



## Pharmacists provide workplace health check for Parliament

The Society hosted an innovative event in the Houses of Parliament this winter, providing parliamentarians with a workplace health check, testing their blood pressure, BMI, cholesterol and glucose levels in addition to providing lifestyle risk assessments.

Ten pharmacists and pharmacy technicians from England, Scotland and Wales volunteered their time to represent the profession and provide a service to opinion-formers and decision-makers.

The event was held in the oldest and most imposing part of the building — the Great Hall — which is the original site of Parliament and the Judiciary in Westminster and dates back to the beginning of the second millennium. The event was attended by over 30 visitors, about half of whom were referred for further testing for hypertension. One MP was referred for further testing after anomalous blood glucose results were discovered.

Every Parliamentarian who attended received a press release to pass on to their local newspapers and personal websites. English



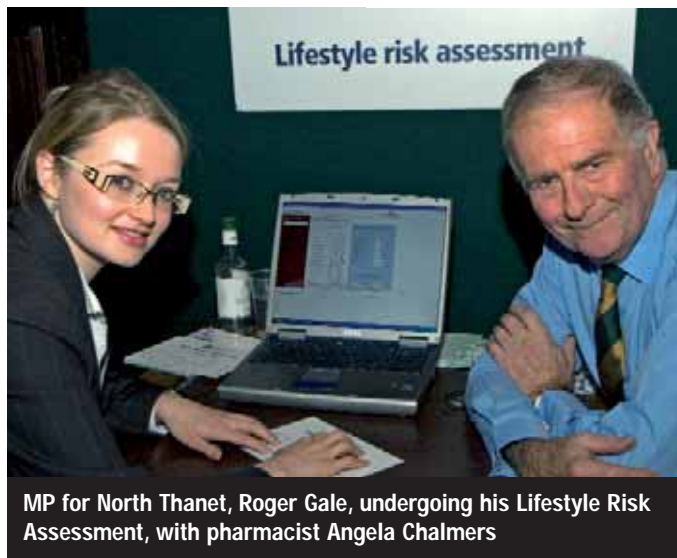
Betty Williams, MP for Conwy with RPSGB Scotland's Principal Policy Advisor, Aileen Bryson

MPs also received a letter from the Society requesting that they ask their local PCT whether it has considered pharmacy as a provider for such services for the MP's constituents. It stated: "...the pharmacists who provided the tests required no additional training to carry out this service, which could be available within the community to every one of your constituents."

Volunteer Scottish Pharmacist, Aileen Bryson, said: "The event was a success amongst both

pharmacists and politicians. It demonstrated what pharmacy can do and provided a showcase to those who have an impact upon the future of our profession."

Every Parliamentarian involved — from ex-Cabinet minister and Select Committee Chairman to backbench peer and MP — expressed their gratitude and commented upon the professionalism of the pharmacists. The event was such a success that it will be repeated next year by the Public Affairs Team.



MP for North Thanet, Roger Gale, undergoing his Lifestyle Risk Assessment, with pharmacist Angela Chalmers

### IN THIS ISSUE

- Pharmacists have been in the news over the holidays — see p3 for details of successful Christmas and New Year's Eve campaigns
- Find out the latest on development of the new pharmacy regulator and how to have your say (p4)
- David Thomson, Chair of the Society's Responsible Pharmacist Steering Group outlines the project on p7

## NOTES FROM JEREMY HOLMES CHIEF EXECUTIVE

# Energy? We've got it!

The final copy deadline for this issue of Your Society was a week before Christmas — in fact we had the staff party last night (apologies if this article reads a little hungover), where the theme was “circus”. There were a few jokes about the Society walking the tightrope in 2009 and having to juggle different roles, but it's really clear there is a new sense of energy.

In fact the week before we had a terrific “Project Energise” event at Lambeth, designed to help us move up a gear in what we do as an organisation. It was great fun, but it also showed how much collective energy there is amongst the staff, and how much commitment there is to working together.

That commitment isn't dependent on caffeine, but it's also noticeable how many people now visit the great coffee bar on the 5th floor at Lambeth early in the morning — it's open from 8am to 4pm for members as well as staff. I would recommend it to anyone.

Talking of drinks, in a much earlier part of my career I worked on the relaunch of Lucozade. It was originally invented by a pharmacist and had become known as the drink to “aid recovery” — the stereotype was the large cellophane-wrapped bottle on your grandmother's sideboard for when you were feeling poorly. But it had lost touch with its market, and had been in gradual but consistent decline for a generation. Lucozade was repositioned as an energy drink, with new flavours and new formulations to meet the needs of a different generation. The decline was reversed and the brand grew fantastically; it's now a case study of a successful brand turnaround.

I wouldn't want to make too much of the comparison, but the Society is turning itself around too, as the basis

of the new professional body when regulation moves to the new General Pharmaceutical Council (GPhC). We are rediscovering our market, which is our members, and 2009 will see even more energy devoted to meeting their needs.

Now we've got the TransCom Prospectus and the draft Pharmacy Order (the so-called Section 60 Order) for the GPhC, we've got the two springboards for the demerger. On the first, which is where the Society itself is heading, we've established an internal Transitional Working Group to oversee the planning, and we're holding a wider stakeholder meeting (to be chaired by Nigel Clarke) on Tuesday 24th February. That will provide vital input to the process of developing the new professional body.

We'll also be considering the feedback on the Prospectus received by Nigel Clarke, and adjusting our plans accordingly. Thank you to all those who responded. You can still let me know what you think or ask about the stakeholder meeting by emailing [positivefeedback@rpsgb.org](mailto:positivefeedback@rpsgb.org).



On the regulatory side, the Department of Health has put the Pharmacy Order out for consultation until Monday 9th March — please read it and respond by visiting: [www.dh.gov.uk/en/Consultations](http://www.dh.gov.uk/en/Consultations).

Now is the time for the profession to get energised!

WE HAD A TERRIFIC “PROJECT ENERGISE” EVENT AT LAMBETH, DESIGNED TO HELP US MOVE UP A GEAR IN WHAT WE DO AS AN ORGANISATION. IT WAS GREAT FUN, BUT IT ALSO SHOWED HOW MUCH COLLECTIVE ENERGY THERE IS AMONGST THE STAFF, AND HOW MUCH COMMITMENT THERE IS TO WORKING TOGETHER.

## NEWSROUND

# Pharmacists in the news over the holidays

The Society's PR Unit ran two successful media campaigns aimed at the public over the holiday season, with strong, positive messages about the role and contribution of pharmacists in helping the public maintain good health.

A Christmas Eve campaign saw Father Christmas and Great Britain

RX Factor representative Paul Johnson hitting the airwaves to discuss the MOT Santa received at his local community pharmacy. Footage for the campaign was aired on numerous websites in the lead-up to December 25th.

While the tone was fun and light, the campaign delivered key messages

about the importance of maintaining good health year-round, and the fact that pharmacists are accessible health professionals with the knowledge and skills to help people achieve that goal.

Similarly, on new Year's Eve, as people prepared to ring in 2009, community pharmacist James Wood did a series of radio interviews

about how pharmacists can help people set realistic and achievable new year's resolutions relating to good health.

Results from both campaigns can be viewed at the Society's Digital News Agency website, at: <http://www.digitalnewsagency.com/>, using the user name and password: rpsgb1.

## Long-serving branch members recognised

More than a dozen Society Branch committee long service awards have been made to members around Great Britain.

They include:

■ Mrs Fiona Ainley, Wirral Branch.

■ Mr Colin Doorbar, West Cumberland Branch

■ Mr John McGrath, Mid Glamorgan East Branch

■ Mr Ray Jephson, Swindon and District

■ Miss Pamela Cox, Nottingham and District

■ Mr Umesh Patel,

Sunderland and District Branch

■ Mr Jim Bannerman, Northern Scottish Branch

■ Mrs Lesley Gales, Jersey Branch

■ Mr Jeremy Clitherow, Mersey Region

■ Dr Jennifer Long,

Croydon and District Branch

■ Mr Alan Tobias, Leeds and District Branch

■ Mrs Caroline Hardwick, Stockport and District Branch

■ Mr Neil Denby, South Cheshire Branch.



Ray Jephson with Toni Lloyd (Swindon branch chairman) and Carol Holmes (branch secretary)

## NEWSROUND

# New pharmacy regulator — your chance to have your say

The Department of Health (DH), on behalf of England and Wales, has launched a joint consultation with the Scottish Government on proposals contained within the draft Pharmacy Order 2009 to establish in 2010 a new regulator for pharmacy — the General Pharmaceutical Council (GPhC).

The GPhC will be responsible for the statutory regulation of pharmacists, pharmacy technicians and pharmacy premises in Great Britain.

These proposals take forward the recommendations in the Government's White Paper, Trust, Assurance and Safety — The Regulation of Health Professionals in the 21st Century, which was published in February 2007.

Amongst other things, the Order as currently drafted would provide for:

- An appointed, not elected, Council;
- Three statutory committees (as opposed to the six provided for in the current legislation), both to allow flexibility of approach and to prepare the GPhC for the eventual transfer of adjudication to the independent Office of the Health Professions Adjudicator (OPHA);
- Rules covering standards for registered pharmacies, owners of pharmacies (including bodies corporate) and superintendent pharmacists;
- Emergency provisions to register suitably experienced people as pharmacists or pharmacy technicians, to register premises and to annotate or impose conditions on registration during an emergency (e.g. a flu pandemic);
- One Register, split into parts (e.g. for pharmacists, pharmacy technicians and premises). There will no longer be a non-practising register. Anyone who is not on the GPhC Register will not be allowed to describe themselves as a pharmacist or pharmacy technician; and
- Broad provisions for a statutory Continuing Professional Development framework, the key elements of

which will be set out in legislation.

The Society's Council will be responding to the consultation on the draft Order, and is encouraging all readers to take the opportunity to make their voices heard and contribute to the consultation — it really is a once-in-a-lifetime chance to play your part in shaping the new pharmacy regulator.

To submit your views to the consultation, visit the DH website at: [www.dh.gov.uk/en/Consultations/Liveconsultations/DH\\_091681](http://www.dh.gov.uk/en/Consultations/Liveconsultations/DH_091681).

For further information about the new regulator, visit the Society's website at: [www.rpsgb.org/newpharmacyregulator/pharmacyorder](http://www.rpsgb.org/newpharmacyregulator/pharmacyorder).

## Society museum fully open once again

Following temporary closure due to essential building work, the Museum's first floor displays reopened on Monday 5 January. Visitors to the building can now book a guided tour of the displays which include highlights of the Society's delftware collection and Healing Science: Pharmacy Past, Pharmacy Present, a display that explores pharmacy history from the 1500s to the present day with exhibits ranging from unicorn's horn to Prozac. Book your tour by contacting the Museum team on phone 020 7572 2210, or email: [museum@rpsgb.org](mailto:museum@rpsgb.org).



Keeper of the Society Museum Collection, Briony Hudson, working on reopening displays

## NEWSROUND

# Help with dispensing Schedule 2 and 3 controlled drugs for the NHS

The January 17 edition of *The Pharmaceutical Journal* contains the second in a series of Top Tip lift-outs for community pharmacists to keep as a handy reference.

Following the launch of the Society's new Top Tips publications in 2008, the Legal and Ethical Advisory Service has now published the second edition, which is designed to help pharmacists dispensing NHS prescriptions for Schedule 2 and 3 controlled drugs by providing a concise and visual example of what needs to appear on such prescriptions, in order for them to be legally valid.

We decided to focus on this topic because a large proportion of our enquiries relate to the validity of controlled drug prescriptions.

Top Tips are also available on the Society's website.

If you have any questions, contact the Legal and Ethical Advisory Service on 020 7572 2308, or email [leadvice@rpsgb.org](mailto:leadvice@rpsgb.org).

The Society constantly strives to improve the services we offer members, so any comments or suggestions for future topics of interest would be welcomed at: [leadvice@rpsgb.org](mailto:leadvice@rpsgb.org).



Andrew Smith, of the Legal and Ethical Advisory Service

## A new-look event for the world of pharmacy: BPC is changing!

As the Society leads the way in responding to the exciting changes and challenges that face the pharmaceutical industry and sciences, the BPC is changing too.

BPC 2009 will now be extended to four days of lively sessions and workshops to allow for a dedicated two-day pharmacy conference, and three-day science conference.

With a range of inspiring speakers, sessions, exhibitors and presentation of original research, this year's conference will reflect the new world and will provide top level briefings and masterclasses in how pharmacists are developing new ways of working.

practice@  
BPC 2009

Quality and safety: old values,  
new vision

science@  
BPC 2009

Technologies for Healthcare:  
from laboratory to practice

### CALL FOR PAPERS

The closing date for submissions for both Practice and Science papers is Friday 13th March 2009 at 5pm. For more information about submissions of papers, please go to [www.bpc2009.org](http://www.bpc2009.org) and follow the instructions.

Don't miss the opportunity to be part of this new look British Pharmaceutical Conference, and book now to take advantage of the early bird rate. All the information on how to book is available online at [www.bpc2009.org](http://www.bpc2009.org)

**Practice@BPC** will highlight the many complex issues facing the working pharmacist on the high street, in primary care organisations, NHS Trusts and beyond, and will focus on supporting pharmacists to develop the much broader range of professional skills now required for a rewarding and profitable career in the future.

**Science@BPC** will provide more sessions than in the past, allowing delegates to gain a broader and deeper perspective on cutting edge developments in the disciplines and areas of research that collectively form the pharmaceutical sciences.

## SUPPORTING THE PROFESSION

# Programme management expert leading work on professional body

Programme management consultant Steven Coggins has hit the ground running at the Society, starting internal work necessary to make the Professional Leadership Body for pharmacy a reality.

A family man from Buckinghamshire, Steven had a long career in blue chip companies before starting his own company.

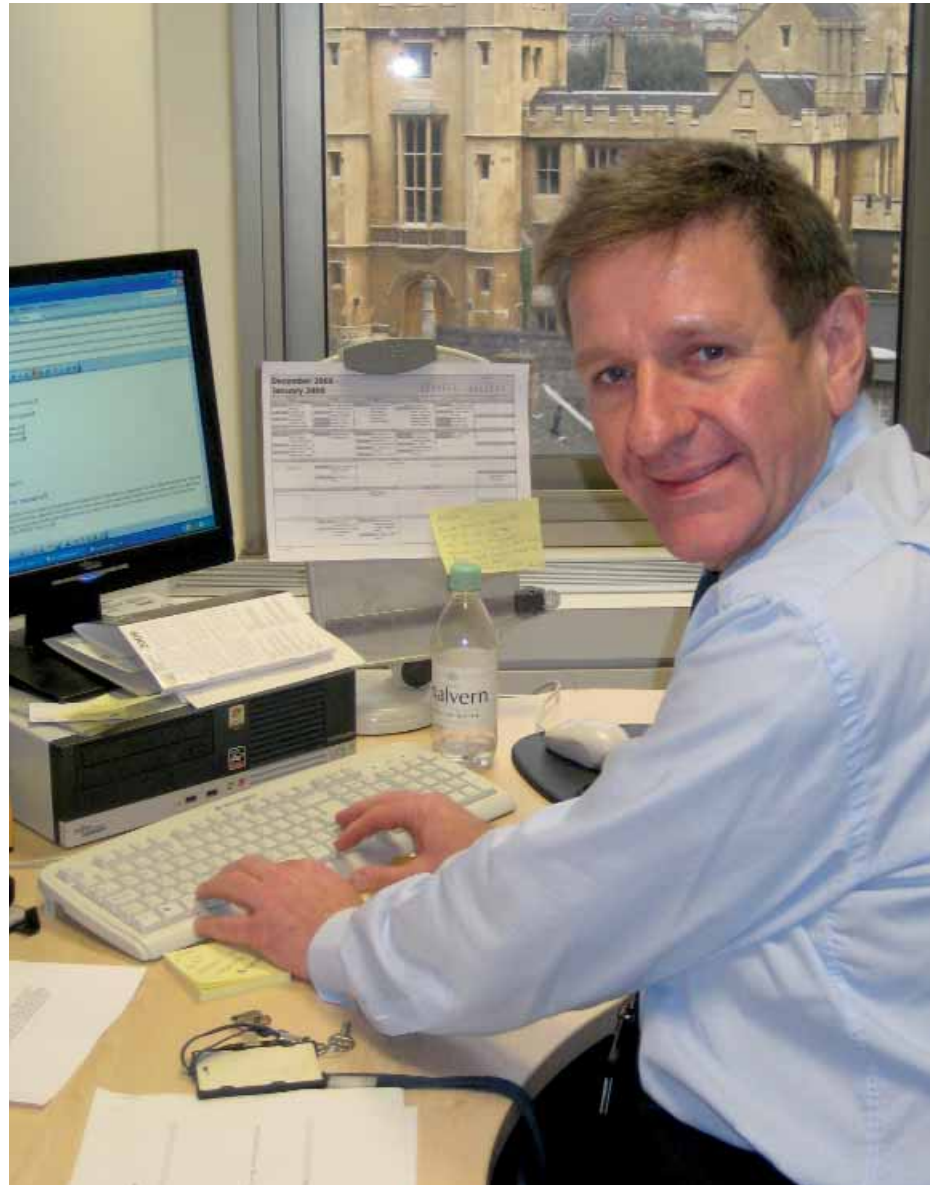
During the last 10 years, he has worked in project and programme management — initially in product and service deployment and latterly managing large and complex change programmes with impacts across culture, systems, processes and organisation.

The Society has implemented an over-arching programme of work which has a huge scope — it is being broken down into manageable component pieces of work.

Ten workstreams, each comprising three to four projects have been identified and Steven is working with Society staff to move the projects from a definition phase and into planning and implementation. The Society will also continue to maintain extensive liaison with all its external stakeholders as the work goes forward.

The implementation will be phased over the next 12 to 18 months.

Steven said: "I am thrilled to be working with the Society on this project. The size of the challenge of this programme — to change to a member focused, commercially aware organisation whilst at the same time splitting it in two — is a very exciting opportunity."



Steven Coggins is helping make the new Professional Leadership Body for pharmacy a reality

**"I AM THRILLED TO BE WORKING WITH THE SOCIETY ON THIS PROJECT. THE SIZE OF THE CHALLENGE OF THIS PROGRAMME — TO CHANGE TO A MEMBER FOCUSED, COMMERCIALY AWARE ORGANISATION WHILST AT THE SAME TIME SPLITTING IT IN TWO — IS A VERY EXCITING OPPORTUNITY."**

## FOCUS ON DAVID THOMSON RESPONSIBLE PHARMACIST SG

# Responsible Pharmacist

In this interview, we talk to David Thomson, Chair of the Society's Responsible Pharmacist Steering Group to see what's been going on since the responsible pharmacist regulations were laid.

*Q: David, you are Chair of the Responsible Pharmacist (RP) Steering Group, what exactly is that?*

*A:* The RP steering group is tasked with drafting professional standards and regulatory guidance for responsible pharmacists. We currently have seven documents that supplement the Code of Ethics, this will be another of these documents and will detail the mandatory 'must' do standards and the good practice 'should' do requirements.

*Q: Who sits on the group?*

*A:* We have a wide ranging membership on the group, including representatives from the other pharmacy organisations (e.g. PDA, NPA, CCA, PSNC, AIMp), Council members, lay members, board members, a technician representative



David Thomson, Chair of the Responsible Pharmacist Steering Group

and academics too. There is also representation from England, Scotland, Wales and Northern Ireland.

*Q: Will the membership be asked for their opinion?*

*A:* Yes of course. We will be going out to consultation with the membership and the wider stakeholder group shortly.

The consultation will be published in *The Pharmaceutical Journal*, so please look out for it and also make sure you respond.

*Q: When do the changes to personal control come into effect?*

*A:* The changes come into effect on 1st October 2009.

We hope to publish the regulatory standards in May, so that the profession has the standards well in advance of 1st October 2009.

*Q: What else is the Society doing to support the profession?*

*A:* We are looking at other support tools the profession will need, including FAQs, templates and guidance documents.

If you would like someone to come and speak to about these changes at your local branch meeting e-mail [b&ra@rpsgb.org](mailto:b&ra@rpsgb.org).

## ETHICAL DILEMMAS

Last month's ethical dilemma was about a patient who presents in your pharmacy with a prescription from a French doctor, where the directions are written in French. You were asked if you would:

- Supply the insulin in accordance with the prescription.
- Refuse to supply the medicine.
- Refer the patient to a local surgery for another prescription.

The majority of you chose option C in last month's dilemma, i.e 72%, whilst the rest of you chose A (25 %) and B (only 3%). I presume that the

majority of you chose option C due to the language barriers because the doctor's directions were written in French.

To get involved in ethical dilemmas, just visit myRPSGB on the Society website, at: [www.rpsgb.org](http://www.rpsgb.org). From the home page, click the grey panel on the right hand side, entitled "myRPSGB".

From here, just enter your registration number or retention fee form number to set up an account. The members of the Society registration team would be happy to help you if you need any assistance. Phone 020 7572 2532 or email: [registration@rpsgb.org](mailto:registration@rpsgb.org).

Ideas for possible ethical

dilemmas to include in this column can be directed to me at: [ethicaldilemmas@rpsgb.org](mailto:ethicaldilemmas@rpsgb.org)  
Priya Sejjal, head of ethics

### ETHICAL DILEMMA 9

This week's ethical dilemma has been sent in by pharmacist Mrs Barbara Wright of Southampton (pictured).

A mother and her 16-year-old daughter come into your pharmacy and present a prescription for an oral antibiotic for the daughter. When dispensing the prescription you notice that PMR shows that the girl is on "the pill". Do you:

- Tell the mother and daughter together about the



possible interaction.

- Ask to speak to the daughter in private, or
- Keep silent as you are sure the doctor would have already told the daughter about the interaction.

## NEWS

# Scottish Pharmacy Board promotes the profession at Holyrood

The Scottish Pharmacy Board of the Society held a three day exhibition at Scottish Parliament during December, with the aim of showcasing the profession by highlighting the increasing role that pharmacy can play in creating a healthier Scotland.

Scottish Pharmacy Board members engaged with Members of Scottish Parliament (MSPs), Parliamentary researchers and staff and carried out mini health checks such as measuring blood pressure and body mass index. They also gave healthy lifestyle advice on such topics as taking more exercise, stopping smoking and alcohol awareness.

On the evening of Wednesday 10th December, the Scottish Pharmacy Board hosted a reception which brought together MSPs, pharmacists, other healthcare professionals, and representatives of patient interest groups to celebrate pharmacy in Scotland.

Guest speakers included the Minister for Public Health, Shona Robison, who took the opportunity to announce that she has asked the Chief Pharmaceutical Officer, Professor Bill Scott, to develop a new Action Plan for pharmacy in Scotland. The new action plan will focus on access to medicines; safe systems of work; career and workforce; performance management; hospital prescribing; improved



Minister for Public Health, Shona Robison and Sandra Melville, Chair of the Scottish Pharmacy Board.

pharmacy integration between secondary and primary care; and participating in the care of specific groups of patients.

Sandra Melville, Chair of the Scottish Pharmacy Board, spoke of the expanding role of pharmacy and the Scottish Government's recognition of the growing contribution that the profession can make to help achieve its health objectives.

Other guest speakers included Steve Churton, President, who spoke of the changes to the profession to establish a new professional body for pharmacy and how it's important to engage with decision and policy makers in Scotland; and Jackson Carlaw MSP, Scottish Conservative Spokesperson for Health, who sponsored and chaired the evening.

## Early feedback on TransCom prospectus

We would like to thank all our members for their support and interest since the release of the TransCom Prospectus in November.

A great many feedback forms have been received, and we are very happy to say that early indications suggest a

positive response and wide support.

The feedback period closed on January 9th and TransCom will now analyse all the responses and report the findings.

We share the pride and excitement expressed by members for the future

of the new professional body, an organisation designed by you, for you.

Your general input is always invaluable to us at the Society, so please keep it coming. Email: [positivefeedback@rpsgb.org](mailto:positivefeedback@rpsgb.org).