



# Newsletter

# 'PHARMACY FIRST' SPECIAL

Welcome to our "Pharmacy First" special newsletter. As an LPC we are excited about two service developments this year. Community Pharmacy is being recognised locally and nationally as part of the solution to the Winter Pressures in the NHS.

As well as the established and successful URMS service, Seasonal Flu Vaccination is being introduced as an Advanced Service, and Gloucestershire LPC is very confident that the CCG will extend the Minor Ailments service across the county.

We would like you to prepare for this by:

- Attending our Winter Pressures engagement events (see below)
- Reviewing your competence in dealing with minor ailments and completing any CPD you identify as necessary to complete the CPPE Declaration of Competence for the Minor Ailments service

This newsletter is designed to help with relevant background information.

#### 'Winter Pressures' events will run on:

- ⇒ **8<sup>th</sup> September, Forest of Dean**  
(The Club, Newnham GL14 1BS)
- ⇒ **9<sup>th</sup> September, Gloucester\***  
(Sanger House, Gloucester Business Park GL3 4FE)
- ⇒ **16<sup>th</sup> September, Stroud**  
(The Exchange, Brickrow GL5 1DF)
- ⇒ **23<sup>rd</sup> September, Cheltenham**  
(Hesters Way Resource Centre, Cassin Drive GL51 7SY)

Food 6.30pm, event 7.15 – 9.30pm

Please confirm your attendance at one of these events by email to Lis Jardine [lis.jardine@gloslpc.co.uk](mailto:lis.jardine@gloslpc.co.uk)

\* Please note this is a change to the originally advertised date

## August 2015

#### Things to do:

- Book to attend one of the 'Winter Pressures' events in your area
- Make sure you are signed up to URMS - have you signed the most recent PGD (available on the LPC web site) and returned to [ella.goodman@nhs.net](mailto:ella.goodman@nhs.net)?
- Ensure all staff, including locums, are aware of the URMS scheme – you are most likely to get a referral from NHS 111 on a Saturday morning
- Complete the CPPE e-assessment "Minor Ailments a Clinical Approach" to confirm your underlying knowledge and skills. Sign the Declaration of Competence and return to [ella.goodman@nhs.net](mailto:ella.goodman@nhs.net)
- Look out for an NHS standard contract for MAS – this will need similar information to that we recently collected for Public Health contracts (signatory etc.)
- Talk about inappropriate use of the MAS as a pharmacy team and agree a consistent approach in your pharmacy
- Download the free ASAPGlos app to your smartphone and get staff and locums to do the same so that they can speak to customers with confidence about the tool
- Sign up and accept the Gloucestershire Council flu vouchers – and ensure all staff are aware that you accept them. Info on how to sign up coming soon by email!

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## Declaration of Competence



**We don't recommend you try to learn from four screens at once.**

The competences needed to deliver the Minor Ailments Service are the same as needed by every Community Pharmacist to provide advice on the treatment of minor ailments through the sale of the OTC products.

Members of the LPC recommend that you complete the CPPE e-assessment "Minor Ailments a Clinical Approach" to confirm your

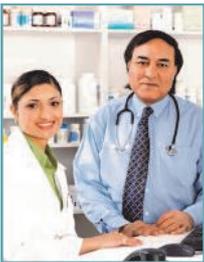
underlying knowledge and skills. Remember this is an OPEN BOOK assessment – do not attempt it without a copy of the BNF and internet access (for example to the symptom checker on [www.nhs.uk](http://www.nhs.uk)). Use any weaknesses identified in this assessment to guide any further CPD you require.

The service specification asks you to review your competence and describe

what CPD, experience or activities support your evaluation – as in the table below.

Please log into CPPE and download the Declaration of Competence. Don't forget to tick the box to allow sharing of information with PharmOutcomes. Return a copy of the signed DoC to [ella.goodman@nhs.net](mailto:ella.goodman@nhs.net)

*Fiona*



**This is a pharmacist talking to a GP. Staged, clearly.**

| Competency Question  | Possible Activities to evidence  |
|--|--|
| Are you able to communicate with, counsel and advise people appropriately and effectively on self-care and the treatment of minor ailments?                      | Any development of consultation skills as well as underlying knowledge of minor ailments   |
| Are you able to assess the treatment needs of patients with minor ailments?  | As above   |
| Are you able to accept referrals from, and make referrals to, other professions in healthcare and other sectors such as social care?                             | Discussion (by you or a colleague) with a local GP Practice about the scheme and how they can refer to you/how you can pass patients back?<br>Awareness of signposting information to dental access? (NHS England Signposting guide on LPC website under Resources)<br>Awareness of who to refer to if you have concerns about a child or vulnerable adult |
| Are you able to promote the service appropriately to the public?   | Aware of leaflets to promote the scheme;<br>Had discussion with pharmacy staff about who to offer the scheme to  |
| Are you able to explain the provision, range of conditions and treatments covered and features of the service to the public and other appropriate professionals? | Read the service specification – available on the LPC website if you have not yet been sent a copy   |
| Do you understand the pharmacotherapy for the full range of available medicines and appropriate current clinical guidance  | Pharmacy degree and ongoing CPD, access to BNF and other relevant texts. Look up information about any unfamiliar medicines on the formulary   |
| Are you able to support and develop the pharmacy team in the provision of a safe and effective service   | SOP available for staff?<br>Team discussion  |



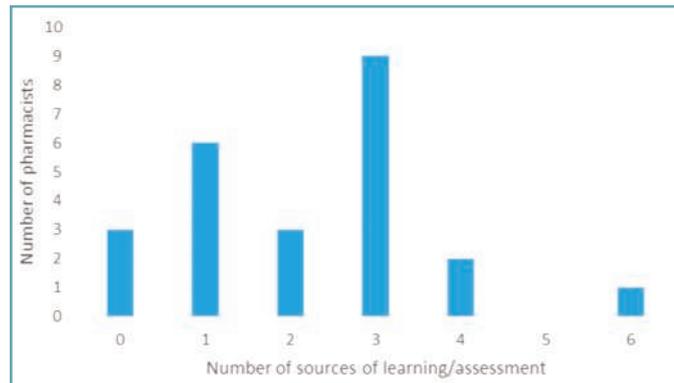
**A well staffed pharmacy, ready to take on the world.**

'Advice ASAP' is a campaign being heavily promoted by the Gloucestershire health community. It places pharmacy squarely at the front line of primary healthcare, encouraging patients to seek health advice from the App, Searching the web site, Asking NHS 111 or visiting their Pharmacist. Download the app and share it with your customers! Find the web site at [www.asapglos.nhs.uk](http://www.asapglos.nhs.uk), and get flyers and posters for ASAPGlos from [sophie.hopkins1@nhs.net](mailto:sophie.hopkins1@nhs.net)



## Declaration of Competence – what did other pharmacists do?

Gloucestershire CCG shared the anonymised details of 20 random Declaration of Competence certificates from pilot pharmacies. Below is an analysis of the variety of learning/assessment recorded. We hope this gives you some peer to peer ideas about appropriate CPD



- 15 pharmacists had completed the CPPE pack: “Minor Ailments – A starting point for pharmacists”
- 12 pharmacists had completed the CPPE e-assessment “Minor Ailments – a clinical approach”
- 9 pharmacists had completed the CPPE open learning: “Responding to Minor Ailments”

Other reported learning included:

- RCGP e-learning “Self Care for Minor Ailments” (available through CPPE)
- CPPE Consultation Skills e-learning
- CPPE Consultation skills e-assessment
- Reading the Service Level Agreement and formulary

- Accessing internal company file of appropriate information
- Level 2 Kwango (online safeguarding training)

You may already have completed some of these activities for your routine CPD. If not – please take the opportunity to review your learning needs now!

Fiona



The CPPE web site seems to be the place to start

*One pharmacist may have OCD (six sources!) Three of these pharmacists are perhaps over-confident (zero).*

## Local MP backs flu jab plans for this winter

Press release 31.07.15

Cheltenham MP Alex Chalk dropped into James Pharmacy in Cheltenham on 31 July 2015 to see the wide range of new ways the Healthy Living Pharmacy team is working to keep Cheltenham healthy. Pharmacies are no longer just the place you pick up your prescription, but also a source of expert advice how to look after yourself and your family this summer, and now from September the place to get your flu jab this winter.

Alex was told how this service fits into the broader care pharmacies are preparing to deliver this winter, such as making sure those with long term conditions get the best from their medicines and helping people looking to give up smoking.

Chris Gifkins, who accompanied Alex Chalk on his pharmacy visit, said:

“It was a great opportunity to inform Alex Chalk about the importance of commissioning services from community pharmacy, which deliver better care and value for the NHS.

“For example, we are delighted to be able offer NHS Flu jabs this winter to our patients – and have asked Mr Chalk to lobby for a national minor ailments service which would further alleviate some of the pressures on GPs and A&Es... 20% of GP appointments are for minor conditions which could be easily treated by qualified pharmacists.

“Our unique high street location provides easy

access to many free NHS services which are not always taken up by the public.

“Gloucestershire pharmacies see approx. 20,000 people each day and are highly valued by the public. We hope that Mr Chalk following his visit is keen to support better use of pharmacy services for Cheltenham constituents.”

Alex Chalk, MP for Cheltenham, said,

“I’m delighted to see that NHS flu jabs have been extended to local pharmacies so people in Cheltenham have more opportunity than ever to get themselves protected.”



Chris Gifkins, Chair of Gloucestershire LPC; Technician Jackie Shearing; Pharmacist Mo Shaikh; MP Alex Chalk

## A commissioner viewpoint



The people of Gloucester have taken the MAS to their hearts

You will be aware that NHS services are being pushed to capacity in many situations, and this is particularly increased during certain periods e.g. during the winter months. It is estimated that approximately 8% of A&E attendances, and up to 20% of GP appointments are for conditions that fall within the Minor Ailments description, namely where the condition is self-limiting and does not usually require medical input for it to resolve either alone, or with the appropriate treatment (ref PSNC briefing 092/13).

The Pharmacy First Campaign commencing in November 2014 was about encouraging patients to speak with their pharmacist in the first instance. Where a Minor Ailment was identified, it could be treated, although if necessary the pharmacy team would signpost the patient to their GP or most appropriate NHS service.

Community pharmacy is already advising and treating Minor Ailments for paying customers every day

of the year! However many patients who are entitled to free NHS prescriptions have historically accessed their GP, and other NHS services, to obtain treatments for Minor Ailments. In order to help to reduce the pressures on GP and emergency services, we wanted to change the process for this group of patients, by making the skills of the community pharmacist available to provide quickly accessed, convenient treatments for these patients, without these patients needing to pay, which is an important factor for many people receiving free NHS prescriptions.

The Minor Ailments Service was set up for a number of reasons, namely to help to reduce the number of minor ailment GP appointments, OOH calls and A&E/ED attendances. It also has the benefit of being available at the patient's convenience, of both location and time (within reasonable limits of course) as pharmacies are often open for extended periods of time. Patients

who receive advice and/or treatment about a minor ailment, are likely to recover more quickly, and no longer need to visit the GP or other acute services. The result of this is that more GP and other emergency service appointments can be used to assess those patients with greater medical need.

The Minor Ailments Service (MAS) has been available in Gloucester City and Tewkesbury Town localities, being provided through a total of 33 participating pharmacies (out of a possible 38 pharmacies).

Over the period of November 2014 to July 2015 inclusive, the MAS has provided medications to 3252 patients. The activity between pharmacy providers has differed significantly, with 60% of interventions being provided by the five most active MAS pharmacies alone. 67% of the treatments provided were to treat patients under 16yrs of age. The most frequently reported symptom treated (27%) was "acute pain/earache/headache/temperature" with head-lice and hayfever following at 11% and 10% respectively. The remainder were spread. This is reflected by the most frequently supplied medication being Paracetamol or Ibuprofen suspension/tablets. All but 8 interventions included a supply of a medication under the scheme.

The MAS was accessed by patients' self-referral (53%) and with the rest resulting



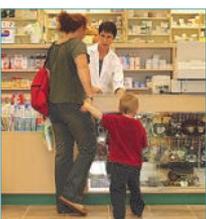
Acute pain, including earache, was the most frequently reported symptom

### Think 'Pharmacy First' for minor health conditions in Gloucestershire this winter

By The Citizen | Posted: December 02, 2014



People who live in Gloucestershire are being encouraged to visit their local pharmacy for expert advice and treatment on common, less serious conditions as part of the Pharmacy First campaign.



One can see where the 'free Calpol' headlines came from...

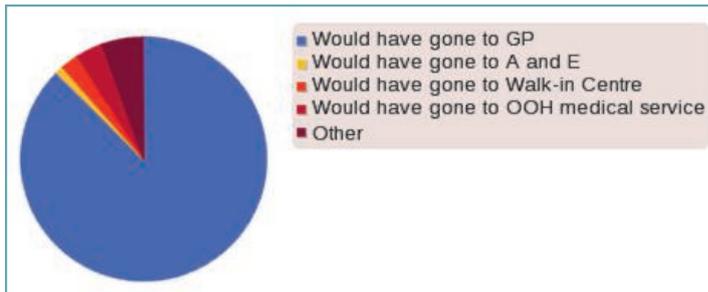
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## A commissioner viewpoint (continued)

from GPs, practice staff, and also pharmacy staff. Importantly, the information received from Pharmoutcomes indicates that 2844 patients would have attended their GP practice, with a further 77 likely to have gone to walk

in centres, 120 contacting Out of Hours, and 26 attending A&E/ED. Overall this indicates a successful appropriate diversion of patients into community pharmacy. Tracking any reduction of A&E/ED directly is less feasible due

to the fact that there are numerous individuals waiting to fill any freed-up appointments. However any reduction of minor ailment encounters at GP or other acute services will be beneficial.



Recently Patient, GP Practice and Pharmacy questionnaires have reported a very positive experience of the service. A full evaluation is currently underway.

*Chris Llewellyn  
NHS Gloucestershire*



**Saturday night in A&E**

## Minor Ailments – a vital NHS Service not “free Calpol”

The “Pharmacy First” Minor Ailments Scheme is designed to help people with minor health conditions to access medicines and advice that they would otherwise visit their doctor for. The pilot in Gloucester and Tewkesbury (as well as many other schemes across the country) have shown that the service reduces pressure on GPs, freeing up their time for people with more complex medical complaints.

To ensure that you (and patients) are using the service appropriately remember/think about the following:

- In more deprived communities, cost is an issue – and many patients will make a GP appointment, attend walk-in centres or even hospital to avoid a purchase that may seem small to others.
- Symptoms can seem more serious/worrying when you are tired/anxious/lacking in

family support. Reassurance is an important part of the service.

- The service is not about “stocking up” – you are treating a patient with current symptoms
- You can promote the service to patients when dispensing medicines that could have been supplied on the scheme – “next time you or a member of your family, have these symptoms, you can use this service at the pharmacy”
- Use the consultation room – and make it obvious that it is there for use.

We know that many pharmacists worry about “misuse” of the scheme!



**A typical pharmacist, worrying about abuse and corruption**

How do you strike a balance between making it available fairly, but not diverting all patients who are quite happy purchasing medicines and self-treating?

There is no good “rule” to identify appropriate and inappropriate use. It is something that you need to talk about as a pharmacy team and agree a consistent approach in your pharmacy. But please remember: you will need to risk treating some “inappropriate” patients in order make the service available to those who need it!

Perhaps you would like to explore your thoughts about where Community Pharmacy fits into the wider NHS Urgent Care network? We would recommend that you download the CPPE distance learning pack “Urgent Care: playing your part” at [www.cppe.ac.uk/programmes/l/urgent-e-01/](http://www.cppe.ac.uk/programmes/l/urgent-e-01/)

*Fiona*

**2844 patients would have attended their GP practice, with a further 77 likely to have gone to walk in centres, 120 contacting Out of Hours, and 26 attending A&E/ED.**



**Highlight your consultation room – it’s there to be used!**

Gloucestershire LPC represents contractors locally and nationally to create an environment for community pharmacy to flourish.

**Please contact us if you have any questions or issues that we can help you with.**

**Committee members:**

**Chair:** Sarah Whelan  
 Chris Gifkins Mike Powis  
**Vice-Chair** Thomas Banning  
 Sian Willams Wayne Ryan  
**Treasurer** Peter Badham  
 Aitzol Calleja Phillip Lewis  
 Peter Arthur  
 Gary Barber David Evans  
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 GLOUCESTERSHIRE-LPC/

**Tell us what you think!**  
 We'd love to know what you think of our newsletter; if you have any comments on this edition, or suggestions for the next one, please contact Lis: lis.jardine@gloslpc.co.uk

**Flu vaccinations**

Following our previous newsletter – where we announced “no flu service locally this year” - the national team announced success in the commissioning of seasonal flu vaccination as an advanced service.

I'm sure many of you have now spent a day learning about vaccination and are ready to go!

In Gloucestershire, we have also been working with the local Council to agree a voucher scheme to provide vaccinations for their staff.

**We urge you to sign up and accept these vouchers – and ensure all staff are aware that you do.**

and why vaccination is important has helped many pharmacies.

- Are you going to target certain groups – e.g. patients with prescriptions for inhalers?
- Or will you ask every customer if they have had their flu vaccination – knowing that you can offer private vaccinations to those not eligible for NHS jab?

More “Top Tips” and learning from pharmacies who have delivered this service in the past are available on the PSNC website at <http://psnc.org.uk/our-news/how-you-can-make-the-most-of-the-new-flu-vaccination-advanced-service/>

**Sample voucher**

Voucher number (Employee identifier) \_\_\_\_\_  
 Which department do you work for? \_\_\_\_\_  
 Have you received a seasonal flu jab in the past? \_\_\_\_\_  
 I identify my gender as \_\_\_\_\_  
 I identify my ethnicity as \_\_\_\_\_

Please circle your age range:  
 16 - 25  
 25 - 29  
 30 - 34  
 35 - 39  
 40 - 44  
 45 - 49  
 50 - 54  
 55 - 59  
 60 - 64  
 65+

Do any of the following apply?

|   |  |  |
|---|--|--|
| Pregnant women                                  | Chronic Respiratory Disease e.g. Severe asthma, Chronic pulmonary disease (COPD) or bronchitis   | Chronic Heart Disease e.g. heart failure but does NOT include hypertension alone   |
| Chronic Liver Disease e.g. hepatitis, cirrhosis | Chronic Renal Disease at stage three, four or five   | Chronic Neurological Disease e.g. Parkinsons, learning disability or other nervous disease                               |
| Diabetes  | Immunosuppressed patient e.g. HIV, steroids or those receiving cancer treatment  | Aplasia or dysfunction of the spleen   |
| People in long stay residential or care homes   | Man Carer is a people in receipt of a carer's allowance or those who are the main carer of an older or disabled person who's welfare may be at risk if the carer falls ill | Contact of immunocompromised individuals, specifically individuals who expect to share living accommodation on most days |

It is vital that you actively promote your flu vaccination scheme – not just by posters, but by actively talking to your customers. Things to think about:

- Are you offering a walk-in service or making appointments?
- When is the service available? – is there a “best time” for a patient to call in?
- Having a “flu champion” who is confident talking to people about flu

I hope that there is clarity on the paperwork/recording/communications by the time we circulate this newsletter. If not, please keep looking at the PSNC website for the latest resources.

Please can you let us know if you are offering flu vaccinations this year by emailing [lis.jardine@gloslpc.co.uk](mailto:lis.jardine@gloslpc.co.uk)? This will help in our communications with Public Health teams and the public.

Fiona

