



17th December 2013

PSNC Briefing 111/13: NHS England's Community Pharmacy Call to Action – guidance for LPCs

On 10th December 2013 NHS England published [Improving health and patient care through Community Pharmacy – a Call to Action](#). The Call to Action seeks the views of community pharmacy and other interested stakeholders on how community pharmacy services should be developed in the future in order to best meet the needs of patients. The responses will be used by NHS England as it works to develop a strategy for future primary care services.

The Call to Action is our greatest opportunity yet to persuade the NHS of the credibility of community pharmacies as providers of services, commissioned at national or local level. There will undoubtedly be responses arguing against expanding community pharmacy services, and that resources should be given to CCGs, and we must counter those. The results of the Call to Action will determine policy on future commissioning of community pharmacy services, and it is an opportunity we cannot afford to miss.

It is therefore vital that LPCs work with contractors and others to ensure that pharmacy's voice is heard locally and that a strong and coherent response on the development of community pharmacy services is heard by NHS England. This PSNC Briefing gives background information on the Call to Action (CTA) and suggests actions that may be taken by LPCs.

Background to the CTA

The publication of the community pharmacy CTA follows the publication in the summer of [The NHS belongs to the people – A call to action](#), which was aimed at the general public, and [Improving General Practice – a Call to Action](#), which was aimed at primary care. The general practice and community pharmacy CTA documents are part of a wider programme that NHS England is undertaking to build its strategy for the development of primary care services. Similar documents on dentistry and eye care are expected to be published in early 2014.

The community pharmacy CTA is a hugely important opportunity for community pharmacy to make its case to NHS England for the further development of local community pharmacy services and the Community Pharmacy Contractual Framework (CPCF). We cannot overstate the importance of LPCs and pharmacy contractors engaging with their NHS England Area Teams (AT) on the CTA, to make the case for the local and national development of services to meet the needs of patients.

What should happen at a local level?

ATs will be launching local discussions on the community pharmacy CTA during December. As part of the public communications work they will undertake, it has been suggested that they should highlight the support for self-care for winter ailments that people can access from local community pharmacies during the winter.

Over the next three months, ATs will:

a) work with local communities to develop strategies based on the emerging principles set out in the CTA, with close engagement with patients and the public and Health and Wellbeing Boards, to ensure that community pharmacy develops in ways that reflect their pharmaceutical needs and priorities and build on their insights;

b) through pharmacy Local Professional Network (LPN) chairs, discuss with local community pharmacists and contractors, CCGs, CSUs, local authorities and other health and social care partners what changes NHS England needs to make to support these local needs and emerging strategies;

c) ensure that all outcomes are linked appropriately to the five domains of the NHS Outcomes Framework and help reduce inequalities.

It is understood that this work will involve at least one engagement event in each AT area to discuss how community pharmacy can improve patient outcomes locally.

Where changes to the CPCF or other support are required at a national level, the AT will feed this back to the central NHS England team.

What will PSNC be doing?

PSNC will be submitting a detailed response to NHS England which will be based on PSNC’s Vision. We will be seeking examples of successful community pharmacy services from pharmacy contractors and LPCs to support our submission. Examples of successful services and thoughts on the CTA that can inform our response can be fed into PSNC via our Regional Representatives.

NHS England are expected to hold a national stakeholder event on the CTA, which PSNC will attend in order to influence the eventual outcome of the CTA.

PSNC will also be inviting LPCs/contractor members to attend one of three engagement events that we have planned in January:

Monday 13 th January 2014	Tuesday 14 th January 2014	Tuesday 21 st January 2014
Heathrow	Leeds	Birmingham NEC
Sandwiches 6.30pm; Meeting 7-9pm		

These meetings are aimed at helping LPCs to make the most of the opportunity the CTA presents to community pharmacy. The key points to include in responses to the CTA will be discussed, alongside consideration of how contractors can be encouraged to play their part in responding to the CTA. Attendees will leave with the knowledge and tools they need to effectively represent the interests of their contractors in the CTA process. Invitations to the events will be distributed before Christmas.

What will happen after the CTA?

NHS England will publish a document in 2014 which will set out in more detail the proposed key features of their strategic framework for commissioning community pharmacy services, connecting up with their approach to general practice.

How should LPCs get involved?

LPCs should consider taking the following actions:

1. Agree who will lead the work of the LPC on the CTA over the next three months;
2. Where necessary, discuss the approach to working with the AT with other LPCs covered by it;
3. Discuss the CTA with your AT primary care team and the chair of the pharmacy Local Professional Network (LPN) as soon as possible. Suggest how you can help the AT to communicate with contractors and other local stakeholders;
4. Highlight the CTA and the importance of engaging with it to your contractors via your newsletter, email network and website (draft wording is available on [the PSNC website](#) for you to personalise and use locally);
5. Send delegates to one of the PSNC meetings;

6. Offer to assist the AT/LPN Chair with organising a local engagement event on the CTA;
7. Consider organising a meeting for contractors on the CTA to engage them in the process; this could be organised in partnership with neighbouring LPCs. At the event, seek examples of best practice which can be included in your LPC's response to the CTA and can be shared with PSNC, for use in our national response to NHS England. A [template PowerPoint presentation](#) which could be used at a contractor meeting is available on the PSNC website. Draft wording is available on [the PSNC website](#) for you to personalise and use to promote a local meeting for contractors.
You may want to invite a local CCG leader or senior AT official to speak at the event. Subject to availability, PSNC is also happy to provide a speaker for local events should this be thought helpful. Contact [Mike King, Head of LPC and Contractor Support](#) to enquire about the availability of PSNC speakers;
8. Identify good examples of pharmacy services that demonstrate how pharmacy services can help the NHS provide better, more accessible patient care. Use these in the LPC's response to the CTA and email them to [Alastair Buxton, Head of NHS Services](#) for use in the PSNC response;
9. Approach local patient groups, local Healthwatch, CCGs and other non-pharmacy stakeholders to highlight the call to action and encourage them to participate in local events and to submit their views on community pharmacy service development to NHS England. A [PSNC flyer on the CTA designed for local use with non-pharmacy stakeholders](#) is available on the PSNC website;
10. Complete [the online questionnaire](#) by 18th March 2014 and/or submit a more substantive response to your AT. It is important that responses to the CTA build on [PSNC's Vision](#) for community pharmacy service development, which has received the support of the majority of contractors. Responses should aim to build the credibility of the community pharmacy offer in the eyes of NHS England;
11. NHS England has asked for examples of ATs working well with LPCs and pharmacies to deliver improvements to care – if you have a good example, send this to england.sfcpc@nhs.net and please copy your email to [Alastair Buxton](#), so PSNC can also highlight good examples in its response to NHS England.

If you have other ideas on actions LPCs can take, please email them to [Mike King, Head of LPC & Contractor Support](#) so they can be shared with all LPCs.

If you have queries on this PSNC Briefing or you require more information please contact [Mike King, Head of LPC & Contractor Support](#).