



OUR VISION

South Staffordshire Local Pharmaceutical Committee supports the PSNC's Vision for Community Pharmacy:

The community pharmacy service in 2016 will offer support to our communities, helping people to optimise use of medicines to support their health and care for acute and long-term conditions, and providing individualised information, advice and assistance to support the public's health and healthy living.

- All pharmacies will provide a cost-effective and high quality range of services to their patients, encouraged by funding arrangements that motivate service provision, reward positive patient outcomes and offer sustainability to contractors. The value of pharmacy services to patients and the NHS and the wider savings which can be created by the effective use of pharmacy will be evidenced.
- Pharmacies will be fully integrated into provision of primary care and public health services, and will have a substantial and acknowledged role in the delivery of accessible care at the heart of their community.
- Pharmacies will be able to deliver a wide range of NHS services to support their customers and patients, and be able to offer them services on equal terms to other primary care providers.
- Patients will be confident that when they access services from a pharmacy, the pharmacist and other members of the pharmacy team will have the skills and resources necessary to deliver high quality services. Effective communications will ensure seamless integration with other NHS care providers.
- In some cases arrangements for provision of pharmacy services may include patient registration. All patients will have a free and unfettered choice of pharmacy.

This vision also encompasses:

- The view that community pharmacists and their teams are central to Medicines Optimisation and the impact this has on improving outcomes from the most popular medical intervention, ie the prescribing of a medicine
- That community pharmacy should provide a convenient, accessible and flexible location for the delivery of effective and high-quality interventions aimed at improving both individual and population-level improvements in public health
- That community pharmacies can help provide effective ways of supporting individuals in living independently and ensuring that they are able to take control of their own health and wellbeing

South Staffordshire Pharmacy Committee has a strategy which aims to meet the following objectives supporting the above vision going forward.

MAIN PURPOSE OF THE LPC

To represent the best interests of community pharmacy contractors in an equitable way and support them in delivering good outcomes for patients, service users and commissioners.

OUR STRATEGY TO DELIVER THIS:

Objective 1: Lead – To ensure the LPC is a beacon organisation in the eyes of its contractors, commissioners, partners and other stakeholders

Providing the framework for developing community pharmacy through:

- *Leading by example in promoting good practice*
- *Promoting community pharmacy both within and outside of the profession*
- *Ensuring that the LPC is an effective voice for community pharmacy contractors and that its right to be consulted on health matters relating to community pharmacy is maintained*
- *Ensuring members and officers understand and respond to changes in health, public wellbeing and*

social care policy through effective horizon scanning

- *Developing knowledge, experience and expertise in officers and members*
- *Enabling and supporting transformation and innovation*

Objective 2: Be Effective - To comply with accepted standards of LPC corporate governance and monitor and maximise LPC performance

- *Planning, implementing and reviewing strategic direction through self-assessment and peer review*
- *Meet or exceed accepted standards of corporate governance*
- *Ensuring LPC levy funding is managed and used effectively for the benefit of all contractors*
- *Effective management of both officers and members through appraisal, review of skills & interests and personal development*
- *Work collaboratively and in partnership with other LPCs locally, regionally and nationally where appropriate*

Objective 3: Support Teams - To provide advice, support and guidance to contractors on compliance with national contractual requirements and in delivering local services; to facilitate access to education and training for all contractors

- *Continue to develop and maintain effective communication links between the LPC and contractors, pharmacists and their teams*
- *Raise awareness of available resources with all community pharmacy stakeholders - including LPC website, LPC Newsletter, LPC members, PSNC and other national resources (such as CPPE, RPS).*
- *Inspiring, enabling and supporting community pharmacy contractors and their teams to become Healthy Living Pharmacies*
- *Supporting contractors in transition to EPS Release 2, and preparing for further developments in electronic prescribing*
- *Empowering pharmacy contractors to deliver all pharmacy services to high standards*

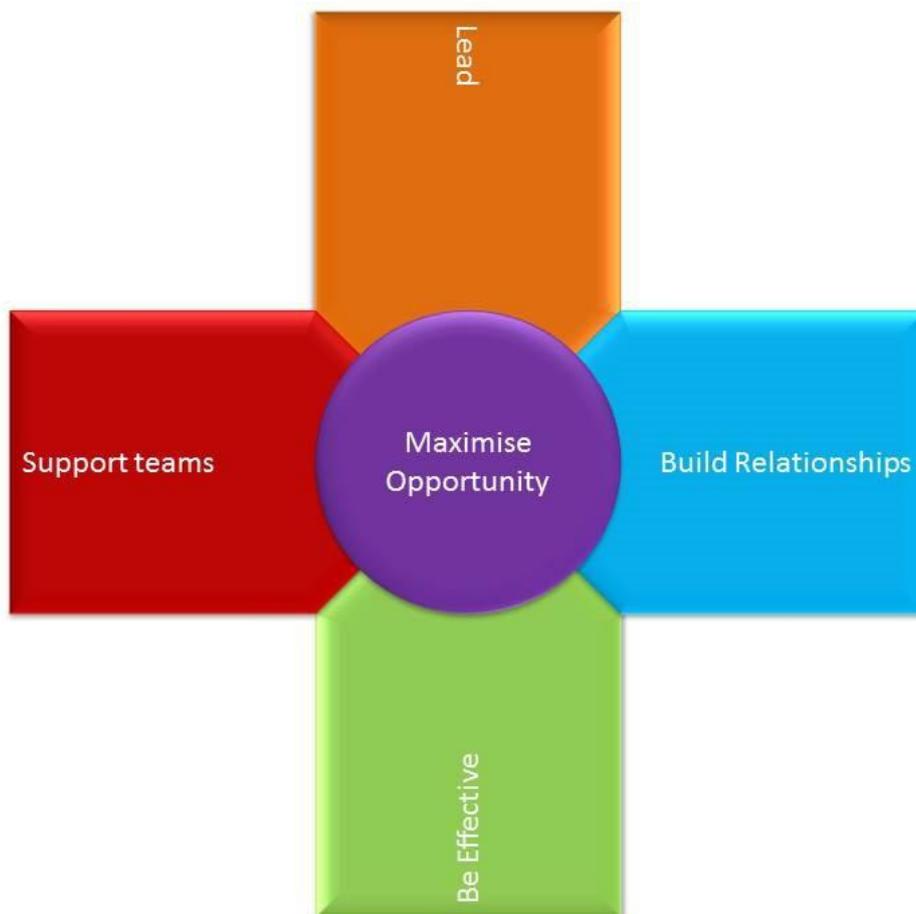
Objective 4: Build Relationships - To establish communication and closer working relationships with key stakeholders and promote community pharmacy

- *Developing, implementing and maintaining a communications strategy to engage with all internal and external stakeholders – including, but not limited to, NHS England, CCGs, Local Authorities, other commissioners, patients and patient groups, charities*
- *Develop and maintain links with relevant opinion-formers and other public bodies, MPs, councillors, Healthwatch etc*
- *Making effective use of press, traditional and social media to promote and develop community pharmacy*
- *Engagement with and participation in all appropriate networks both within the profession and externally for example, Local Professional Networks, Local Practice Forum, etc*
- *Encouraging pharmacy contractors to make good links with their local GP practices, (including) practice pharmacists to improve services at a local level and so improve patient outcomes.*

Objective 5: Maximise Opportunity – Promoting contractor engagement in the delivery of accessible and effective health-related interventions

- *Encouraging and supporting pharmacies to gain accreditation of HLP status as an effective means of delivering quality outcomes for patients and commissioners*
- *Provision of support to contractors to improve engagement with and delivery of existing local services*

- *Develop quality local services which meet the needs of patients, service users, commissioners and pharmacy contractors; support design, piloting, implementation and delivery, review and redesign where appropriate.*
- *Investment in the PharmOutcomes recording platform to enable effective delivery and management of local services, through sub-contracting to local commissioners within South Staffordshire and partner LPC areas; use of PharmOutcomes data to build an evidence-base of outcomes from current services to support commissioning of new services through community pharmacy, both within the LPC area and through the PharmOutcomes and PSNC networks.*
- *Encouraging and supporting commissioners to use the Declaration of Competence as a means of accrediting provision of services by contractors to enable maximum engagement through a simplified but effective process*



Peter Prokopa, Chief Operations Officer
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