



Healthy Living Pharmacy

Get ready to claim the healthy living pharmacy payment

Pharmacies are rushing to secure their quality payments by getting HLP accreditation

If you put off applying to become a healthy living pharmacy (HLP) in April then now is your chance. HLP is a criteria under the new NHS England funding regime and 20 points may be claimed at one of the two review dates. The payment of £1280 which pharmacies can claim under the government's quality payment scheme is available at the November entry date.

So how can you achieve HLP status and is money the only driver?

What is a healthy living pharmacy

It's a whole team effort where the health and wellbeing ethos is embraced by everyone in the pharmacy. The team works together to proactively engage customers in health promotion activities. This ensures the consistent provision of public health services to the highest standard.

- *Build a health promoting environment in your pharmacy. This will be the health promotion zone.*
- *Enlist a full time equivalent member of your team (you may need to train two people to reach this criterion) who will train into the role*

*of health champion. They will qualify for a Royal Society of Public Health **level 2** award in understanding health improvement. Do not confuse this with the overall accreditation by self declaration leading to the status of HLP **level 1**.*

- *In the HLP the backbone or the enabler is a person trained in leadership. This person should ideally have management experience or is working towards that in their self development. The leader should be highly motivated and capable of working using their own initiative to implement a joined up and effective HLP.*
- *Do not underestimate the time and energy that becoming an HLP Level 1 demands. Do not put off starting the process if you have your sights set on being actively set up by November.*



Have you considered that a benefit of HLP status is a more productive and motivated team enjoying what they do?

Benefits of HLP status

Better customer experiences could increase footfall because you have generated loyalty. A happy and motivated team who gain satisfaction in seeing positive customer outcomes will encourage staff retention.

Community pharmacies need to be taken seriously by commissioners such as Public Health as potential credible partners. We can facilitate this by showing the community and other healthcare providers that there is more to pharmacies than providing medicines. As LPC committee member and business owner Has Modi succinctly said, “it raises Pharmacies’ profile in to clinical/service arena – not just ‘doling out £7.8bn worth drugs’ as some politicians think, or ‘selling sandwiches’ as some advocators acting for DoH would like the courts to believe!” Has went on to add, “ Just go for it guys (& gals), or forever remain overqualified dispensers. CCGs are never going to promote pharmacy over their GP chums! “

Pharmacy needs to take every opportunity to be counted as frontline healthcare providers; it can no longer rely on the left-over crumbs.

You see should for example Public Health identify a gap to be plugged somewhere down the line we would like them to Think Pharmacy. They do know that we are an

under-utilised weapon in the battle to alleviate pressures on, in the first instance primary care. It's up to us to now demonstrate and showcase our abilities and talents leading to a willingness to deliver high quality services. Demonstrate this and we will do more than peck at the crumbs on the surgery floor.

Getting started

Ask yourself if you already have a good foundation within your team and are well established. Are you already proactively engaging with the customers and delivering advanced services for example. If so, then your journey towards to HLP level 1 accreditation will not be a long one. Your focus will be on meeting the training requirements and gathering a portfolio of evidence.

Pharmacies with less experienced colleagues will have further to go as they learn and develop but it's not impossible, even by November, with the right desire and motivation. Just do it now and don't get left further behind.

Changes are daunting, especially at the moment because our profession is bombarded with unrelenting challenges. So much is going on. Break the HLP project of accreditation down into manageable small chunks to enable you to focus and reach the end goal.

Training

Training options are available to you free of charge using funding from Milton Keynes Public Health People Directorate and Northamptonshire County Council.

For our Milton Keynes pharmacies I can help you to access distance learning for Champions and/or Leaders. This will be via a link with a secure password to Buttercups. If you would like to take advantage of this then you must email me as soon as you can so that I can arrange this for you. I will need to know who you are training as your Champion(s) and your Leader please.



This training will need to be completed before the November QP claim point.

If anyone in MK is still working their way through the NPA Champion training please finish the learning and let the NPA know that you would like them to send out your exam.

For pharmacies in Northamptonshire please either complete your NPA Champion distance learning and advise the NPA that you are now ready to sit the exam. If you have already requested the exam and have not been sent it, kindly ASK again!!

If you have not yet embarked on Champion training then please apply to NPA for your paper based distance learning without delay. Note that your Champion should be a full time equivalent. To achieve this you may require an additional pack. If this is the case please let me know (07889412690) before trying to enrol so that I can authorise your request prior to you trying to place an order.

Here's what to do...as soon as possible;
Fill in the registration form and return to the NPA. It may make it easier, if you fill it in and fax the form to the department directly, the fax number is 01727 795918. The other available options will be to email the completed form to professionaldevelopment@npa.co.uk

Again, all training acquired at the expense of either MK PH or NCC MUST be completed in advance of the November QP date. I don't think that this is an unreasonable request. Do not let your training pack gather dust on the shelf.

I kindly ask that colleagues in Northamptonshire who were unable to train face to face in leadership in January or March please be patient and wait a little bit longer. I will communicate details as soon as I can about how the LPC will again endeavour to support you.

Self assessment for accreditation

In preparation for self accreditation the pharmacy is required to collate a folder of evidence.

Try using the following table to chart your development.

1 Healthy Living Pharmacies improve the public's health and other improvements in service quality and prevention.	99% of people are comfortable and happy with the service provided by Healthy Living Pharmacies	98% of people would recommend Healthy Living Pharmacies to their families and friends
2 People making use of Healthy Living Pharmacies are better at doing so than if they had not visited a non-Healthy Living Pharmacy		
3 Healthy Living Pharmacies consistently deliver high quality public health services and health: chronic weight management, mental health, etc.	60% of people would make an appointment with their GPs if the health improvement service was not available at a Healthy Living Pharmacy	20% of people would not have gone to another provider (ie, they would have received no support for improving their health)
4 Healthy Living Pharmacies should lead to more opportunities for education, business, social, community centres, etc with health improvement advice and services		



PART 1 CHECKLIST		
	Pharmacy to Complete	
1	The Pharmacy has a consultation room which is compliant with the Advanced Service Standards and is appropriate for the services on offer	Y / N
2	The Pharmacy has trained at least one Full Time equivalent (FTE) or Health Champion (RPH) Understanding Health Improvement Level 2	Names:
3	The Pharmacist or other relevant individual has undertaken leadership development to motivate and engage the pharmacy team in the HLP context	Names:
4	In the past year the Pharmacy has participated in the provision of both MUI and NMS, and has proactively engaged in health promoting conversations	Y / N
5	In the past year the Pharmacy has participated in the provision of the NHS Community Pharmacy Seasonal Influenza Vaccination Advanced Service or has actively referred patients to other NHS providers of vaccinations	Y / N
6	The Pharmacy complies with GPhC Standards for Registered Pharmacies and Standards of Conduct, Ethics and Performance	Y / N
7	The Pharmacy complies with NHS Community Pharmacy Contractual Framework (CFCF) requirements	Y / N

Following on from this initial checklist turn your focus to addressing the quality mark of HLP accreditation which demonstrated the pharmacy has met PHE quality criteria.

The criteria are clustered as follows:

- Workforce development
- Engagement
- Environment , Leadership



Health Profile 2017 MK

<http://fingertipsreports.phe.org.uk/health-profiles/2017/e06000042.pdf>

Health Profile Northamptonshire 2017

<http://fingertipsreports.phe.org.uk/health-profiles/2017/e10000021.pdf>

The latest JSNA Northamptonshire listed here

<http://www3.northamptonshire.gov.uk/councilservices/health/health-and-wellbeing-board/Pages/jsna-and-reports.aspx> and for MK;

<https://www.milton-keynes.gov.uk/social-care-and-health/2014-15-jsna/2014-15-draft-jsna-pharmaceutical-needs-assessment>

Enabler	Evidence in folder	Completed
Health Champion (RSPH 2 qualified)	Name Job role Date of certification (repeat if necessary for 2nd colleague)	
Leadership training	Name Job role Date of certification	
Dealing with difficult conversations CPPE	Name Job role Date of certification	
Know your community	Health Profile JSNA exec	See opposite See opposite
Public Health Campaigns	NHS England data collection form Poster	
Referral pathways	Signposting/referral sheet	
MECC Training	Name Job role Date of certification (repeated for whole team)	
Health Promotion Zone	Display Board/Area/ photograph is possible	
Signposting Folder	Signposting sheet	
Consultation Room	Tidy and suitable for purpose	
Leadership	HLP Action Plan Job description	
Comms	Compliments or complaints Staff feedback	

You might also find it useful to refer to the following link for

process and FAQ's <https://www.rsph.org.uk/our-services/registration-healthy-living-pharmacies-level1.html>

When you are ready submission can be made here <https://www.rsph.org.uk/our-services/registration-healthy-living-pharmacies-level1/assessment-of-compliance.html>

In the table below you will see the list of NHS campaigns for 2017/18

Pharmacy promotion month	Campaign
May/June 2017	National Smiles Month
June 2017	Diabetes Awareness
September 2017	Blood Pressure Awareness
October 2017	Stoptober
November / December 2017	Self Care and Winter Health
January 2018	Dry January



An example of a health promotion display...What would you do differently?

Avoid selling a brand...keep it generic so as not to favour one specific brand over another!

Local campaigns

From chatting to you, I have deduced that you would welcome a uniform approach to local campaigns. This will hopefully help your focus and take away some of the pressures of trying to dream up promotions.

Please concentrate your efforts in promoting the following three areas identified because of a local need and also representative of key areas important to PH and other key stakeholders. You can start on these immediately and we will let you know when to change them. To maximise the message and get the most impact we will let these first 3 run from now until February 2018.

- Know Your Numbers (KYN)
- Flu vaccination
- Early detection of Atrial Fibrillation (AF)

KYN week this year runs from September 18th but we want you to extend your outreach beyond just 7 days. It is designed to educate you and I about the health complications associated with high blood pressure. It's also about encouraging us to monitor our blood pressure – in short, to get to know our numbers!

While the condition may be without symptoms, it is the underlying causes of serious problems such as heart attack, stroke, and is one of the main factors in heart and kidney disease. Each year 125,000 adults in the UK have a heart attack or stroke due to high blood pressure – its something you cannot afford to ignore and the only way to know if you have high blood pressure is to have a blood pressure check.

<http://www.bloodpressureuk.org/microsites/kyn/Home> for more resources.

Hopefully many of you will ready to engage in the **National Advanced flu service** from September. Information about how to get involved can be found in the LPC Summer (July) newsletter or here <http://psnc.org.uk/services-commissioning/psnc-briefings-services-and-commissioning/psnc-briefing-06417-flu-vaccination-the-benefits-of-a-community-pharmacy-service-august-2017/>



The LPC have invested some money in an advertising campaign this year to help you maximise the activity in this area. An advertisement will be aired on Heart Radio and transmitted to both MK and NN from 11th September to 8th October promoting flu vaccinations via community pharmacy. **In Northamptonshire, this campaign will reach 181,000 people, so that's in 1 in 3 people in the county!**

Each of those people will hear the advert just over 6 times each!

In Milton Keynes:

This campaign will reach 89,000 people, so a great reach!

Each of those people will hear the advert nearly 6 times each!

Please keep your eye on NHS Choices for more on the Stay Well This Winter campaign.

The third health promotion will centre around early detection of AF. Atrial fibrillation (AF) represents a major health problem as it carries a substantial risk of thromboembolism, increases long-term morbidity, mortality, and healthcare costs, and

reduces quality of life. In the majority of patients, AF progresses inexorably from a silent, paroxysmal form to a persistent or permanent arrhythmia. This progression is, in part, a consequence of underlying disease, but it also depends on the arrhythmia itself. Atrial fibrillation creates an electro-anatomical substrate as a result of structural and electrical remodelling that is responsible for its own perpetuation. Early AF detection is of pivotal importance.



Please attend a special Focal Point meeting on Tuesday 26th September to learn more about this long term condition and also stroke prevention and anticoagulation.

PHARMACY
northants MK
Your Local Pharmaceutical Committee

Keep the pulse of your patients and business healthy

Northamptonshire and MK LPC FOCAL POINT
Holiday Inn Express, Grange Park, NN4 5EZ
Tuesday, 26 September 2017

- Refreshments at 6.30pm followed by LPC introduction, what we are all about.
- 7.30pm Dr David Sharman, Cardiology Consultant, NGH NHS Trust gives an Introduction to Atrial Fibrillation, anticoagulation and stroke prevention
- 8.30pm-9.30pm NPA presents Check 34 and Check Rx online systems helping you to analyse prescription data received from PPA thus enabling more control over your business.

chiefofficer@pharmacynorthamptonshire.co.uk
or telephone Anne-Marie on 07889412690 to book your place

Find resources here to get you started <https://www.bhf.org.uk/search/all?keyword=atrial+fibrillation>



Signposting Milton Keynes

Stop Smoking Service Tel 01908 254026

www.smokefreemk.org

Drug and Alcohol Service

Compass Children and Young Peoples Service; Tel 01908 691911

www.compass-uk.org

Compass Adults Service; Tel 01908 250730

www.compass-uk.org

Sexual Health Services

Brook Young people's sexual health service; Tel 01908 669216

www.brook.org.uk

STaSS; Tel 01908 282185

www.stass.org.uk

Weight Management Adults, Children and Families

WhyWeightMK; Tel 01908 046380

www.whyweightmk.co.uk

Mental Health Services

Milton Keynes Wellbeing Centre; Tel 01908 257830

email mk.counselling@mind-blmk.org.uk

MK Mental Wellbeing courses <https://www.mind-blmk.org.uk/Pages/Category/courses-and-workshops>

The Five ways to Wellbeing are a set of evidence- based actions which promote people's wellbeing www.milton-keynes.gov.uk/5waysmk

Local Services can be found on NHS Choices [http://](http://www.nhs.uk/pages/home.aspx)

www.nhs.uk/pages/home.aspx



Signposting Northamptonshire

First for Wellbeing <https://www.firstforwellbeing.co.uk/health-wellbeing/smoking/>

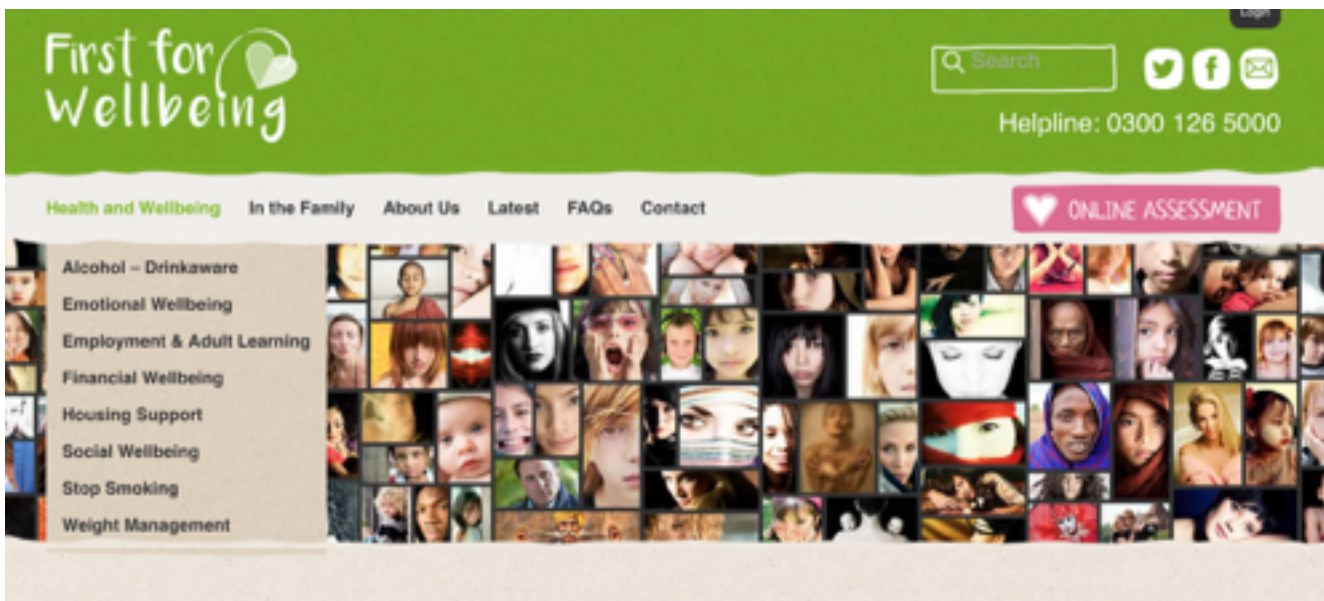
First for Wellbeing is a Community Interest Company (CIC) – a social enterprise set up specifically to serve the needs of the local community.

They offer an integrated health and wellbeing service.

The idea behind the company is to work together with public

private and voluntary sectors to improve and streamline

existing services, and to create new and innovative ways to help people live the best life they possibly can.



Sexual Health Services

Northampton Integrated Sexual Health Services

<https://www.nhft.nhs.uk/sexual-health>

Mental Health Services

Adult Services <https://www.nhft.nhs.uk/mental-health>

Young People <http://www3.northamptonshire.gov.uk/councilservices/children-families-education/young-northants/health/Pages/Emotional-wellbeing.aspx>

Local Services please consult NHS Choices <http://www.nhs.uk/pages/home.aspx>

On the LPC website you will see links to National signposting under your locality tab followed by Healthy Living Pharmacy.

What can possible go wrong?

There are a few things which you should look out for on the path to accreditation. Be aware of them and avoid tripping up.

- It's a whole team activity so get everyone on the same page
- Delegate both responsibilities and accountability to the team...especially for the health promotions.
- Keep everything vibrant and fresh and ensure implementation is followed by engagement and completion
- A focus on the money alone will achieve only a short term win. A sustained change in behaviour from the entire team will reap real rewards

The Quality Payment

To meet the HLP QP criterion, on the day of the review, the pharmacy must be meeting the requirements of a level 1 HLP. Alternatively you may have been previously accredited as an HLP by a local scheme between Dec 2014 and the review point. You will need documentation to back this up and this would need to be signed and dated. You would not be required to complete the self-assessment again. If you have documentation to state that you have been an HLP prior to December 2014 you would still need to complete the self-assessment.

You must complete the RSPH online self-assessment. one self assessment covers one pharmacy. All branches to be assessed individually.

Please don't think of this as a tick box exercise. It is about a culture change and not about delivering a one-off action. Pharmacists should delegate...this should be something that the team want to own and take forward without your micro management!

And Finally...

The RSPH do now hold a register of pharmacies accredited as HLP level 1. The register is only updated monthly so you may not appear immediately. <https://www.rsph.org.uk/our-services/registration-healthy-living-pharmacies-level1/register.html>

I am delighted to see some of our pharmacies now registered .

If you feel that you should be listed and cannot see your details please fill in the self assessment form again (it takes 10 minutes) <https://www.rsph.org.uk/our-services/registration-healthy-living-pharmacies-level1.html> Do remember that the listings are not immediate though. Those most likely to be missed off are those pharmacies who were previously part of a local scheme as described previously.

Please don't hesitate to get in touch with me if you need a bit of support, a bit of a moan or if you would like to book a place at the AF event on 26th September.

I (Anne-Marie) can be contacted on 07889412690 or chiefofficer@pharmacynorthamptonshire.co.uk

Thank you to Beccy White Acting Head of Service, Public Health People Directorate, Milton Keynes Council who will shortly be leaving us as our go to contact for all things HLP MK. Beccy has been a passionate advocate for HLP and without her HLP MK would have failed to launch.

Thanks also to Rajwinder Gangotra, Keith Sumner and Nikita Wiseman at Angel Square for their patience and commissioning! The journey continues.



