

# Three Year Strategy

## January 2015

*Supporting pharmacy teams to give outstanding sustainable care to their communities.*

### Introduction

Community pharmacy teams in West Yorkshire have an ambition to be at the heart of a sustainable primary care based NHS; working more closely with other healthcare professionals in a joined up way for the benefit of patients and the public. Community pharmacy teams recognise that there are significant opportunities for them to do more to support their neighbours, families, friends and local communities. There is an eagerness to do more for the patients they see every day and to become central to promoting health and wellbeing in their communities.

It is our role at Community Pharmacy West Yorkshire to work with pharmacy teams, along with local and national stakeholders, to realise this vision for community pharmacy in West Yorkshire. This strategy will help direct our work to ensure we are doing the best for our pharmacy teams to enable them to deliver outstanding sustainable care to their communities.

This strategy is underpinned by a commitment to embrace the patient voice and technological advances which support this vision. We will continue to build on these over the life of this strategy.

Community Pharmacy West Yorkshire will, where appropriate, align our work with the direction and priorities of both national bodies, [such as Public Health England and NHS England] and local commissioning organisations [such as CCGs and Local Authorities] to ensure that the work we do, and the work of our pharmacy teams delivers the desired outcomes.

Community Pharmacy West Yorkshire also commits to delivering sustainable local funding and to be open and transparent with our members when this is not the case.

Our vision for community pharmacy in West Yorkshire will be delivered through:

### Developing local pharmacy teams to deliver outstanding care

Community Pharmacy West Yorkshire recognises that one of the strengths of community pharmacy is the range of skills of the whole pharmacy team. It is important that we support the development of the whole pharmacy team ensuring that this is responsive to the needs of the individual and the team. This will get the best possible outcomes for patients and the public as support and training is adopted into every day practice.

It is important that Community Pharmacy West Yorkshire does not look to replicate the high quality provision which is already available but instead looks to work in partnership with other providers to signpost or enhance this provision where appropriate and possible.

The Community Pharmacy West Yorkshire Development Academy is already established locally and is becoming increasingly popular. The Development Academy will be the prime mechanism for delivering this strategic goal. We will look to develop metrics to enable us to better demonstrate the impact of this work.

We will start to prepare pharmacy teams for new challenges and opportunities.

This will include:

- Working with Health Education England to ensure community pharmacy is central to their work on primary care workforce development.
- Undertake an education and training needs assessment to guide the work of the Development Academy.
- Investigate how to best demonstrate the impact of the Development Academy on improving patient care.
- Continue building relationships with external partners such as secondary care, universities, CPPE, Royal Pharmaceutical Society Local Practice Forum, Local Professional Networks and the pharmaceutical industry to work together to support the development of pharmacy teams.
- To continue to develop our partnerships with Public Health England (PHE) to ensure community pharmacy is central in meeting their health and wellbeing priorities
- Contributing to the Yorkshire and Humber Patient Safety Collaborative and National Medicines Safety Network to identify ways pharmacy teams can improve Patient safety.
- Signpost to other providers who can further improve the skills of our pharmacy teams.

This will help to support contractors to continue to improve the quality of the services they deliver.

Patients and commissioners should be assured that the services delivered through community pharmacy are of the highest possible quality and people know what to expect from a service and we will work to ensure this is the case.

We will continue to work with pharmacy teams and commissioners to explore the best ways to improve quality and reduce inappropriate variation in service delivery.

This will include:

- Developing the Service Administration model where Community Pharmacy West Yorkshire is commissioned to administer services on behalf of commissioners.
- Explore different contracting models such as networks of pharmacies or a local pharmacy federation.

### **Advocating the role of community pharmacy teams**

Community Pharmacy West Yorkshire is ambitious for the future role of community pharmacy but recognises there is limited understanding of what pharmacy teams do and can deliver outside of the sector.

Patients and the public who experience pharmacy services repeatedly tell us they value them. We should capitalise on this high level of support and help patients and the public to become advocates for pharmacy.

Although the majority of developments in community pharmacy services will be local it is important for Community Pharmacy West Yorkshire to take a national leadership role in influencing policy and opinion. National influence will cascade down to local decision makers and support the development of pharmacy in West Yorkshire.

This will include:

- Working with patient groups and local third sector groups to demonstrate the value of pharmacy services and to guide their members and the public to use more pharmacy services.
- Showcase the local work of Community Pharmacy West Yorkshire and member pharmacies at local, regional and national events.
- Represent pharmacy as an integral part of primary care at local, regional and national events.

### **Pharmacies as a first port of call for health and wellbeing**

Pharmacies are the most accessible health care provider in West Yorkshire. Their role should be developed to utilise the pharmacy network and the highly qualified, flexible teams.

Two of the most significant issues the local NHS faces are access to GPs and an increasing demand on traditional urgent and emergency care services. Community Pharmacy is ideally placed to help solve both of these.

This will include:

- Developing and rolling out Pharmacy First services as an integral part of primary care which is more accessible in both location and opening hours than current services. Pharmacy First should build up the public's ability to care for themselves.
- Fully integrating pharmacy services in to NHS111 ensuring patients and the public are referred to community pharmacy whenever this is the most appropriate place for them to receive care. Build on the services community pharmacy is able to offer so that pharmacy becomes the most appropriate place more often.
- Being the provider of choice for services which help to keep the public healthy.

### **Integrating community pharmacy into pathways for long term conditions recognising the key role of medicines optimisation in improving patient outcomes**

- Quality Medicine Use Reviews are an important patient centred service to optimise medicines. We will support all pharmacies to deliver high quality MURs.
- More patients could benefit from MURs than do presently. It is important that as many patients as possible benefit from quality MURs and we will work to increase the number provided. These should become part of everyday practice so patients come to expect them.
- There is significant evidence that the New Medicine Service improves adherence to treatment and is a cost effective intervention. We will support pharmacy teams and

work with colleagues in secondary care to increase referrals for and the number of New Medicine Service consultations provided.

- We will advocate the role of community pharmacy in the management and support of patients with long term conditions.
- We will use evidence and innovation to work with local partners to create new sustainable local services, integrated in to long term condition pathways that are based on the skills of pharmacy teams to optimise prescribed medicines.
- Where there is a transfer of care in to or out of the community for our patients community pharmacy will work with partners to ensure patients are as safe as possible.

### **Promoting and supporting the spread of innovative practice**

Community Pharmacy West Yorkshire will facilitate the development of innovative pharmacy practice as an organisation which wants to lead community pharmacy forward. This will be underpinned by a commitment to quality research and evaluation supporting rapid roll out of these innovative developments.

This will include:

- We will produce a Research and Evaluation Strategy to underpin our commitment to building up the evidence base for community pharmacy services.
- We will work in partnership with other organisations to build a reputation of innovation within West Yorkshire.
- Technology is changing the way pharmacy teams work. We will support pharmacy teams through these changes embracing the opportunities these present to improve patient care.