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It contains important information for those that work in the community pharmacy sector. | | |  |  |  | | --- | --- | | |  | | --- | |  | | | |  |  | | --- | --- | | |  | | --- | | In this update: How we developed our new identity; Hypertension Case-Finding Service updates; Funding and negotiations webinar on-demand; We want to hear from you. | | | | |  | | --- | |  | | | |  |  | | --- | --- | | |  | | --- | | We’ve changed our brand identity Community pharmacies are under immense pressures and need a strong and powerful voice to represent them to Government and the NHS. Our new brand identity was designed to reflect our strengthened commitment to be more authoritative and impactful.    As part of the rebranding process we listened to pharmacy owners (our members), LPCs and others to understand what Community Pharmacy England needs to be, and what it needs to do.  The name Community Pharmacy England better reflects the breadth of work that we do to both represent and support community pharmacies in England. We are your champion.  [Read more about our rebranding](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=dece231fbd&e=d19e9fd41c) | | |  |  |  | | --- | --- | | |  | | --- | |  | |  |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Hypertension Case-Finding Service: Updated service spec published NHE England has published the updated specification for the [Hypertension Case-Finding Service](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=4b650983bc&e=d19e9fd41c) on their website.  This follows last month’s change to the [Secretary of State Directions](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=2a5ca03b3b&e=d19e9fd41c) which allowed pharmacy technicians to start performing blood pressure checks under the service.  We have updated the [service page](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=e047bca050&e=d19e9fd41c) on our website to reflect the changes and updated resources are also being published for use by our members.  [Read the s](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=6a257beef3&e=d19e9fd41c)[ummary of changes](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=5424d6dbee&e=d19e9fd41c)  [Read our briefing](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=478d20f472&e=d19e9fd41c) | | |  |  |  | | --- | --- | | |  | | --- | |  | |  |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Funding and negotiations webinar available on-demand Our Chief Executive, Janet Morrison, held a webinar for members.  This was an opportunity to hear your views about the Government’s Primary Care Access Plan, and for Janet to speak with you as we started our negotiations on what the plan means for pharmacy.    [Watch the webinar](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=53d26b5e54&e=d19e9fd41c) | | |  |  |  | | --- | --- | | |  | | --- | |  | |  |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Reminder: Tell us how you want to engage with Community Pharmacy England As part of the[wider changes in how we work and influence on your behalf](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=89d921ea02&e=d19e9fd41c)**,** we have produced a new engagement strategy and would like to hear your views on how our plans would work best for you.  [Please complete the survey](https://cpe.us7.list-manage.com/track/click?u=86d41ab7fa4c7c2c5d7210782&id=46214dcba8&e=d19e9fd41c) | | |  |  |  | | --- | --- | | |  | | --- | |  | |  |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | |  | | | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | **Community Pharmacy England** Address: 14 Hosier Lane, London EC1A 9LQ Tel: 0203 1220 810 | Email: [comms.team@cpe.org.uk](mailto:comms.team@cpe.org.uk)  Copyright © 2023 Community Pharmacy England, All rights reserved.  You are receiving this email because you are subscribed to our newsletters. Please note Community Pharmacy England is the operating name of the Pharmaceutical Services Negotiating Committee (PSNC). | | | | | |

