

Primary Health Care Services



Service Orientation

Our Primary Health Care Services serve an active role in raising public health awareness and helping people live in a healthier way. Our goal is to cooperate and engage with different community stakeholders, in an effort to provide people-centred preventive health care services and build a healthier community.



Learn more about our Primary Health Care Services

Service Highlights

Diamond Hill Family Pharmacy: Comprehensive Support for Health Needs

Diamond Hill Family Pharmacy, established in June 2023, is the first point of contact for individuals to access health care services in the community. Our dedicated team of registered pharmacists goes beyond their duty to dispense prescription medications and offer over-the-counter drugs and health products, by providing free consultation services and treatments for minor ailments, in an effort to prioritise the holistic wellbeing of patients. We also refer cases to other health care professionals whenever necessary after a risk assessment, in order to connect patients with the health care services available in the area and promote the health and wellbeing of members of the community.

As society grapples with an ageing population and the rising prevalence of chronic diseases, Diamond Hill Family Pharmacy and our team of registered pharmacists are playing a vital role in establishing long-term relationships with patients. In developing community pharmacies and expanding primary health care services, our pharmacists collaborate with doctors, nurses, dentists, dieticians, physiotherapists and other health care professionals to establish a coordinated community-centred system of preventive primary health care and referral services that are focused on the patients' holistic wellbeing and cater to the actual needs of the community.



⏏ Diamond Hill Family Pharmacy is now in service.



⏏ 15 health education talks and events were organised by Diamond Hill Family Pharmacy throughout the year, covering topics such as gastrointestinal health, managing allergic rhinitis and skincare, in order to enhance public awareness of our pharmacy services and provide medication knowledge.



⏏ Diamond Hill Family Pharmacy is equipped to provide physical assessments and offers personalised medication consultations with pharmacists.

Free Smoking Cessation Service

In April 2023, CFSC began offering a two-year programme of free smoking cessation services with a subvention from the Department of Health. After initial assessments, eligible smokers will be provided with face-to-face consultations and quit-smoking medicines (nicotine replacement therapy) at the smoking cessation centres. Alternatively, they can kickstart their quit journey at home through postal deliveries of the necessary medications, followed by regular telephone calls to keep track of their progress and facilitate the process.

Within the first year of service operations, the rate of self-reported 7-day tobacco abstinence on the 26th week was around 21% of the participants, whereas the confirmed abstinence rate was 13%. This demonstrates that, in addition to the power of determination, professional smoking cessation services can help to improve the success rate of those who wish to quit smoking.



⏏ Outreach sessions and publicity activities were conducted at public housing estates to enrol smokers to join our smoking cessation programme.



Health talks were organised to promote our smoking cessation services.



Our Primary Health Care Services were recognised by the Hong Kong Council on Smoking and Health for our efforts in promoting a smoke-free community.

Health Coaching for Working Adults

A good lifestyle is the best medicine – this is the ethos that underpins the work we do as part of the “Jockey Club WeWATCH Healthy Lifestyle Project”. The project focuses on preventing chronic diseases among adults aged 35 to 59, a vulnerable age group consisting mainly of busy, working adults who generally focus little time on managing their health, in Sha Tin and Kwun Tong Districts. Personal guidance from health management coaches and smartwatches are used as aids to improve the lifestyles of busy individuals, thus preventing or delaying the onset of chronic diseases.

Over the course of six months, the participants received personalised guidance from a health management coach with the help of 24/7 electronic health tracking. Of the 14,958 working adults that participated in the project, 98% showed an improvement in the knowledge and skills associated with the self-management of health. Among them, 97% successfully implemented and maintained at least one healthy lifestyle change after six months. Most encouragingly, during the physical assessments, 93% displayed substantial improvements in at least one of the health indicators, such as blood pressure, blood sugar, body fat and body weight.



The participants took part in different sports events designed to improve and manage their health.



One-to-one personalised guidance on non-pharmacological health management was provided by the coaches.

Addressing the Dental Needs of Vulnerable Communities

Our Dental Services are dedicated to addressing the pressing social demand for affordable dental services and reducing the waiting time for essential dental treatments among those in need. The targeted beneficiaries include adults with intellectual disabilities, recipients of dental services under the Comprehensive Social Security Assistance (CSSA) Scheme and elderly individuals supported by the Community Care Fund (CCF) Elderly Dental Assistance Programme.

Between 2023 and 2024, our services benefitted a total of 835 adults with intellectual disabilities, as well as 3,032 recipients of CSSA dental services and 270 elderly individuals supported by CCF Elderly Dental Assistance Programme. We look forward to expanding the coverage and influence of our services, and making a difference in the lives of our service users.



Our dental service team was actively promoting dental health education in the community to raise public awareness of oral health.

Outlook

To respond to the community’s health needs and improve our service quality, we provide people-centred services through integrated health care, medical-social collaboration and the use of digital technology platforms. Another focus of our Primary Health Care Services is to raise the health awareness of young people in the community, which will in turn help people improve their lifestyles as early as possible and lower the risk of chronic diseases.

Service Statistics 2023-2024 (as of 31st March 2024)

