

**Pharmaceutical Services Negotiating Committee**  
**Communications and Public Affairs (CPA) Subcommittee Agenda**  
**Friday 10th June 2022**

**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 and update on actions

**Action**

5. CPCF Year 4 – Communicating to the Sector **Appendix CPA 02/06/2022**
6. RSG – PSNC Positioning after the Vote **Appendix CPA 03/06/2022**

**Report**

7. Pharmacy Communications and Media Work **Appendix CPA 04/06/2022**
8. Parliamentary Engagement and Public Affairs **Appendix CPA 05/06/2022**
9. Any other business

Subject	CPCF Year 4 – Communicating with the Sector
Date of meeting	June 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of our communications plans for the announcement of the Years 4/5 CPCF deal.
Proposed action(s)	Subcommittee to consider the plans and the questions set out.
Author(s) of the paper	Zoe Long

## CPCF Year 4 Communications

### Key Messaging

#### Overall Positioning

We may like to say publicly that PSNC only ‘reluctantly’ accepted this deal. In addition, we should focus on the following messages:

- There were incredibly difficult negotiations – public and NHS funding is being very tightly constrained by Government
- We are deeply concerned about the ability of many pharmacy businesses to cope and will continue to raise our concerns to Ministers and in public
- We agreed this deal to secure the desperately needed margin – not to do so would not have been in the best interests of all contractors – but we will continue to make the case, and also use the next year and beyond to prepare for the next negotiations
- PSNC’s view is that this was the best deal available – the Negotiating Team considerably improved this compared with the initial offer from DHSC and NHSE&I
- In agreeing the deal PSNC Members considered what was best for the whole body of contractors, as well as the need to support the direction of travel towards service delivery, and to retain a stake and constructive relationship with the sector’s monopsony purchaser for the future

#### The deal: key concessions won by PSNC

In our communications we will need to highlight the key benefits of the deal and explain the concessions we won through the negotiations:

- The £100m margin that has been written off was critical for the sector and very hard-fought
- The more gradual rollout of new services over a two-year period is also a good outcome for the sector in terms of not adding further pressure on capacity
- We welcome the DHSC commitment to an economic review which is long overdue and MUST not be ignored by Government/NHS
- The contraception service is very positive – this a good next step for community pharmacy services and in line with what the sector has been asking for
- Similarly, the expansion of the NMS is in line with the sector’s asks
- The greater role for pharmacy technicians in the provision of key services will help contractors to make best use of their teams and skill-mix
- The £70m TP in recognition of pressures is not enough, but also a positive step

#### The deal: challenges for the sector

- The lack of a funding uplift could be the final challenge for some businesses
- The lack of a walk-in service is very disappointing and concerning, as we know pharmacies will have to continue to see these patients
- But by far the biggest concern is the unstable economic environment and impact this will have on pharmacies and their patients – Government cannot continue to chronically underfund commercial providers of critical health services
- PSNC remains deeply concerned about pharmacy finances and capacity within the sector – resilience is being eroded, and many businesses are struggling to survive
- Reimbursement reforms will also need to be introduced with great care so as not to destabilise the market and to ensure fairness in distribution across the sector

## Next Steps for PSNC

We will need to focus on the future and our next steps:

- The Committee continues to find it astonishing and frustrating that our strong data and compelling evidence of the pressures we are under does not get a better response...
- ... and is already thinking about how we do things better next time
- This will include work to develop a new vision and strategy for the sector (as set out by the RSG) to improve our influencing capabilities – we will need the sector to get behind this
- In tandem with negotiations, we have written to the minister about this and continue to raise concerns about the pressures across Parliament – we must upscale and get smarter about this influencing work
- It is clear that there is much more to be done and this must be the sector's united focus

## Key Questions/Issues

Contractors will have a huge number of questions about the deal, and we will need to address the following both through our announcement communications, in FAQs and in subsequent conversations with contractors (at meetings, conferences, etc):

- Why has PSNC agreed to this deal, given the very difficult position most pharmacies are in?
- What happened to the walk-in advice service?
- Why did PSNC's funding bid fail? Why are we not getting an inflationary increase?
- Could we not get write-off of the full £200m in margin? And how will the £100m being written off be distributed?
- What happens if inflation continues to increase during Year 4? Is there scope to renegotiate Year 5?
- Why did PSNC agree a two-year deal rather than bidding for an uplift in Year 5?
- How will we monitor service delivery – and what happens if the TP is used up?
- Will pharmacies have to do PQS activities in Years 4 and 5?
- Is there any prospect of a funding uplift for Year 5 or beyond?
- What will PSNC do differently in the next negotiations to achieve this?
- How does PSNC think the economic analysis will help? Is this in effect another COSI?
- How will the reimbursement changes affect my pharmacy – will some contractors lose out?
- How will the new services work and how will the sector have capacity to do those?
- Is PSNC expecting to agree further services from outside the global sum in years 4 and 5?
- What other income opportunities will be available to us in those years?
- Is PSNC doing anything to tackle workforce issues?
- What will the mandatory workforce survey involve, and how will it help us?

## Communications Plan

As always, we will need to have a comprehensive plan for communicating with contractors and with the wider sector. Ahead of the public announcement this will need to cover:

- Updating the other pharmacy bodies (either by email or a short briefing session)
- Updating the trade press under embargo (similarly either by email or a short briefing session)
- Updating the LPCs (via a short briefing session)

For contractors, we will need the following communications:

- Announcement: this will take the form of a news story and email update
- Statement from Janet
- Wider commentary from NT Members
- FAQs
- Briefings to explain key elements of the deal: margin, the TP, services, PQS
- Contractor webinar\*
- Set of slides and key messages for use at LPC/contractor meetings

\*Our current plan is to hold one contractor webinar at which we will explain the deal to contractors and take questions. If there is demand for more information from PSNC, then we can consider other events and briefings. A recording of the event will be available afterwards.

We will also need to have a summary of the deal for MPs and use this alongside the animation on pharmacy pressures to update them and build their support for the sector. And we should consider updating or producing new summaries for GPs and for other external stakeholders.

### **Subcommittee Action**

The subcommittee is asked to consider:

- What will the biggest concerns for contractors be about the Year4/5 deal?
- How should we explain the deal to the sector – what points can we make, and how should we explain why PSNC agreed to the deal?
- What will contractors want to hear from PSNC about the future?
- Are there any other ways in which we should communicate with contractors, beyond the plan outlined?

Subject	RSG – PSNC Positioning after the Vote
Date of meeting	June 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	This paper sets out plans for PSNC’s initial response to the outcome of the RSG vote.
Proposed action(s)	The subcommittee is asked to consider the questions set out in the paper.
Author(s) of the paper	Zoe Long

## RSG – PSNC Positioning after the Vote

### Introduction

The RSG vote will close on Friday 17th June, with the result expected to be announced to the sector the following week on Wednesday 22nd June. PSNC has already been asked for comment on the proposals and will be expected to comment further on 22nd June. This paper addresses the three most likely outcomes from the vote, and considers the positions PSNC will want to take in each case.

### PSNC Actions After the Vote

PSNC will need to consider the RSG's proposals in detail following the outcome of the vote, and this is expected to be a topic for urgent discussion at the July PSNC Meeting. In the event of a positive vote, it is likely that PSNC will need to take forward a number of new workstreams including on:

- Reviewing governance;
- Vision and strategy;
- Looking at funding and levies;
- LPC Support; and
- Contractor Engagement.

This will all need detailed consideration and planning for rapid implementation, and PSNC will need to consider how it will keep the sector updated on its progress against the RSG's proposals.

In the event of a negative or unclear vote, PSNC will still need to review the issues identified in the Wright Review and the RSG proposals, and to consider what actions it might like to take in response to them. Clearly any additional activities will be more heavily constrained by budgets in the event that the RSG vote is not positive. This would also be for discussion at the July PSNC meeting.

This paper is focused on the immediate communications response that will be needed, rather than looking at action-planning on governance, engagement and the other issues set out by the RSG.

### Scenario 1: A Positive Vote (ie contractors are in favour of the RSG Proposals)

#### Key Messaging

In the event of a yes vote, PSNC should welcome both the result and the clear direction set by the sector for the future. This outcome can be celebrated as a step in the right direction towards PSNC and the LPCs making the changes needed to do a better job on behalf of all contractors.

We would want to make the following points:

- Expressing thanks to the RSG and all its Members for the phenomenal amount of work that they have done over the past 15 months – we know this has not been an easy task, and that often it must also have felt a thankless one.
- PSNC is excited about the proposals for change and improvement, and how this can help it to make a stronger case on behalf of all contractors.
- We are committed to changing and improving our own governance as well, and look forward to continuing to work with the entire sector.
- PSNC will consider the proposals in more detail at its July meeting and prepare a transformation plan addressing the points outlined in the RSG Proposals.
- We will update contractors after the July meeting with a view to publishing more detailed plans in the early autumn.

- This will include information on how the additional levies coming to PSNC will be spent, but at this stage we can say that this will be spent directly on trying to get better outcomes for contractors.
- PSNC will want to use the money to develop a vision and strategy for community pharmacy; an influencing and engagement strategy; to strengthen our negotiating strategy and training; to enhance the data and evidence we can commission to support our case; and to strengthen our support for LPCs.
- As an example, a large-scale cost of service inquiry – like the COSI that was carried out several years ago to establish the operating costs of pharmacies, would cost at least £500,000 so PSNC will still face difficult decisions prioritising how the money is best spent – whether on more permanent staff or commissioning external expertise.
- Contractors should note that PSNC will not be receiving any additional monies within this financial year. An uplift of £750,000 will be requested from LPCs in 2023/24, with the full recommended £1.5m not to be delivered until 2024/25. This will mean that PSNC’s resources and capacity will continue to be severely constrained for the next few years.

### Comms Plan

As a first step on Wednesday 22nd June PSNC will need to issue a reactive statement to the vote result – this will appear on the website and be sent out via the daily newsletter. The statement will come from the CEO. As above, the statement will need to commit PSNC to considering the proposals in detail and to publishing an action plan (setting out what it will do and how the additional levies are likely to be spent). Next keys dates for PSNC communications will then be:

**July:** when contractors will expect an update following the Committee Meeting; and

**Early autumn:** when they will expect the final plan from PSNC for implementing the changes relating to it, and for use of the additional levies.

As part of its action planning PSNC will also need to develop a plan for giving ongoing updates to contractors – these might take the form of six-monthly webinars, and they would likely be the precursors to the series of contractor engagement events that the RSG Proposals ask PSNC to consider.

### Scenario 2: A Negative Vote (ie most contractors are not in favour of the RSG Proposals)

#### Key Messaging

PSNC will need to issue communications expressing some of the following points:

- It’s extremely disappointing the sector could not agree on a set of proposals that clearly addressed many of the issues identified by Professor Wright.
- Improving governance, empowering the national negotiator, and better aligning to NHS structures seem to us to be steps that any forward-looking sector would want to take, and PSNC will look carefully at what changes it can make to do this without any extra resource.
- PSNC still plans to review the RSG Proposals in full and will publish a response setting out what we will still plan to implement.
- But clearly without additional levy, many of the RSG’s proposals – including those which would have led to more money being spent directly on improving our negotiating strength and capacity – will not be possible and this is disappointing, and a blow for the sector.
- PSNC has for some time been under-resourced for the job that it is trying to do, including both the national negotiations and supporting LPCs, and this will now remain the case.
- The Committee is still united in wanting to better represent the sector, but the reality now imposed on it means that it will continue to be frustrated by the capacity constraints on the small team.



- The Committee must step up its influencing activities ahead of the negotiation of the next CPCF deal, but this will mean some stark choices ahead: if we want to do more to prepare for the negotiations, we will need to do less of other things.
- PSNC looks forward to continuing to do the best that it can on behalf of all contractors and to looking for ways to address some of the issues identified by the Wright Review and by the RSG in a constructive and cost-neutral manner.
- If we are to get better outcomes for the future, we hope the sector can continue to focus on the many things that bind it together, rather than on its differences.

### **Comms Plan and Further Considerations**

This will be a difficult communication, and alongside an initial statement from Janet on the 22nd June we will likely need to publish some commentary from Committee Members. The Committee would need to consider very carefully (and urgently) what further communications were needed after its July meeting – both to contractors, and to DHSC and NHSE&I.

A contractor webinar would likely need to be held over the summer, to answer questions and address issues, and the Committee would need to develop a plan to try to draw the sector back together, united behind one vision and strategy, in time to influence effectively ahead of the next round of CPCF negotiations. The resourcing situation will be incredibly difficult, especially if the Committee does still want to take forward key work such as influencing, evidence building and improving governance.

The Committee would also need to consider early communications on what happens next re the independent review – the RSG has worked for 15 months trying to find consensus, and it is not clear that any new approach to this task would yield more positive results.

### **Scenario 3: An Unclear Vote (either not enough contractors vote, or the RSG threshold of 67% of voters being in favour of the proposals is not met)**

Communications in this instance will be similar to those set out above, with some tweaks depending on the specifics of the result. The RSG will meet on Monday 20th June to consider the results of the vote, and in the event of an unclear result the group may still consider making a recommendation to PSNC and the LPCs that they move ahead with the proposals. If that happens, then PSNC's communications will be in line with Scenario 1, but with some toning down and recognition that the sector remains divided/not fully engaged with the process. If the RSG does not make such a recommendation, then PSNC's communication and next steps will be more in line with Scenario 2.

### **RSG Communications Planning**

On Wednesday 22nd June the RSG will issue a statement setting out the result of the contractor vote, and this will appear on the RSG website alongside the full report from Civica Election Services. An RSG newsletter will be sent out, and RSG Members may offer commentary either in writing or via short video blogs. The RSG's communications to contractors will include an FAQ about next steps.

The RSG will also need to consider how it communicates the result to different audiences including to PSNC, to LPCs, to the pharmacy trade associations, other stakeholder groups who have supported its engagement efforts (eg the pharmacy buying groups), and to the pharmacy press: these groups are likely to be informed of the result in confidence on Tuesday 21st June, following a final meeting of the RSG on the Monday.

### **Other Considerations for PSNC**

Regardless of the outcome of the vote PSNC will also need to consider how it communicates to DHSC (and the Secretary of State) and to NHSE&I. This is likely to require short updates from the Chief Executive ahead of the announcement of the vote result.

PSNC will also need to consider wider audiences, including third sector stakeholders and MPs, but for these audiences there may be nothing significant to say until such time as PSNC undertakes the rebranding work as set out by the RSG (assuming a positive vote result).

### **Subcommittee Action**

The subcommittee is asked to consider:

- What will be the key questions asked of PSNC immediately following the vote?
- And how should we address these?
- Are the key messages right in each of the two scenarios?
- What else should we say in each scenario?
- Are there any further considerations for the messaging or plans in each of the two scenarios?

Subject	Pharmacy Communications and Media Work
Date of meeting	June 2022
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, and a report of national and pharmacy media work.
Proposed action(s)	None
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

## Pharmacy Communications and Media Work

### 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 both trade and national media work.

### PSNC Pharmacy Pressures Survey

As mentioned at the last CPA meeting, the results of PSNC's Pressures Survey confirming the impact of current pressures on teams, businesses and patients were published both to the sector and in wider press releases. With the help of PR agency Luther Pendragon, we managed to generate a lot of press interest in these results, which has mostly focussed on medicine supply issues (see details below). Additionally, we have produced an updated MP briefing based on the results and shared this with a wide list of MP supporters.

### HRT medicines supply

Following growing public concern about obtaining HRT drugs, PSNC has been approached by a number of media outlets about this issue. Our messaging has sought to reassure patients (as well as to raise awareness of pharmacy workload pressures as above) when speaking to journalists. Committee and Policy Team Members have also been working with Government on resolving the issues and the following stories have been published to keep the sector up to date:

<https://psnc.org.uk/our-news/three-new-ssps-introduced-for-hrt-medicines/>

<https://psnc.org.uk/our-news/hrt-medicines-supply-government-holds-round-table/>

<https://psnc.org.uk/our-news/ten-more-ssps-issued-for-hrt-medicines/>

### PSNC reaction to RSG proposals

Following the publication of the RSG's proposals, and in response to questions from LPCs and contractors, [PSNC's CEO Janet Morrison issued an initial statement in response](#). In this Janet said she personally supported suggestions that could strengthen the negotiating capacity and increase the influencing power of PSNC. As part of this communication, PSNC also strongly encouraged contractors to engage with the RSG's work by reading the full proposals and attending an engagement event.

A few weeks later, following further requests for information from PSNC, [Janet recorded a video message for contractors](#) on her further reflections on the proposals.

### PSNC and LPC websites

We have now entered the final stage of the project: the new PSNC website is now live (see [beta.psn.org.uk](https://beta.psn.org.uk)), and so are the new LPC sites that PSNC offers.

For LPCs, we are now in maintenance mode, with LPC website administrators being asked to raise any issues with PSNC via a website support ticketing portal. Most issues will be handled by PSNC, with the more technical problems being escalated to Make as required. We will continue to support LPCs with the launch of a new 'Hints & Tips' newsletter series (to help make sure they are getting the most out of their LPC sites), and have arranged the wash-up meeting with the LPC website working group to reflect on the migration process and how the sites are now looking.

For PSNC, we have nearly reached the end of the soft-launch period of real-time user testing. We have been working with Make to respond to constructive feedback from visitors to the site, making a series of small but beneficial improvements to the user experience.

One of the most noticeable changes has been to streamline the main menu navigation bar, and this was improved for both the PSNC and LPC websites after we identified a need to make this area smaller to avoid the accidental opening of the drop-down menu when a visitor's focus was on the content of an individual page. After reviewing approaches taken by other companies, we decided to only allow the menu bar (and not the whole header section) to travel down the page with the user.

### Supporting other PSNC teams

The Communications Team continues to support other PSNC teams by promoting key news, information and reminders through the email newsletter and social media. Work since the last subcommittee meeting has included:

- Supporting the IT Policy Manager to run a webinar with NHS Digital on the 2021/22 Data Security and Protection Toolkit. We also proofread the series of related guidance documents.
- Drafting a news article for the Regulations Team on DHSC's plans to amend current pharmacy legislation on dispensing errors and clarify how registered pharmacies are governed.
- Helping the admin team promote a vacancy in PSNC's Regulations Team.
- Supporting the announcement of a series of SSPs.
- Supporting the planning and running of the Meeting of PSNC and LPCs.

### Pharmacy press queries

Recent topics we have been asked about include: HRT shortages and PSNC's involvement in tackling them; the number of blood pressure checks provided under the community pharmacy Hypertension Case-Finding Advanced service; the Fuller Stocktake report; the delegation of responsibility to ICBs; and deprescribing.

### National media work

After internal analysis of the results of our Pharmacy Pressures Survey, we worked with Luther Pendragon to generate media coverage about the stress that the sector is under. In just a few days, there were 128 articles referencing the survey results.

Whilst we did highlight a range of pressures, the press were most interested in medicine supply issues, particularly with regards to the problems affecting HRT drugs. The main pieces of coverage were:

Publication	Story
The Telegraph	<a href="#">Two thirds of pharmacies suffering daily medication shortages</a>
The Guardian	<a href="#">Pharmacists in England face abuse from patients due to drug shortages</a>
The Times	<a href="#">Two thirds of pharmacies low on painkillers and cancer drugs</a>
Mirror	<a href="#">Pharmacists suffer 'aggression from patients' due to medicine shortages, poll finds</a>
Daily Mail	<a href="#">Revealed: HRT prescriptions have DOUBLED in five years - at same time drugs have been blighted by shortages</a>
Daily Mail	<a href="#">Sajid Javid is told to tackle HRT shortage himself because crisis 'does not need a tsar' as TWO-THIRDS of pharmacies face daily shortages</a>
The Guardian	<a href="#">Sajid Javid urged to relax law as women forced to travel miles to find HRT</a>
The Guardian	<a href="#">What is HRT and why are there shortages in the UK?</a>
ITV News	<a href="#">Medicine supply chain issues fuelling rise in abuse towards pharmacists in England, report finds</a>
EuroWeekly News	<a href="#">Acute medicine shortages in England hit patients and pharmacies</a>

BBC News	<a href="#">Relax law to ease HRT shortage, pharmacists say</a>
Eastern Daily Press	<a href="#">'Don't shoot the messenger' plea as pharmacy supply issues persist</a>
The Times	<a href="#">Women miss work to search for HRT as supplies run dry</a>

There was also broadcast coverage on LBC, plus interviews with PSNC Committee Member Fin McCaul on BBC Radio 4's PM programme and Times Radio.

### 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 to communicate to LPCs in recent months.

### LPC News

The Contractor and LPC Support Team at PSNC produces a monthly newsletter for LPC Chief Officers and their teams. Information on the open and click rate for the latest editions of LPC news is included below.

Date	Day	Time	Subject	Opens	Clicks	Clicks to opens
10/05/22	Tue	17.53	LPC News: April 2022	49.7%	12.8%	25.7%
<b>Averages each month</b>				<b>49.7%</b>	<b>12.8%</b>	<b>25.7%</b>

### Updates to the LPC Members' Area

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

- A page has been added including the resources from the May meeting of PSNC and LPCs.
- An updated version of the LPC template expenses policy has been added to the LPC Finance page.

### PSNC digital communications reports (full reports overleaf)

**April 2022 Overview:** The highest number of entrances on the PSNC website this month was on Monday 4th April. On this day, PSNC published a news story announcing that community pharmacies had provided nearly 4.8 million flu vaccinations during 2021/22. The most popular topics this month were price concessions, the New Medicine Service and the Hypertension Case-Finding Service.

**May 2022 Overview:** The most popular topics this month were price concessions and the New Medicine Service. Unsurprisingly, PSNC's news stories on the Serious Shortage Protocols (SSPs) that had been issued for various Hormone Replacement Therapy (HRT) medicines were also popular. The highest number of website views was at the end of the month on Tuesday 31st May. This was the day PSNC announced that community pharmacies had delivered an additional 2 million flu vaccinations in 2021/22.

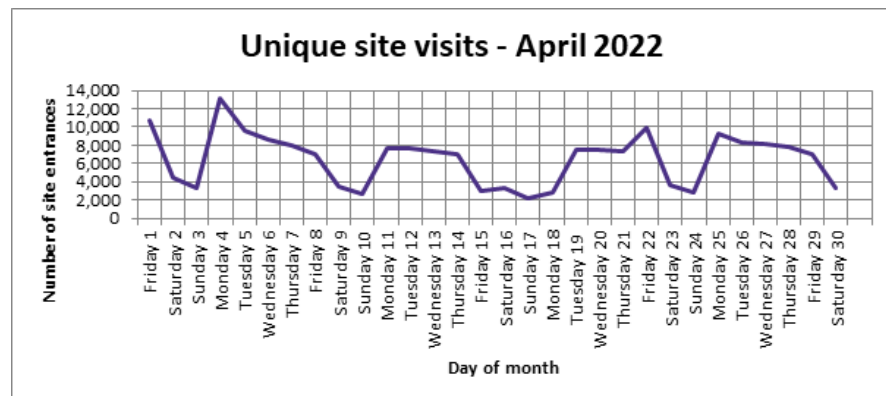
### Conclusion

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.

## April 2022 digital communications report

### PSNC Website

Audience	April	March
Number of unique visitors (site entrances)	<b>194,681</b>	269,296
Number of unique pageviews	<b>304,966</b>	431,969



### Most popular

Pages	Views
Price Concessions	22,368
New Medicine Service	7,060
Hypertension Case-Finding Service	5,648
Controlled Drug Prescription Forms and Validity	5,612
Serious Shortage Protocols	4,240

News stories	Date	Views
No change to prescription charges for April 2022	29/03	5,902
Supply Disruption Alert: Champix tablets	Oct '21	1,784
Requirement to submit NMS quarterly info returns	12/04	1,587
Ongoing access for pharmacy staff to COVID testing	30/03	1,571
PSNC issues guidance on unplanned closures	01/04	1,457

PSNC Briefings	Views
011/22: Temporary closures of community pharmacies	762
012/22: Using NHSmail with the Outlook mobile app	456
025/21: PQS – Summary of training requirements for 2021/22	318
013/22: Summary of results of Pharmacy Pressures Survey	232
041/21: Guidance on Hypertension Case-Finding Service	203

Webinars/videos	Plays
GP CPCS animation	198
PSNC CEO comment on RSG proposals	105
Future of pharmacy animation	60
NHS Digital Weight Management video	58
CPCS for NHS 111	37

### PSNC Emails

PSNC Newsletter	Opens	Clicks	Clicks to opens
Averages each month	36.54%	3.68%	9.95%

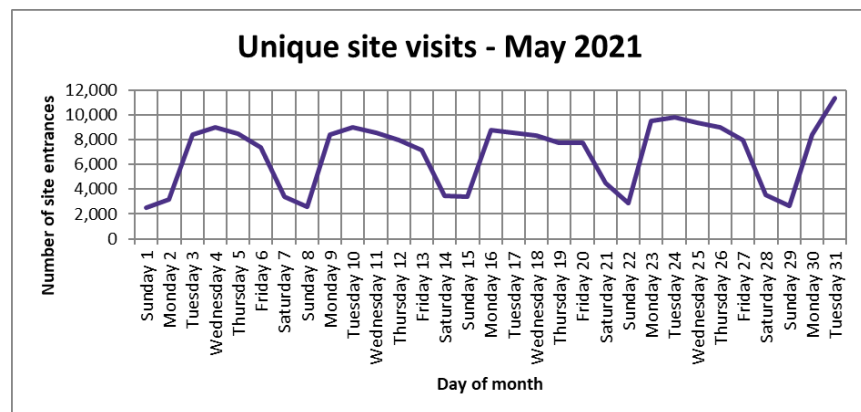
### Social Media

	Current month	Previous month
Twitter reach	<b>31,810</b>	42,677
Twitter interactions	<b>1,764</b>	2,422
Facebook reach	<b>1,761</b>	342
Facebook interactions	<b>145</b>	25
LinkedIn reach	<b>3,721</b>	2,041
LinkedIn interactions	<b>98</b>	11

## May 2022 digital communications report

### PSNC Website

Audience	May 2022	April 2022
Number of unique visitors (site entrances)	212,881	194,681
Number of unique pageviews	337,103	304,966



### Most popular

Pages	Views
Price Concessions	24,494
New Medicine Service	7,322
Controlled drug prescription forms and validity	6,902
Hypertension Case-Finding Service	6,675
Live SSPs	4,510

News stories	Date	Views
Three new SSPs introduced for HRT medicines	29/05	6,997
Ten more SSPs issued for HRT medicines	20/05	5,167
Medicine Supply Notification: Oestrogel gel	24/05	4,206
Supply disruption alert: Champix tablets	Oct '21	2,129
No change to prescription charges for April 2022	29/03	1,939

PSNC Briefings	Views
014/22: HRT Serious Shortage Protocols (SSPs) FAQs	551
023/19: Serious Shortage Protocols (SSPs) – A guide	511
041/21: Guidance on Hypertension Case-Finding Advanced Service	248
044/21: Briefing for GP teams – Hypertension Case-Finding Service	245
015/20: SSP05 – Fluoxetine 10mg tablets	236

Webinars/videos	Plays
Digital Weight Management – Referral Demo	1,680
GP CPCS Animation	1,412
Future of Pharmacy Animation	393
PSNC CEO Comment on RSG Proposals	360
SCR views from P and S Chemist	229

### PSNC Emails

PSNC Newsletter	Opens	Clicks	Clicks to opens
Averages each month	38.47%	5.51%	13.19%

### Social Media

	May 2022	April 2022
Twitter reach	34,815	31,810
Twitter interactions	1,963	1,764
Facebook reach	473	1,761
Facebook interactions	8	145
LinkedIn reach	1,861	3,721
LinkedIn interactions	60	98



Subject	Parliamentary Engagement and Public Affairs
Date of meeting	June 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of PSNC's Parliamentary engagement work since the last subcommittee meeting.
Proposed action(s)	None
Author(s) of the paper	George Foote

## Parliamentary Engagement and Public Affairs

This paper presents an overview of parliamentary engagement and public affairs work since the last subcommittee meeting. Work has continued in line with the Action Plan outlined at the October CPA workshop, with recent progress made in briefing MPs, planning wider stakeholder events, responding to consultations, and making contact with the Shadow Health Team.

### Fuller Stocktake

PSNC wrote to Dr Claire Fuller, who was leading a review looking at how new integrated care systems should work with primary care and others to improve integration of patient care. We set out some detailed recommendations on how to increase the engagement and influence of community pharmacy in the new structures.

### Parliamentary Engagement Work

We have continued to brief parliamentarians via personalised and regional briefings on the funding and capacity constraints within the sector. We are writing to the Jeremy Hunt, the Chair of the Health and Social Care Select Committee, to outline the challenges the sector faces and seek his support for the wider vision work that will shortly begin. This will follow on from recent engagement with the Health Committee's inquiries into NHS workforce and the future of General Practice.

To coincide with the launch of the Pressures Survey results, we have also emailed all members and officers of the Pharmacy APPG to request an urgent meeting to update them on the current pressures within the sector.

We are working to finalise an animation which will give us and the LPCs another resource to use with these target MPs and to seek their support for the sector.

Janet Morrison attended a recent roundtable (organised by Lloydspharmacy) with the Shadow pharmacy minister and we are supporting Lloyds with the follow-up to this. Janet will also attend an upcoming CCA Parliamentary roundtable on the future of community pharmacy. We are planning to invite APPG Officers and also the Shadow Health team to more in-depth briefings on pharmacy funding, pressures and future potential.

Ahead of the summer recess we are updating our MP visits guidance as well as drafting questions ahead of Health Questions, and we are also considering any evidence that we could submit to the recently opened Labour National Policy Forum. We still plan to hold our Parliamentary event on the hypertension case-finding service early in the autumn.

### Supporting LPCs

We continue to work closely with LPCs to advise them on the current key national messages and provide ad-hoc briefings on request, including in preparation for MP pharmacy visits. We have again worked closely with LPCs who represent target MPs to encourage their attendance at the upcoming APPG events. This often leads to increased local MP engagement in the community pharmacy sector.

### Parliamentary Questions and Wider Activities

MPs are continuing to regularly ask written questions in Parliament about community pharmacy and relevant topics. We recently sent out a list of suggested PQs to a number of MPs and will keep the Committee informed about which of those are tabled. We are also working closely with Peter Dowd MP as he seeks a Parliamentary debate on community pharmacy.

### **All-Party Pharmacy Group**

The APPG plans to hold a roundtable with policymakers over the coming months. We hope that details of this will be agreed shortly. Following on from this, the APPG is preparing to publish a manifesto of recommendations drawn from the inquiry sessions as well as the call for evidence. We expect this to be published in a parliamentary drop-in style reception and hope a further event will be held after the summer recess.

### **Wider Public Affairs Work**

#### **Joint briefings and events**

We continue to work closely with other sector bodies to coordinate joint work where we can. We are currently working with AIM (Association of Independent Multiple Pharmacies), CCA (Company Chemists' Association) and the NPA (National Pharmacy Association) on following up with additional evidence to the Health Committee regarding their recent workforce inquiry hearings.

#### **Subcommittee Actions**

This paper is just for report, but we would welcome subcommittee feedback and questions.