

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Wednesday 27th November 2019 at 3.30pm
Aylesbury Meeting Room, 14 Hosier Lane, London EC1A 9LQ**

Minutes of a meeting of the PSNC CPA Subcommittee held at PSNC on Wednesday 27th November 2019 at 3.30pm.

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

In Attendance: Richard Bradley, Mark Burdon, Simon Dukes, Jessica Ferguson, Samantha Fisher, Mark Griffiths, Andrew Lane, Zoe Long, Melinda Mabbutt, Margaret MacRury, Has Modi, Lucy Morton-Channon, Garry Myers, Janice Perkins, Faisal Tuddy.

Apologies: No apologies were received.

Conflicts of interest: None received.

Minutes of the last meeting: The minutes of the meeting held on 4th September were approved by the subcommittee.

Matters arising: There were no matters arising.

Item 1 – Subcommittee workplan (Appendix CPA 02/11/19)

- 1.1 The subcommittee felt there was more work to be done to communicate with contractors about the mindset and business changes ahead: we need to be clear that pharmacies cannot just go on doing what they have always done. We should consider communications about the need to transform working practices from dispensing to service delivery and the need to find capacity within pharmacies. Case studies may help with this.
- 1.2 It was also suggested that additional communications are needed for pharmacy team members (ie not only contractors) – specifically to inform harder to reach groups, eg locums, about the new services and the changes ahead. The CEO could raise this with the other pharmacy organisations, and we could explore how the other negotiators do this. SmartCards are causing some issues and PSNC could look to support solutions for that.
- 1.3 The subcommittee noted the need to continue to influence policy makers with our communications as well.
- 1.4 The subcommittee noted the communications to GPs and highlighted that it would be good to update the joint guide to pharmacy that we published with the BMA. It was suggested that we should also be communicating more to pharmacies about GPs eg explaining the GP contract to them – we may have resources that we can do more to promote and make accessible on this.

Action: Office to consider additional communications to contractors focusing on the changes ahead and the need to free up capacity.

Action: Office to continue to work with the BMA and to consider ways to inform pharmacists (and in particular PCN leads) about the GP contract.

Action: Office to consider communications aimed at a wider audience of pharmacists and pharmacy team members to support implementation of the CPCF.

Item 2 – PSNC Policy Asks and Position Statements (Appendix CPA 03/11/19)

2.1 The subcommittee considered the burden that medicines supply and shortages are putting on pharmacies and the problems being caused by those whose major business is medicines export. The subcommittee felt there is a need for some additional policy asks to try to relieve that burden. Now might be a good time to start pressing for generic substitution, which PSNC has supported for some time – this might help, and was recently supported by GPs at the national conference of LMCs. Other solutions could be looking at banning export of medicines (as DHSC has started to do) and ensuring that ordering processes are as easy as possible for contractors. PSNC should also continue to highlight the good news story about pharmacies supporting access to medicines and preparing for Brexit.

2.2 There is a need to refresh the policy asks following five-year CPCF, particularly in terms of terminology. Specific changes could be: removal of the ESP LPS reference; changing read-write to integrated systems; inclusion of points on pharmacy's medicines optimisation and urgent care roles; talking about collaboration with PCNs rather than commissioning, at this stage.

2.3 Next year, PSNC should also start thinking ahead to the sorts of policies it will be seeking at the end of the five year deal – there will be a need to refresh previous vision documents, to map where we want to go, and to start influencing policy makers and others to ensure that happens.

Action: Office to update the policy asks after the General Election.

Item 3 – CPCF Communications (Appendix CPA 04/11/19)

3.1 Zoe Long expanded on how the team are using the infographic to communicate the CPCF changes to wider stakeholders, and that copies have now been mailed to LPCs.

3.2 The subcommittee liked the infographic and felt that more could be done to use this. A digital, interactive version could be a next step, but it would also be good to find ways for PCN Leads and others to use them in local conversations. The HDA or pharmacy press may be able to help with wider distribution. The infographic would also be a good document to come back to in future communications building on the various different roles for pharmacy.

3.3 Secondary care pharmacists were highlighted as another audience that we need to make sure we engage with, particularly in the lead up to the medicines reconciliation service.

3.4 Work on the GP animation has begun and Zoe Long talked through what a rough storyboard might look like. The animation is expected to launch early in 2020.

Action: Office to explore ways to make more use of the infographic and to make it more widely available to pharmacists.

Item 4 – PSNC Website (Appendix CPA 05/11/19)

4.1 The subcommittee considered the website. Zoe Long explained that in doing the mapping exercise she had concluded that a considerable amount of work could be done initially to 'tidy up' some sections of the website, ensuring that everything maps correctly to the current structure and that out of date material is appropriately archived. This should be a first step.

4.2 The office could also do an audit to analyse how many calls and queries coming into the PSNC office could be dealt with if people could find what they need online. The office could also look at what information people are searching for on the website and what pages they are using most.

4.3 The subcommittee agreed that more work needs to be done to optimise the website and particularly to improve the search function and mobile friendliness. An improved website might mean LPCs would not have to duplicate news on their local websites.

Action: Office to begin with a 'tidy up' of the website to ensure that everything is in the right place and still relevant.

Action: Office to explore what could be done to improve the search functionality of the website and start to draft a spec for other improvements to the website.

Item 5 – Public Affairs (Appendix CPA 06/11/19)

5.1 Zoe Long discussed this year's work at the RCGP conference and reported that since writing the agenda she had received an offer of a free exhibition stand at next year's RCGP conference in Glasgow. If we have a GP animation by then and have a short survey that we can use to test GP opinions on pharmacy and draw people to the stand, then this offer may be worth considering taking up.

5.2 Zoe Long gave an update on the work on the APPG carried out by Lexington Communications. The website is almost ready and they are preparing for the recruitment of a new Chair and Officers after the General Election. They are also planning the first event of the year, which is a Parliamentary reception.

Item 6 – Pharmacy Communications (Appendix CPA 07/11/19)

6.1 The subcommittee noted the report in the agenda.

Item 7 – Parliamentary Work (Appendix CPA 08/11/19)

7.1 The subcommittee noted the report in the agenda.

Item 8 – Any Other Business

8.1 No other business was raised.