



The Community Pharmacy Forward View

Executive Summary

Community pharmacy has a central role to play in delivering high quality, sustainable health and care services and improving population health outcomes.

We want a strategic partnership approach to building the future between the sector, Government and the NHS – one that reflects and respects local autonomy and relationships, is closely aligned to the NHS in its goals, but does not leave implementation and delivery to chance.

The health and care system in England is facing major challenges and undergoing significant change.

The NHS Five Year Forward View (5YFV), published in October 2014, outlined the future on offer and the choices to be made in a world where people are living longer, and with complex health issues; where science and technology are transforming our ability to predict, diagnose and treat disease; where traditional divisions between patients and professionals are being broken down; and where health spending growth remains tightly controlled following global recession. In short, it sets out a vision for a better NHS, the steps to be taken to get there, and the actions needed from actors across the whole system.

As a core provider of essential healthcare and public health services, community pharmacists and their teams are facing the same scenarios and choices as their colleagues across the wider NHS and in local government, and should play a central role in finding solutions that will secure the best future for the system as a whole.

In this Community Pharmacy Forward View, community pharmacy owners and leaders outline their contribution to this task: how we believe a thriving pharmacy network can best support the high performing, affordable health and care system envisaged in the 5YFV, and the wider economy. As well as describing a vision for the future, we will go on to set out what we believe needs to happen to make the vision a reality.

How will community pharmacy change over the next five years?

Our vision for the future is centred around three core functions of the community pharmacy network:

- The facilitator of personalised care and support for people with long-term conditions
- The trusted, convenient first port of call for episodic healthcare advice and treatment
- The neighbourhood health and wellbeing hub

Much of what is described in this Forward View is already happening across all or part of the community pharmacy network, or could be if we had the right supporting systems, processes and incentives in place. What will make the difference in the future will be consistency of delivery, improving quality and impact across the whole country, enabled by effective planning and commissioning and a rigorous focus on implementation and continual improvement within the sector.

Working together will help take us all forward.

These ambitions and proposals bring together, refresh and develop the thinking of previous work from PSNC, Pharmacy Voice and the Royal Pharmaceutical Society. We know that we need to work with frontline pharmacy teams, with patients and service users, with our professional colleagues, with NHS and local government commissioners and a wide range of other



partners as we take this forward. By working in this way, the community pharmacy sector can and will develop better solutions to the challenges we face ourselves, while contributing to the development of a more integrated, efficient and effective health system. This common vision of the national pharmacy bodies is therefore matched by a commitment to engage with, lead and support the community pharmacy sector through change.

The transformation initiatives currently underway as new care models and large-scale prevention programmes are developed across the NHS, and as cities and regions take on new responsibilities for planning and integrating local services, provide opportunities to explore how our ideas might be implemented.

Domain One: The facilitator of personalised care for people with long-term conditions.

Medicines are the most common method of managing long-term conditions (LTCs), so community pharmacy teams should be integral to supporting and empowering people with LTCs and their carers to manage their own health. We want to radically enhance and expand the services that community pharmacy teams currently provide to help people obtain medicines safely and efficiently and use them as effectively as possible. As a result, people will have better health outcomes and the costs of managing LTCs will be better controlled, reducing demand in other areas of the NHS and social care.

An enhanced role for community pharmacy teams in supporting people with LTCs and their carers will be based around the principles of medicines optimisation and personalised care and support planning, and build on the clinical knowledge and procurement skills of community pharmacists to promote evidence-based and cost effective use of medicines.

Community pharmacy integration and new care models:

To achieve this vision, community pharmacists and their teams will need to work in partnership; not just with each other and the people they support, but with their colleagues across the wider health and care system, within the new care models that are emerging across the country.

Community pharmacists and their teams can provide a variety of interventions and support to help people manage their LTCs, dependent on the individual's goals, aspirations and personal care plan. A new approach to community pharmacy funding will be necessary to enable pharmacy teams to work in this way.

Domain Two: the trusted, convenient first port of call for episodic healthcare advice and treatment.

Our vision is that in future the habit of using or signposting to 'pharmacy first' for non-emergency episodic care will be ingrained in patient, public and professional behaviours, because people know they will receive a prompt, helpful and effective response whenever they make a community pharmacy their first port of call.

To facilitate this, systems that enable seamless triage to and referral from community pharmacy will be included in all local urgent care pathways and in the NHS 111 service. With their consent, information about people's health and healthcare will be available to community pharmacists, who will be able to add to an individual's shared care record the advice they have been given or products supplied.

Diagnostics and point-of-care testing will be routinely available in pharmacy settings as will facilities for making appointments with or speaking directly to other professionals and service providers. Pharmacists will be able to prescribe, and to supply products to people as if they had received a prescription from a GP.

As a result, public access to high quality primary care will be maintained and satisfaction improved despite growing demand, and people will find it easier to take responsibility for managing their own health and self-care.



Domain Three: the neighbourhood health and wellbeing hub.

Our vision is that, in future, all pharmacies will operate as neighbourhood health and wellbeing centres, providing the 'go-to' location for support, advice and resources on staying well and independent. Building on the Healthy Living Pharmacy model, the safe and efficient supply of medicines managed by pharmacist-led teams will remain at the core of this community pharmacy offer, but will be recognised as one component of a broader set of resources and services available within these health and wellbeing centres.



To ensure these services are responsive, effective and valued, pharmacy teams will work closely with community leaders to identify and understand local assets and needs, to develop interventions and services based on this intelligence, to collect data on impact and outcomes and use this to continually improve their offer. Seen as a local community resource and trusted source of information and advice, pharmacy teams will have great connections with other organisations that support health, wellbeing and independence – ranging across local community groups, charities, places of worship, leisure and library facilities, social care, education, employment, housing and welfare services – and will be able to refer and signpost people to them. Some pharmacies will host outreach or drop in facilities for these partner organisations, and pharmacy team members will be routinely involved in any community-based health and wellbeing activities they organise.

This is our starter-for-ten.

Our message for community pharmacy colleagues:

We want to work with you in making the case for community pharmacy, setting out this positive vision of the future, and implementing sector-led change. We recognise that doing this means making sure those organisations working to represent and support community pharmacy do so with a common purpose, to help deliver community pharmacy's unique value to communities.

Our message for policy-makers, commissioners and local system leaders:

Right now, the community pharmacy network provides the vehicle that can deliver much of what the health system needs, in particular to address the workforce and capacity pressures in other parts of the primary care system. We want to do even more, to help the NHS, national and local government to achieve their future objectives and what is best for patients and the public in the long term. Community pharmacy leaders and representative bodies are committed to working with Government, service users, commissioners, other providers and each other to help achieve these objectives, as partners in outcome delivery. To ignore and undermine this offer would be short-sighted and irresponsible.

To make sure this happens, we want a strategic partnership approach to building the future between the sector, Government and the NHS – one that reflects and respects local autonomy and relationships, is more closely aligned to the NHS at its goals, but does not leave implementation and delivery to chance.



*Read our Community Pharmacy Forward View in full at:
pharmacyvoice.com/forwardview
psnc.org.uk/forwardview*

Tell us what you think.

We want to hear from you, to help us turn a shared vision for the sector into a reality. Please get in touch to:

- Give us your feedback on this vision for community pharmacy
- Share stories and examples that illustrate how community pharmacy teams are already leading the way in improving care, support and health outcomes, as part of integrated local health systems
- Make suggestions on what steps need to be taken to help ensure this vision becomes a reality
- Discuss the Community Pharmacy Forward View in more detail or to arrange a speaker to discuss it at a local meeting you are organising

You can email us via: contact@cpfv.info

About us

This document is part of a Pharmacy Voice and the Pharmaceutical Services Negotiating Committee (PSNC) initiative describing the future of community pharmacy.

Pharmacy Voice is an association of trade bodies which brings together and speaks on behalf of community pharmacy owners in England.

PSNC promotes and supports the interests of all NHS community pharmacies in England and is recognised by the Secretary of State for Health as the body that represents NHS pharmacy contractors.

The Community Pharmacy Forward View is supported by the English Pharmacy Board of the Royal Pharmaceutical Society (RPS). The RPS is the professional membership body for pharmacists and pharmacy in Great Britain.

PharmacyVoice
Speaking up for community pharmacy



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