

Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee Agenda
Thursday 9th December 2021 at 3.30pm
Meeting to be held remotely via Zoom

Members: David Broome, Tricia Kennerley (Chair), Clare Kerr, Sunil Kochhar, Fin McCaul, Jay Patel, Prakash Patel, Stephen Thomas.

1. Welcome from Chair
2. Apologies for absence
3. Conflicts or declarations of interest
4. Minutes of the last meeting

Action

5. The Annual Review of the CPCF **(Confidential)**
6. Communications and Public Affairs Priorities **(Confidential)**
7. PSNC and LPC Website Project Update **Appendix CPA 04/12/2021**

Report

8. Pharmacy Communications **Appendix CPA 05/12/2021**
9. Parliamentary Engagement and Public Affairs **(Confidential)**
10. Any other business

Subject	PSNC and LPC Websites Project Update
Date of meeting	December 2021
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on the websites project, which includes details of a revised plan for the LPC sites.
Proposed action(s)	Review and share any feedback on the planned approach.
Author(s) of the paper	Melinda Mabbutt

PSNC and LPC Websites Project Update

This paper provides an update on the websites upgrade project, further to the verbal update given to the LPC and Contractor Support Subcommittee in November.

Progress on LPC website upgrades

Since the last subcommittee meeting, a series of guidance documentation was issued for LPCs and the majority have been given logins to their new websites. The exceptions are those LPCs who have opted for premium support, who will receive access once Make has completed the setup of their websites.

To try and support LPCs through the process, we held two workshops to walk them through the administration area, and regular emails were sent to highlight new developments and useful information, such as FAQs. A support ticketing portal was also opened to allow all LPCs to request further help if they needed it – this is being managed by PSNC and Make.

We commissioned a series of photographs for PSNC and LPCs to use on the new sites: [PSNC Photo Library for LPCs](#). Many of these photos show the changes that have been introduced following the pandemic, such as face masks and Perspex screens. Taking photos was challenging in busy pharmacies with safety measures in place, but we will continue to add to the library as and when we can.

LPC websites pause

In early November a few LPCs from the first deployment wave indicated to Make that they wanted to go live with their new websites. However, this highlighted some teething problems with the LPC website templates, and these were discussed at length with Make.

Having reviewed the situation – and in light of the fact that most LPCs had yet to start any significant work on their new websites – we asked LPCs to pause whilst we undertook a pilot with the early adopters. This helped us ensure that the final products were as good as they possibly could be, and also gave us time to consider how to make the upgrade process for everyone else as straightforward as it could be.

Updating the framework for LPCs

After working with Make, the LPC working group and the three pilot LPCs (Avon, Humber and Surrey & Sussex) to iron out the issues, significant progress has been made to improve the LPC website templates as follows:

- The homepage design has been revised, to improve accessibility and make it easier for users to navigate.
- The display options for the homepages have been streamlined to make them easier for LPCs to manage (and avoiding giving an overwhelming amount of choice). This provides more structure and should help to retain consistency across LPCs.
- A new menu is also now in place, setting the 'About Us' section to give clarity for contractors.

These changes have improved the LPC website templates and we had positive feedback on them from the LPC websites working group. Melinda Mabbutt will demo one of the pilot sites (Avon LPC) to the subcommittee during the meeting.

Plans for going live

We have also revised the rollout plan for the LPC sites, offering specific go-live dates/waves for LPCs to choose from. This helps us in a number of ways: it makes the workload manageable for PSNC and for Make; it gives the LPCs a specific date to aim for; and it means that Make can migrate content from

LPCs' old sites at the right moment, meaning migrated content doesn't go out of date before go-live, and LPCs don't have a long period of time in which they need to update both a new and an old website.

Each wave of LPCs will have a fixed target date for go-live, and a fixed week in which to do the bulk of the work on their website (supported by both Make and PSNC). For LPCs managing their own upgrades this will be the week to do the building of their new site, and for those being managed by Make they will just be reviewing in that time and approving go-live when they are happy. Make will do a full content pull from an LPC's old website just before their wave week and PSNC will review to help support each LPC in matching their content to the new website menu.

The following options have been given to LPCs, which have been informed by feedback from LCS and LPCs. They aim to account for the variation in priorities and workload between different LPCs, as well as providing time between waves for PSNC and Make to reflect and consider ways of refining the process, and in case of any stragglers or unforeseen issues.

- **WAVE 1:** 13th to 17th December (go-live on 17th Dec)
- **WAVE 2:** 10th to 14th January (go-live on 14th Jan)
- **WAVE 3:** 31st January to 4th February (go-live on 4th Feb)
- **WAVE 4:** 21st to 25th February (go-live on 25th Feb)

We held a webinar for LPCs on 3rd December to tell them about the revised framework and rollout plan. This was followed by an email asking them to choose their new wave week. We will shortly issue best practice guidance and, if needed, hold a further workshop that explains the new homepage and menu, and advises on the layout of content on other pages too.

PSNC website upgrade

We have been prioritising work on the LPC sites, but are now ready to progress with the PSNC website project again. We are looking to soft launch the new website in the second half of January: this gives us time to finalise the new functionality and designs, hold staff training before Christmas, and get content re-organised onto the new site over the Christmas and New Year period.

We have done a significant amount of work on updating and reorganising content on the PSNC website, and with inputs from our user survey and from a team workshoping session, have agreed on the new menu for the PSNC website as follows:



During the soft launch phase, the older site will remain live whilst the new one is stress tested by sending visitors to it via a pop-up or newsletter push. We will also run a survey with those initial visitors so we can make it the best it can be before making the full transition a few weeks later.

Conclusion

Subcommittee members are encouraged to share their feedback on the progress to date and the planned approach.

Subject	Pharmacy Communications
Date of meeting	December 2021
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on PSNC's communications with contractors, pharmacy teams and LPCs, including our digital statistics reports.
Proposed action(s)	None
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

Pharmacy Communications

Introduction

This paper provides an update on work to communicate with community pharmacy contractors, pharmacy teams and LPCs. It also contains monthly statistics on PSNC's digital communications and an update on media work.

Annual report 2020/21

Our annual report for 2020/21 was published in late September. This year's report has been made available in a fully digital format including animations and videos at: psncannualreport.com

The Communications Team have prepared a series of newsletter stories and social media posts to help promote the report and its content. We are aiming for one promotional newsletter story and one social media post per week between publication and the end of 2021.

PSNC newsletters

Having reduced the frequency of the newsletter to twice a week over the summer, the Communications Team decided to increase the frequency of these emails to three times per week (Mondays, Wednesdays and Fridays) from October. This decision followed positive feedback on the newsletters and it has been working well. The team has developed a newsletter content calendar so that we can plan in proactive stories and communications alongside the urgent news.

Press coverage and media work

Flu vaccination supply issues

In early October, The Telegraph ran a story reporting that increased demand for flu jabs had caused some pharmacies in England to run out of stock. The article drew on interviews with PSNC's Director of NHS Services, Alastair Buxton and PSNC Regional Representative Mark Burdon ([read the Telegraph article here](#)). The story was also picked up by [The Express](#) and we assisted with a [follow-up article](#) in The Telegraph in early November.

Flu vaccination record

As it became clear that community pharmacies were likely to surpass last year's flu vaccination record, we pulled together a press release to showcase this achievement. In mid-October we published [news of over 1.8 million pharmacy flu jabs administered](#) and by the end of the month, we issued an update that [over 3 million flu vaccinations were administered in just eight weeks](#). The Communications Team sent a press release version of these out to our national press contacts.

The Budget

Following the Chancellor's announcement of the Autumn Budget and outcomes of his Spending Review, PSNC Vice-Chair Bharat Patel issued a statement expressing disappointment at the lack of support for community pharmacies. The statement was sent to trade press and national media.

Winter Access Fund

Following the Secretary of State's announcement of a GP Winter Access Fund, PSNC issued rapid communications to contractors, wrote to both the Minister and Secretary of State, and issued a press statement to national media contacts calling for support for pharmacies, as well as GPs.

Trade press queries

The PSNC Communications Team has recently received pharmacy press queries on flu vaccinations, C-19 lateral flow testing, the Winter Access Fund, Integrated Care Systems, reimbursement reforms, and the new Hypertension Case-Finding service.

PSNC Policy Team Blogs and Vlogs

PSNC CEO Simon Dukes sent his final messages to the sector and, following his departure, the Policy Directors have now taken on authorship of the regular blogs and video updates (or 'vlogs') from PSNC. You can read or watch via the links below.

24th September Video Update: Simon Dukes reflects on how the Government's original offer on contractor's COVID-19 costs has been proven inadequate in light of the arrangements for the payment of these costs announced earlier that week.

30th September Blog: In his final blog, Simon reflects on his three and a half years at PSNC, the complexity of negotiations with DHSC, and the work of the RSG to improve contractor representation and support.

15th October Blog: Communications Director Zoe Long reflects on the announcement of a Winter Access Fund. Whilst acknowledging the irritation of seeing headlines declaring extra monies for GP practices, she does see some positive news for pharmacies, including opening the door for discussions about how all of the walk-in advice that pharmacies provide every day should be funded.

29th October Video Update: Director of NHS Services Alastair Buxton praises the efforts of pharmacy teams in breaking their previous flu vaccination record and reflects on how important this achievement is in demonstrating what pharmacies are capable of, given the right support.

Supporting other PSNC teams

The Communications Team continues to support other PSNC teams by promoting key news, information and reminders through the daily email newsletter and social media.

We recently supported the promotion and running of webinars on the Pharmacy Quality Scheme, the revised Pharmacy Access Scheme, the Hypertension Case-Finding service, and changes to advance payments and FP34C submission requirements. Statistics on these can be seen below.

Date	Topic	Live attendees	Usefulness rating	Recommendation rating
14th September	Pharmacy Quality Scheme (PQS) 2021/22	352	96.0%	88.0%
21st September	Revised Pharmacy Access Scheme	24	100.0%	89.0%
5th October	Changes to advance payments & PEPS	189	94.0%	91.0%
7th October	Hypertension Case-Finding service	488	99.0%	91.0%

We also assisted with the writing of reactive news articles, and with the RSG's announcement of the contractor voting process.

LPC communications and support

PSNC's Communications Team continues to work closely with the Contractor and LPC Support Team. Here is a round-up of that joint work in recent months.

LPC News

We continue to publish a newsletter for LPC Chief Officers and their teams. This newsletter provides LPCs with important updates about upcoming PSNC events, the healthcare landscape and more. The October edition of LPC News had a 35.1% open rate.

Updates to the LPC Members' Area

In recent months the following additions have been made to the LPC Members' Area:

- Full [guidance](#) on how to edit and manage the new LPC sites templates.
- A [summary of the arrangements for Year Three of the Community Pharmacy Contractual Framework \(CPCF\)](#). LPCs can use this briefing and an associated PowerPoint presentation in any discussions they are having with external stakeholders (i.e. charities, local politicians, or wider healthcare professionals) about the pharmacy sector and what it has to offer.
- The [resources](#) from the Annual LPC Conference in September, including the slide deck from the day and analysis of the feedback from the day's breakout sessions.
- A [toolkit](#) designed to support LPCs to work with commissioners to consider how patient group direction (PGD) services may provide additional care to patients at the right place and time has been published.

We will also shortly be publishing a **provider companies webpage**. This page will explain what a provider company is, the benefits of establishing a provider company, the role of the LPC in setting up a provider company and more.

Annual LPC Conference

The Annual PSNC/LPC Conference was held on 16th September 2021. This virtual event was well attended by LPCs. Delegates heard from Simon Dukes, the PSNC Leadership Team, the Pharmacy Representation Review Steering Group (RSG) and more. Unfortunately, Nadhim Zahawi MP was unable to attend the event as planned as a cabinet reshuffle meant that he was no longer vaccines minister at the time of the conference.

November meeting of LPCs and PSNC

The November meeting of LPCs and PSNC was our first hybrid event, with some delegates attending the event in person and others livestreaming it from elsewhere. The event was extremely well attended by LPCs, with 66 out of 70 sending at least one representative. A key focus of the event was workforce issues in community pharmacy. Throughout the event, Jamie Gilliam assisted with the running of live polls using a digital platform called Slido. In total, participants sent in 823 votes across 14 polls (that's an average of 58 votes per poll). Delegates were able to ask speakers (including the PSNC Leadership Team) questions throughout the day using the Slido platform and to upvote each other's questions. In total, participants sent in 168 questions for consideration and upvoted 1,185 times.

PSNC digital communications reports (full reports overleaf)

August overview: The most popular topics were price concessions and the New Medicine Service (NMS). PSNC's news story announcing the 2021/22 Pharmacy Quality Scheme (PQS) was also very popular. The largest peak in website numbers this month was Tuesday 24th: the day following the announcement of the expansion of the NMS.

September overview: The most popular topics were NMS and price concessions. The news item detailing how contractors could make a start on the 2021/22 PQS was also popular. The largest peak in website numbers this month was on Thursday 30th, the day following publication of PSNC's Annual Report for 2020/21.

October overview: The most popular topics were PQS and price concessions. Our news announcement about the opening of the booking for pharmacy staff COVID-19 boosters was also very popular. Our largest peak in website numbers this month was on Monday 4th October: the day PSNC published a news story announcing that contractors could now make a claim for an Aspiration payment for the 2021/22 PQS.

November overview: The most popular topics were price concessions, PQS and NMS. The Supply Disruption Alert for Champix (Varenicline) 0.5mg and 1mg tablets and the news story announcing that the 2021/22 National pharmacy clinical audit had been agreed were also popular. The largest peaks in website numbers were on Friday 19th and Monday 22nd November, which was around the time the mandatory winter vaccines campaign began.

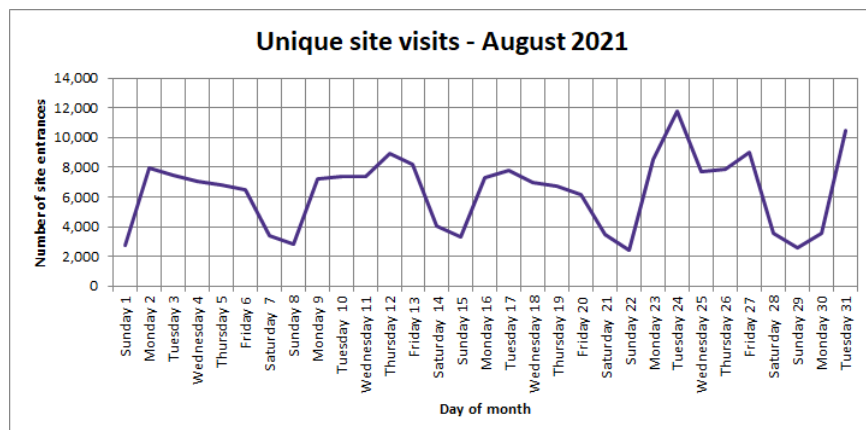
Conclusion

This paper has been created just for review; no action is required. However, subcommittee members are welcome to share their feedback or ask questions on any of the above.

August 2021 digital communications report

PSNC Website

Audience	Current month	Previous month
Number of unique visitors (site entrances)	197,330	198,749
Number of unique pageviews	323,473	329,023



Pages	Views
Price Concessions	17,903
New Medicine Service	6,448
Funding during the pandemic	5,428
Pharmacy Quality Scheme	5,106
Special Container database	2,106

News stories	Date	Views
New Pharmacy Quality Scheme for 2021/22 Announced	12/08	6,366
NMS expansion: Additional conditions and flexibilities	23/08	4,125
CPCF arrangements for 2021/22 agreed	23/08	3,711
The 2021/22 PQS – Making a start	12/08	3,030
Suspension of signature & token submission extended	20/08	2,340

PSNC Briefings	Views
025/21: PQS – Summary of training requirements for 2021/22 Scheme	1,836
016/21: Summary of funding for COVID-19 related costs	1,605
020/21: COVID-19 Costs – Background & NHSBSA claim form overview	1,554
023/21: Guidance on 2021/22 Seasonal Influenza Vaccination Service	1,044
024/21: Reducing climate change impact of inhalers	1,018

Webinars/videos	Plays
The NHS Community Pharmacist Consultation Service	270
PSNC CEO Vlog (August 2021)	147
Value of Pharmacy Animation	146
Pharmacy Quality Scheme in 2021/22 (Part 2 Digital Guide)	47
Future of Pharmacy Animation	45
PSNC's Digital Guide to PQS Part 1 2020/21	28

PSNC Emails

	Opens	Clicks	Clicks to opens
PSNC Newsletter	29.9%	4.9%	16.5%
LPC News	35.5%	5.9%	16.6%

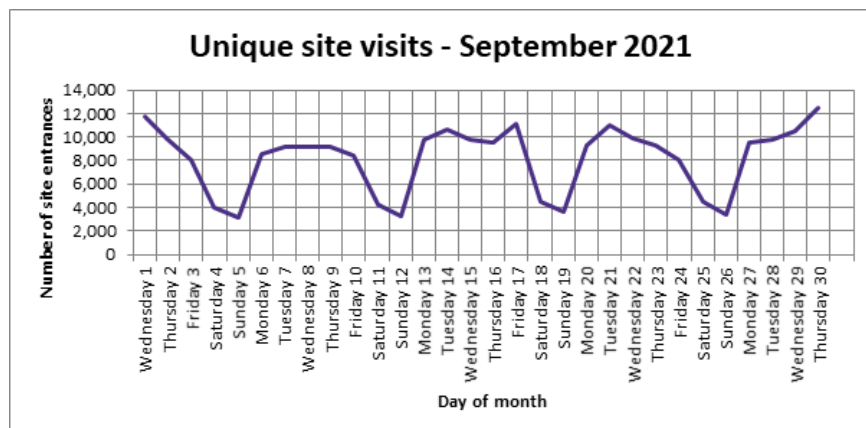
Social Media

	Current month	Previous month
Twitter reach	103,405	130,378
Twitter interactions	4,657	3,923
Facebook reach	2,298 (approx)	1,723
Facebook interactions	306	131
LinkedIn reach	4,827	5,696
LinkedIn interactions	286	30

September 2021 digital communications report

PSNC Website

Audience	Current month	Previous month
Number of unique visitors (site entrances)	245,419	197,330
Number of unique pageviews	409,289	323,473



Pages	Views
New Medicine Service	30,896
Price Concessions	16,495
Flu Vaccination Service	14,934
Pharmacy Quality Scheme	11,587
Flu Vaccination – Consent, record keeping & data requirements	10,518

News stories	Date	Views
The 2021/22 PQS – Making a start	12/08	2,581
PQS: Inhaler disposal quality criterion – are you ready?	31/08	2,552
Supply Disruption: Champix 0.5mg and 1mg tablets	24/06	2,550
NMS expansion – additional conditions and flexibilities	23/08	2,440
NMS – Updated service specification and directions	01/09	2,436

PSNC Briefings	Views
024/21: Reducing climate change impact of inhalers	2,161
025/21: PQS – Summary of training requirements for 2021/22 Scheme	1,877
023/21: Guidance on 2021/22 Seasonal Influenza Vaccination Service	1,314
038/21 Older Smartcards and software reaching end-of life factsheet	791
039/21: Pharmacy Quality Scheme – Asthma referrals	725

Webinars/videos	Plays
The NHS Community Pharmacist Consultation Service	226
PSNC CEO Vlog September 2021	129
Future of Pharmacy Animation	84
Pharmacy Quality Scheme in 2021/22 (Part 2 Digital Guide)	25
Value of Pharmacy Animation	21
PSNC's Digital Guide to PQS Part 1 2020/21	20

PSNC Emails

	Opens	Clicks	Clicks to opens
PSNC Newsletter	30.5%	5.0%	16.3%
LPC News	42.3%	15.7%	37.0%

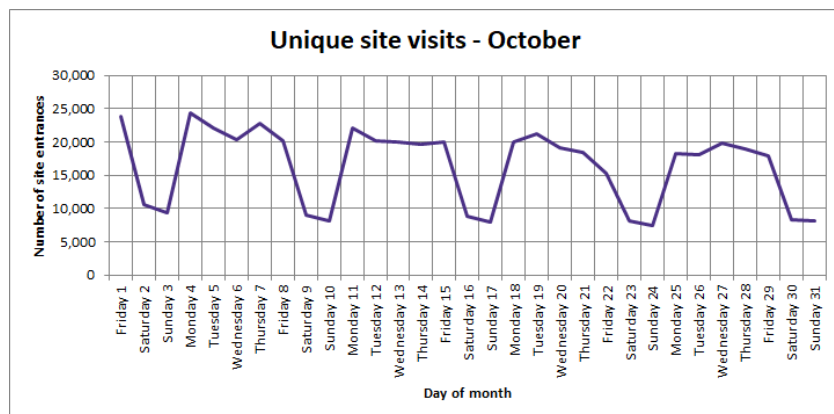
Social Media

	Current month	Previous month
Twitter reach	65,952	103,405
Twitter interactions	3,494	4,657
Facebook reach	3,343	2,298 (approx)
Facebook interactions	222	306
LinkedIn reach	6,493	4,827
LinkedIn interactions	225	286

October 2021 digital communications report

PSNC Website

Audience	Current month	Previous month
Number of unique visitors (site entrances)	260,439	245,419
Number of unique pageviews	419,594	409,289



Pages	Views
Pharmacy Quality Scheme	15,870
Price Concessions	15,536
COVID-19 Lateral Flow Device Distribution Service	13,735
New Medicine Service	12,047
Flu Vaccination: Consent, record keeping & data requirements	11,394

News stories	Date	Views
Pharmacy staff: booking for C-19 booster now live	30/09	2,947
PQS Anticoagulant audit data can now be added to MYS	01/10	2,486
Guidance published on accessing DHSC flu vac stock	08/10	2,460
Supply disruption alert: Champix tablets	29/10	2,395
New FP34C forms and changes to submission sorting	18/10	2,009

PSNC Briefings	Views
025/21: PQS – Summary of training requirements for 2021/22 scheme	2,176
024/21: Reducing climate change impact of inhalers	1,224
044/21: Briefing for GP teams – Hypertension Case-Finding Service	765
039/21: PQS – Asthma referrals	643
041/21: Guidance on Hypertension Case-Finding Advanced Service	550

Webinars/videos (last 30 days)	Plays
GP CPCS Animation	42
Future of pharmacy animation	20
Part 1 PQS 2020/21 Digital Guide	12
Part 2 PQS 2020/21 Digital Guide	11

PSNC Emails

	Opens	Clicks	Clicks to opens
PSNC Newsletter	33.6%	7.5%	19.9%
LPC News	35.1%	3.1%	8.9%

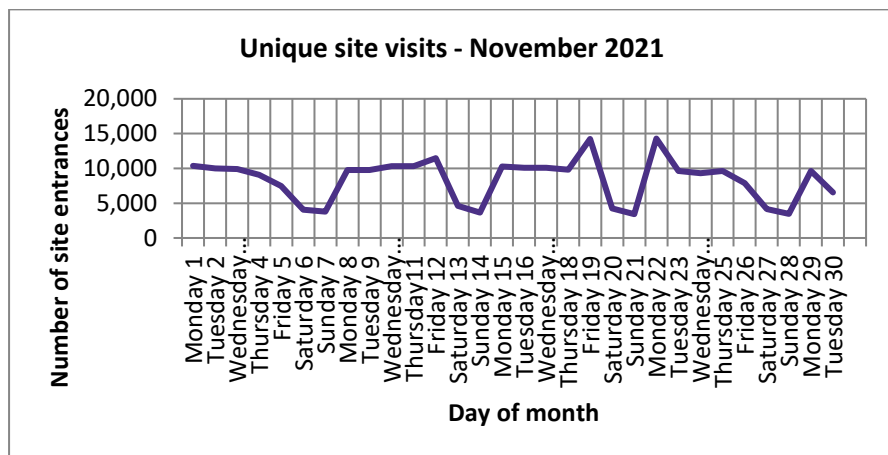
Social Media

	Current month	Previous month
Twitter reach	57,372	65,952
Twitter interactions	2,008	3,494
Facebook reach	2,167	3,343
Facebook interactions	110	222
LinkedIn reach	4,747	6,493
LinkedIn interactions	151	225

November 2021 digital communications report

PSNC Website

Audience	Current month	Previous month
Number of unique visitors (site entrances)	250,775	260,439
Number of unique pageviews	397,769	419,594



Pages	Views
Price Concessions	17,138
Pharmacy Quality Scheme	16,403
New Medicine Service	10,131
Serious Shortage Protocols	9,997
Flu vaccination: Consent, record keeping & data requirements	7,637

News stories	Date	Views
Supply disruption alert: Champix tablets	29/10	3,710
2021/22 National pharmacy clinical audit agreed	16/11	2,286
The 2021/22 Pharmacy Quality Scheme – Making a start	12/08	1,944
PQS: Action & Evidence Portfolio Workbook available	01/11	1,836
New Pharmacy Quality Scheme for 2021/22 announced	12/08	1,497

PSNC Briefings	Views
046/21: PQS 2021/22 Action and Evidence Portfolio Workbook	2,770
025/21: PQS – Summary of training requirements for 2021/22 Scheme	2,228
024/21: Reducing the climate change impact of inhalers	1,231
039/21: PQS – Asthma referrals	739
044/21: Briefing for GP teams – Hypertension Case-Finding Service	551

Webinars/videos (last 30 days)	Plays
GP CPCS Animation	30
Part 1 PQS 2020/21 Digital Guide	21
Part 2 PQS 2020/21 Digital Guide	20
PSNC Policy Team Blog – October 2021	19

PSNC Emails

	Opens	Clicks	Clicks to opens
PSNC Newsletter	31.0%	28.8%	10.5%
LPC News	32.2%	2.5%	7.7%

Social Media

	Current month	Previous month
Twitter reach	58,234	57,372
Twitter interactions	2,303	2,008
Facebook reach	2,457	2,167
Facebook interactions	190	110
LinkedIn reach	5,900	4,747
LinkedIn interactions	283	151

