

# Report of the NHS South Yorkshire & Bassetlaw Think Pharmacy Conference and Exhibition

26 September 2013



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This report was prepared by Cathy Hunter in association with South Yorkshire and Bassetlaw Area Team

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## 1. Background

The Think Pharmacy Event was a free to attend conference, exhibition and networking opportunity for South Yorkshire and Bassetlaw commissioners in the new NHS, showcasing the best use of Community Pharmacy in integrated patient care. Split into an afternoon and an evening session both providing an exhibition and conference with refreshments.

The structural changes recently within the NHS and commissioning environment affecting community pharmacy was determined to be so significant that the Local Pharmaceutical Committees (LPCs) and the Local Professional Network (LPN) felt that something had to be done to reach out to the new commissioners to showcase community pharmacy beyond the core services of dispensing that it provides.

The target audience included CCGs, Commissioners, Elected Members, Healthcare Professionals, Health Providers, Health Watch, Health and Wellbeing Boards, NHS England, Pharmacies, Public Health, Secondary Care, Voluntary Agencies, and their teams. Who were attracted to the event through a 'save the date' flyer and following that a 'book now' flyer.

Speakers at the event were:

- Sue Sharpe - PSNC Chief Executive Pharmacy Future Commissioners
- Matt Auckland - Clinical Advisor (Pharmacy) NHS England SYB Area Team Inhaler Technique Project
- Paul Higginbottom - Business Manager, Barnsley Council Independent Living at Home Service Barnsley Community Medicine Management Scheme
- Mike Holden - Chief Executive, National Pharmacy Association Healthy Living Pharmacies.

**Think Pharmacy!**  
Conference, Exhibition and Networking Opportunity for South Yorkshire and Bassetlaw commissioners.  
Showcasing the best use of Community Pharmacy in integrated patient care.

To book a place at this event please visit:  
<http://thinkpharmacysyb.eventzilla.net>  
Open to book until 25th September 6pm

Afternoon Session 12PM – Limited Availability  
Evening Session 6PM – Spaces Available

**Think Pharmacy Community Pharmacy South Yorkshire And Bassetlaw**

**Venue:**  
New York stadium, New York way, Rotherham, S601AH

**Date:**  
Thursday 26<sup>th</sup> September 2013

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**Speakers:**

**Sue Sharpe**  
PSNC Chief Executive  
Pharmacy Future Commissioners

**Matt Auckland**  
Clinical Advisor (Pharmacy) NHS England SYB Area Team  
Inhaler Technique Project

**Paul Higginbottom**  
Business Manager, Barnsley Council Independent Living at Home Service  
Community@Medicine Management Scheme

**Mike Holden**  
Chief Executive, National Pharmacy Association  
Healthy Living Pharmacies

**Bristol-Myers Squibb**

**gsk** GlaxoSmithKline

**NOVARTIS**

**Lundbeck**

**TEVA**

**BD**

The event followed a format of exhibition, conference, panel discussion. This was repeated across afternoon and evening sessions with the afternoon being chaired by Kevin Barron MP, chair of the All Party Pharmacy Group and Councillor Ken Wyatt, Chair of Rotherham Health and Wellbeing Board.

Services exhibited included; Research, EPS, Flu Vaccination, Sexual Health, MUR, NMS, Respiratory, Minor Aliments, Community Medicine Management Service, Care Homes, CPPE and Healthy Living Pharmacies.

## **2. Aims**

There were three main aims of the event and the majority of attendees stated in their evaluation responses that these were met:

- To showcase community pharmacy to commissioners and stakeholders
- To demonstrate how community pharmacy can contribute to health economy
- To provide an opportunity to ask questions about services community pharmacies provide

## **3. Methods**

A project group, pictured below, was set up as a sub-group of the LPN with members from the five LPCs covering South Yorkshire and Bassetlaw, NHS England area team and the Local Pharmacy Forum (LPF). Concern was raised by committee members of the LPCs of the potential impact running this project would have on their secretaries' time, due to the demands of the other LPC work so it was decided to employ an event manager to coordinate the event from conception to delivery.



Project group meetings were set up monthly in the first instance with additional meetings agreed as necessary according to work and decisions required.

Part of running the event was also to write delegate materials to provide at the event and could also be used following the event to extend the showcase of pharmacy services to commissioners who were not able to attend.

An online booking system was used to manage the bookings which also allowed production of delegate lists and name badges for the day of the event. Delegates were asked to complete an evaluation of the event to provide valuable feedback to the organisers.

#### **4. Evaluation**

Anecdotally comments were very positive and subsequent meetings that the LPC Secretaries have been involved in are achieving further interest in what community pharmacy has to offer commissioners and in particular interest in the Inhaler Technique Scheme and the Barnsley Integrated Managed Care Scheme.

There were 12 extra attendees at the Think Pharmacy Event and 17 people who were expected to attend that did not turn up. There were comments on the small audience in both the sessions of the event as shown below which may be improved if the event is repeated. Many possible delegates approached by LPC's said they couldn't make the date and asked if it would be repeated. Others who attended asked if it would become an annual event.

Delegates were encouraged to contribute their own comments about the event. Analysis of these comments resulted in some interesting categories, as shown in Table 1:

Recommendations/Feedback:
• Excellent/ Very Interesting
• Questions could have been held at the end of each talk
• Excellent case studies
• Full day with interactive pieces possible/ More chance to interact
• Disappointed there's not a bigger audience
• Event aims and goals well achieved

*Table 1 – Free text comments from delegates – main categories*

One of the LPC secretary's has been asked to present to several other organisations outside the South Yorkshire and Bassetlaw area on the experiences and learning from running this event.

## **5. Discussion**

The aims of the project were on the whole met and the event was as much about producing the materials and gaining a “permission” to talk to commissioners further about community pharmacy services as it was actually holding the event. What this means is that organising the event meant LPCs were mobilised and motivated to approach commissioners they may otherwise have had difficulty engaging with. Materials were produced and handed out throughout the planning stage in several formats. Further to this if commissioners didn’t attend, for whatever reason it allowed follow up by LPCs to target specific people to discuss pharmacy services with them.

It can’t be claimed definitively that running this event resulted in the commissioning of specific services, but in the last six months South Yorkshire and Bassetlaw pharmacies have had the opportunity to provide new services including minor ailments and seasonal flu vaccinations. In discussion are the commissioning of the inhaler technique scheme and further extensions to minor ailments services along with a lot of interest in the Barnsley Integrated Managed Care Scheme. Also Doncaster CCG are launching the Inhaler Technique Scheme in January 2014.

## **6. Conclusion**

In conclusion, the event met its objectives and was declared a success. The immediate next steps are for LPCs and the LPN are to follow up on the leads created and arrange further discussions with local commissioners about future pharmacy based services.

## **7. Recommendations for Future Practice**

There were some requests at the event to run the event again or something similar. The project group are not sure that this is the right thing to do although there is a willingness to follow up the event with further action. Therefore following a review of the event in November 2013, the project team have agreed to reconvene in six months’ time to re-evaluate and decide additional next steps.