

Newsletter

Professional Services Development Manager

My appointment / intro:



Richard is delighted to be invited to take on this new position at this most challenging time for community Pharmacy. He has extensive commercial & professional leadership experience having held a number of store and field based positions. Richard has over 20 year's practical experience of the Community Pharmacy sector working within Boots UK Ltd. Most recently he was a Healthcare Development Manager, where he was their main point of contact for the many key local professional stakeholders in this Region. Previous to this, Richard held a number of Area Manager roles in this locality. Additionally, Richard has been a CCA elected representative of the LPC Committee for the past two years.

Richard is energetic and professionally driven; and very much wants to further increase the reputation of our LPC in respect of innovation and creativity. He has good negotiation skills that can drive solutions and successful results for all parties, as well as delivering value for money for LPC contractors. Richard also has a proven track record in communication, engaging, influencing and motivating effectively across multisite locations as well as within individual teams.

My role:



The PSDM role will create a fresh focus on developing opportunities for community pharmacy across Hampshire & IOW. Richard is eager to work with local commissioners to identify opportunities to enhance patient care and take forward the professional agenda for contractors and their teams. As such he will partner and support business opportunities that will lead to profitable outcomes for contractors. Richard will act as secretary of the service development sub-committee to support the development and progression of agreed work streams, as well as being a first port of call for contractors with service queries. He will also provide support, assistance and work collaboratively with the Chief Officer when it becomes appropriate throughout the year.

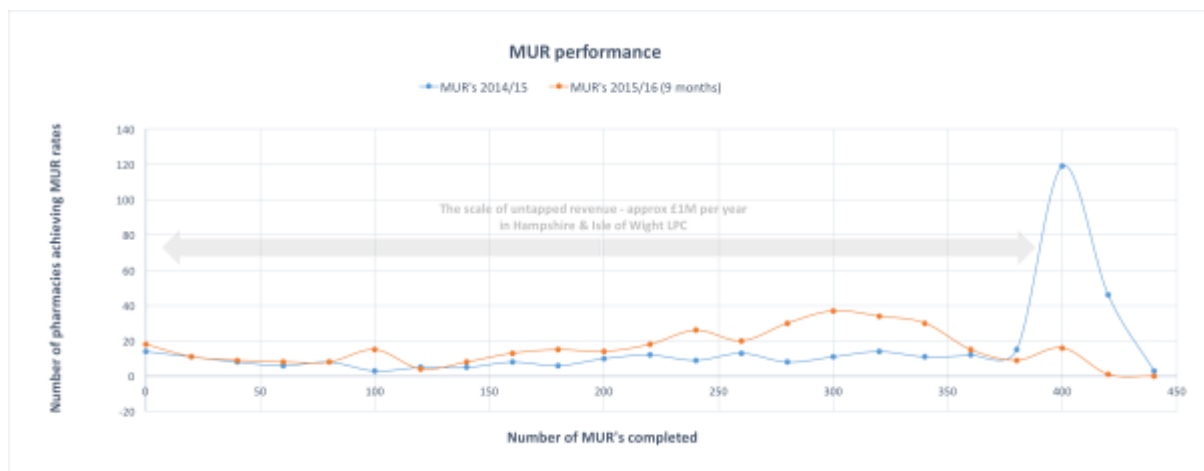
Key developments for this year:

The 6% proposed funding cuts will bring increased pressure on the viability of many businesses. The estimated average loss is projected to be in excess of £25k per pharmacy.

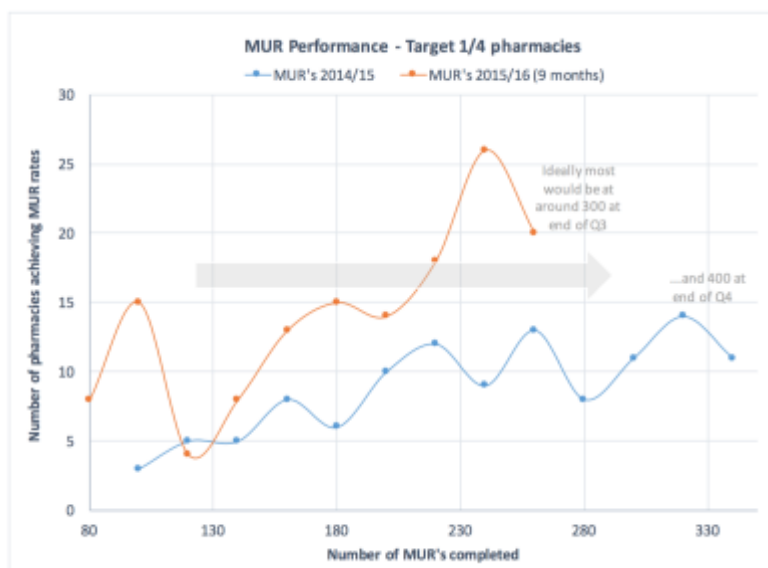
It is important to offset this loss of profitable income by increasing our participation in the many service opportunities available. The current estimate for participation in just the main existing services is between £20 – 40k per pharmacy. My aim is to share information, tools, training aids and guidance to both encourage and support increased participation in these services. I intend to visit key sites and share best practices where it is beneficial to do so, as well as organise events where appropriate.

- a. **MUR's** - Did you know that our contractors, in this LPC alone, left a total of almost **ONE MILLION POUNDS** of untapped revenue through not performing 400 MUR's across the year? The figure was over **£1M** in the previous year. On average we perform just over 70% of the allowable claims for payment, however the distribution of involvement by contractors shows large variance.

Just over 43% of the revenue is left behind by just ¼ of our contractors ... it is here that our focus could be improved to both better serve the needs of our patients and increase our revenue income.



Looking at this more closely, I have identified the key locations that can make the largest difference. There are 85 pharmacies achieving between 100 & 300 MUR's per year.... the untapped revenue is over £400k.



- b. **NMS** - The situation is very similar, with large variance between those providing and those not. There is much we can do here, as above and a similar amount of revenue left untapped?

As well as the support I propose, there are also a number of activities that I would like to encourage your participation in.



Earlier this year, the LPC supported a CPPE day on *MUR's: Improving patient outcomes*. This was well attended and it is hoped that it will be repeated again later this year. Coming soon are two opportunities to attend evening events on *NMS and Optimising medicines use*.

These training events are key – as through increased knowledge comes increase confidence, and through this comes higher quality interventions and conversations. This higher quality approach is what commissioners are looking for and what we need to deliver in order to maintain the services we have and show positive patient outcomes. Through increased confidence will also come more enjoyment and the volume increases that drive revenue.

As a platform to great interactions, please do not forget the CPPE distance learning packages on: *Consultation Skills* & *Polypharmacy*. Both again help build confidence as well as knowledge in delivering these core services excellently.

- c. **Sexual Health services, Substance Misuse, Minor ailments, Urgent Supply, NHS Health Checks & NHS Flu** - Again large variances in participation, where they are available to be commissioned locally

Further activity focus will be on:

- West Hampshire Community Pharmacy diabetes service – a service to compliment an MUR style intervention by pharmacists which provides a higher level of service/sign-posting/referral than currently exists.
- West Hampshire NMS Referral card service – a service based around AF/AC patients to increase the quality and number of NMS interactions for these patients.
- eRD – ensuring our pharmacies and all team members are fully compliant and efficient in processing and recommending the increased usage of eRD. This is seen as a key driver to release 'quality time' for all professional healthcare colleagues.
- Urgent supply service agreement, development and implementation across Wessex
- Continue encouragement for currently non-commissioning CCG's to adopt the Minor Ailments service and further it's use and development.
- Other opportunistic services as they become available.