

UNDERSTANDING AND KNOWING YOUR CUSTOMERS

Good rapport – seen regularly

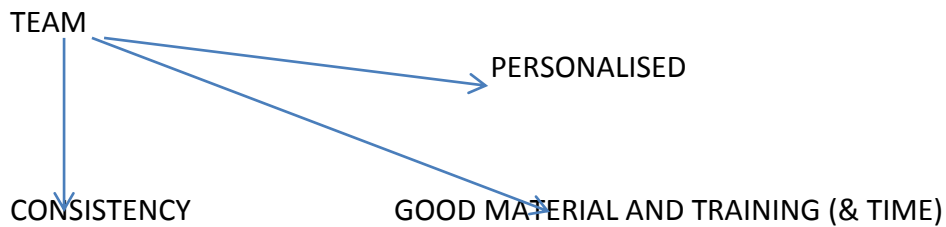
Survey them – what would they like

Patient engagement

Understand local public health population need

Target identified need in the most deprived areas

Knowing what else is going on in the community – being able to signpost.



HEALTH PROMOTION

<ul style="list-style-type: none">• Diabetes/Alcohol• Training<ul style="list-style-type: none">○ 1-2 Health Promotion Champions○ RSPH Course• Communication Plan• To personalise the engagement message	<ul style="list-style-type: none">• All pharmacies doing the same<ol style="list-style-type: none">1. What are the messages?2. Way to engage patients3. End up with a personalised message• 4 Weeks• Promotionals every quarter (Not sure what this was)
SUPPORT THE DELIVERY	

Imagine you are going into a healthy living pharmacy as a customer. What would you hear and feel?

- Whole pharmacy rather than a separate corner maybe
- Branding – Plymouth branding
- Welcome to take up the service – (No difference Lloyds/Co-Op etc.) pharmacies the same
- All staff signed up to it – e.g. all staff wearing a badge with something like “Feel free to ask me about Healthy Living Pharmacies” – Important to be specific days for specific topics
- Promotions – Various ways, media, posters, leaflets focusing on health promotion rather than illness – Think carefully about the messages we promote
- Confidentiality
- Not all patients aware

Healthy Living Pharmacies will have to deliver two specific services that will be evaluated and the proposed areas are:

- **Sexual Health Services (chosen by the national team as a target area)**
- **Alcohol**
- **Skin cancer**
- **Diabetes risk checks**

2 of 3 groups identified:

- Diabetes risk checks
 - as addresses PCT priority of health inequalities

1 of 3 groups

- Alcohol
 - But 2 of 3 groups had concerns about being difficult to broach
 - Scary for people to admit – keep it fun and visual to draw in people NOT a lecture!
- Weight Management
 - Exercise
 - Link to PCT priorities and health inequalities

Management of process – managed roll out – specification

Could you deliver a Healthy Living Pharmacy within your own pharmacy or would you want help from LPC/PCT?

Training

- Quality
- Consistency
- Quality Assurance
- Champion

Promotion Change behaviours

- Customers
- Other Health Care professionals
- Advertising
- Incentivise

Internal Support – Encouragement

Physical facilities

- C.f
- Computer
- Running water

1. Training and Support

- Start-up training right at the beginning
- PSI support and how to deliver
- Signposting – Localised – pharmacy not aware of local services?
National?
- Consistent training – same for all staff/pharmacies
- Consistent across all – provided by external organisation
- Tools for specific areas – materials
- Challenge/Barriers
- Time – skill mix/phased introduction
- No payment/LES development?
- How will PCT utilise
- PCT backing/validation e.g. leaflets and other resources provided in a timely way
- Health Promotion
- Understanding why it's important
- PCT

2. Guidelines

- National template?
- Cue cards/surveys
- Consistent (independent v multiples)
- Help for PGDs from support

3. We are a HLP anyway!

- Examples given
- But how can we deliver an “even better” service?

Training in softer skills – how to start sensitive conversations – developing rapport with customer to come back

On-line forum – sharing learning and best practice – who would manage this? PCT run

Doing a lot already – pharmacy team should do it

Localised targets

Get the dispensers on board

Company led training

Training to be uniform

Led by external body – ensures consistency

Advice to be given – supporting information – education

Information about impact

Build on knowledge

Information Board – leaflets

Resources provided by the PCY/Public Health

Discussion forums – network

Launch event/on-line discussion board

Training – motivational training

Staff difficult to get

Training video – training in house

Funding for backfill

Co-Ordination of campaigns – run across GP surgeries, Secondary Care

Whole system approach

Joined up approach

Branding

- Window posters
- Staff uniforms

Discussion Area in the pharmacy

- Comfortable seating
- Tables
- Interaction area

Supporting Literature

- Leaflets
- Touch Screens
- Tannoy system?

Hear – Buzz

See – Difference

Feel – Able to discuss

How will your Healthy Living Pharmacy support the needs of your community?

It is about putting the word community back into pharmacy – building relationships with your customers and other services and reaching outside of the community into the community.

- Should be targeted in deprived areas
- Everyone should be able to get services in the pharmacy
- All healthy living pharmacies should get the same service to have a consistent approach
- Based on Needs assessment
- Good communication – understand what other services are available
- ? School Children – will children access the same level of service?
- Why-because (behaviours)
- Suitable for all areas of Plymouth
- Good rapport – get to know their needs
- Basing discussions on what customers are telling you
- Know what people are coming in for – Can get information from sale items and prescriptions
- Give questionnaire to ask customers what sort of services would they like – Ask the Question?
- CSQs – Customer Service Questionnaires done every year
- Based on script figures – Satisfaction
- Own leaflets – Co-Op
- Colleague knowledge
- Useful to have information on what is available locally
- Priority – Target areas of deprivation
- Store specific
- Levels of intervention – different approach – simplified for less affluent areas
- Survey – patient engagement
- PGD to give people treatment there and then
- Know your customers.