

Primary Care Networks Community Pharmacy Representatives Leadership Conference



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Community Pharmacy West Yorkshire



Welcome & Schedule For The Day

9.00	Arrival Coffee & Greeting
9.30	Welcome & Agenda
9.35	Objectives for The Day
9.40	Ice Breaker
10.00	Role Of The PCN CP Rep
10.30	Create an Elevator Pitch for PCN CP Rep
11.00	Coffee Break
11.20	Leadership – What are the Attributes of a Great leader?
12.30	Understanding your own Leadership Style and Impact on Others
13.15	Lunch



Welcome & Schedule For The Day

14.00	Leading With Impactful Communication
15.00	Coffee & Breakout
15.15	Building Engagement in Multidisciplinary Primary Care Network Teams
16.15	Ruth Buchan - The Way Forward
16.45	Wrap Up & Thanks
17.00	Close



What are Our Objectives For Today?

- Understanding the role of a PCN CP Rep and how to explain that role to others.
- What makes a great leader and Understanding Your Own Leadership Style and Impact on others?
- Understanding your own Communication preferences and your impact on others.
- Building Engagement Within a Multidisciplinary Healthcare team
- Understanding the Vision for the Future of PCN's



Getting to know Each Other

In your tables each person to tell the group something about themselves that no one present will know.

E.g. A Hobby, A Skill, A Dark Secret!

Write the secret on the flip chart... but don't say who it relates to. The other tables will have to guess or find out!



Getting to know Each Other

During Breaks and Lunch Period, your objective working as a table, is to identify as which secret applies to which member of the other tables team!



The Role Of the PCN Community Pharmacy Representative

Objectives for This Session

- Discuss our thoughts and experiences to develop a shared understanding of the role of the PCN CP Representative
- Discuss the barriers to success and how they can be overcome.
- Develop an 'Elevator Pitch' to describe that role in a short space of time

The Role Of the PCN Community Pharmacy Representative – BREAK OUT ACTIVITY

- In your tables discuss the role of the PCN CP Representative and agree **THREE primary objectives for the role.**
- Create a list of the **barriers/obstacles** to delivering these objectives
- Suggest **ways in which these barriers/obstacles can be overcome.**

Finish by 10.20am

Then each table to give 2 minutes of feedback on your discussion

The Role Of the PCN Community Pharmacy Representative – BREAK OUT ACTIVITY

- Working in pairs, drawing on the previous discussion about your primary objectives as a PCN CP Rep, create an Elevator Pitch and present it to your partner.
- The **Elevator Pitch** should include the following:
Name, Role, Where you work, A summary of the role of PCN CP Rep including your three primary objectives

Coffee Break

Coffee Break

Please be back in your seats by
11.00am

Leadership – What are the Attributes of a Great leader?

When we think of Leaders and leadership what words do we tend to use when we describe them?

Motivation
Vision
Strength
Character
Passion

Leadership – What are the Attributes of a Great leader? Break Out Activity

In your tables agree on

- A Definition of leadership (one sentence)
- Name 5 leaders who match this definition, 4 external to pharmacy and 1 within.
- Explain why you believe they are Great Leaders.

Leadership – Attributes of Great Leadership

"Leadership is the capacity to translate vision into reality."
Warren Bennis, *Financier and Leadership writer*

"Management is doing things right; leadership is doing the right things."
Peter Drucker, *Leadership writer*

"To handle yourself, use your head; to handle others, use your heart."
Eleanor Roosevelt, *Wife of President Franklin Roosevelt, USA First Lady*

"The key to successful leadership is influence, not authority."
Kenneth H. Blanchard, *Leadership writer*

"It's not about you. It's about them." Actor and Film Director Clint Eastwood

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Leadership – Attributes of Great Leadership

A mentor told me, "Never doubt yourself if someone else thinks you can do the job." *Sara Ling, Senior Manager, Knowledge and Content Management with Veritas*

"Speaking up and participating can get you just as far as training and 'book knowledge." *Paul Shorey, Senior Global Product Manager with eBay*

"Listen to understand, not to reply." *Natalia Butenko, Head of Marketing, Mobility with Logitech*

"I measure my own success as a leader by how well the people who work for me succeed." *Maria Shi, Director, North America Large Enterprise Strategy and Operations with PayPal*

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Leadership – 10 ways to define the Art of Leadership

1. Vision

Leading means having a vision and sharing it with others. Only when you get to inspire others, it is possible to share a common goal towards directing the efforts and dedication of the entire team.



What is your vision for your PCN and how will you share it with your fellow PCN pharmacies?

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Leadership – 10 ways to define the Art of Leadership

2. Motivation



The leader knows how to motivate better than anyone else; it is one of their main functions as people managers. Through motivation, the leader channels the energy and professional potential of their coworkers, in order to achieve the objectives.

How will you motivate your fellow PCN pharmacies to participate?

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Leadership – 10 ways to define the Art of Leadership

3. Serving

The leader is at the service of the team, and not the other way around. Group members must have and feel the support of their leader, the tools needed to do their jobs properly must be available to them, they must have recognition for their efforts and know that there is a person paying attention in order to correct bad habits. That is all part of a leadership which serves the team, and not the opposite.

How will you make your fellow PCN pharmacies have the information to participate and recognition?

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Leadership – 10 ways to define the Art of Leadership

4. Empathy



One of the basic qualities of any leader seeking success is precisely emotional intelligence, that ability – often innate – that makes leaders put themselves in the place of others, understand their concerns and solve problems. Leaders know the secrets of their businesses/Pharmacies and therefore can empathize with customers and members of their fellow pharmacist in their PCN.

What empathy will inspire and establish links that will ultimately lead to success for your fellow pharmacies in your PCN?

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Leadership – 10 ways to define the Art of Leadership

5. Creativity

The definition of leadership also has to do with creativity. Good leaders can create an environment that will encourage all the members of their team to develop their skills and **imagination**, so that they can contribute to the common project and vision of the company. If you want to lead successfully, respect the creativity of others and learn from the people around you; their ideas will surely prove to be positive for you.



How will you use the creativity of your fellow pharmacies in your PCN to shape your PCN's agenda?

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Leadership – 10 ways to define the Art of Leadership

6. Thoroughness



A good leader sets the bar high for their people, because they want to reach the goals and make the best of their teams. Only a demanding leader will achieve great results. In addition to this thoroughness, the leader must know how to listen, in order to know the needs of their fellow PNC pharmacists.

How will you ensure you are listening to your fellow PNC pharmacists?

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Leadership – 10 ways to define the Art of Leadership

7. Managing

The leader must be at the forefront to **lead and guide** their team throughout the whole process until the goal is reached. But besides being that "torchbearer", leaders also know when to step back and make their team take the initiative. In this way, the team gets the chance to develop, both personally and professionally. Pure management focuses on the tasks, real leadership focuses on the people.



How will you lead and guide your fellow PCN pharmacies?

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Leadership – 10 ways to define the Art of Leadership

8. Team building



True leadership is about working in a team to reach a common goal. People management is one of the most difficult tasks faced by leaders. Thanks to the positive attitude, essential in good leaders, and the trust in their workmates, people get better results. Team-aware leaders take responsibility when something is wrong and reward the group after a job well done.

How will you develop your fellow PCN pharmacies into a team?

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Leadership – 10 ways to define the Art of Leadership

9. Taking risks

The leader is the one responsible for taking the risks that others are not willing to take. They are confident enough to make a decision, and if they make a mistake, the leader must have the courage to rectify, assume their guilt and take the right path, without blaming it on the team. Good leaders know how to get ahead of their time, they see opportunities where others can't and know how to spread the enthusiasm for their vision to try to make it real.



What opportunities will you explore within the PNC for Community Pharmacy?

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Leadership – 10 ways to define the Art of Leadership

10. Improving

True leadership seeks continuous improvement. Leaders have the ability to turn the people in their teams into stars, people who have improved and developed their skills through the influence of their leader.

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Leadership – 10 ways to define the Art of Leadership



In short, the definition of leadership has nothing to do with the hierarchy or position of anyone in the company; it has nothing to do with imposing views but with listening to those who know. Leadership is the attitude assumed by those looking for something different, who are committed to achieving a goal and whose conviction they manage to transmit to others through enthusiasm and optimism to reach a common goal.

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Understanding your own Leadership Style and Impact on Others

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Understanding your own Leadership Style and Impact on Others

Leaders have two priorities; the task and the people they are responsible for.

The type of leader you are lies in your approach to these two elements

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Development

Understanding your own Leadership Style and Impact on Others

Objective for this Session:

- ❑ To explore YOUR leadership styles, the degree to which YOU tend to balance concern for people, to getting the job done.
- ❑ To provide an opportunity to discuss the advantages and disadvantages of different approaches and plan to achieve a more balanced approach

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Understanding your own Leadership Style and Impact on Others

Complete The Questionnaire Provided

20 Minutes

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Understanding your own Leadership Style and Impact on Others

What Matters Most Score Sheet

Yellow 40, Green 25, Blue 35



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Understanding your own Leadership Style and Impact on Others

The Significance of Colours

Yellow, the people oriented leader

Blue, the leader who focuses on the task

Green, (being a blend of yellow and blue), the leader who attempts to keep both elements in focus, recognising that the job will only get done if the team reaches its potential

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Understanding your own Leadership Style and Impact on Others

Diagram 1



Diagram 2



Diagram 3



Diagram 4



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Understanding your own Leadership Style and Impact on Others: Break Out Session

In tables discuss

**YELLOW Strengths and weaknesses and
BLUE Strengths and weaknesses.**

Record your thoughts on the flip charts

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Understanding your own Leadership Style and Impact on Others

Yellow. Their main concern is with people. There will be high levels of trust, and people are likely to feel good and enjoy being part of a happy team. These are certainly important leadership achievements which help to create a high morale and confidence at first.

BUT

Performance may be poor which may undermine that high morale

Quality issues may be missed because of a lack of monitoring

The most talented and motivated people may get frustrated and go elsewhere. This will leave behind the ones who come to work for a nice time but aren't interested in achieving anything

The leader may become very stressed, trying to keep everyone happy, whilst doing things themselves

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Understanding your own Leadership Style and Impact on Others

Blue. Their main concern is with the task. The leader concentrates all their energies on getting the job done and expects the team to do the same. In short term, this approach will probably achieve high levels of performance. The team will enjoy being respected by others as achievers.

BUT

An aggressive and competitive approach may create stress and so undermine performance and confidence

Illness and absenteeism may rise

The lack of trust may mean the team needs constant supervision

They may be unlikely to contribute ideas or act on their own initiative

The capable team members may tend to go off and find jobs somewhere more rewarding

There may be unpleasant consequences like deliberate sabotage of work, or charges of constructive dismissal

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Understanding your own Leadership Style and Impact on Others – Break Out Activity

Personal written commitment

Using what you have learned from the questionnaire and the group discussion, consider three actions you can take over the coming week to begin to improve your leadership balance.

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Understanding your own Leadership Style and Impact on Others



All elements are important. The task must be done, the team must be strengthened and individuals must be looked after.

The secret of successful leadership is finding the green route which recognises that you get the job done through the team.

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Lunch

Please be Back in Your Seats by 1.45pm

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Leading With Impactful Communication

How can we communicate effectively with different types of colleagues who enter our healthcare lives and with whom we must develop common goals and deliver those agreed objectives?

The sub-title of this programme refers to 'tailoring' conversations. Perhaps the ideal analogy would be to think of the tailor or dressmaker who is making sure that the cloth you have selected fits you perfectly and makes you look and feel good?

For pharmacy to grow and flourish in an evolving environment we need to reach out and design our interactions with individuals to ensure that the profession delivers what its 'customers' require.

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Leading With Impactful Communication

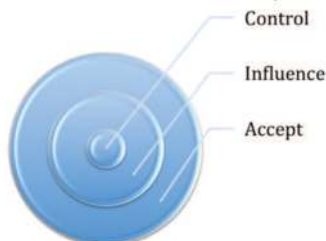
The objectives are that, at the end of this section, you will:

- Understand how people communicate and why we all have different preferences for the way in which we communicate
- Understand your own communication preferences and the strengths and weaknesses of your preferred communication style
- Understand how to change your communication style to communicate more effectively with a range of individuals and groups in different circumstances
- Develop a strategy for dealing with 'difficult' communicators

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Leading With Impactful Communication

Circles of Control Influence & Acceptance



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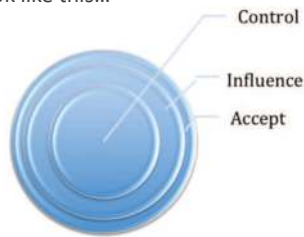
Leading With Impactful Communication

Proactive people focus on the things they can control, engage with others to influence the things that they can influence and do not spend time or effort trying to control the things they cannot control or influence i.e. the things that they should accept.

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Leading With Impactful Communication

By focusing on what we can control and influence, the circles start to look like this...



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Leading With Impactful Communication

- We can 'control' our own communication behaviours and our levels of assertiveness.
- We can 'influence' others by flexing our communication style and having assertive conversations.
- We may have to 'accept' that some people will not respond in the way that we want, for numerous reasons beyond our control and regardless of how flexible or assertive we are.

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What Makes Communication Difficult?

Think about an individual (or individuals) with whom you have difficulty communicating. What is it that makes the conversations you have with these individuals difficult?

- Is it what they actually say? (Their words).
- Is it how they sound when talking to you? (Their tone).
- Is it how they look when talking to you? (Their body language).

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What Makes Communication Difficult?

- Words 7%
- Tone 38%
- Body Language 55%

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The Colours Model

The Colours Model is a simple and effective way of allowing us to analyse our own communication preferences and to also understand the communication preferences of others.

We can then flex our style accordingly to engage with people more effectively.

Remember – the most effective communicators change their style of communication, rather than expecting other people to change!

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The Colours Model

Communication style

An individual's **communication style** will, in general terms, be either **direct** or **indirect**.

Based on the following table, what would you say is your communication style?

Make a note of it

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Indirect	Direct
Words	
Asks	Tells
Uses lots of questions	Uses lots of statements
Is 'ask' assertive, rather than 'tell' assertive? e.g. "Shall we go to McDonald's for dinner?"	Is 'tell' assertive, rather than 'ask' assertive? e.g. "Let's go to McDonald's for dinner"
Unlikely to interrupt	Likely to interrupt
More likely to say 'we'	More likely to say 'I'
Tone	
Slower	Fast(er)
Controlled/monotone	Excitable/variable pitch
Quieter	Louder
Body Language	
Few hand gestures	Lots of hand gestures
Faces appear calm and controlled	Faces appear expressive and excitable
More likely to sit and reflect	More likely to stand, pace and talk

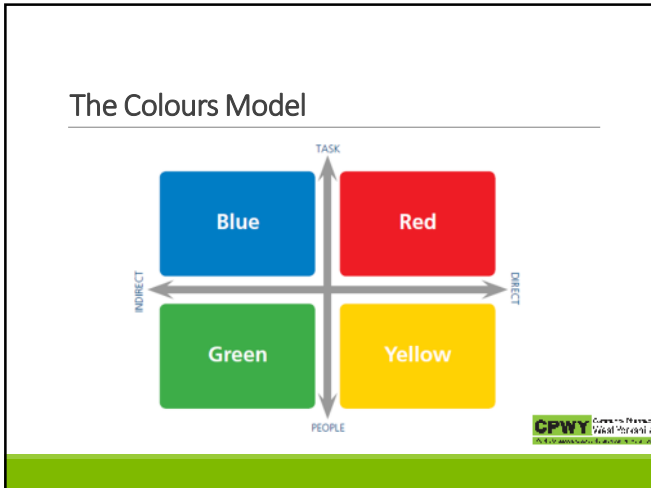
The Colours Model

An individual's **communication focus** will be either on the task at hand or the people involved in achieving the task

From our Leadership Style discussion...

Yellow, the people oriented leader

Blue, the leader who focuses on the task



The Colours Model

Blues are task focused and communicate indirectly by asking questions. They internalise their thoughts and feelings and like to think things through thoroughly before acting. They are detail focused, will want lots of information and will talk slowly and quietly. Their body language will appear limited, almost aloof.

The Colours Model

Reds are task focused and communicate directly by telling. They internalise their thoughts and feelings and like to take action, often without thinking things through. They are results focused and will talk quickly and loudly. Their body language will appear animated but their gestures are likely to be small and controlled.

The Colours Model

Greens are people focused and communicate indirectly by asking questions. They externalise their thoughts and feelings and like to think things through thoroughly before acting. They are people focused and want harmony amongst their team. They will talk slowly and quietly. Their body language will appear controlled and thoughtful.

The Colours Model

Yellows are people focused and communicate directly by telling. They externalise their thoughts and feelings and like to take action by getting directly involved. They are people focused and want to be included and recognised as much as possible. They will talk quickly and loudly. Their body language will appear animated and their gestures are likely to be large and demonstrative.

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The Colours Model

If you had to summarise each style in one line, it would be as follows:

- Red:** Let's get the job done.
- Yellow:** Include and recognise my efforts.
- Green:** Include and recognise everyone's efforts.
- Blue:** Let's get the job done properly.

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The Colours Model

Communication Style

If we understand our preferred communication style, we can begin to think about how we can flex our communication style when dealing with other people who are a different 'colour' to us

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The Colours Model

Communication Style (Task focus/Indirect)

- Get to the point
- Stick to time agreed
- Avoid social chitchat
- Provide lots of options and show the thought process/detail behind each option
- Be controlled
- Use fewer gestures
- Expect slower decision-making
- Expect long pauses

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The Colours Model

Communication Style (Task Focus/Direct)

- Get to the point
- Stick to time agreed
- Avoid social chitchat
- Provide options but focus on the results of each option
- Be enthusiastic
- Use controlled gestures
- Be more formal
- Expect quick decision-making
- Expect interruptions

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The Colours Model

Communication Style (People Focus/Indirect)

- Don't get to the point too quickly
- Be prepared to engage in social chitchat
- Focus on the team and what's in it for them
- Be controlled
- Expect lots of questions about the impact on people
- Don't interrupt them
- Be flexible
- Expect slow decision-making
- Expect pauses

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The Colours Model

Communication Style (People Focus/Direct)

- Don't get to the point too quickly
- Be prepared to engage in social chat
- Focus on their involvement and personal results for them
- Be very enthusiastic
- Be flexible and expect to go off the agenda
- Provide options and what each option will mean for them personally
- Expect quick decision-making

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The Colours Model – Break Out

Communication Strategies

Find YOUR colleagues with the same style of communication, RED, BLUE, GREEN, YELLOW.

In those groups devise a plan for how you would present the **Community Pharmacy: 2019/20 to 2023/24** handout to a person who has the opposite communication style.

BLUE to YELLOW
YELLOW TO BLUE

RED TO GREEN
GREEN TO RED

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Wales & Yorkshire

Coffee Break

CPWY Community Pharmacy
Wales & Yorkshire



Primary Care Networks NHSE&I – North East and Yorkshire

CPWY PCN Events – Jan/Feb 2020

NHS England and NHS Improvement



Introductions

Anna Ladd

Senior Primary Care Manager, NHSE&I, WY&H

Samantha Cavanagh

Primary Care Manager, NHSE&I, WY&H

Primary & Community Care, WY&H Health and Care Partnership

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Who we are what our team do.....

- Responsible the direct commissioning of Community Pharmacy and Optometry services across WY&H.
- Provide support to our CCGs across WY&H in their co-commissioning responsibilities for Primary Medical Care.
- Support the ICS Primary Care Programme Board in their delivery of the ICS Primary Care Strategy linking closely to the NHS Long Term Plan, GP Forward View and Primary Care Transformation.

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NHS

WY&H Health and Care Partnership - Overview

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NHS

West Yorkshire and Harrogate Priorities

Improving Population Health

- Prevention
- Health inequalities
- Wider determinants of health and wellbeing
- Personalised Care

Priority areas for improving outcomes

- Cancer
- Mental Health, Learning Disabilities and Autism
- Children and young people
- Carex
- Maternity

System change and integration

- Primary and Community Care
- Urgent and Emergency Care
- Improving planned care and reducing variation
- Hospitals working together

Enablers

- Harnessing the power of communities
- Workforce
- Digital
- Capital and estates
- Leadership and OD
- Population health management capability
- Finance
- Innovation and Improvement
- Commissioning

NHS England and NHS Improvement

NHS

Primary Care Networks (PCNs) and their role in delivering Integrated Care

Primary Care at the heart of delivering the NHS Long Term Plan

- NHS England's Long Term Plan outlined the ambition for Integrated Care Systems (ICSs) to cover the whole country by April 2021.
- PCNs will be the building block of every ICS, working with other partners to allocate resources and deliver care.

Why change?

- Pressure on the health & social care system in England due to ageing population, chronic conditions, new treatments and patient expectations.
- Move the focus from 'treating those who are unwell' to preventing ill health and tackling health inequalities.
- PCNs and their focus on population health management can help to bring about those changes so that:
 - patient outcomes improve
 - there is an integrated care experience for patients and
 - there is a more balanced, sustainable workload for staff.

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NHS

PCNs and links to the GP Contract

- NHSE&I set out a national direction last year for all patients to be covered by a PCN.
- The establishment of PCNs was supported through the implementation of the Network Directed Enhanced Service which was offered to all GP practices.

<https://www.england.nhs.uk/publication/network-contract-directed-enhanced-service-des-specification-2019-20/>

- This DES required 100% population coverage for PCNs. Practices were required to configure themselves into PCNs with populations of around 30,000 – 50,000 with consideration to geographical alignment.
- Once configured the establishment of PCNs were approved through local CCGs (Primary Care Commissioning Committees).
- There are 56 established PCNs across the WY&H area – varying in their demographics, size and maturity.
- PCNs were also required to appoint into a Clinical Director role – the majority of our CDs are GPs within their local patches. However we do have 2 ANPs acting as the CD in their local PCN.

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NHS

PCNs and links to the GP Contract cont.....

- The Network DES set out the intention for PCNs to implement a series of Network Services; Structured Medication Review and Medicines Optimisation; Enhanced Health in Care Homes; Anticipatory Care; Personalised Care; and Supporting Early Cancer Diagnosis.
- The draft specifications were released by NHSE&I in mid December for engagement purposes.
- Engagement period closed on 15 Jan with lots of feedback.
- Final specifications will now go through negotiation stages and released in due course.....we will keep you posted!

February 2020 Update

- Specifications have been updated to align to more local approaches.
- Anticipatory Care and Personalised Care deferred to 21/22.

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NHS

PCNs and links to the GP contract cont.....

Additional Roles Reimbursement Scheme

- The Network DES also provides the opportunity for PCNs to access resource to support the employment of new workforce roles to work across their PCNs. The implementation of these roles have been staged;
 - 19/20 – Clinical Pharmacists and Social Prescribing Link Workers
 - 20/21 – Physicians Associates and First Contact Physiotherapists
 - 21/22 – Paramedics

February 2020 Update!

- From April 20 move to 100% reimbursement for all roles.
- From April 20 move to include: Pharmacy Technicians, care coordinators, health coaches, dieticians and podiatrists.
- From April 21 mental health professionals will be added.

- Work ongoing through the ICS to support implementation of the new roles with rotational models for Physicians Associates and Paramedics being piloted.

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Community Pharmacy and GP Contract Announcement

- Aligned incentive proposed for flu – Investment and Impact Fund for PCNs and Pharmacy Quality Scheme for Community Pharmacy.
- Structured Medication Review service specification refers to working with community pharmacy and connecting patients to the NMS.
- The network agreement asks that PCNs consider how the will work with Community Pharmacy, Community Services and Community Mental Health.
- Expectation that PCNs work with their partners in delivery of the service specification.

PCNs and Community Pharmacy

- NHSE&I, nationally, have negotiated changes to the Pharmacy Quality Scheme (previously Quality Payment Scheme) to recognise the intentions of the Long Term Plan and future of PCNs.
- The Pharmacy Quality Scheme asks that a local Community Pharmacist is aligned to each PCN.
- In WY&H, CPWY have supported these discussions and have ensured that every PCN has a community pharmacist aligned which is a positive step forward in future ways of working.
- PCNs will be expected and encouraged to develop their relationships with wider partners, including Community Pharmacy through their own Development and Service Improvement Plans.
- NHSE&I have worked on setting out some ways of working with Community Pharmacy and opportunities for future ways of working.....

Opportunities for Community Pharmacy and PCNs

Urgent Care and Minor Illness	<ul style="list-style-type: none"> • CPCS – access to urgent medications & NHS111 referral for minor illness • CPCS – GP referral pilots
Prevention and Public Health	<ul style="list-style-type: none"> • Healthy Living Pharmacies – leadership in PH campaigns • Role in proactive care and prevention of ill health, early diagnosis and risk identification
Increased Clinical Role	<ul style="list-style-type: none"> • Engagement with new roles within PCNs. • Support delivery of new service specifications
Medicines Safety and Optimisation	<ul style="list-style-type: none"> • Work as part of the system in delivering medicines safety and optimisation

PCNs.....where we are now in WY&H

- All PCNs established and working through the Network DES requirements.
- September 2019 PCNs were asked to complete a review of their maturity using the NHSE&I PCN Maturity Matrix.....have you seen this?
- The self assessments against this maturity matrix were then used in supporting the allocation of the PCN Development Support Funding.

PCN Development Support Funding

NHSE&I in 2019/20 allocated all ICSs/STPs funding to support the development of PCNs and released the PCN Development Support Prospectus.

All WY&H have access to PCN Development Support Funding.....do you know how your PCN is using this funding?

The ICS expects to receive more funding in future years.

<https://at-scale.co.uk/wp-content/uploads/2019/08/PCN-Development-Support-Prospectus-FINAL.pdf>

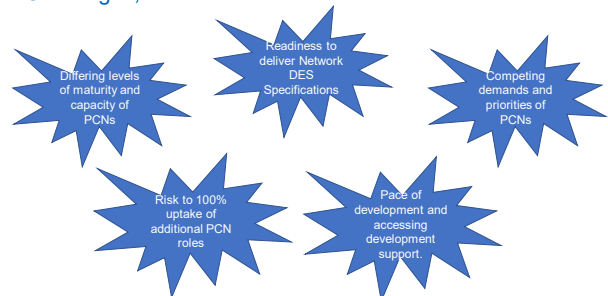
.....where we are now cont.

PCN Development Support Prospectus

The Prospectus outlined 8 expectations of PCNs.....by the end of March, supported by the development funding.

- **Understand their own journey**; know where they are aiming to get to over the next five years, use a diagnostic process to establish development need, using a maturity matrix or similar tool, and put a development plan in place.
- Be functioning increasingly well as a **single team**.
- Be part of a **'network of PCNs'** that helps shape the ICS plan to implement the LTP.
- Formed clear and agreed **multi-disciplinary** teams with community provider partners.
- Building on existing relationships, form links with **local people and communities** to understand how to work most effectively for their benefit.
- Have made **100% use of their funding entitlement for additional roles** in line with national guidance.
- Have started work on at least one **service improvement project** of some kind, linked to the LTP goals.
- Have started thinking about their **future estate needs**, jointly with community partners.
- Be ready to deliver **new national service specifications** from April 2020.

Challenges, Risks and Barriers



Now over to you.....in groups can you discuss?

Thinking of your role as a Community Pharmacist in your PCN what do you see as the current opportunities and challenges for Community Pharmacy?

Can you think of any practical ways you can be better supported by those in the system (PCNs, local CCGs, NHSE&I.....) to help you carry out your new roles in PCNs?



Any Questions?

Primary Care Networks Forward Thinking and Opportunity

Ruth Buchan
CEO
Community Pharmacy West Yorkshire

What are Primary Care Networks (PCNs) trying to achieve?

Local population health

Proactive approach and support
Health inequalities

Coordinating and supporting better use of workforce

- Multidisciplinary
- Flexibility
- Support

Integrating with wider healthcare system

- Non-GP providers
- Joined up

What are some of the PCN challenges right now?

Speed of implementation

- Shared vision
- Engagement
- Leadership
- Maturity

PCN development and delivery

- Timelines
- Governance
- Infrastructure
- Evaluation

How to redesign workforce and care

- Recruitment
- Training
- Digital
- Wider workforce

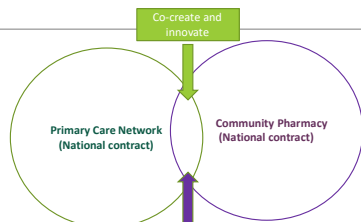
Community pharmacy can support a PCN by:

- Supporting local population health approaches
- Co-delivery of seven PCN enhanced services
- Addressing workload pressures/optimisation
- Medicines optimisation/safety/quality improvement
- Vulnerable populations/health inequalities

Key things you can offer or engage with initially (based on new community pharmacy contract):



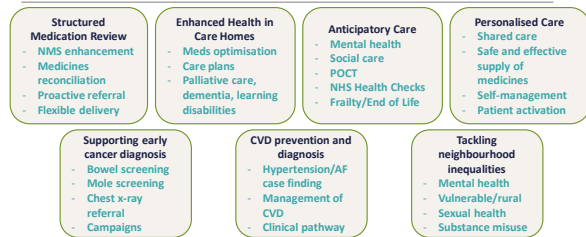
What are the enablers to join up community pharmacy and PCNs right now locally?



1. PCN mandatory requirement to work with non-GP providers
2. Flexible workforce
3. PCN seven enhanced service delivery
4. Extended hours / urgent care offer
5. PQS - PCN requirement, medicines safety, prevention, alignment to PCN contract QJ module
6. Pharmacy Integration Fund - Test sites for innovative models of care

CPWY Community Pharmacy Workforce

Potential role of community pharmacy supporting seven PCN enhanced service delivery...



Priorities of your PCN
Maturity of your PCN

CPWY Community Pharmacy Workforce

Additional things to consider as engagement develops

Working at scale with other community pharmacies

- Operational
- Strategic
- Clinical

Engage with LPC as a collective group to work with:

- CCG
- LMC
- PCN Clinical Directors

Extending the role of community pharmacists and teams alongside PCN maturity

Additional enablers to integrated working

1. Access to relevant electronic patient information/records
2. Mechanisms to refer and communicate between community pharmacies and GP practices
3. Local training hub inclusion for community pharmacy workforce
4. Support for community pharmacy teams to work and delivery collaboratively with PCNs – local agreements? SLA?
5. Evaluation - data capture

CPWY Community Pharmacy Workforce

Some tips to building engagement with your PCN

1. Embrace change
2. Understand your PCN
 - The GP practices and other community pharmacies in your PCN
 - Establish common ground – **find allies in your PCN**
 - Develop a **shared vision and direction**
3. Bring solutions... what does the local population need?
 - Understand the local patient/population need and what you can offer or already do offer that will **add value**?
 - What are the current community pharmacy offers? Eg CPCS, NMS, eRD, Walk in my Shoes



CPWY Community Pharmacy Workforce

Some tips to building engagement with your PCN

3. Collaborate... not compete

- Develop skills to **improve conversations and relationships**
- Work together with your local community pharmacies, GP/CCG/hospital pharmacists
- Be inclusive – not just GP practices but consider community services, Social care and voluntary services



4. Reach out: use your neighbours and networks

- You are not alone – use your networks; **share ideas, get support** from other PCN CP reps and your LPC

5. Learn along the way

- Everyone is learning; **there is no right way**

6. Pace yourself and be mindful

- Initially start with small projects – build trust, confidence and focus on **high quality delivery**

CPWY Community Pharmacy Workforce

Support From CPWY

- Primary Care Networks one of our key priorities and CPWY investing in PCNs eg funding for backfill, leadership day, team resource
- CPWY will continue to support you in your PCN CP role
- We rely on you for feedback / updates and shouting up when you need support
- Phil continuing as PCN Project Support
- CPWY will help you with any potential service development. Need to be mindful that new activity must be funded and costs go beyond just service delivery.
- Keep it simple
 - Current services / offers - NMS, eRD
 - Think Pharmacy
 - Walk in my Shoes

You are not on this journey alone

Network of PCN reps. CPWY team. Contractors within your PCN.

Together we will maximise the opportunities for Community Pharmacy

CPWY Community Pharmacy Workforce

Primary Care Networks

Community Pharmacy Representatives Leadership Conference

End of our day!

Thank you for your participation

Don't just leave it at today

What actions will you take away from today?

Write these down

Feedback forms



Thank you

Safe journey

