

Engaging commissioners with a ‘Think Pharmacy’ event

Think Pharmacy is a brand that has been successfully used by many LPCs to engage their local commissioners to think differently about the provision of services – to ‘Think Pharmacy’ as a solution.

The brand can help LPCs deliver consistent messages with evidence demonstrating to commissioners how community pharmacy services could be a better way to reach out to those needing care and support.



How does it work?

PSNC’s recently launched *Think Pharmacy* prospectuses are a great way to introduce pharmacy services to commissioners: each one highlights a healthcare challenge and explains how community pharmacy can provide a solution.

But rather than going to your commissioners individually, an LPC *Think Pharmacy* event brings everyone together to learn more about community pharmacy, showcase services and discuss the *Think Pharmacy* services.

Several LPCs have run *Think Pharmacy* events – if your LPC hasn’t done so yet this pack provides the material you need to get started.

What is a *Think Pharmacy* event?

An audience of commissioners and influencers are invited to an event to find out more about community pharmacy and the services that can be provided to solve many of the problems they face. It is not a whole day out of their busy schedules: it’s a well-planned couple of hours with presentations, discussions and networking to learn a lot in a short time. It also helps LPCs build relationships and agree actions with guests to follow up after the event.

To help with funding the day an exhibition with sponsors’ stands can add extra interest.

Where possible LPCs can also consider working jointly with neighbouring LPCs – this could be in the same local NHS England team or PSNC region, for example.

How have others done it?

One of the originators of the *Think Pharmacy* events were the Greater Manchester LPCs (collectively known as Community Pharmacy Greater Manchester or CPGM). In the evening following their event for commissioners, they repeated the daytime programme in order to capture a wider audience.

Alternatively, rather than repeating the daytime event, you could use the evening to have a meeting for your contractors with a PSNC speaker providing an update on the latest news and information.

Cumbria LPC produced some promotional posters to help further spread the message *Think Pharmacy* and these are available to download from psnc.org.uk/thinkpharmacy

PSNC support

In addition to this guide and the resources on our website, PSNC is happy to provide a speaker for your daytime and evening events, dates permitting.

Even if you have already held a *Think Pharmacy* event we would be happy to help organise just an evening contractor meeting on a regional basis with a PSNC speaker.

With possibly significant developments in the pharmacy contract expected this year, a contractor meeting with a PSNC speaker is well worth considering.

Contact Head of LPC and Contractor Support Mike King at mike.king@psnc.org.uk to arrange a PSNC speaker and to see how we can help with other aspects of the organisation.

Your target audience

Local NHS England Team

CCGs

Health and Wellbeing Board members

Public Health Teams

Local Councillors

LMC, LDC, LOC

LPN

NHS hospital trusts

Health Watch members

MPs

Patient groups

Charities

Local press

Your checklist for a *Think Pharmacy* event

Where to start: Discuss with neighbouring LPCs to see if you can work jointly on the event if possible – this spreads the workload and gives an event with greater impact.

Date and location:

- Once you have the green light from LPC members, agree a date – no later than September/ October 2015. You may want to contact PSNC at this stage to make sure we can provide a speaker.
- Decide who will steer and coordinate the project.
- Book a venue – think how many people you envisage attending on the day and the room layout; allow stand space for sponsors. Bear in mind that you may be having a meeting for your contractors in the evening.
- Depending on the venue costs (and refreshments?), prepare a draft budget and explore how much can be covered by sponsorship.

Setting the agenda:

- Decide on the key areas/ services that you want to highlight – don't be tempted to cover too many (three or four is fine) and consider the PSNC prospectuses.
- Think about how you will get the messages across – will you use speakers, leaflets, working discussions, demonstrations, contractors taking through the service? Could you use video or PowerPoints to show key successes in the area on screen?
- Agree a draft agenda – a suggestion is attached.
- Contact speakers for availability with the draft agenda.
- Contact potential sponsors – offer stand space and agree sponsorship fee.

Inviting guests:

- Agree your target audience – a list to think about is shown above (it's not exhaustive so consider others that you would like to attend).
- Send an invitation to your guests – a draft letter is attached.
- Contact your contractors about the evening meeting for them – draft text based on a PSNC speaker is attached.

Admin to carry out before the day:

- Prepare material for the day event including name badges, delegate lists, and copies of any PowerPoints.
- Think about staffing on the day for the reception desk and exhibition coordination.
- Confirm arrangements with the venue for both the daytime and evening meetings.
- Discuss with LPC members to plan who will look after particular guests that you would like to influence and the messages you want to convey.

After the event:

- Create a follow up plan and confirm any agreed actions with attendees. A report can also be written.
- Consider publicity – write a press release to send to local media, perhaps including photos and linking to a video of the event?

Don't delay – start planning now for a September/ October 2015 event!