Emergency contraception from the pharmacy 20 years on: a mystery shopper study

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ABSTRACT

Background Emergency contraception (EC) was approved in the UK as a pharmacy medicine for purchase without prescription in 2001. Twenty years later we conducted a study to characterise routine practice pharmacy provision of EC.

Study design Mystery shopper study of 30 pharmacies in Edinburgh, Dundee and London participating in a clinical trial of contraception after EC.

Methods Mystery shoppers, aged ≥16 years, followed a standard scenario requesting EC. After the pharmacy visit, they completed a proforma recording the duration of the consultation, where it took place, and whether advice was given to them about the importance of ongoing contraception after EC.

Results Fifty-five mystery shopper visits were conducted. The median reported duration of the consultation with the pharmacist was 6 (range 1–18) min. Consultations took place in a private room in 34 cases (62%) and at the shop counter in the remainder. In 27 cases (49%) women received advice about ongoing contraception. Eleven women (20%) left the pharmacy without EC due to lack of supplies or of a trained pharmacist. Most women were generally positive about the consultation.

Conclusions While availability of EC from UK pharmacies has undoubtedly improved access, the necessity to have a consultation, however helpful, with a pharmacist introduces delays and around one in five of our mystery shoppers left without getting EC. Consultations in private are not always possible and little advice is given about ongoing contraception. It is time to make EC available without a pharmacy consultation.

INTRODUCTION

It is more than 20 years since emergency contraception (EC) was approved in the UK as a pharmacy medicine for purchase without a doctor’s prescription. Following de-regulation, a shift to over-the-counter access occurred quite rapidly, despite EC being available free of charge from general practitioners (GPs) and family planning clinics but at a cost of around £25 in pharmacies. That shift continued with time. While 27% of women obtained their EC from community pharmacies in 2003–2004 in Great Britain, by 2007–2008 the figure had risen to 51%. In late 2008, levonorgestrel EC (LNG-EC, Levonelle 1500, Schering Health, UK) was made available free of charge without a prescription from pharmacies for women aged 13 years and older throughout Scotland, and Wales followed suit in 2011. In England, local arrangements allow EC free of charge from pharmacies who agree to participate in the scheme but only for certain age groups. In most pharmacies EC is provided through a ‘patient group direction’, a locally agreed proforma which lists eligibility criteria for the
Both the clinical scenario used (online supplementary trial ('Bridge-ration for a pragmatic cluster randomised controlled than half the women received any advice about subse-
appropriate advice about how to use EC, but fewer 
questions about eligibility, and over 90% received 
good; over 75% of women were asked appropriate 
what advice was being given about contraception after 
pharmacies in Edinburgh, Scotland and to determine 
visits would take place before the control arm 
who were advised that they should not swallow the 
visited pharmacies rather than from a GP or a sexual and 
reproductive health (SRH) service, and many pharma-
cities in England and Wales now offer an online service with 'click and collect' options or even home delivery 
of supplies.

In 2007 we undertook a mystery shopper study4 to 
evaluate the quality of service provision in community 
pharmacies in Edinburgh, Scotland and to determine 
what advice was being given about contraception after 
EC use. The quality of consultations was generally 
good; over 75% of women were asked appropriate 
questions about eligibility, and over 90% received 
appropriate advice about how to use EC, but fewer 
than half the women received any advice about sub-
sequent contraceptives. In 2018–2019 the opportunity 
aroised to repeat the mystery shopper study in prepa-
ration for a pragmatic cluster randomised controlled 
trial (‘Bridge-It’ study6) conducted in community 
pharmacies in which women were offered a supply of 
ongoing hormonal contraception when they presented 
EC, if the pharmacy was in the intervention arm 
of the study. The mystery shopper visits were designed 
to characterise ‘standard care’ in the control arm of 
the study, that is, the routine practice in participating 
pharmacies in managing requests for EC. In 2018– 
2019, our interest focused once again on advice about 
ongoing contraception after EC but also generated 
data on how easy (or difficult) it is to access EC in 
pharmacies.

METHODS
The study was undertaken in three UK cities (Edin-
burgh, Dundee and London) see6 for details. In the 
control arm of the ‘Bridge -it’ study LNG- EC was 
provided according to the pharmacies’ normal practice 
and women were advised to see their usual contracep-
tive provider for ongoing contraception. Pharmacies 
were trained in the conduct of the study, with training 
focused on provision of the progestogen-only pill 
not the EC. They were told that one or two mystery 
shopper visits would take place before the control arm 
of the study started, but were not told when the visits 
would happen. Visits took place between April 2018 
and January 2019. Mystery shoppers were female 
volunteers aged 16 years and older who received £20 
for each completed visit. Research nurses instructed 
them on the aims of the study, the scenario to be 
followed and the data to be collected. Mystery shop-
ners were advised that they should not swallow the 
EC tablet, but if pressured to do so by the pharmacist, 
then they should admit to being a mystery shopper. 
A simple scenario relating to request for EC (one 
episode of unprotected sex within the last 72 hours) 
was adapted from that used in the earlier study.4

Both the clinical scenario used (online supplementary 
table 1) and the age of the shoppers were deliberately 
chosen so that none were ineligible to use EC. Immedi-
ately after leaving the pharmacy, the mystery shopper 
completed a data collection proforma, recording the 
time of entering and leaving the store, the duration of 
the consultation and where it took place. The shopper 
also noted whether the pharmacist checked that they 
were eligible for EC and whether the information 
provided included specific topics such as advice on 
continuing contraception. These topics were included 
in the proforma as they constituted recommendations 
for the provision of EC in the national guidelines of 
the Faculty of Sexual and Reproductive Healthcare 
(FSRH).7 Mainly comprising tick box answers, the 
proforma included space for brief free-text comments 
relating to the experience of obtaining EC. Mystery 
shoppers were not given specific instructions on 
requesting privacy. Data from the proforma were 
entered into an Excel database. Two of the investiga-
gators (AG and SC) independently grouped the free- 
text comments of the mystery shoppers into common 
themes.

Patient and public involvement
Members of the patient and public involvement (PPI) 
group for the study assisted in identifying suitable 
mystery shoppers, and the scenario to be used as their 
request for EC. The PPI group are involved in the 
dissemination of the study results.

Ethics approval was received from South East Scot-
land REC in June 2017. Approvals were obtained from 
NHS Research Scotland (NRS) and Health Research 
Authority (HRA) England prior to commencement of 
the study.

RESULTS
A total of 55 mystery shopper visits (23 in Scotland 
and 32 in London) were conducted at the 30 study 
pharmacies. The mean total time (range) reported 
spent in the pharmacy was 12 (range 1–47) min. The 
median reported duration of the consultation with 
the pharmacist was 6 (range 1–18) min. Six mystery 
shoppers spent over 20 min in the pharmacy while 
five were there for 35 min or longer. Two complained 
about the long wait in the free-text comments. Consulta-
tions took place in a private room in 34 cases (62%), 
and the remainder at the counter, although for three 
mystery shoppers the consultation later moved to a 
private room. Not all were given EC and getting it 
was not always straightforward. Eight were told they 
had to swallow the tablet on site. One insisted that 
she wanted to take the EC at home and was asked to 
sign a form documenting this before EC was given; 
another was told that if she paid for EC she could take 
it away, but if she chose the free medicine it had to 
be taken on site. Four mystery shoppers were told EC 
was not in stock, two were 16 years old and visited the 
same pharmacy on the same afternoon, both were told 
that they should return 90 min later. Seven mystery
shoppers were told that no trained pharmacist was available to provide EC, and two were persuaded that a copper intrauterine device (Cu-IUD) would be more effective and were directed to a local SRH clinic – neither was offered EC as an interim measure. One was told that she had to be registered with a GP to get free EC. In most cases where EC could not be provided an alternative pharmacy was recommended. Most pharmacies (London sites) not participating in the English scheme allowing EC to be provided free of charge recommended other pharmacies where it was available free. In all, 11 mystery shoppers (20%) were unable to get EC from the pharmacy they visited when they first presented; a further two were advised to attend elsewhere for a Cu-IUD insertion. In London, seven shoppers were told that the pharmacy could not offer free supplies, and three were offered free EC but only if they provided proof of identity and age.

Forty-eight shoppers wrote brief free-text comments about their experience in the pharmacy. The four most common themes (Box 1) were the overall impression of the consultation; being told to take the EC on the premises; EC unavailable at the time of presentation; and concerns about privacy. Eighty mystery shoppers commented very positively about the manner of the pharmacists. Positive comments about the consultations included: very informative, lovely manner, non-judgemental and understanding, very approachable, friendly, calm and reassuring. Only six mystery shoppers were at all negative. Of these, two complained that they felt the consultation was rushed, two complained about a long wait to be seen, and two mentioned the consultation being overheard by others.

Table 1 shows the results for relevant information provided or elicited by pharmacist. Only 27 mystery shoppers (49%) received advice (verbal or written) about contraception after EC.

**DISCUSSION**

This mystery shopper study suggests that getting EC from UK pharmacies is often not easy. A significant proportion of shoppers left without EC. Although some were told to return later and others were directed to a different pharmacy or to a clinic, it is possible that in real life many women would have given up the quest. Even if they did eventually manage to get a supply, the sooner after intercourse EC is taken the more likely it is to be effective, so delays jeopardise successful prevention of pregnancy. While it is heartening to learn that some pharmacists encouraged Cu-IUD insertion for EC, the mystery shoppers received verbal advice about contraception after EC in just under half of the visits, which is similar to the findings of a 2017 study. The study also demonstrated that privacy for the consultation is not guaranteed and that pharmacies sometimes request proof of identity or ingestion of EC on the premises, which are not recognised requirements in the UK.

The main limitation of this study is its size, with just 55 visits to 30 pharmacies in three different cities, and the fact that it did not involve a random sample of pharmacies (unlike our earlier study) and so the findings may well not be representative. However, since all participating pharmacies had agreed to take part in, and had recently undergone training for, the Bridge-it study it is not unreasonable to assume...
that the performance of these pharmacies, sensitised to the EC consultation, would likely be better than average. Other mystery shopper studies from the UK have shown a similar, or worse, picture. The British Pregnancy Advisory Service (BPAS) undertaking a similar study in 30 pharmacies in England reported that while the pharmacists provided a kind and non-judgemental service, the consultation was considered ‘unprofessional’ in around 10% of visits (eg, the pharmacist demanding to see a negative pregnancy test before providing EC), and in 7% of cases the shopper was turned away without further help or told to come back later. BPAS concluded that in nearly one in five visits the woman would have missed the opportunity to prevent an unwanted pregnancy.

Mystery shopper studies relating to EC access from pharmacies have also been published from other countries such as Australia and the USA. While the research question posed by each investigator was somewhat different to that of our mystery shopper study, all concluded that pharmacists’ practices are variable and not always in line with the recommendations in guidelines.

According to the Medicines and Healthcare products Regulatory Agency (MHRA), the underlying principle for classifying medicines in the UK is to “maximise timely access to effective medicines while minimising the risk of harm from inappropriate use”. In the case of EC, timely access is critical since the efficacy of both oral EC products available in the UK declines with time following unprotected sexual intercourse. Pharmacy-only medicines can be bought, but only from pharmacies, and require the presence of a pharmacist, an arrangement which the MHRA considers as conferring “an intermediate level of control”. Pharmacy-only medicines are not usually displayed on open shelves but rather are kept ‘behind the counter’, which means that women need to ask for them at the counter and this may put many women off trying to access EC.

The Royal Pharmaceutical Society argues that the mandatory consultation provides an important opportunity to ensure women are taking the EC within the correct time frame, to discuss other methods of contraception and other sexual and reproductive health issues such as sexually transmitted infection testing, and to address any safeguarding concerns. In our study only half of the pharmacists raised the issue of ongoing contraception. This is perhaps unsurprising, given pharmacies are often extremely busy and people attending a pharmacy expect a rapid service. The median time spent with the pharmacists by our mystery shoppers was 6 min, slightly less than the average duration of a consultation in general practice. However, even this may be unnecessary. The instruction for use of EC is simple, and most women in the UK present for EC well within the 72 hours time window. There are no absolute contraindications to the use of either of the currently available methods of oral EC. The UK FSRH clearly recommends that any small theoretical risk of inappropriate use is far outweighed by the risks associated with pregnancy.

No mystery shopper study has evaluated consultations for EC within general practices or SRH clinics; and of course even with a prescription from a doctor, women may encounter similar barriers in terms of waiting times, lack of stock and of a trained pharmacist to fill the prescription. Although generally helpful and sympathetic, pharmacists fulfilling this “intermediate level of control” actually act as gatekeepers and, while they offer longer and much less restricted opening hours, this study and the BPAS study demonstrate that they are often unable to “maximise timely access”. Our study and that of BPAS suggest that providing EC as a pharmacy medicine with the mandatory need to have a consultation with a pharmacist could result in a missed opportunity to prevent unintended pregnancy in at least 20% of attendances. The lack of provision of advice on ongoing contraception from the pharmacies in this study, or indeed the opportunity to be prescribed ongoing contraception by an independent prescriber pharmacist, is a wasted opportunity to improve the sexual health of women who preferentially access healthcare at their community pharmacy.

Timely access to EC prevents pregnancy for many individual women who take it. In their review of the effects of making EC available free of charge in Wales, Mantzourani and colleagues concluded that access to free EC in pharmacies had contributed to reducing teenage conceptions. Black and colleagues analysed data from the second and third British National Surveys of Sexual Attitudes and Lifestyles undertaken in 1999–2001 and in 2010–2012, respectively. They reported increased use among single women, women living in less affluent areas and among women obtaining EC from pharmacies rather than other healthcare settings.
CONCLUSIONS

While availability of EC from UK pharmacies has undoubtedly improved access, the necessity to have a consultation with a pharmacist introduces delays, and around one in five of our mystery shoppers left without getting EC. It is time to make EC available without a pharmacy consultation.

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Correction notice This paper has been corrected since it was published online. Sharon Cameron’s affiliations have been updated.

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Acknowledgements The authors wish to thank the mystery shoppers for undertaking the pharmacy visits and the pharmacies who participated. They also thank the research nurses who trained the mystery shoppers. The input of the Patient and Public Involvement Group who supported this study is also acknowledged. The Bridge-It Study Steering Committee provides oversight for this trial on behalf of the sponsor (University of Edinburgh and NHS Lothian) and the funder. The Steering Committee members are: Professor Peter Brocklehurst (Chair), Birmingham Clinical Trials Unit; Dr Lucy Michie, NHS Ayrshire and Arran; Professor Kaye Wellings, London School of Hygiene and Tropical Medicine; Joanna Loudon, PPI member, Edinburgh; Kirsten Stuart, PPI member, Edinburgh; Emily Whittaker, PPI member, Edinburgh. The Data Monitoring Committee (DMC) is an independent multidisciplinary group consisting of clinicians and statisticians. The DMC members are: Professor Claire Anderson (Chair), University of Nottingham; Professor Elizabeth Allen, London School of Hygiene and Tropical Medicine; Professor Caroline Moreau, Johns Hopkins Bloomberg School of Public Health, USA. A copy of the DMC charter is held in the Edinburgh Clinical Trials Unit. The study has co-sponsorship between The University Court of the University of Edinburgh and Lothian Health Board. The sponsors representative is accord@nshlothian.scot.nhs.uk. The article presents independent research funded by the National Institute for Health Research (NIHR).

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Contributors AG, SC, JN and CB designed the mystery shopper study. Data were analysed by AG, SC and CB with input from all authors into interpretation of the results. AG and SC prepared the first draft of the manuscript. All authors contributed to revising the manuscript and approved the final version.

Funding The Bridge-It study is funded by the National Institute for Health Research’s (NIHR) Health Technology Assessment (HTA) Programme (HTA Project: 15/113/01). LM is funded by the UK Medical Research Council (MRC) and Scottish Government Chief Scientist Office (CSO) at the MRC/CSO Social & Public Health Sciences Unit, University of Glasgow (MC_UU_12017/11, SPHSU11).

Competing interests AG is a member of HRA Pharma scientific advisory board. PB is a Clinical Director of the not-for profit community interest company SH:24 that provides online sexual health services in partnership with the NHS. AR is in receipt of research grants, educational grants and consultancy with Gilead, research grants from Roche and BMS, and educational grants from Abbvie. JN is Deputy Chair of the NIHR/HTA General Board Committee. NIHR/HTA funded this research.

Patient and public involvement Patients and/or the public were involved in the design, or conduct, or reporting, or dissemination plans of this research. Refer to the Methods section for further details.

Patient consent for publication Not required.
REFERENCES


