

Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee Minutes
Monday 13th May 2019 at 11:00
Southgate Room, PSNC, 14 Hosier Lane, London EC1A 9LQ

Minutes of a meeting of the PSNC CPA Subcommittee held in the Southgate Room at PSNC on Monday 13th May 2019, commencing at 11:00.

Members of CPA present: Jas Heer (via telecon), Tricia Kennerley (Chair), Clare Kerr, Fin McCaul (via telecon), Jay Patel (via telecon), Stephen Thomas (via telecon)

In Attendance: Mark Burdon, Simon Dukes, Jessica Ferguson, Sam Fisher (via telecon), Alice Hare (via telecon), Zoe Long, Melinda Mabbutt, Rosie Taylor

Apologies: Apologies were received from Prakash Patel and David Broome.

Conflicts of interest: No conflicts of interest were declared.

Minutes of the last meeting: The minutes of the meeting held on February 6th were approved.

Matters arising: Stephen Thomas asked what progress had been made on the Pfizer work. Zoe Long updated that a meeting had taken place last month at which Pfizer had expressed an interest in supporting community pharmacy through the provision of materials directly to pharmacies. The office will explore whether Pfizer might work with us on a further series of animations.

Item 1 – PSNC position statements (Appendix CPA 02/05/2019)

- 1.1 The subcommittee considered the positions on Primary Care Networks (PCNs) and discussed the importance of engaging with PCNs and the challenges around that, including how community pharmacy can best access some of the funding that will be going to Primary Care Networks.
- 1.2 The difficulties that some contractors are having talking to PCNs at this stage were highlighted and Sam Fisher stressed the need for any support given to LPCs to reflect the fact that all are at different stages in their engagement with PCNs.
- 1.3 Best practice examples in Manchester and West Yorkshire were highlighted and it was suggested that PSNC continues to share information about progress with all LPCs. In addition to this PSNC should look to put together a list of all PCN resources for LPCs and should produce resources that help pharmacies to engage with PCNs and to pitch for services which will help PCNs to achieve the services that they have been tasked with delivering.

Action 1: The Communications Team will continue to coordinate their work on PCNs with that of Luvjit Kandula and Michael Lennox, and also the Services Team. SDS will be asked to consider providing materials to help engagement based on the PCN service specifications, and LCS will coordinate the support for LPCs on PCNs.

1.4 The subcommittee considered the messaging around the negotiations, reflecting that the negotiations are still in their early days and that the statements may need updating following the PSNC meeting next week.

1.5 Clare Kerr highlighted the need to continue to talk about a multi-year deal and to avoid suggesting externally that the sector is not unified.

1.6 The need to continue to reassure contractors that PSNC is asking Government to consider the rising cost base to contractors and the pressures on them was noted. Fin McCaul suggested that the three main issues facing contractors at the moment are the challenge of purchasing medicines; meeting red tape requirements; and rising patient demands.

Action 2: The office will update the statements in line with the feedback given and will circulate revised messaging shortly after the PSNC meeting.

Item 2 – Communications priorities (Appendix CPA 03/05/2019)

2.1 ZL updated on proactive communications work and Melinda Mabbutt reported that the animation has been viewed more than 2,500 times and that social media coverage had been good with a Twitter reach for #futureofpharmacy of nearly 40,000 people. The subcommittee was pleased with the animation and members will consider any future work of this nature.

2.2 Tricia Kennerley highlighted the importance of the annual report in demonstrating all the work that PSNC does on behalf of the sector. The intention is to have the majority of the report ready for the subcommittee to review by the end of June, so that the accounts pages can then just be slotted in ahead of publication in July.

2.3 The subcommittee discussed the tone of the report and Jas Heer highlighted the need to recognise the hardship that contractors are going through in the report as well. We should also celebrate pharmacies' successes, such as in Quality Payments, in the report.

2.4 Jay Patel highlighted the volume of people using PSNC's website and suggested that these figures too could be highlighted in the annual report.

Item 3 – Draft PSNC policy asks (Appendix CPA 04/05/2019)

3.1 The subcommittee considered the draft policy asks document and felt that this would be useful for public affairs work. Mark Burdon suggested the asks could also be useful in conversations with the other pharmacy representative organisations. The asks along with progress on achieving them should also feature in the next annual report.

3.2 Workforce was raised as an area that should be covered by the policy asks, but further thought is needed as to what PSNC's position and ask would be. Other suggestions for inclusion were business rates and a multi-year funding settlement, and we could consider a patient safety angle.

3.3 TK suggested that the policy asks could become a standing item at PSNC meetings and that the different subcommittees should be asked to consider asks relevant to their work.

Action 3: The office will update the policy asks and share these with the PSNC Committee ready for consideration at the PSNC meeting next week.

Item 4 – Pharmacy collaborative working (Appendix CPA 05/05/2019)

4.1 The subcommittee agreed that prevention would be a sensible theme for the party conference events and discussed the different aspects of prevention including:

- public health work to prevent disease;
- work to prevent harm from medicines and improve patient safety; and
- work to prevent people with long term conditions from deteriorating.

4.2 ZL reported that the PDA had expressed an interest in partnering on the events. This will help to demonstrate unity across the sector but the PDA will need to make their case for involvement to the pharmacy organisations.

4.3 Work is also ongoing for the RCGP conference and ZL highlighted the need to communicate some core messaging to GPs about the basics of community pharmacy. The subcommittee agreed to discuss messaging for GPs again in September, by which time PCNs should all be established. Much of the messaging may simply need to be a reframing of materials that we already have to show how pharmacy can help GPs to meet their new objectives.

4.4 ZL updated on wider joint working and reported that a planning meeting between the pharmacy organisations will take place on May 31st.

4.5 The subcommittee noted that Anna Soubry MP had made positive comments about the sector on BBC's Question Time and expressed a need for changes in pharmacy funding. The team are working on how to engage with Change UK. TK may be able to support any work with Anna.

4.6 The Minister, Seema Kennedy MP, has been invited to speak at the LPC Conference in November. Simon Dukes has now met with her and invited her to visit a pharmacy with him. The office is working to arrange this.

Action 4: The subcommittee will consider messaging to GPs when it meets again in September.

Item 5 – The All-Party Pharmacy Group (APPG) (Appendix CPA 06/05/2019)

5.1 ZL updated on the recent business of the APPG. The most recent meeting was on Antimicrobial Resistance and a good number of MPs attended. The next meeting is on the NHS Long Term Plan.

5.2 The process to appoint an agency to provide Secretariat support for the APPG is ongoing. Six agencies pitched for the work and the Communications Teams will decide which agencies to shortlist this week. ZL has agreed to send Kevin Barron's office the shortlisted pitches, which will be followed by a meeting to discuss his aims for the Group and to ask how he and his team can best be supported.

5.3 TK said we will need to be clear about what we want from the agency and reported that some people wanted the APPG to do more in the future. ZL said one priority was to build a wider network of supportive MPs and said that although the work of the group is for the MPs to decide, all sponsoring organisations will continue to have the opportunity to feed into the group's planning processes via the appointed agency.

Item 6 – Pharmacy communications (Appendix CPA 07/05/2019)

6.1 National media work around Brexit and medicines has quietened down since Easter, ZL reported.

Item 7 – Parliamentary work (Appendix CPA 08/05/2019)

7.1 ZL reported that the All-Party Group on Access to Medicines roundtable on Serious Shortage Protocols had been challenging, but that the attending patient groups were receptive to some of the points made by PSNC. The MPs have also conducted an inquiry into specials, which PSNC has responded to.

Item 8 – Wider public affairs work (Appendix CPA 09/05/2019)

8.1 The subcommittee noted the work with the British Heart Foundation. This is ongoing with more articles in the pipeline. ZL said these sorts of articles could also be pitched to other national charities.

Item 9 – Any other business

9.1 None.