

Expressions of interested invited

Winter Pressures Enhanced Service, keeping patients well over winter Respiratory focus – 1st December 2025 – 28th February 2026

Context:

Frimley ICB covers a diverse demographic of approx. 850,000 people across Berkshire, Hampshire and Surrey and faces a complex and growing challenge in meeting diverse health needs across a varied population.

Respiratory disease affects around one in five people in the UK at some point in their lives, making respiratory disease the third leading cause of death after cancer and cardiovascular disease [British Lung Foundation, The Battle for Breath, 2016](#).

Hospital admissions due to respiratory conditions are a major factor in the winter pressures faced by the NHS. There are 80% more lung disease admissions in the winter months of December, January and February than there are in the warmer spring months of March, April and May. [Asthma + Lung UK report “Out in the Cold” 2023](#).

Each year, lung disease accounts for approximately 115,000 deaths, over 700,000 hospital admissions, and more than 6 million bed days, representing an estimated £11 billion annual cost to the NHS ([British Lung Foundation, 2017](#)).

The impact is particularly acute in deprived communities, where smoking prevalence, poor housing, and occupational exposure contribute to higher incidence, hospitalisation, and mortality rates. [Asthma + Lung UK report “Out in the Cold” 2023](#).

Community pharmacy plays a vital role in tackling these challenges. Overall 89.2% of the population is estimated to have access to a community pharmacy within a 20-minute walk, and in the most deprived areas this rises to 99.8% of people.

The service:

Please note the full service specification is moving through ICB approval channels and will be made available once this process has been completed. Below is an overview of expected service provision.

Aims:

- To support patients living with respiratory illness to stay well over winter, using the [Making Every Contact Count \(MECC\)](#) approach, preventing exacerbations, reducing hospital admissions and improving self-management.
- To provide self care advice and guidance signposting so that patients can better understand their conditions, their individual triggers, the steps they can take to help manage their health condition and when and how to seek help if their condition worsens.
- To provide respiratory guidance for parents/carers who play a vital role in reinforcing education, promoting best practices and who can create appropriate environments that minimise triggers.
- To reduce the number of patients having to attend their local GP, ED or local urgent care services due to exacerbations.

- To improve primary, urgent and emergency care capacity by reducing medical practice workload related to respiratory health.
- To improve overall health of patients living with respiratory conditions.

Objectives:

- Engage community pharmacies in proactive respiratory health support.
- Promote self-management planning, including the importance of vaccination uptake.
- Improve inhaler technique, adherence and confidence.
- Reduce inequalities by reaching patients in deprived area and groups known considered hard-to-reach.
- Collect data to evidence activity and outcomes to support future winter pressures planning within community pharmacy.

Patient eligibility:

Patients collecting prescriptions for inhalers for respiratory health at a participating community pharmacy and registered with GP practice within the Frimley ICB footprint. There is no specific age cohort. Ideally the service will be offered directly to the patient, including adolescents, but if the patient is not in attendance the winter pressures service can be offered to parents, guardians and carers.

Service delivery:

The service comprises of two parts:

Part 1) Preventative health conversations, which will involve the supply of patient leaflet, advice, guidance and signposting to support patients with respiratory conditions. You will also be required to report activities via a) printed in-store reporting template as interactions occur and b) MS Forms at the end of the month.

Part 2) Delivery of Inhaler technique consultations which will be recorded using a separate MS Forms template. **Important to note:** This element of the service can only be provided by pharmacies who have the correct equipment to enable safe delivery (an In-check dial device or other suitable device to assess inhaler technique) and appropriately trained staff, who have undertaken Inhaler technique training within the last 3 years.

Fees and claiming

The pharmacy contractor will be eligible for the following payment:

Part 1	Payment
<p>STEP 1: Sign up and engagement fee</p> <p>(covers: MS forms EOI sign up, printing and display of poster, printing of extra bag label at point of patient identification, training for staff, printing patient leaflets, printing monthly record sheets and admin time taken making monthly claims for activity)</p> <p>This fee will be paid at the end of the first month (December) with the first months additional activity payments as long as the minimum threshold of 10 patient interactions have been carried out during the month of December.</p> <p>Please note - this payment can be made in January or February if the minimum threshold of 10 patient interactions has not been met in December.</p>	<p>£150</p>

STEP 2: Monthly data reporting	£50
Minimum of 10 patient interactions for monthly payment.	
Please note a minimum of 10 patient interactions each month, need to have been undertaken to trigger this threshold payment.	

Example payment structure – excluding inhaler technique consultations

Month	Claim
Dec 2025	£200 (£150 + £50)
Jan 2026	£50
Feb 2026	£50
Total claim	£300 for 3 months

Part 2	Payment
<p>Additional element - Inhaler Technique consultation This payment is only available to pharmacies that meet the requirement for provision relating to training and equipment [i.e. completed inhaler technique training within the last 3 years and have the appropriate equipment/tools to assess the patient’s inhaler technique.]</p>	<p>Consultation fee £30</p>
<p>Please note: There is a cap for payment of 24 patients seen for inhaler technique over the three months of the service therefore the maximum claim for this part of the service is £720 total claim</p>	

<p>Total funding available to engage in 25/26 Frimley ICB Winter Pressures Enhanced Service – Keeping patients well over winter - Respiratory Focus</p>
<p>TOTAL FUNDING AVAILABLE PER COMMUNITY PHARMACY IS £1020 (Dec 25 - Feb 26)</p>

If you would like to express your interest to deliver this service, please complete this [MS FORM](#) by Friday 21st November 2025

***Please note, completion of this form expresses your interest in signing up to deliver the service between 1st December 2025 - 28th February 2026. A confirmation email will be sent to the email address you provide on 28th November with the relevant documentation to confirm that you should begin to deliver the service from 1st December. ***

If you have any questions before completing the form, please email caroline.martinez@nhs.net