

Our vision – Empowering West Yorkshire pharmacies to be essential healthcare hubs, delivering innovative and integrated care that enhances community health and ensures substantial high-quality services for all.

CPWY Values

Collaboration



We prioritise teamwork and partnership, both within our CPWY team, committee and with external stakeholders, to achieve a shared goal and better health outcomes for patients.

Integrity



We act with honesty, transparency, and accountability in all of our decisions and actions, building trust with our contractors, stakeholders and the communities we service.

Innovation



We embrace new ideas and approaches, continually seeking to improve and adapt to the evolving healthcare landscape to better serve our communities.

Empathy



We understand and respect the challenges faced by our contractors and colleagues, providing support and advocacy to support their success.

Strategic Priorities

Strengthening Contractor Support and Engagement

Need for consistent support

Tailored engagement strategies

Increased visibility and communication

Enhancing Collaboration with Key Stakeholders

Building stronger relationships

Defining roles and ownership

Promoting pharmacy services

Driving Strategic Initiatives for Service Delivery & Integration

Leveraging data and best practice

Facilitating local integration

Recognise contractor capacity constraints

Addressing Funding and Economic Challenges

Maximise income and take full advantage of available income

Operational efficiency and best practice

Political and local engagement

Strengthening Contractor Support and Engagement

Consistent Support

**Tailored Engagement
Strategies**

**Increased Visibility and
Communication**

Communications	Contractor Networking	Contractor Needs Mapping	Facilitate the Integration of Community Pharmacy within Primary Care
<ul style="list-style-type: none"> • Incorporate feedback mechanism into CPWY communication and engagement to support contractor needs. • Continuously strive to enhance our communication to be bite sized, relevant and specific. • Make use of AI to simplify tasks and refine communications 	<ul style="list-style-type: none"> • Event calendar planned with monthly engagement piece including webinar / podcasts and virtual / face to face sessions. • Celebratory Awards Ceremony to recognise and share excellence in our community pharmacy teams, with sponsorship from stakeholders. • CPWY representative to attend Pharmacy Show. 	<ul style="list-style-type: none"> • Track cumulative progress of completion of key CPCF tasks to identify those who may require further support. • Use results and data to offer more intensive face to face support tailored to contractor situation. 	<ul style="list-style-type: none"> • Provide resources to community pharmacy PCN Leads for local relationship building and pharmacy service integration. • Key communication to all relevant stakeholders across West Yorkshire.

Enhancing Collaboration with Key Stakeholders

**Building Strong
Relationships with Key
Stakeholders**

**Defining Roles and
Ownership**

**Promoting Successful
Delivery of Pharmacy
Services**

Stakeholder Engagement

- Review West Yorkshire stakeholder mapping and maintain this taking into consideration restructures.
- Build on LMC (LRC) relationship by close collaboration.
- Communication CPCF key points.

Sharing Success / Case Studies with External Stakeholders

- Using data and stories of patient success both in the moment and planned regular communication to evidence the value of pharmacy services.
- Locality benchmarking data to be shared with key stakeholders including Clinical Directors, Primary Care Leads, PCN Pharmacists, Practice Managers.

Regular Contact with Commissioners

- Live services –regular contact regarding service performance, updates and service fee uplifts and simplification of services for more efficient delivery.
- Potential services – regular contact around value of services in other West Yorkshire areas and LPCs nationally.

Driving Strategic Initiatives for Service Delivery and Integration

**Leveraging Data and
Best Practices to
Strategically Drive
Service Uptake**

**Facilitating Local
Integration to Build
Strong Local
Relationships**

**Recognise Contractor
Capacity Constraints**

Prioritise National Services	Local Services	New Community Pharmacy Contractual Framework	Use Data to Celebrate Success and Drive Performance
<ul style="list-style-type: none"> Continued focus of integration of PCARP Services (Pharmacy First Service, Pharmacy Contraception Service and Hypertension Case-Finding Service). Stay informed with GP contract to identify shared objectives. 	<ul style="list-style-type: none"> Focus on profitability of local services to inform contractors on the effective use of the pharmacy team. Encourage repurposing of funds to services with most demand and opportunity. 	<ul style="list-style-type: none"> Lead new CPCF effectively to deliver best financial outcomes for contractors. 	<ul style="list-style-type: none"> Use available data to support the direction of focus from Advanced Services Facilitators and wider team. Regular benching marking to allow pharmacies to measure performance against average/comparable pharmacies in ICB area.

Addressing Funding and Economic Challenges

Maximise their Income
and Take Full Advantage
of Available Funding

Encourage Operational
Efficiency and Best
Practices

Political and Local
Engagement

Back to Basics

- Communication focused on maximising dispensing income.
- Events focused on drug tariff, end of month submissions and finance.

MP Engagement

- Support with CPE MP campaigns.
- Communicate with MPs at local level around contract pressures.
- Send specific health information to MP based on constituency to get MP buy in.
- Invite to CPWY committee meetings.