



## Introduction to Portsmouth Healthy Living Pharmacy Branding



*"The community's health is at the centre  
of what a Healthy Living Pharmacy does"*



Typical public promotional copy

**What is a healthy living pharmacy?  
Your local pharmacy with better facilities, more services and a commitment to improving health and wellbeing in your community. A distinctive logo will be displayed in all healthy living pharmacies; look out for yours.**

What can you expect from Portsmouth's healthy living pharmacies?

- A wide range of health services
- Welcoming, helpful and knowledgeable staff
- Private rooms for discussing personal issues
- Up-to-date technology to ensure you get the best possible treatment
- Your local NHS working together for you
- Information on keeping well and healthy

### Background

A framework for Healthy Living Pharmacy has been developed in Portsmouth by the primary care trust and local pharmaceutical committee over the last year. Around 20 of the cities 38 community pharmacies have expressed an interest in becoming a Healthy Living Pharmacy. Our photography represents potential branding use.

### Description of the Portsmouth Healthy Living Pharmacy Framework

A healthy living pharmacy is characterised by a *healthy ethos* demonstrated through the services it provides, the facilities available, the skills and attitudes of the whole pharmacy team and pro-activity towards health and wellbeing.

### A healthy living pharmacy in Portsmouth:

- Consistently delivers a range of high quality public health and wellbeing services commissioned by the PCT;
- Has a team that are accessible, approachable, welcoming and are able to signpost an individual to the most appropriate public health and wellbeing service, either within their own pharmacy or to another local service;

- Has a team that is engaged in the healthy living pharmacy ethos with each member having a role to play to make the most of every interaction with the public it serves; the community's health at the centre of what it does;
- Has at least one private and confidential consultation room where members of the public can raise sensitive issues and have access to health and wellbeing advice, information and literature;
- Has the appropriate IT infrastructure to enable effective support and service delivery;
- Develops effective and productive relationships between healthy living pharmacies, GP practices and other community-based health providers for the benefit of the public and patients within the community;
- Displays distinctive branding so that members of the public recognise a healthy living pharmacy and know what they can expect; and
- Pro-actively engages with the communities they serve so that the services provided are known and readily accessed.





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### Brand values:

- Holistic approach to patient wellbeing
- Proactive and committed
- Friendly and welcoming
- Convenient, accessible and consistent
- Expert and confidential
- Integration, we are a part of the NHS



### Portsmouth City Teaching Primary Care Trust

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