

CPWY CONNECT...

WITH YOUR COMMITTEE



Welcome to the February 2022 CPWY Committee Blog!

We appear to be seeing the back end of the pandemic which has over-ruled our lives for 2 years. With restrictions now easing, we see a glimpse of normality, travel restrictions are lifting and LFTs remain in stock for longer than 30 seconds!

Community pharmacy team members have been on the frontline to support patients since day one of the pandemic. They maintained a key role in the pandemic throughout difficult circumstances where there was so much uncertainty and patients of all ages suffered, including with their mental wellbeing. As a profession, we should ALL be very proud of our contribution to society and how we have overcome this difficult period.

Over the past months, it has been hard to create and maintain strong relationships with patients as home deliveries increased and patients reduced their time spent outside their home. I found an interesting concept in an article regarding making a great community pharmacy business that I want to share with you.

Within a pharmacy, it is easy to focus on the numbers, e.g the number of prescriptions and items, but if we put a little focus on **WHY patients keep coming back to YOU**, this will help in retaining patients.

A very basic model can be used to help elevate business and build these relationships:

- Active listening to our customers.
- Share successful customer stories with the team to learn from each other.

Create fans, not just customers. Aim to support one person at a time, listen to them, help them make a positive change in their life. In doing so they will want to return to your pharmacy, potentially using your pharmacy more often. They are also likely to recommend others to your pharmacy. This leads to creating a strong bond between the pharmacy team and the wider community.

I am working with my pharmacy teams in ensuring we integrate this approach in our daily practice to re-build our rapport with patients. Times have changed for everyone since the pandemic and by actively listening to our customers and communities we can build strong relationships and elevate our business. Could this be your new year, new start change?

Working hard is important but it is just as important to take care of ourselves and our teams. If we create the best versions of ourselves, our patients will in turn get the best level of care from us. We have sacrificed our health and put ourselves on the front-line to ensure we provide the service to the best of our ability. However, now is the time to focus on our own health, we must ensure we check in with each other and be open and honest. Please take 2 minutes to watch this Vimeo about the West Yorkshire Mental Health and Wellbeing Hub: <https://vimeo.com/556212187/d114a846fd>.

CPWY has information on free to access wellbeing support available for all the pharmacy team under the [Wellbeing tab](#) on the CPWY website www.cpwpy.org.

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Catch up NMS – opportunity ends on 31st March 2022

Many pharmacies are taking advantage of the opportunity to provide [catch-up NMS](#) to support patients who were prescribed a new medicine during COVID-19. As the New Medicine Service is being carried out widely, this will allow the recognition of patients of the support available from community pharmacy and demonstrate the impact we have on patient care. It is important for us to continue supporting patients to the best of our ability. It is our duty of care as pharmacy professionals to improve medicine adherence and ensure their inhaler technique is correct for optimal use.

I am also turning my thoughts to the [Hypertension Case Finding Service](#) and how to implement this offer. This pathway will enable the pharmacy team to recognise a patient who may have undiagnosed hypertension and make clinical handovers to GP practices. There is a CPWY event taking place tomorrow evening (Tuesday 15th February at 7.30pm) to discuss this new scheme. Further details, including how to book, are available under [the training tab](#) of the CPWY website.

Thank you,

Stay safe and take care.

Zak Laher

[Committee Member of Community Pharmacy West Yorkshire](#)