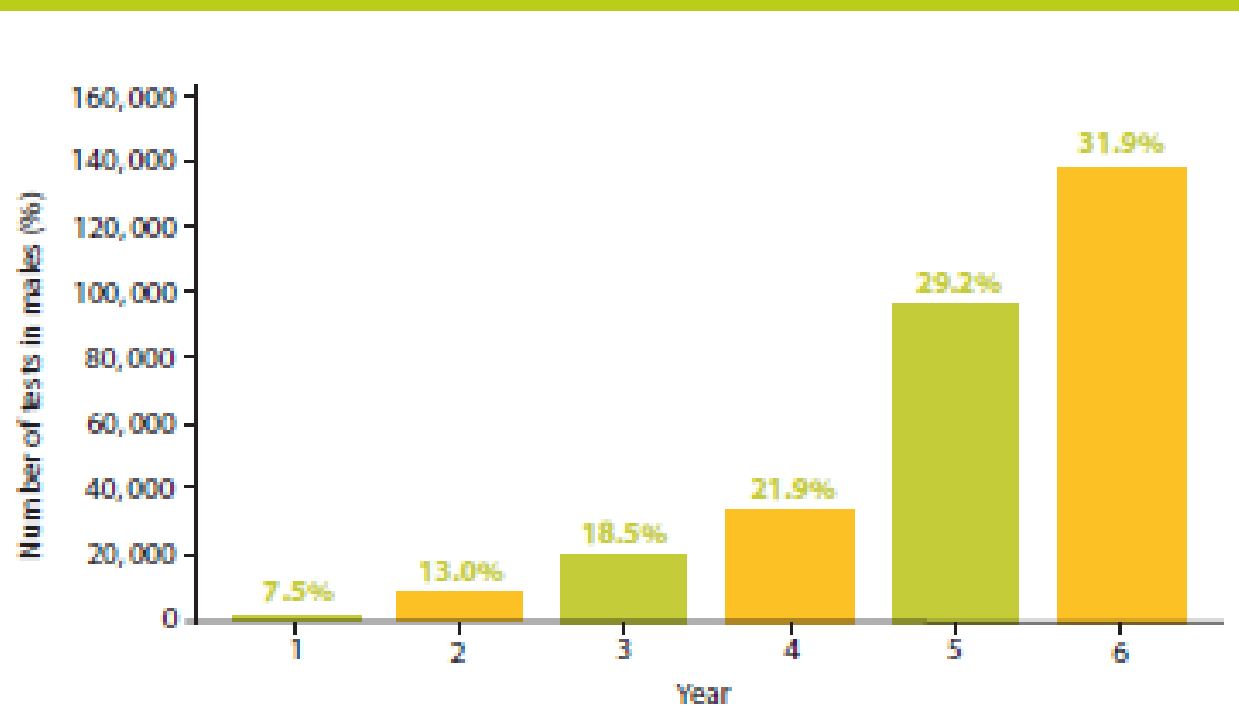
A Men's Health Workshop Manual



www.malehealth.co.uk



Figure 1: Tests in males in the NCSP



Source: Data as of 04.02.09 National Chlamydia Screening Programme, England. Year 6 (Apr to Dec. data only)

Main points

- Men present late for diagnosis?
- There are multiple factors
- The cost is unknown but is considerable
- Poor access will drive men to the web



JRSH

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Men's health special issue
100 Years of Royal Patronage

