

## PSNC Agenda

For the meeting to be held on 8<sup>th</sup> & 9<sup>th</sup> March 2016

at Bristol Marriott Royal, College Green, Bristol, BS1 5TA

**Members:** David Broome, Christine Burbage, Mark Burdon, Peter Cattee, Mark Collins, Ian Cubbin, Marc Donovan, David Evans, Samantha Fisher, Peter Fulford, Mark Griffiths, David Hamilton, Mike Hewitson, Ian Hunter, Tricia Kennerley, Clare Kerr, Andrew Lane, Margaret MacRury, Rajesh Morjaria, Garry Myers, Bharat Patel, Indrajit Patel, Kirit Patel, Prakash Patel, Umesh Patel, Janice Perkins, Adrian Price, Rupen Sedani, Anil Sharma, Faisal Tuddy, Gary Warner

**Chairman:** Sir Mike Pitt

**Please note: The Committee meeting needs to focus almost exclusively on the current government proposals set out in the 17th December letter and the negotiations. Therefore there will be no meetings of subcommittees. Subcommittee Reports will be produced but any issues requiring decision will be incorporated into the meeting and taken by the full Committee.**

**The meeting will commence at 11am with coffee at 10.30am.**

### Tuesday 8<sup>th</sup> March

#### **1. Apologies for absence**

Apologies for absence have been received from Marc Donovan (Wednesday only), Tricia Kennerley (Tuesday only), Raj Morjaria and Kirit Patel (Wednesday only).

#### **2. Minutes of the last meeting of PSNC**

The minutes of the PSNC meeting held on Tuesday 12<sup>th</sup> and Wednesday 13<sup>th</sup> January 2016 to be shared with the Committee.

#### **3. Matters arising from the minutes**

To consider matters arising from the minutes of the January meeting which are not dealt with elsewhere within the agenda.

#### **4. Chairman's Report and Chief Executive's Report**

### **ACTION**

#### **5. Chief Executive: 17 December letter overview and introduction to meeting**

The correspondence between PSNC and the Department of Health are attached at **Appendix 02/03/16**.

#### **6. Presentations and table discussions**

During the course of the discussions with the DH and NHS England they requested PSNC proposals for service development; a summary of the proposals submitted by PSNC has been published on the website.

#### **7. Margin outlook**

Information on Margin has been included in the Funding & Contract subcommittee report and an update will be given at the meeting.

## **8. Campaigning and lobbying activity**

A paper on the campaign is included at **Appendix 12/03/16** and a paper on LPC activity is included at **Appendix 13/03/16**.

**Discussion session: Developing a counter proposal – cash saving and capacity releasing options  
Examination and discussion of alternatives**

**Wednesday 9<sup>th</sup> March – 9.30am**

**Discussion on specific issues:  
Legal advice and implications**

**Discussions and policy steer on Access scheme and ‘modern service’**

**12. Other requirements PSNC must address – Rx direction, distorting access to margin,  
guaranteed minimum funding and future years**

**13. Counter proposal – settling a policy steer for the Negotiating Team**

**14. Specific items requiring decision arising from subcommittee reports**

## **RATIFICATION**

### **15. Resource Development & Finance subcommittee**

A report on progress made within the work plan of the Resource Development & Finance subcommittee has been made available to the Committee.

### **16. Health Policy and Regulations subcommittee**

A report on progress made within the work plan of the Health Policy and Regulations subcommittee has been made available.

### **17. LPC & Implementation Support subcommittee**

A report on progress made within the work plan of the LPC & Implementation Support subcommittee has been made available. The March Survey Monkey report is printed separately at the end of the agenda.

### **18. Funding & Contract subcommittee**

A report on progress made within the work plan of the Funding & Contract subcommittee has been made available.

### **19. Service Development subcommittee**

A report on progress made within the work plan of the Service Development Subcommittee has been made available.

## REPORT

### **20. Update on the Health and Care Landscape**

Update on the Health and Care Landscape Briefings have been published on the PSNC website.

### **21. Future PSNC Meeting**

The next PSNC meeting will be held on Tuesday 10<sup>th</sup> & Wednesday 11<sup>th</sup> May 2016 at Marriott Hotel, Frankland Lane, Durham, DH1 5TA.

### **22. Any Other Business**

## Report on the campaign in response to the December 17<sup>th</sup> letter

### Introduction

The changes announced by the Government on December 17<sup>th</sup> will have a significant impact on the community pharmacy sector. Just how much of an impact is as yet still unknown as NHS England have not disclosed the full details of their plans for pharmacy closures and other reforms, and nor do we know the extent of their plans for community pharmacy in future years.

The decision to announce the changes and to consult on them in public is unprecedented and has meant that PSNC has had to respond in a number of ways. Alongside the usual detailed discussions with the NHS, which remain confidential, there has been a need for public responses to the consultation, and we have been able to engage in lobbying activity about the proposed changes. We have appointed Luther Pendragon to manage our public affairs work and have been working very closely with the other pharmacy organisations throughout our public campaigning work.

This paper summarises the activities to date as well as setting out next steps. It focuses on the national and communications responses; a separate paper is included on PSNC's engagement with and support for LPCs and contractors.

In the first phase of the campaign our objectives have been to:

- Warn about the government's strategic misstep and the threat it poses to the CP network, and hence to patients and the public
- Position the government's plans as another ill-conceived, counter-productive and poorly handled change to important, highly valued health services (i.e. capitalising on the high sensitivity in Conservative circles following the junior doctors' strike and various NHS policy initiatives)
- Demand more details from the government on the strategy, plans and implications
- Build awareness and a strong groundswell of support for the campaign at grass roots level, in Parliament, among stakeholders, and in the media

### PSNC's public responses – timeline of events

PSNC has now issued a number of public statements on the changes. These are summarised below.

**17<sup>th</sup> December 2015:** Initial statement saying that the announcement has delivered a financial blow to community pharmacy; highlighting the efficiencies consistently made by contractors; and stressing the impact that cutting funding will have in directing more people to GPs and urgent care.

**15<sup>th</sup> January 2016:** PSNC response to December 17<sup>th</sup> letter published. This letter is included in the papers for the PSNC meeting and sets out a number of concerns and questions about the proposed changes. The letter states that the Government appears to have settled on a course of action that runs counter to its stated ambition to develop a clinically focussed community pharmacy service. And the letter confirms that PSNC will not enter into negotiations until the Department has shared further details of its plans.

**22nd January:** PSNC published an update for contractors following a number of developments including the publication of the Department's briefing presentation on the changes and the comment from the minister that as many as 3,000 pharmacies could close. PSNC set out its response to the individual proposals, stating that it could not accept proposals that will jeopardise the services and supplies that pharmacies provide to their patients.

**9<sup>th</sup> February 2016:** PSNC service proposals published. These are included in the papers for the PSNC meeting, but set out a plan for community pharmacy services including the introduction of a care package, which would see repeat dispensing becoming a default option where medicines are needed on a long-term basis, patient registration at pharmacies, and pharmacies offering enhanced medicines optimisation services.

**24<sup>th</sup> February 2016:** PSNC held the first of two contractor events, in Birmingham, to give contractors information about the proposals and the response to them; and to encourage them to get involved in the campaign in response to them. In addition to a second event, in London, PSNC is planning a webinar with the National Pharmacy Association on the proposals.

### **Collaboration with the other pharmacy organisations**

In January the pharmacy organisations agreed to establish a steering group including representatives from PSNC, Pharmacy Voice, the National Pharmacy Association, the Royal Pharmaceutical Society, the Association of Independent Multiple Pharmacies and the Company Chemists' Association.

The steering group meets every other week to oversee the communications and public affairs work related to the response to the proposed changes to community pharmacy. It monitors ongoing and planned work, using a shared comms and public affairs activity grid; and it provides a forum for the pharmacy organisations to discuss their priorities and any potential conflicts that may arise so that we can ensure that all work is as coordinated as possible.

One of the first activities of the steering group was to agree a set of core campaign messages.

As well as the steering group the communications and public affairs leads from all the pharmacy organisations have set up a communications group which meets (via teleconference or face to face) on a weekly basis to discuss progress. The group has worked on a range of activities including agreeing the wording of the paper petition against the changes; aligning social media activity; setting up email signatures and campaign resource hubs; and preparing for the action day on 24<sup>th</sup> March. The communications group also shares intelligence between meetings for example on any upcoming national press coverage.

### **Political lobbying**

A key focus for all pharmacy organisations has been lobbying of MPs about the proposed changes. Clearly this work needs to be focused on local lobbying by constituents so PSNC and Luther Pendragon have offered resources, including a template briefing for MPs, and a considerable amount of ad hoc guidance and more tailored briefing materials to help LPCs with this work.

We have also been lobbying particular target MPs and peers at a national level; with a series of meetings arranged to talk them through our concerns and service proposals, and to suggest ways in which they might be able to help eg through asking Parliamentary questions. Of particular note so far have been the contact and detailed briefings sent to Lord Hunt, who has raised a number of our concerns in debates in the House of Lords; meetings with Kevin Barron MP who has also been able to ask questions of the Government on pharmacy's behalf; and a series of meetings with the advisors to the Labour health team. We and LPCs briefed a number of MPs ahead of the debate in Westminster Hall on Tuesday 23<sup>rd</sup> February and a summary of the very constructive debate is available as PSNC Briefing 016/16 at [psnc.org.uk/briefings](http://psnc.org.uk/briefings)

PSNC's work has, as far as possible, complemented that of the other pharmacy organisations such as the NPA who have produced cards and other materials to help members lobby their MPs. The pharmacy organisations are also coordinating activity via a public affairs grid which keeps track of all contacts made and planned with MPs so we can ensure our approaches are aligned.

In March PSNC, Pharmacy Voice and the RPS will jointly host evening briefings with Conservative and Labour MPs to discuss the changes and their thoughts on them in more detail. And the three organisations are also working to align party conference activity later in the year.

### Other activities and media

Alongside political lobbying we have been engaged in a number of activities to help influence key stakeholders and build the campaign.

We have set up a campaign hub on the PSNC website ([psnc.org.uk/campaign](http://psnc.org.uk/campaign)) and a campaign email address ([campaign@psnc.org.uk](mailto:campaign@psnc.org.uk)) in order to give contractors and LPCs easy access to information and resources and a place to ask questions and share positive stories and case studies. We have produced a flyer highlighting the value of community pharmacy and including information on our service development proposals. And we have provided a considerable amount of ad hoc advice to LPCs and contractors engaged in local media activity about the changes. Luther Pendragon have also been in contact with national press journalists providing background briefings and information to inform their coverage of this topic.

All of our work has been coordinated with the other pharmacy organisations and we have also been supporting their activities. For example we supported an NPA campaigning day in Elephant and Castle to talk to the public and encourage people to sign the petition against the changes; we have been promoting the supportyourlocalpharmacy website; and we have taken part in the coordinated social media messaging. The pharmacy organisations also held a joint press briefing for the trade press to explain the different elements of the campaign and explore how they could support the work.

### Next steps

Throughout March we will continue with the programme of meetings with MPs and peers to build support for community pharmacy and for our concerns about the proposals for changes. We will also produce our own written response to the public consultation on the changes, and we will continue to support LPCs in their local activity and to keep them updated on developments.

The work by PwC to monetise the value of community pharmacy will in due course provide, we hope, a significant evidence base for our campaign, and the next phase of the work is likely to focus on:

- Outright, reasoned opposition to the most challenging and objectionable parts of the proposals
- Take to government alternative proposals to mitigate the impact (e.g. changes to legislation to allow CP mergers) and build stakeholder support for those alternatives
- Highlight evidence on the impact of the government's proposed changes

The cross pharmacy steering and communications groups will continue to meet and to coordinate all work, and jointly we will be working on the action day on 24th March which will see a real push in pharmacies to gain signatures for the campaign petition as well as social media activity to gather case studies of exceptional community pharmacy care. We are discussing patient organisations with the other pharmacy organisations to consider who we might be able to approach for additional support – Pharmacy Voice have been leading on this work. And we are also currently in discussion with the NPA about how to collate case studies and use them to best effect to help make our case.

## Report on LPC activity in response to the December 17<sup>th</sup> letter

The special meeting of LPC Chairs and Chief Officers took place on 20th January 2016, discussing the government's plans, PSNC's strategy and how LPCs can support their contractors' interests.

Since the meeting we have updated LPCs via the Yahoo group and published a range of resources to help them and contractors, including key message documents, a template briefing for MPs and campaigning guidance.

We wrote to all LPCs encouraging them to contact their LPA to offer to jointly host local meetings or organise a local meeting for contractors themselves; we offered a PSNC speaker for these events. We have monitored the local contractor meetings and identified those LPC areas where there do not appear to be meetings and contacted them offering to organise one if need be. As there were big gaps in London and the West Midlands two PSNC events have been organised: West Midlands 24th February and London 10th March. NPA speakers are also presenting their campaign work at the two meetings and at our regional meetings where the LPC response to the 17<sup>th</sup> December letter is being discussed.

PSNC team members have also been attending LPC meetings across England giving presentations on the changes and our response to them, and answering contractor and LPC questions. A list of the meetings so far in 2016 is set out below. The presentation at the meeting covers:

- What DH and NHS England have proposed
- PSNC's response
- PSNC's service development proposals
- Lobbying and campaigning

The actions for LPCs proposed at the meetings are: to keep contractors updated and informed; stakeholder mapping and making contact, e.g. with MPs, councillors, local Healthwatch; arrange MP visits to local community pharmacy; gathering case studies of local practice and the impact on patients; responding to and giving information to the local media. Many LPCs are promoting the petitions and encouraging contractor involvement.

We are running three media training days for LPCs led by Luther Pendragon in London, Coventry and York with group work sessions focused on the campaign. We and Luther Pendragon have been assisting LPCs with local media and Parliamentary work and their responses to the consultation. The NPA has made its campaign material available to LPCs. We continue to keep LPCs updated.

The SurveyMonkey report at the end of the agenda papers reports that LPCs are clear about what they need to do (93%) and 75% are involved in organising meetings. There are also suggestions for additional LPC support which will be considered.

<b>PSNC supported events for LPCs, contractors and LPFs 2016</b>				
8th Feb	Leicestershire and Northants LPF/LPC	Mike King (MK)		
8th Feb	Merton, Sutton and Wandsworth LPC	Sue Sharpe (SS)		
8th Feb	Herts and Beds LPCs/LPF	Alastair Buxton (AB)		
23rd Feb	Humberside LPC/LPF	MK		
23rd Feb	Kent LPC/LPF	SS		
23rd Feb	North Staffs LPC/LPF	AB		
24th Feb	PSNC West Midlands contractor meeting	AB, MK		
24th Feb	LSL LPC	Mike Dent		
25th Feb	South Staffs LPC	MK		
25th Feb	NE pharmacy sector	SS		
29th Feb	Surrey LPC, W+E Sussex LPCs and LPN	MK		
1st March	Oxfordshire and TV LPCs and LPF	AB		
2nd March	Bucks LPC and LPF	MK		
2nd March	Derby and Notts LPCs	AB		
3rd March	South Yorks LPCs	SS		
3rd March	Cheshire LPC	AB		
8th March	Coventry and Warwickshire LPCs	MK		
9th March	Merseyside LPCs	AB		
10th March	PSNC London contractors meeting	SS, AB, MK		