

Pharmacy First checklist: Promoting the service to your GP practice

This checklist provides suggested actions that pharmacy owners and their teams can choose to undertake to help promote the Pharmacy First service to their local GP practice team. While we appreciate some of the below activities will be easier for those who have established positive relationships with their GP practices and/or GP practices who are keen to make electronic referrals for the Pharmacy First service, the list provides options to open up discussions on the service.

Where possible, it is important to keep having conversations about Pharmacy First with different members of the GP practice team; just talking to them once about the service is unlikely to have the desired effect. The suggested activities provide ideas for how you can use different tools/resources as ‘conversation starters’ on Pharmacy First to hopefully allow further discussions on the service.

Further information on the service and resources can be found at cpe.org.uk/pharmacyfirst.

Activity	By when?	Completed
<p>1. Speak to the other local pharmacy owners – If there are a few pharmacies locally who receive prescriptions and/or previously received CPCS electronic referrals from the GP practice, consider talking about how you can work together to raise awareness within the GP practice team about the Pharmacy First service. It may be more impactful if you work together rather than the GP practice being contacted by many individual pharmacies.</p>		
<p>2. Make initial contact – If not already done so, send our template email/letter to the GP/practice manager which provides initial information about the Pharmacy First service.</p>		
<p>3. Attend a practice meeting – If practical, enquire whether you could attend a practice meeting to present on the Pharmacy First service and answer any questions about the</p>		

	service. We have a template presentation available that could be used for this.		
4.	Promotional materials – Consider printing out a selection of the posters that are available from Community Pharmacy England and NHS England and ask your GP practice if they would be willing to display any of these.		
5.	Videos and digital screen options – If your GP practice has a digital screen in their waiting room, make them aware of the Community Pharmacy England video and digital screen options and the NHS England digital screen option to see if they would consider playing these on their screen.		
6.	Social media – If your GP practice has a social media account, make them aware of the Community Pharmacy England social media tiles and suggested social media posts and NHS England’s social media assets to see if they would consider using any of these to help promote the service.		
7.	Website – If the GP practice has a website, check whether they have any information on there about Pharmacy First. If not, ask whether they would be willing to include a page or news story on the service; we have a template news story that could be used.		
8.	Patient Participation Group – Ask the GP practice if you could attend a Patient Participation Group (PPG) meeting to talk about the Pharmacy First service; this way you can reach some GP practice staff who will be present at the meeting and patients. We have a template presentation that could be used for this.		
9.	Newsletters – If the GP practice sends out PPG or other newsletters to patients, ask whether they would be willing to include a news story on Pharmacy First. We have a template news story that could be used.		

10.	<p>Invite them in for a consultation – Consider inviting different members of the GP team to visit the pharmacy so you can talk them through how the Pharmacy First service works, show them the consultation room, demonstrate how the IT system works that you use when providing a consultation, etc.</p>		
11.	<p>Speak to your LPC – Remember your LPC is there to support you locally so consider getting in touch with them to see if they can provide you with any support with working with your GP practices.</p>		
12.	<p>Consider additional materials for GP practices – If you have suggestions for additional resources that would help you to work with GP practice teams, email services.team@cpe.org.uk.</p>		