



Members share ideas on plans for new professional body

Around 100 individuals representing a broad range of the pharmacy profession took part in a stakeholders meeting to ensure their continued involvement in developing the Professional Leadership Body (PLB).

The meeting at the Society on February 24 was a chance for industry specialists to workshop ideas and to get a further insight into the next stage of shaping the new PLB.

They were able to meet the 10 workstream leaders and members of the Transitional Working Group (TWG) who are overseeing the delivery of the ambitions set out through the prospectus, and honed through the 1,300 responses gained from its consultation.

Keep informed

The morning started with informal networking and an opportunity to view the new pharmacypnb.com microsite. Pharmacists were encouraged to use the site as a critical tool to get involved with the new body and to keep informed (see p4).

Members heard a key introduction address from Society President Steve Churton and Chair for the



Workstream leader Patrick Stubbs talks about the role of marketing and communications to one of the groups.

day, Nigel Clarke. This was followed by a presentation from the Society's Chief Executive Jeremy Holmes called "From Prospectus to Now".

The main part of the meeting was taken up with interactive sessions to consider and review proposed plans across the four membership services workstreams and marketing and communications. The leaders from the five internal workstreams were also present to answer questions.

During a feedback session at the end, the key themes that came out included what the priorities

for the professional body were, if the TWG group was inclusive and whether the scope for the leadership body was too wide.

In response, TWG members stressed the importance of keeping all members involved with the PLB process and asked for volunteers to contribute to the workstreams and to play an important role in sharing plans with their own contacts in the wider profession.

Get involved

Graham Phillips said during discussions: "I think there is a vision for all of us. We need to work on a common vision and with relevance to all. If we create that vision people will ultimately join."

Nigel Clarke then used the information and points raised to summarise the mood and atmosphere of the day.

In closing he said; "This is not a one off event, it's simply a milestone. We need a lot of input from people here and throughout the country.

"You're in the castle and the drawbridge is down. It's up to you to make this work."



Members across the profession had a chance to workshop their ideas on the new Professional Leadership Body

The education race

This issue of *Your Society* is being distributed to all members of the British Pharmaceutical Students' Association. My elder daughter is now a university student, and I can remember myself some of the stresses of that period — what HG Wells called “the race between education and catastrophe”.

But the race doesn't stop when you become a pharmacist. Ours is a profession which is changing faster and faster, and keeping up to date is a constant challenge. I'm continually reminded that the most popular events amongst the branch network are CPD-related.

The Society's Council has recently agreed that the minimum number of CPD cycles to be recorded by all pharmacists and registered technicians should be nine per year — not quite one per month — starting this month. We are making great strides in providing the support to enable that to happen, including streamlining the CPD website www.uptodate.org (work is continuing on that), and making two important new appointments to the Society's senior team.

New senior staff

Carol Evans joins us in the new post of Head of Professional Development in April. She was most recently Director of Clinical Learning & Development at AstraZeneca.

Carol has a PhD in Biochemistry and also has a strong marketing theme in her background (which will be very useful when it comes to communicating the CPD message to the wider profession). Her brief is specifically to provide the information, tools and networks that will help members of the new professional body develop their own professional skills and meet the requirements of



Carol Evans joins the Society in April as the new Head of Professional Development and Bob Bolick has been appointed as the new MD of RPS Publishing.

the new regulator.

With the retirement of Charles Fry, Bob Bolick also joins us as Managing Director of RPS Publishing.

Bob comes from McGraw Hill Education where he was most recently Global Technology Director. He has also held senior management positions in the US and the UK, at publishing organisations including Thomson, Simon & Schuster, Pearson and HM Stationery Office. Bob is a great advocate of the role of RPS Publishing in supporting pharmacists in their professional development and his education and technology background will be extremely valuable.

Structure, influence and leadership

On the publishing front, *The Pharmaceutical Journal's* new fortnightly section on Learning & Development is proving very popular. We're starting to develop a really first class support structure in education, including close collaboration with

others as part of the Transitional Working Group's professional development and education workstream.

That's important because the new professional leadership body will be the key influencing force on the regulator (which will set the standards for entry to the register and the CPD requirements to stay on it). Visit the www.pharmacyplb.org website to keep up to date on that and the rest of the TWG work to establish the new professional body.

One underpinning element in that work is the amendments required to the Society's Royal Charter. Please see the article on p5 on the consultation about those changes.

In the last issue of *Your Society* I talked about “bills, bills, bills”. This time I make no apology for quoting Tony Blair on the importance of “education, education, education”. It's absolutely clear to me that, based on the amended Charter, the new professional body will lead the education race.

THE NEW PROFESSIONAL LEADERSHIP BODY WILL BE THE KEY INFLUENCING FORCE ON THE REGULATOR (WHICH WILL SET THE STANDARDS FOR ENTRY TO THE REGISTER AND THE CPD REQUIREMENTS TO STAY ON IT)

NEWSROUND

Pharmacists on front line to help people quit smoking

It's national No Smoking Day on March 11, a day when a quarter of the UK population — that's 12 million smokers — are encouraged to kick their habit.

This year the Society will be offering video footage of RX Factor winner Paul Johnson in a pharmacy giving his top five tips for stopping smoking. The PR team is also offering interviews with English Pharmacy Board member Lindsey Gilpin on the day who will be explaining some of the quitting aids available and letting the public know that visiting a local



pharmacy should be the first step for smokers who want to quit for good on No Smoking Day. Pharmacists

are on the front line and can help provide expert advice and support on smoking cessation.

Catching more than Cupid's arrow on Valentine's Day

Valentine's Day is known as the day when millions of people in the UK look for love and passion but it is also a time to be aware of sexual health. The PR team set up radio interviews to discuss this issue and to give advice on how pharmacists can help. Sadia Khan, Lead Pharmacist, was interviewed on BBC Merseyside, BBC Jersey, Swansea Sound, Jack FM and Oxford FM and Lines FM. RX Factor winner Paul Johnson spoke on Scottish radio stations: Radio Clyde, Forth One and Northsound ONE, Tay FM, and West Sound Radio.

RSPGB responds to pharmacists gaining access to patient care records

Pharmacists will gain access to a patient's Care Record for the first time under plans by NHS IT chiefs announced in February. Access has previously been limited to GPs.

In a key step towards Government proposals for pharmacies to take on more clinical work, pilots are being considered in community pharmacies across the country.

The PR team responded with a media statement from Director of Policy and Communications, David Pruce.

In it he supported the access to care records, saying it will improve patient

safety because pharmacists will be able to view the patient record, and be fully aware of what care a patient is receiving elsewhere.

He also said, "Access to care records will strengthen pharmacists' ability to make the best possible decisions for their patients, and will enable them to develop new health promotion and screening services, for the benefit of patients and doctors alike."

The media statement was picked up by the *Daily Mail* and *Health Insider*, and a live radio interview was arranged for David Pruce on LBC Radio.

Welsh Pharmacy Board gets regular news slot

The Welsh Pharmacy Board has launched a new column in the Welsh daily newspaper, *The Western Mail*, to help people discover pharmacy.

'Ask the Experts' is a monthly column which will provide expert advice by pharmacists on issues such as healthy living and treatment for minor ailments.

It can be found in *The Western Mail's* Health Wales supplement, and will include topics on smoking cessation, asthma, men's health, mental health and vascular diseases.

The first instalment by RPSGB Director for Wales Cath Savage was published on February 16 and looked at sexual health.

Next Council meeting in Edinburgh

For the first time, the next full formal Council meeting will be held at the Society's Scottish office at York Place in Edinburgh.

The meeting will be on Tuesday 31 March and Wednesday 1 April and, as always, observers are welcome for the public business parts of the agenda.

If you would like to attend contact Martyn Schofield on 020 7572 2446 or email martyn.schofield@rpsgb.org. The agenda will be available on the Society website in mid March.

NEWSROUND

Listening to members: introducing the new attitude tracker survey

Throughout February thousands of pharmacists were asked what they thought of the Society through the first membership attitude tracker survey.

These results will be used to form key performance indicators so that as improvements and new services are introduced, the Society can check these against members' views and perceptions.

The attitude tracker survey is a continuation of the two way dialogue which proved so valuable in the Clarke Inquiry and TransCom. It will go out to a random sample of members every quarter via email link and will be open for four weeks.

The next one is in late April.

The surveys will explore five areas:

	Very important	Fairly important
Excessive workload	44%	31%
Education and training	40%	45%
CPD	35%	40%
Medicines safety (eg, counterfeits)	31%	36%
Impact of technology on pharmacy	25%	45%

- What are the important issues in the profession
- How aware are members of the Society's activities, services and benefits
- How strongly or not do members associate key words and phrases with the Society (Professional, Modern, Transparent etc.)
- If members have had contact with the Society how satisfied were they with the service received

To get a meaningful overview of members attitudes' a 10% completion rate was set as a minimum, encouragingly 17% of those emailed (1,500 members) took the time to complete the survey and share their thoughts.

Members' top five current issues of concern or interest are shown in the Table.

A range of other issues were also highlighted by members and will feed into

workstreams at the Society. Excessive workload being named the top issue echoes the current workplace pressure campaign being run (see p5). To find out the latest on CPD see p7 and to find out what work is being done on medicines safety turn to p6. Jeremy Holmes also discussed education issues on p2.

All members are encouraged to take part in future tracker surveys. It is being done via email to ensure quick turnaround. If you would like to take part the Society needs your email address. Please register with 'myrpsgb' on the Society website or call registration on 020 7572 2532. The survey is anonymous but if you would like us to try and respond to issues or points raised on the survey, we need your name and contact number.

Phil Hope MP pharmacy visit

Phil Hope MP visited a community pharmacy in Irthlingborough, in his constituency of Corby so he could see for himself the growing range of services a pharmacy offers.

The visit, last month to the Cox & Robinson Pharmacy was co-ordinated by the All-Party Pharmacy Group, which the Society has been supporting with information and guidance for several years.

The pharmacy offers a wide range of services including testing for blood pressure and diabetes, MURs, drug addict support, and smoking cessation.



ACT Technician Mandy Beddoe administers a blood check on Phil Hope MP during his visit to a pharmacy in Irthlingborough.

E-NEWS

If we have your email address, the first monthly *E-News*, our electronic newsletter, will have already reached your inbox, keeping you informed with even more up-to-date Society news.

We urge those who haven't registered your email address or who have a new email address to let us know.

You can register by visiting www.rpsgb.org and clicking on MyRPSGB. Alternatively, you can call registration on 020 7572 2532 or by email at registration@rpsgb.org

NEWSROUND

Get involved online with the new Professional Leadership Body website

A new microsite helping you keep an eye on all the developments happening with the new Professional Leadership Body (PLB) for pharmacy is now live at www.pharmacyplb.com.

Developed with members in mind, the site will report on the work that's happening to develop the detail of the new PLB, and seeks your input.

Over the coming months, you can get involved with developing, piloting and trialling a range of new products and services. We'd like to harness the energy of as many of you as possible in our plans to develop the new PLB.

In addition, each month the Get Involved section of the site will be updated with the latest projects to require your input — we could ask you to do anything from attending a workshop, to reading a proposal for us or getting feedback on an idea from colleagues at work.

There will also be an E-News for the site to give you regular news straight to your inbox. A regular blog and a comments page will also be



available for postings on any subject through the Guestbook.

The website is part of the open and inclusive approach behind the new Transitional Working Group (TWG), which has responsibility for developing the detail for the new PLB, previously outlined in the Prospectus.

All members are welcome to register and get involved with www.pharmacyplb.com

DON'T FORGET TO COMMENT ON THE SOCIETY'S ROYAL CHARTER!

You can provide feedback to the consultation on the proposed amendments to the Society's Royal Charter by clicking the button on the homepage at www.rpsgb.org/newprofessionalbody/charterconsultation. If you prefer to respond by post, please contact Michele.savage@rpsgb.org tel: 020 7572 2689 and the documents will be sent to you. This is a vital stage in the Society's transformation to the new PLB and all members are urged to contribute their views.

Pharmacists' feedback paving way for change

Paperwork, long hours, too few rest breaks — these are just some of the key issues putting you under pressure, according to research from the Society's Workplace Pressure campaign.

Thanks to your feedback, the Society is urging action on the standardisation of data across primary care organisations, in order to streamline the system and reduce the bureaucratic

burden on pharmacists. The Society has asked the English, Welsh and Scottish Pharmacy Boards to make the issue a priority for discussion and to consider working with the NHS and pharmacy negotiators to examine ways in which the data-gathering process could be simplified.

Since its launch in January, Workplace Pressure has attracted the

attention of hundreds of pharmacists throughout Great Britain, who have written to the Society's President, Steve Churton and participated in the Workplace Pressure online survey.

In April a joint symposium, "Workload Pressures and the Pharmacy Workforce: Supporting Professionals and Protecting the Public", is being run by the Society

and Pharmacy Practice Research Unit on April 28 and 29 at Founders Hall in London.

Are you feeling under pressure? Make your views known to President of the Society, Steve Churton on [email support-for-you@rpsgb.org](mailto:support-for-you@rpsgb.org), or take part in the Workplace Pressure online survey at <http://www.rpsgb.org/societyfunctions/aboutthesociety/#wp>.

NEWSROUND

A safer place to take medicines

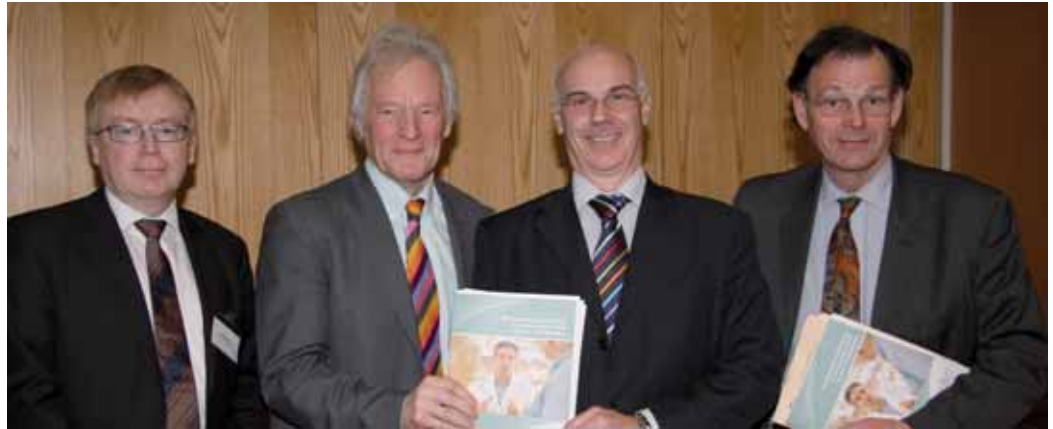
Over 40 pharmacists, patient group members and academics gathered at the Society on February 18 for the launch of a new report and an award on improving medicines safety in Britain.

Professor Nick Barber, one of the report authors and Society Council member, presented the findings of the report, *The Contribution of Pharmacy to Making Britain a Safer Place to Take Medicines*.

The report calls for a five to 10 year action plan to be drawn up by pharmacists and other key health care providers to improve medicines safety. It calls for more research into the prescribing, dispensing and administration of medicines, taking medicines at home and effective monitoring and review systems.

A panel discussion was chaired by Dr Keith Ridge, Chief Pharmaceutical Officer for the Department of Health, and explored how health professionals can work together to improve medicines safety with panel members from the NHS, London School of Pharmacy and the Royal College of Physicians.

Following this, Jeremy Holmes, RPSGB Chief Executive, announced the new annual award for significant contribution



The panel of health professionals were (from left) Dr Keith Ridge, Chief Pharmaceutical Officer Department of Health, Sir Muir Gray, Director of the National Knowledge Service and Chief Knowledge Officer to the NHS, Professor Nick Barber, London School of Pharmacy, and Professor Humphrey Hodgson, Vice President Education and Training, Royal College of Physicians.

to improving medicines safety. He said: "This award will highlight good practice and disseminate important innovations in medicines safety. It is part of our determination to promote the skills of the pharmacy profession and we hope that it will become the benchmark for excellence in the field."

The closing date for entries is 2 April 2009 and the award will be presented at the British Pharmaceutical Conference in September 2009.

For more information visit www.rpsgb.org.

ETHICAL DILEMMAS

Last month's ethical dilemma was about a woman who went to a pharmacy at 5pm on a Saturday when the local surgery is closed. She had a prescription for diamorphine ampoules for her elderly father who receives it for pain control as part of his palliative care. On checking the prescription you realise it is incorrectly written and not legally valid. Do you:

- A. Dispense it as it is?
- B. Refuse to dispense it?
- C. Try to put the patient in contact with another doctor?

Of the 198 of you who took part, 73% Of participants chose option C in last month's

dilemma, whilst 20% chose A and 7% chose B.

To get involved in ethical dilemmas, just visit: www.rpsgb.org. Click on "myRPSGB" and enter your registration number or retention fee form number to set up an account. For assistance, phone 020 7572 2532 or email: registration@rpsgb.org.

Ideas for possible ethical dilemmas for this column can be directed to me at email: ethicaldilemma@rpsgb.org. Priya Sejpal, head of ethics

ETHICAL DILEMMA 11

You are a relief pharmacist in a rural pharmacy which is several miles away from the nearest town. It's 4.30pm on

Saturday afternoon and a 26 year old woman comes into the pharmacy requesting EHC. There is no local protocol/PGD in place that allows the free supply of EHC. After a consultation with the woman you decide that she fulfils all the criteria for the OTC supply of EHC. On checking the pharmacy stock, you discover that there is no "P" Levonelle. The only stock available is of the "POM" drug. Do you

- A. Make a supply of the POM version of Levonelle OTC?
- B. Refuse to make a supply of EHC and refer the lady to alternative providers?
- C. Make a supply of the POM drug, treating it as an "Emergency supply"?



NEWSROUND

BPC awards — last chance to apply

Applications are sought for two prestigious awards to be presented at BPC 2009:

The BPC Conference Science Medal — The winner will receive the Commemorative Conference Science Medallion, £750 and an invitation to present a lecture at BPC 2009.

The Glaxosmithkline International Achievement Award — The winner(s) will receive £1,000, a commemorative presentation and expenses to attend BPC 2009 to give a lecture on their work.

Submissions should be received by 31 March 2009. Further detail on all the awards can be found at www.bpc2009.org. All applications should be sent to Jessica Phillips, Health Links Events Ltd, 3rd Floor, Windsor House, 11a High Street, Kings Heath, Birmingham, B14 7BB.

Know Your Limits: new resource

The Department of Health has developed a free campaign pack to support community pharmacists with its Know Your Limits campaign. This follows influential research by the Society into the potential role of pharmacy in dealing with alcohol problems (see www.rpsgb.org).

The campaign was launched last year to improve the public's understanding of units of alcohol and how they relate to today's drinks by also providing sensible drinking guidelines. Community pharmacists can now request the free pack which includes ideas and resources to support activities that will promote awareness of these messages on alcohol units to the general public.

To receive a copy of the pack or to find out further campaign information, email knowyourlimits@forster.co.uk or go to www.alcoholstakeholders.nhs.uk.

Christine Clark chair of Skin Care Campaign

Christine Clark FRPharmS has been elected to serve as chairman of the Skin Care Campaign, the umbrella organisation that represents the interests of all people with skin diseases in the UK. She has been a fellow of the Society since 1976.

Christine has a long-standing interest in dermatology and has achieved recognition as a pharmacist with specialist knowledge on the topic.

She is a member of the All Party Parliamentary Group on Skin, served on the Dermatology Workforce Group and delivers dermatology training for community pharmacists.

She said: "I am delighted to have been elected. The organisation is dedicated to improving the care of people with skin diseases and this is an area where we know that pharmacists make a significant — and



Christine Clark wants links with pharmacy and skin care support groups

often underestimated — input."

"One of the things that I hope to do is to build stronger links between the pharmacy profession and the Skin Care Campaign and its constituent patient support groups."

New mandatory standards for CPD

New Professional Standards and Guidance for the Continuing Professional Development (CPD) of pharmacists and technicians came into effect this month.

CPD has been a requirement of the Code of Ethics since 2001; however until now there have not been any further mandatory standards. The five new standards support the Society's Code of Ethics for Pharmacists and Pharmacy Technicians.

From 1 March 2009 practising pharmacists and registered technicians are required to make a minimum

of nine CPD entries per annum. This is a new standard for the profession.

The other standards reflect the guidance already provided by the Society and should not be new to members. They include:

- Using a Society approved CPD recording format
- Making CPD entries that meet the published CPD recording criteria; and
- Making sure your CPD reflects the context and scope of your practice

The Society's Deputy Registrar and Director of

Regulation, Wendy Harris said: "It is imperative pharmacists and pharmacy technicians keep their competencies, skills and knowledge of best practice up-to-date.

"By formalising the requirements for CPD, we are not only showing the profession what standards it needs to attain.

"We are also making a commitment to supporting pharmacists and pharmacy technicians in their on-going development throughout their careers."

Nearly 1,000 responses were received from the

profession during the consultation on the draft professional standards and guidance and proposed non-referral to the Investigating Committee for non-compliance.

The majority of these expressed support for the proposals.

The new Professional Standards and Guidance for CPD is available on the Society's website at www.rpsgb.org and will be mailed to members in April. Members will be asked to submit their CPD record for review starting in summer 2009.

NEWSROUND

A fun night of dinner and dancing at the Sunderland branch

Pharmacists and guests enjoyed a meal and danced until the small hours at the Society's Sunderland and District Branch Annual Dinner Dance on Saturday 7 February.

Over 170 people attended the event and dressed in their finest as they took the opportunity to meet up and network with colleagues socially.

Chairman, Mark Burdon said: "The Annual Dinner Dance is the highlight of our branch year — and we always have a great time."



Special guests from left — Prof Jim Smith, Jean Smith, Lyndsay McClure, Erica Lynch, Anita Burdon, Mark Burdon, Penny Holmes, John Turk, Mathew Crum, Jeremy Holmes.

During the evening, member of Council David Carter was presented a certificate for long service from Jeremy Holmes, RPSGB Chief Executive. David has been a branch Chairman and Vice Chairman and was closely involved in the work of the Border Region. He is also Chairman of an LPC, a member of Council since 2006 and is currently Chairman of the Society's Law & Ethics Committee and one of the Council branch sponsors.

Food for thought

Fancy a coffee or lunch in London with beautiful views of Westminster?

Then why not take advantage of the Society's 5th floor restaurant and coffee bar at 1 Lambeth High Street.

Offering a very reasonably priced lunch menu for about £4, it is open weekdays for breakfast from 9–10.30am and lunch from noon–2pm. The coffee bar opens from 8am until 4pm.

Ideally located within 10 minutes walk of Westminster, the Society is also available for conferences and events for up to 230 people. With a variety of meeting rooms and a dining suite with a view of the river, the Society is a great venue for both social and corporate events.



Jason King

Members are also being offered a 20% reduction on the listed room hire price. For more information on events, visit www.rpsconferences.co.uk. email sarah.ward@rpsgb.org or phone Sarah on 020 7572 2237.

Henry VIII Medicine Man



Royal College of Physicians of London

of Physicians in 1518? Or that his personal interest with medicine was partly because he was obsessed with the terror of dying without a male heir? Find out more at the event including:

- Gruesome tales from a barber surgeon
- A visit from a quack doctor
- Seeking advice from the wise woman
- Lectures by experts in medicine and health during the Tudor period

A fun day to celebrate Henry VIII and his fascination with medicine is being held from 10.30am–4.30pm on Saturday April 4 at the Society.

Did you know Henry founded the Royal College

Members are welcome to drop in on the Society headquarters event. There is no need to book.

For more information call 020 7572 2210 or email museum@rpsgb.org.