

Local Pharmaceutical Committee
East Lancashire & Blackburn with Darwen

"Putting Community Pharmacy on the local healthcare map!"

Issue 9
October 2013

Celebrating Healthy Living Pharmacy in Blackburn with Darwen and East Lancashire

CONGRATULATIONS!!



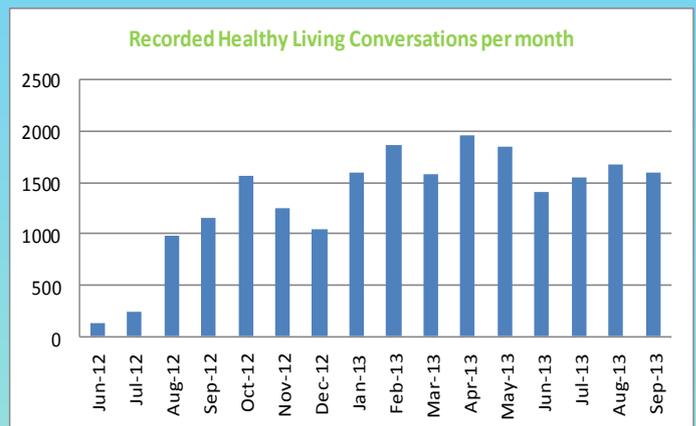
Healthy Living Pharmacy goes from strength to strength..

A recent analysis of the healthy living conversations recorded by HLPs has demonstrated what amazing work you are doing in your communities! Since the early beginnings of healthy living conversation recording in June 2012, your commitment to demonstrating that HLP is good for people has been great...so thank you for all your efforts!



WELL DONE!

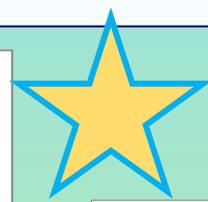
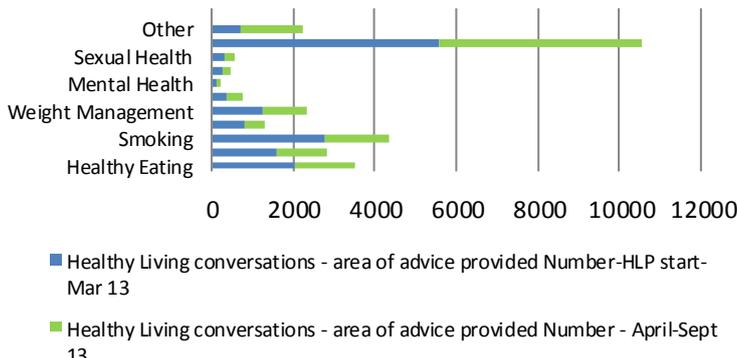
October 2012 to March 2013
8,896 conversations
April 2013 to September 2013
10,034 conversations
Increase - 13%!



From April to September 2013
The pharmacy with the highest number of recorded healthy living conversations and with the greatest increase over the last 6 months is :**Whalley Range Pharmacy Blackburn**

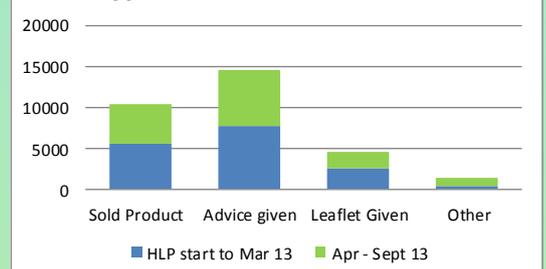
From April to September 2013
13 pharmacies have managed to contribute over 200 recorded healthy living conversations each.
Of those 7 have recorded over 500 conversations...and some considerably more than that!

Area of advice provided in healthy living conversations



KEEP UP THE GOOD WORK!!

Type of intervention made



More HLP news below...Have you got HLP news to share?



Interview



This month we have an interview with Pharmacist contractor, Healthy Living Pharmacist, and Chair of the Lancashire Pharmacy Network —Linda Bracewell

Linda, How has HLP changed the way you practise community pharmacy?

Before HLP, I would say, that the focus was on the pharmacy functioning in two teams – dispensary and counter staff with some overlap on a day to basis e.g OTC sales. Internal referral processes were largely from staff member to pharmacist where appropriate.

To meet the new challenges of community pharmacy delivering advanced and enhanced services, that view had to change. I had to review the skill mix in my pharmacy and had to allow some of my staff to receive training and take on extra roles and responsibilities that just weren't there before.

It was quite scary and potentially costly at first, but there was no way I could do everything myself—I needed to change things if I was to have a chance of delivering improved patient services.

How has being a Healthy Living Pharmacy changed how you work as a team?

I had to allocate specific roles to each of my staff so they knew what was expected of them. As a team we now signpost patients/customers to one another depending on who is the most suitable or trained staff member to deal with them.



My staff love it as they have areas of their own responsibility and development. I love it because I can now concentrate on the tasks where my input is most important or most needed. Most importantly patients love it and frequently refer friends to the pharmacy recommending the services we offer.



My staff do engage customers pro-actively, taking opportunities to turn everyday pharmacy activities into opportunities to share healthy lifestyle advice or services on offer to help them make healthy changes to their lives like stopping smoking. As part of HLP, we document these opportunistic healthy living conversations to demonstrate how much pharmacy staff contribute to the health of local communities. Putting a web enabled laptop in the consulting room has made this reporting process on PharmOutcomes easier too.

Has it changed your role within the local community?

It has taken a while but patients and customers are now more used to receiving advice and support in lots of areas that weren't available some time ago. Baxenden Pharmacy always did share advice for healthy living

but not in such a focused way as HLP does now e.g. through our monthly newsletter and Healthy Living Zone and not so closely linked to national and local public

health priorities as it does now. Since September 2012 we now also operate the local post office from within my pharmacy so even more locals become aware of healthy living advice through the healthy living zone which they can't miss as they wait!



How has the local community responded to your new way of working?

My patients and customers have come to expect this level of service and are very loyal placing our pharmacy at the "heart of the community" - a phrase defined by a patient in our recent patient satisfaction survey – not me. As HLP has become embedded our reputation as a health Promoter has spread to local GP practice patient groups, local dental practice and the local community forum so all boosting our profile as a quality healthcare provider.

Patients who move out of the area regularly ask if they "can still come to Baxenden for our medicines and services" electronic prescriptions services have started to allow us to keep providing our services to these patients even when they have moved to leafier boroughs to retire! Our next development stage is to extend our website from a basic signpost to an interactive website which will support the delivery of our services to patients existing and new-even if they no longer live in Baxenden.

COMMUNITY



Interview

CONTINUED



You provided a Lancashire Case study for a Department of Health document on the value of HLP. What was this about?

NHS Blackburn with Darwen and NHS East Lancashire HLP pathfinder area has been nationally acknowledged as a more successful pilot. I was able to share that the applied HLP quality criteria, leadership training and workforce development resulted in more than 50 pharmacies across the locality achieving the HLP quality-mark and the evidence showed better results across a number of outcomes. For example, respiratory Medicine Use Reviews, by HLP pharmacists, found



35% patients had not been seen by a doctor or nurse in the previous 12 months.



Six-month follow up after a pharmacy intervention saw a 48% improvement in symptoms



Of the 27% smokers identified, three quarters were recruited to Stop Smoking Services.

Individual pharmacists have described how HLP has provided them with a framework and quality standard to define and enhance interactions with patients leading to positive health outcomes and a confidence to continue to develop the model.

I also shared how in my pharmacy, this has led to a significant increase in the use of the consulting area and Healthy Living Zone as the local community embraced the concept of pharmacy based health advice, requesting and benefiting from the services on offer.

Also, how engagement with community groups such as local GP practice patient forums and the local Muslim community group have seen the pharmacy based Healthy Living Champions educating populations and providing brief interventions for some of our unseen and unheard patient groups in the community, encouraging future engagement with their local Healthy Living Pharmacy.

What is the Lancashire Pharmacy Network (or L.P.N)?

This body represents the pharmacy profession locally, acting as a co-commissioner, providing clinical or professional input s and driving forward improved patient outcomes within our profession , be that training pharmacy staff, improving transfer of care information, adding insight to care pathways or supporting development of services.

What would you say are your priorities for HLP in the future?

I am passionately committed to community pharmacy, in particular HLP. As a consequence, I also wear a number of different hats. I chair the Lancashire Pharmacy Network (LPN). The LPN is energetically driving the HLP agenda forward with a view to rolling HLP out across Lancashire. Arrangements within the new NHS and public health bodies are well underway to support this to happen.

Want to get “networked”?

If you want to know more get “networked” by joining the LPC e mail list by contacting

**Mark Collins-mark.collins@ellpc.co.uk,
Lesley Davey-lesley.davey@ellpc.co.uk
Linda Bracewell-lindabracewell@nhs.net.**

Don't forget the Loan Store..

The loan store is now available and includes a complete resource pack containing

- Clem's phlegm – the volume of phlegm a COPD patient will cough up in a fortnight
- Alcohol units demonstration in glasses
- Products found in cigarette smoke display box
- Lumps of fat (5lb and 1lb)
- Blocked blood vessel
- Tar Jar



How many units??

The resource pack comes assembled in a trolley case ready for your event on the road!!

Additional resources include

- Display boards
- Posters
- Pull-up banners

*Have you got HLP News? Is your pharmacy planning an event?
Contact me with your info or your details and I'll get in touch...*

Lesley Davey—lesley.davey@ellpc.co.uk

Looking forwards to hearing from you very soon!!