

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Wednesday 5th February 2020
Aylesbury Meeting Room, 14 Hosier Lane, London EC1A 9LQ**

Minutes of a meeting of the PSNC CPA Subcommittee held at PSNC on Wednesday 5th February 2020 at 3.00pm.

Members of CPA present: David Broome, Jas Heer, Tricia Kennerley (Chair), Clare Kerr, Jay Patel, Prakash Patel, Stephen Thomas.

In Attendance: Richard Bradley, Mark Burdon, Peter Cattee, Ian Cubbin, Jessica Ferguson, Samantha Fisher, Mark Griffiths, Alice Hare, Sue Killen, Zoe Long, Melinda Mabbutt, Margaret MacRury, Has Modi, Lucy Morton-Channon, Janice Perkins, Sian Rettalick, Faisal Tuddy.

Apologies: Apologies were received from Fin McCaul.

Conflicts of interest: None received.

Minutes of the last meeting: The minutes of the meeting held on 27th November 2019 were approved by the subcommittee.

Matters arising:

Zoe Long gave an update on some of the actions identified by the subcommittee in November noting in particular the recent CEO communications to contractors. There is a need to develop clear communications about how changes to the CPCF will feel to contractors on the ground. For example, some contractors had expected that the CPCS would make up the financial shortfall resulting from the reduction in MURs: we need to be clear about things like this from the outset.

The subcommittee was concerned to hear that the BMA policy team were unwilling to meet whilst they were in negotiations on the GMS contract: engagement with GPs will be crucial in the coming year and we must look to find ways around any blocks and to influence key senior GPs. A suggestion was made to work on an article with the NHS 111 providers that could appear in the Health Service Journal.

Action 1: The office will work on a GP engagement plan for 2020 to include stakeholders such as STPs and GP Federations; working with other pharmacy organisations; and the GP/healthcare press.

Action 2: The office will develop further communications, including following any announcements about the CPCF in 2020/21, to help contractors to better understand what CPCF developments will mean for their businesses.

Item 1 – Communications and Public Affairs Planning 2020 (Appendix CPA 02/02/20)

1.1 The subcommittee noted the communications and public affairs plans and highlighted the needs to engage with Primary Care Networks and Hospital Trusts. This may be through supporting local engagement via LPCs and PCN Leads.

1.2 In addition to the plans set out in the agenda and the points raised re contractor messaging and GP engagement, in 2020 the subcommittee would like to see PSNC:

- a. Utilising videos more as a way to summarise information for contractors;
- b. Providing clear timetables so that contractors can better see what is going to happen re the CPCF and the direction of travel; and
- c. Improving the website.

Action 3: The office will update the communications plans according to the suggestions given – the subcommittee will revisit this matter following the conclusion of the independent review.

Item 2 – PSNC Policy Asks (Appendix CPA 03/02/20)

2.1 The subcommittee considered the policy asks and a number of adjustments were suggested:

- Qualifying the ask for funding to cover business costs to make it clear that this should be over and above the global sum;
- Making more specific asks, eg on rural pharmaceutical services and local commissioning and PCNs; and
- Widening the point on IT to cover the need for IT systems that fully integrate health records.

2.2 The subcommittee considered that additions could be made to cover ensuring that essential pharmacy services are achievable and available to all contractors; asks around Primary Care Networks; and releasing capacity in dispensing for the sector.

2.3 On workforce, it was noted that this is likely to be led by AIM, CCA and NPA, but that there should be better alignment between policies on this and our negotiations, and vice versa.

2.4 The subcommittee noted the large number of policy asks. While these are helpful to enable us to make the most of all opportunities to engage with key stakeholders, they will need to be prioritised to inform our proactive messaging and work.

Action 4: The office will update the policy asks and also consider the key priorities to inform our workplan and high-level public affairs engagement.

Item 3 – Website Review (Appendix CPA 04/02/20)

3.1 Zoe Long described the work the office has been doing to try to make the website more user-friendly, as set out in the agenda.

3.2 Noting the plans to work on a refreshed or new website later this year, the subcommittee considered that:

- The office should go ahead and consider revised plug-ins to improve the search functionality, assuming this change could be made quickly and easily.
- The office should explore ways to make the most popular pages or website user journeys more mobile-friendly.

- The office should work on communications to better promote the website and certain pages on it, including creating a 'top five searches this week' list; publicising statistics about the website's use; and promoting and updating the quick links.

3.3 In terms of improving the performance of the website, the subcommittee felt it wasn't the right time to make changes to the website server.

3.4 A suggestion was made to consider selling advertising or sponsorship space on the website. This will need to be balanced against the need for PSNC to position itself as an independent voice for contractors and against the resource implications of managing such a scheme.

Action 5: The office will continue to improve the user friendliness of the website in line with the subcommittee's conclusions.

Item 4 – Stakeholder Map (Appendix CPA 05/02/20)

4.1 The subcommittee suggested a number of additions for the draft stakeholder map:

- Treasury and Cabinet Office/Number 10;
- The representative body for parallel importers;
- The MHRA;
- Expanding the list of Pharma companies beyond the two we are currently working with;
- Adding other healthcare bodies such as the PCPA, AHSNs, STPs, NHS Providers and NHS Digital;
- Other pharmacy organisations including locum agencies, APTUK and DSPs;
- PMR system suppliers and possibly other IT/technology providers; and
- Including an education section.

Action 6: The office will update the stakeholder map, and also map the stakeholders to our various policy asks and public affairs objectives.

Item 5 – Pharmacy Communications (Appendix CPA 05/02/20)

5.1 The report in the agenda was noted.

Item 6 – Parliamentary Engagement (Appendix CPA 06/02/20)

6.1 The report in the agenda was noted, and Zoe Long updated that Jeremy Hunt has been elected as Chair of the Health Select Committee, and that Paul Bristow MP (who has agreed to be an APPG Officer) is also now a member of the Committee.

Item 7 – Wider Public Affairs (Appendix CPA 07/02/20)

7.1 The report in the agenda was noted.

Item 8 – Any Other Business (Appendix CPA 08/02/20)

None.