

PHARM+Excellence 2025: Driving Standards and Innovation in Primary Healthcare Pharmacy

Shaping the Future of Primary Healthcare Pharmacy: Quality Standards, Research, and Interprofessional Collaboration

The PHARM+Excellence 2025 Annual Conference will bring together healthcare professionals, social service providers, researchers, educators and policymakers to advance the quality and standards of community pharmacy services in primary healthcare. The conference will explore innovations in pharmacy service delivery, the latest research findings, and the importance of interprofessional collaboration in achieving holistic patient outcomes. Key sessions will highlight strategic approaches to integrating evidence-based practices, fostering professional development, and aligning with governmental healthcare policies. Through insightful discussions, collaborative initiatives, and shared expertise, PHARM+Excellence 2025 aims to shape the future of primary healthcare pharmacy, fostering excellence and advancing patient-centered care.

[Photo Gallery](#) (Click to show)

Welcome Message

Dear all,

On behalf of the Organizing Committee, it is my great pleasure to invite you to PHARM+Excellence 2025: Driving Standards and Innovation in Primary Healthcare Pharmacy, which will take place on 21 June 2025 at HKUMed Campus.

With the theme “Shaping the Future of Primary Healthcare Pharmacy: Quality Standards, Research, and Interprofessional Collaboration”, this conference will bring together healthcare professionals, researchers, educators, policymakers, and social service providers to exchange insights and explore strategies for advancing community pharmacy services in primary healthcare.

Through keynote speeches, panel discussions, and interactive sessions, we will delve into the latest research findings, service innovations, and interprofessional collaborations that drive excellence in patient care. The conference will also highlight evidence-based practices, professional development strategies, and policy alignments essential for shaping the future of pharmacy services.

I sincerely encourage you to join us in this meaningful dialogue, share your expertise, and be part of a collective effort to elevate the standards of primary healthcare pharmacy. Your participation will not only enrich our discussions but also contribute to the transformation of pharmacy practice for the benefit of patients and the healthcare system.

We look forward to welcoming you to PHARM+Excellence 2025 and engaging in inspiring conversations that will shape the future of our profession.

Best regards,

A handwritten signature in black ink, appearing to read 'Wong Chi Fei', written in a cursive style.

Professor Ian Wong
Chairperson, Organizing Committee
PHARM+Excellence 2025

Event Details:

Date:	21 June 2025 (Sat)
Time:	9:00 AM – 5:15 PM (HKT) (Registration will begin at 8:30 AM)
Venue:	Lecture Theatre 2, Academic Building, LKS Faculty of Medicine, 3 Sassoon Road, Pokfulam
Language:	English (supplemented by Cantonese)

Registration

For conference registration, please [*Click*](#) to register online.

Deadline of registration (On-site participation): 31 May 2025

For enquiries, please contact the Conference Secretariat (pharmcon@hku.hk).

Programme Overview

21 June 2025 (Sat)

<u>Morning Session</u>	
8:30 AM - 9:00 AM	Registration
9:00 AM - 9:30 AM	Opening Ceremony - Welcome speech Professor Chak Sing Lau Dean, LKS Faculty of Medicine, The University of Hong Kong - Opening Speech (Pre-recorded) Dr Fei-chau Pang Commissioner for Primary Healthcare, Health Bureau, Hong Kong SAR Government - Opening Speech Professor Sophia Chan Convenor, Advisory Committee, Jockey Club PHARM+ Community Medication Service Network - Opening Speech Professor Ian Wong Principal Investigator, Jockey Club PHARM+ Community Medication Service Network
9:30 AM - 9:50 AM	Keynote Speech 1 – Local Perspective Elevating Pharmacy Services in Primary Healthcare: Establishing Quality Standards in Hong Kong Dr Tony Ha Assistant Commissioner for Primary Healthcare 2, Health Bureau, Hong Kong SAR Government
9:50 AM - 10:10 AM	Keynote Speech 2 – International Perspective Advancing Pharmacy Quality Standards in Primary Healthcare: Global Perspectives and Best Practices Professor Timothy Chen Professor of Medication Management Head of Pharmacy Practice and Health Services Research, School of Pharmacy, The University of Sydney

10:10 AM - 10:30 AM	Panel Discussion: The Future of Quality Standards in Primary Healthcare Pharmacy Moderator: Professor Sophia Chan Convenor, Advisory Committee, Jockey Club PHARM+ Community Medication Service Network Panelists: • Dr Tony Ha Assistant Commissioner for Primary Healthcare 2, Health Bureau, Hong Kong SAR Government • Professor Timothy Chen International Advisor, Jockey Club PHARM+ Community Medication Service Network • Professor Ian Wong Principal Investigator, Jockey Club PHARM+ Community Medication Service Network
10:30 AM - 10:50 AM	Coffee Break and Poster Exhibition
10:50 AM - 12:10 PM	Symposium 1 Establishing Quality Standards in Community Pharmacy (The session will be conducted in Cantonese) Moderator: Mr Tommy Lee Pharmacist, Jockey Club PHARM+ Community Medication Service Network, Department of Pharmacology and Pharmacy, The University of Hong Kong Invited Speakers: • Advancing Pharmacy Practice in Primary Care: Implementation in PHARM+ Community Pharmacies (Pre-recorded Presentation) Dr Franco Cheng Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong • Driving Healthcare Excellence: Public Hospital Insights on Accreditation for Pharmacy Services Mr William Chui Chief Pharmacist, Chief Pharmacist's Office, Hospital Authority

	- From Hospital to Community: Development and Governance of Community Pharmacy Services in Gleneagles Hospital Hong Kong Ms Carol Chow Head, Pharmacy and Research, Gleneagles Hospital Hong Kong - Experience Sharing – Continuous Quality Improvement of Drug Refill Services in Macau Mr João Lei Chefe de Divisão de Farmácia, Serviços de Saúde de Macau Panel Discussion and Q&A
12:10 PM - 1:20 PM	Lunch break

Afternoon Session

**1:20 PM -
3:00 PM**

Symposium 2

Interprofessional Education and Collaboration in Primary Healthcare

Moderator:

Ms Eliza Tam

Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Invited Speakers:

- HKUMed Community Pharmacy as a Catalyst: Innovative Model in Interprofessional Education

Ms Jody Chu

Senior Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

- Impact of Interprofessional Education (IPE) & Collaboration (IPC) in Primary Healthcare (Pre-recorded Presentation)

Professor Vivian Lee

Associate Professor, Centre for Learning Enhancement and Research, The Chinese University of Hong Kong

- Collaborative Innovations in Primary Healthcare: Advancing Community Pharmacy Through Medical-Social Partnerships

Dr Ning Fan

Founder, Health in Action

- Bridging Knowledge and Practice: Primary Healthcare Training in Pharmacy Through Experiential Education

Ms Catherine Wong

Multicultural Pharmacy Service Coordinator, Health in Action

- Integrating Pharmacists, Nurses, and Social Workers: A Collaborative Model for Mental Health Services

Mr Shek Ming Leung

Lecturer, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

Panel Discussion and Q&A

**3:00 PM -
3:30 PM**

Coffee Break

**3:30 PM -
4:50 PM**

Symposium 3

Innovations and Insights from Research in Primary Healthcare

	Moderator: Dr Vanessa Ng Post-Doctoral Fellow, Jockey Club PHARM+ Community Medication Service Network, Department of Pharmacology and Pharmacy, The University of Hong Kong Invited Speakers: - Innovating Primary Healthcare: Evidence from the Jockey Club PHARM+ Community Medication Service Network Dr Edmund Yiu Research Assistant Professor, Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong - Primary Healthcare Reform: Insights from the Chronic Disease Co-Care Pilot Scheme Professor Eric Wan Assistant Professor, Department of Family Medicine and Primary Care & Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong - The P-CARDIAC Model: A Multidisciplinary Approach to CVD Risk in Primary Healthcare (Pre-recorded Presentation) Professor Celine Chui Assistant Professor, School of Nursing, LKS Faculty of Medicine, The University of Hong Kong - Shifting from Acute Care to Community-Based Support: Rethinking End-of-Life Care in Primary Healthcare in Hong Kong Professor Peter Tanuseputro Clinical Professor, Department of Family Medicine and Primary Care, LKS Faculty of Medicine, The University of Hong Kong Panel Discussion and Q&A
4:50 PM - 5:05 PM	Presentation of Certificates
5:05 PM - 5:15 PM	Closing Remarks Professor Eric Wan Vice Chairman, Organising Committee, PHARM+Excellence 2025 Deputy Principal Investigator, Jockey Club PHARM+ Community Medication Service Network Assistant Professor, Department of Family Medicine and Primary Care & Department of Pharmacology and Pharmacy, LKS Faculty of Medicine, The University of Hong Kong

The conference has been accredited as follow:

CME (Medical participants):

- **AM session attendance: 3 CME points**
- **PM session attendance: 3 CME points**
- **Full day attendance: 6 CME points**

CNE (Nurse participants):

- **AM session attendance: 2 CNE points**
- **PM session attendance: 3 CNE points**
- **Full day attendance: 5 CNE points**

CPE (Pharmacist participants):

- **AM session attendance: 3 CPE points**
- **PM session attendance: 4 CPE points**
- **Full day attendance: 7 CPE points**

Pre-conference Community Pharmacy Tour

Objective of the Tour

This tour aims to provide registrants with authentic experience in learning the latest innovations in primary healthcare pharmacy services and gain valuable insights and real-life examples in the dynamic environment of community pharmacies. Participants may also understand how community pharmacy integrates into the broader development of primary healthcare in Hong Kong.

Session	Site	Date and Time
A	PHARM+ YWCA Community Pharmacy Address: Unit 903, Spot, 48 Lung Sum Avenue, Sheung Shui	19 June 2025 11:00 AM – 12:00 PM
B	PHARM+ Pok Oi Hospital Community Pharmacy Address: Flat 904 - 905, 9/F, Kwong Wah Plaza, 11 Tai Tong Road, Yuen Long	19 June 2025 12:00 PM – 1:00 PM
C	PHARM+ St. James' Settlement Community Pharmacy Address: 9/F, 383 King's Road, North Point	19 June 2025 4:00 PM – 5:00 PM
D	PHARM+ Haven of Hope Community Pharmacy Address: Shop No. G32, Ground Floor, MCP Discovery, 8 Mau Yip Road, Tseung Kwan O	20 June 2025 11:00 AM – 12:00 PM
E	PHARM+ Lok Sin Tong Community Pharmacy Address: Shop No. 2, G/F, The Golden Gate, 1 Plover Cove Road, Tai Po	20 June 2025 12:00 PM – 1:00 PM
F	Health In Action Community Pharmacy Address: Room 901, Millennium Trade Centre, 54-56 Kwai Cheong Road, Kwai Chung	20 June 2025 3:00 PM – 4:00 PM
G	PHARM+ Hong Kong Sheng Kung Hui Community Pharmacy Address: Shop 3, Cheung Ying Alley, 110 Lung Cheung Road, Wong Tai Sin	20 June 2025 4:00 PM – 5:00 PM

Note:

- **The Tour will be offered only to the registrants of PHARM+Excellence 2025: Driving Standards and Innovation in Primary Healthcare Pharmacy on a first-come, first-served basis.**
- **Each registrant can only join ONE session of the Tour.**
- **The Tour will be conducted in either Cantonese or English.**
- **The Organizing Committee reserves all rights in the event of any disputes.**

Abstract Submission for Poster Presentation

1. Abstract related to the following themes will be considered:

- **Quality Standard in Primary Healthcare**
- **Community Pharmacy Service**
- **Primary Healthcare**
- **Multidisciplinary Collaboration**
- **Pharmacy Education**
- **Interprofessional Education**
- **Pharmacy Informatics**

2. Submission of Abstract

- **There is a limit of one submission per presenting author.**
- **The presenting author must submit and complete the Online Abstract Submission Form only.**
- **Submission link: [*Click*](#) for submission**
- **Abstract submission deadline: 7 May 2025 (Wednesday) 12:00 PM (UTC+8/HK Time)**
- **The presenting author will be notified by email of acceptance within one week after submission.**
- **Shortlisted presenting author will be invited for poster presentations and produce their posters for display at the Conference.**
- **The shortlisted presenting author will need to submit E-posters, the format details will be attached together with the acceptance letter.**

Directions to Medical Campus, Sassoon Road

By bus: get off at Queen Mary Hospital

- HKU Station Exit A2: 7, 37B, 40, 40M, 71, 90B, 91, 970, 970x
- Admiralty: 37A, 40, 40M, 90B
- Central: 4, 4X, 30X, 37A, 40M, 46X, 90B
- Kowloon: 970, 970X, 973

By minibus: get off at Queen Mary Hospital

- Central/ HKU Station Exit A2: 22, 22S

Directions to Academic Building at No.3 Sassoon Road

From the Bridge Connecting Queen Mary Hospital at Pokfulam Road



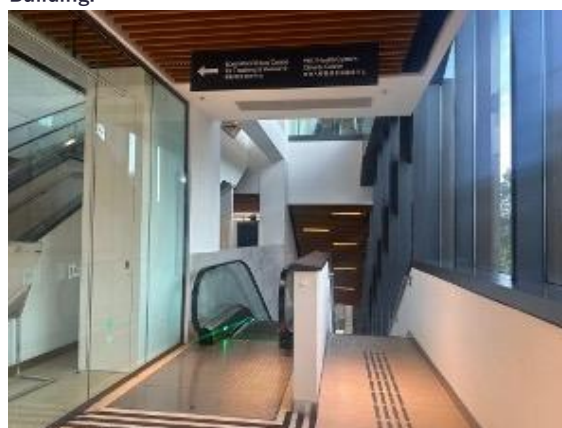
1. Walk across the bridge towards Sassoon Road.



2. Entrance to HKUMed Academic Building at No. 3 Sassoon Road is located at the end of the bridge. Walk down the stairs and arrive at the 2/F of the Academic Building.



3. Enter the building and arrive at the 2/F of the Academic Building.



4. Take the staircase on the right to 1/F.



5. Arrive at 1/F and go straight to the end.



6. Arrive at Lecture Theatre 2, 1/F, Academic Building, No.3 Sassoon Road.

From the Entrance at No. 3 Sassoon Road



1. Enter the building through the entrance at No.3 Sassoon Road.



2. Take the escalator to 1/F.



3. Arrive at 1/F and go straight to the end.



4. Arrive at Lecture Theatre 2, 1/F, Academic Building, No.3 Sassoon Road.

Parking

Visitor parking is available at the Faculty of Medicine Building located at 21 Sassoon Road ([view map](#)).

- The hourly parking fee is:
 - \$30 Per hour (1st & 2nd hour)
 - \$40 Per hour (3rd hour & thereafter)
 - Vehicle bearing a “Disable Person Permit” issued by the Transport Department can have a 50% discount of the overstaying charges.

For further information, please visit the [HKU Estate Office Website](#).