

Promoting the service checklist: Hypertension Case-Finding Service

This checklist, provides suggested actions that pharmacy owners can review to maximise promotion of the Hypertension Case-Finding Service. Further information on the service and resources can be found at cpe.org.uk/hypertension.

Activity	By when?	Completed
<p>Who is my target Audience?</p> <p>The inclusion and exclusion criteria in the service specification provide guidance on eligible patient groups that can be targeted for the service.</p>		
<p>How am I using my whole team?</p> <p>A well informed and engaged team allows you to maximise the number of people able to promote the service and share its benefits with any visitors to the pharmacy. A patient recruitment guide containing tips on how to successfully recruit patients using some of the insights from pilot sites is available on the Hypertension Case-Finding Service page.</p> <p>Consider:</p>		
<ul style="list-style-type: none"> ▪ Have all my team had a blood pressure test before? 		
<ul style="list-style-type: none"> ▪ Could they wear the ambulatory blood pressure monitor for a day to experience it? 		
<ul style="list-style-type: none"> ▪ How do I want my team to promote the service and what are the various opportunities they may have? 		
<ul style="list-style-type: none"> ▪ Role playing recruitment opportunities. 		
<p>Maximise your marketing opportunities</p> <p>Advertising in the pharmacy:</p> <p>Pharmacy owners providing the service can use a variety of resources available on the Hypertension Case-Finding Service page to promote the service in the pharmacy.</p>		
<ul style="list-style-type: none"> ▪ Are you using the service poster(s)? Are there too many messages that distract from my key offerings? 		
<ul style="list-style-type: none"> ▪ If you have digital screens, are you using the digital marketing resources? 		

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<ul style="list-style-type: none"> Are there other promotional resources e.g. the pharmacy campaign pack from the Campaign Resource Centre, that you can use to promote the service? 		
Advertising outside the pharmacy: Consider how your patients and customers interact with your pharmacy when they are not in your premises.		
<ul style="list-style-type: none"> Ensure you have updated your NHS Profile Manager to benefit from people being signposted to your pharmacy via the NHS Service Finder. 		
<ul style="list-style-type: none"> If you have a pharmacy website, how can you use this to promote the service? 		
<ul style="list-style-type: none"> Do you have a social media following you can highlight the service to? Review the social media resources available. 		
<ul style="list-style-type: none"> Do you have a text service for prescription collections that you can add a message about the service to? 		
<ul style="list-style-type: none"> Can you provide your local general practices with service posters to highlight the service? 		
<ul style="list-style-type: none"> Do you have an option to advertise the service when people who have called the pharmacy are on hold? 		
<ul style="list-style-type: none"> Do you promote your pharmacy's services via any other media e.g. local magazine or newspaper? 		
Engaging patients and visitors to the pharmacy		
<ul style="list-style-type: none"> When labelling prescriptions, are small flyers used to highlight potential service candidates to the rest of the pharmacy team, who could then promote the service when prescriptions are handed out? 		
<ul style="list-style-type: none"> When talking to patients about the service, are the patient leaflets about the service and about ABPM used to explain the service? 		
<ul style="list-style-type: none"> For patients identified as diagnosed with hypertension, and where locally agreed with your general practices, how are the pharmacy staff highlighting the option to have their blood pressure check done in the pharmacy when needed? 		
<ul style="list-style-type: none"> How are other visitors to the pharmacy approached and offered the service? 		
Use the power of advocacy		
<ul style="list-style-type: none"> How are patients and regular visitors to the pharmacy encouraged to consider and tell friends and family members 		



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who may benefit from the service to have a blood pressure check?		
<p>Who outside your pharmacy may be able to promote the service and signpost patients to you?</p> <p>Don't be limited to the confines of your pharmacy. A key strength of community pharmacy staff, are their links to their local communities. How can you maximise these links and these relationships? Consider links to:</p>		
<ul style="list-style-type: none"> ▪ Local patient and carer groups 		
<ul style="list-style-type: none"> ▪ Local charities and local condition support groups 		
<ul style="list-style-type: none"> ▪ Gyms and leisure centres 		
<ul style="list-style-type: none"> ▪ Libraries and community centres 		
<ul style="list-style-type: none"> ▪ Local religious centres 		