Manchester Healthy Living Pharmacy Pathfinder Masterclass

Outputs – 6th October 2011

Questions and comments arising from pathfinders

Data collection and evaluation
- How do we measure outcomes and collate the evidence?
- Can this be done realistically by March 2012 – must be kept simple and avoid trying to measure too much?
- Have you picked off too many parameters and will get too complicated?
- How do we ensure our contractors collect the data – there has to be a culture change to do this?
- When will we know what is to be evaluated?
- Do we collect a central set of data?
- When do we start data collecting?
- Where do we get baseline from to measure success?
- Can we evaluate minor ailments as this is in several pathfinders and an opportunity to prove value for the self-care agenda?
- We don’t want to disrupt the data collection we have by paper
- Could webstar release some of the data relevant to areas; this should only take a signed declaration from the commissioner?

Communications
- Can we have the Portsmouth communication plan? Sheffield has found communications plan useful to define key messages to stakeholders
- Can you provide suggestions for measuring greater public awareness before and after HLP
- We have concerns about branding in terms of cost and time (South Tyne and Wear)
- Would it be useful if we all worked with same branding with areas where we can customise?

General
- Has anyone built in other quality criteria beyond HLP e.g. infection control, DH criteria for young people?
- What is the role of HLP in mental well being?
- How can we link with neighbouring non-pathfinders in the area to share resources and learning?
- What patient involvement is there?

What services are being asked for at level 1 and preferred data methodology?

<table>
<thead>
<tr>
<th>Area</th>
<th>Services</th>
<th>Preferred data method</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Riding &amp;</td>
<td>Depends on data set requirements</td>
<td>On-line</td>
</tr>
<tr>
<td>Hull</td>
<td></td>
<td>PharmaBase may be OK</td>
</tr>
<tr>
<td>Sheffield</td>
<td>Supervised consumption</td>
<td>Electronic</td>
</tr>
<tr>
<td></td>
<td>EHC and Chlamydia</td>
<td>Options:</td>
</tr>
<tr>
<td></td>
<td>Minor ailments</td>
<td>1. PharmaBase</td>
</tr>
<tr>
<td></td>
<td>Smoking cessation</td>
<td>2. National health trainer database</td>
</tr>
<tr>
<td></td>
<td>Evidence and commitment to MUR delivery</td>
<td>3. Local PCT solution</td>
</tr>
<tr>
<td></td>
<td>High standards and practice evidence for contract</td>
<td></td>
</tr>
</tbody>
</table>
| Dudley | Smoking cessation  
Alcohol intervention  
Chlamydia screening  
EHC  
Targeted MURs  
NMS  
Supervised consumption  
Weight management | Electronic  
PharmaBase preferred |
|---|---|
| East Lancs | All essential and advanced service requirements  
Main pharmacist to have completed at least one HLP event  
At least one person accredited HLC and to have attended brief advice training  
Active engagement in PH campaigns  
At least 20 targeted respiratory MURs or 50 non-targeted in one year  
Plus two other services from:  
Stop smoking service, NHS Health Checks, sexual health, substance misuse and supervised consumption  
Demonstrate evidence of quality criteria | PharmBase |
| South of Tyne and Wear | Stop smoking service with 24 quit dates in previous year  
Must deliver MURs  
Must have HLC  
Must deliver one of the following:  
EHC, supervised methadone, minor ailments, NHS Health Checks (12 in last year), flu vaccinations  
Demonstrate evidence of quality criteria | Existing data collection to be used initially (complied for us by IT department). May consider PharmaBase in the future. |
| Wigan | Level 1:  
Smoking service  
Minor ailments  
EHC  
MURs  
Level 2:  
Supervised consumption  
Needle exchange  
NMS  
MDS  
Chlamydia screening | Use established forms of data collection which is through a central agency (LASCA) and webstar  
Moving forward in next 12 months, would consider Pharmabase but would need to see how it develops |
| HoB | Level 1:  
Health Trainers, Health Champions, customer care training  
Healthcare information  
Touchpoint screens  
Mystery shopper/photos  
Consulting room  
Local healthcare professional engagement e.g. GPs, council, DNs  
Protected learning time, 4 events per year | PharmaBase |
### Pharmacy first scheme
- Sexual health (EHC/pregnancy testing)
- Smoking cessation
- Targeted MURs

### Resources wish-list

<table>
<thead>
<tr>
<th>Must Have</th>
<th>Nice to have</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding templates</td>
<td>Template prospectus</td>
</tr>
<tr>
<td>Evaluation framework</td>
<td>A brand – generic for independents and multiples</td>
</tr>
<tr>
<td>Clear public messages</td>
<td>Training – NPA to provide leadership events</td>
</tr>
<tr>
<td>Outline plan with clear expectations</td>
<td>Outline communications plan</td>
</tr>
<tr>
<td>Requirements re. baseline data and timelines</td>
<td>National support for press releases and public engagement (Wigan)</td>
</tr>
<tr>
<td>January Masterclass</td>
<td></td>
</tr>
<tr>
<td>NPA produced collateral and public campaign materials such as leaflets,</td>
<td></td>
</tr>
<tr>
<td>posters</td>
<td></td>
</tr>
<tr>
<td>One pager that can be used to promote HLPs to CCGs and LAs</td>
<td></td>
</tr>
<tr>
<td>Slide set to use with GPs</td>
<td></td>
</tr>
</tbody>
</table>