

PHARMACY NOW



Royal
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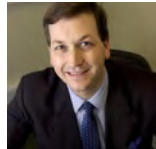
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COMMUNICATION IS THE KEY

Hemant Patel, President of the Royal Pharmaceutical Society of Great Britain, welcomes you to the first issue of *Pharmacy Now*, the new magazine for RPSGB members in England.



Hemant Patel, President of the Royal Pharmaceutical Society of Great Britain.

Pharmacy Now is an exciting new magazine designed to help the Society reach out to members in England and to help readers understand more about the work we do to promote and develop the pharmacy profession.

When I was re-elected as President in June, I said that to transform the

profession the Society also needed to change to ensure it is best placed to take the profession forward by gaining members' trust, respect and support.

What I have learned during my time on Council is that the Society does a huge amount of work on behalf of the profession that members all too often do not get to hear about. It's important to build understanding because it is this work that is shaping the future of the profession.

A good example is *Pharmacy 2020*, a major consultation initiative that is using members' views and ideas to create a vision and a platform for the next generation of pharmacy professionals. The pharmacy environment that members work in today has changed significantly in

recent years and has been shaped by the Society's *Pharmacy in a New Age Project* which was launched in 1996. *Pharmacy 2020* is the natural next step and by planning ahead we can help to prepare the way for the future of the profession.

Ensuring that members understand and engage with the Society's work is vital to this future planning. *Pharmacy Now* is just one example of the work we are doing to improve the way we communicate with members and follows on from the re-launch of the Society's website www.rpsgb.org earlier this year.

I hope you enjoy reading *Pharmacy Now* and would like to take this opportunity to wish you a successful 2007.

13.11.06: RESPONSE SUBMITTED TO REGULATION REVIEWS

The Department of Health published a review *The regulation of non-medical healthcare professionals* (the 'Foster report') in July, at the same time as a review of medical regulation *Good doctors, safer patients* (the 'Donaldson report'). The Society's views on the proposals contained in the two reviews were sent to the Department of Health in November. See the response under the 'Regulation of healthcare professions' section of www.rpsgb.org.

06.11.06: SOCIETY SEEKS VIEWS ON REVISED CODES OF ETHICS

The Society has launched the latest phase of its consultation on the revised Codes of Ethics for Pharmacists and Pharmacy Technicians, part of a fundamental review that began in October 2005. The Society is keen to receive feedback from pharmacists, technicians and other key stakeholders on the content and wording of the revised Codes of Ethics. The consultation will run until 26 January 2007 and an on-line questionnaire can be accessed at the 'consultations' section of www.rpsgb.org.

25.09.06: STUDENTS AIM FOR PHARMACY OWNERSHIP

A study commissioned by the Pharmacy Practice Research Trust and carried out by a team from Aston University revealed that the most common career ambition among pharmacy students was ownership of their own community pharmacy. The study was part of the Society's ongoing pharmacy workforce programme and aimed to establish the main career aspirations, motivations and expectations of pharmacy students in the UK. A student survey was completed in 2005 by first and final year students from 13 UK schools of pharmacy. Key findings can be found in a report, *Pharmacy Undergraduate Student Career Choices and Expectations across a Four Year Degree Programme*, which has been published here www.rpsgb.org.

04.09.06: 'SUPER-PHARMACISTS' WITH SPECIAL INTERESTS

The unveiling of the *National framework for Pharmacists with Special Interests* (PhwSI) at the British Pharmaceutical Conference 2006 led to media references to 'super-pharmacists' who will provide support and advice on a range of specialist areas including sexually transmitted infections, substance misuse, diabetes, heart attack and stroke prevention. Society President Hemant Patel, said: "Pharmacists with a Special Interest are going to be helping people with long-term illnesses to cope with their treatment outside hospital. It will mean that more people can enjoy a better quality of life in their own home." The Primary Care Contracting website includes useful information for PhwSI at www.primarycarecontracting.nhs.uk/119.php.



04.09.06: PHARMACY CAREERS

Our picture above shows pharmacy students at the British Pharmaceutical Conference 2006, held in Manchester in September. Shortly afterwards, the Society organised for these students to be profiled for a careers supplement that appeared in *Asian Voice* newspaper, to encourage more young people to pursue careers in pharmacy. This is part of the ongoing work that the Society is doing to promote careers in pharmacy.

TAKE 8: A LOOK AT SOME RECENT SOCIETY DEVELOPMENTS

1. PUBLIC AWARENESS CAMPAIGN: ANTIBIOTICS

In conjunction with the Department of Health's Specialist Advisory Committee on Antimicrobial Resistance (SACAR) and the Health Protection Agency, the Society launched *Ask about your antibiotics* in November. This major public awareness campaign has been designed to signpost the public to their local pharmacist for help and advice on antibiotic use. Campaign resources including patient leaflets and posters are available to order via www.rpsgb.org.



12,000 posters and 170,000 leaflets have been sent to pharmacists and PCT's to date.

2. PHARMACY BOARD ELECTIONS

Society President Hemant Patel announced the first ever elections to the Welsh, Scottish and English Pharmacy Boards of the Society in October, saying: "This is a new era for pharmacy and underlines the Society's commitment to meeting the needs of devolution." Jonathan Buisson, Member of Council elected to the Council in the constituency of England, the Isle of Man and the Channel Islands, said: "Many people see devolution as something for Scotland and Wales that does not affect England. Devolution affects England too, because pharmacy is changing rapidly and is moving in a different direction here." More info at www.rpsgb.org. *Learn more about the English Board in the Big Interview on page 6 of this issue.*

3. PAY YOUR FEES ONLINE WITH myRPSGB

The Society has introduced a new website feature that allows members to pay online (or make their annual declaration) and check their name and address details. This year the Society expects 60% of its members to use the quick and easy myRPSGB system. It enables members to receive instant confirmation of payments and avoid their cheques getting lost in the post whilst allowing them to view, save and print payment receipts. To register and use the service please click on the Fee payment: myRPSGB button on the home page of www.rpsgb.org.

4. PROMOTING SCIENCE

In November the Society hosted a science reception in association with the Sense About Science charitable trust (see: www.senseaboutscience.org.uk). The event was attended by over 100 guests including leading figures from science, academia, and industry. See the press release at www.rpsgb.org.



From left to right: Professor Michael Baum, Tracey Brown, Hemant Patel, and Professor Stephen Denyer. Professor Michael Baum is a world renowned expert in the field of breast cancer research and has led the introduction of tamoxifen and subsequently aromatase inhibitors in the fight against breast cancer.

TAKE 8: A LOOK AT SOME RECENT SOCIETY DEVELOPMENTS



CPD facilitator, Raminder Sihota, helping delegates during a CPD workshop in the West Midlands.

5. REGIONAL CPD CONFERENCE

Over 100 pharmacists attended a Continuing Professional Development (CPD) conference in October. The event was organised by the Society's West Midlands Region, and was designed to help local pharmacists to overcome the barriers to completing their CPD records online. See the CPD website at www.uptodate.org.uk.

6. THE FUTURE OF PHARMACY EDUCATION

Pharmacists and those with an interest in pharmacy education were given an opportunity to have their say and help shape the vision of future pharmacy education at a special event held in early November. The event was part of *Fit for the future*, the Society's first ever education consultation which aims to holistically appraise the education process for pharmacists and technicians. Areas under review include policy setting for post-registration education, education standards and quality assurance systems. Graham Phillips, Chairman of the Society's Education Committee, says: "The Society wants to ensure that pharmacy education and training deliver not just knowledge, but also the skills, attitudes and values that make for safe, patient-centred practice." More info at www.rpsgb.org.

7. INTERNET PHARMACY PILOT

In early November the Society launched the pilot of a new logo designed to help the public identify whether a website is linked to a bona fide, Society-registered pharmacy or not. The logo will also provide a direct link to the Society's website so that visitors can verify the registration details of both the pharmacy and the pharmacist(s) behind the site. See press release on www.rpsgb.org.

8. REGIONAL SECRETARIES' MEETING 2006

Over 50 representatives from the Society's Branches and Regions attended the annual secretaries' meeting in London in October. John Gentle, Council Member and sponsor of the Branch and Regional network, introduced a 'best practice' session during which three Branches were invited to share experiences with colleagues. Mark Burdon, from Sunderland and District Branch talked about the success that his Branch had found in holding meetings that supported the CPD needs of members, with as many as 100 members attracted to events that impact on their day-to-day working lives. See press release on www.rpsgb.org.



Mark Burdon, Chairman of the Sunderland Branch, addressing the Branch and Regional Secretaries' meeting.

THE SOCIETY'S LIBRARY: NOT JUST DOING IT BY THE BOOK



Have you ever needed to read up on a specific illness, tried to find the latest information on a certain medicine or been baffled by the sheer volume of pharmacy-related data that's available in cyberspace? If so, the Society's library is here to help.

The Society recognises that members often find it difficult to visit the Society's library in person, and so it is always looking for new ways to increase access to library services. The internet is an obvious way to do this.

As part of the Society's Information Centre, the library has been pursuing a policy of a 'hybrid library' since 2001, where traditional print-based services are blended with the provision of services through electronic media. The first step towards this was the launch of the library's online catalogue <http://olib.rpsgb.org> where pharmacists

can see what is available in the library's collection and reserve items of interest to them which are then posted out via the library's postal loan service. Members can also renew their book loans using the same system.

All its services are fast and effective and can save pharmacists hours of research time. Specific services to help support those undertaking CPD and distance learning include:

- A range of traditional print-based services, including book loans by post.
- Postal, faxed or emailed document delivery from the Society's library. They can also obtain information from other national or specialist resources.
- A literature search service that will identify information resources on a member's behalf.
- A highly accessible enquiry service via telephone, email or in person.
- Research and study facilities on-site.

As internet use increases, and more information becomes readily accessible in this medium, (especially as new members of the profession graduate in universities where online information is the norm not the exception), the library has taken the plunge and embraced technology completely.

Society Librarian Sarah Butler says: "By taking advantage of the latest information technologies we can increase the number of pharmacists that have access to good quality, authoritative and timely resources."

The library also provides guidance on what pharmacy-related information is freely available on the internet. The library has a policy of adding useful internet resources to its catalogue, and these resources (now totalling over 1,000 items) can be retrieved alongside the printed resources available in the library.

The library has also started to use www.rpsgb.org/informationresources/library to bring together key electronic resources for pharmacy. Currently 'the electronic library' page lists over 60 journal titles that are freely accessible to all pharmacists. The library is now seeking feedback about its provision of electronic information for members via an online questionnaire on these pages. This will take only a few minutes and you can enter a draw to win Pharmaceutical Press books to the value of £50.

For further information or help please contact the Society's Information Centre on 020 7572 2300 (Library) or 020 7572 2302 (Information Pharmacists) or email infocentre@rpsgb.org. Feedback and suggestions for new resources are always welcome.

NEW BOARD WILL BE THE KEY TO FRESH THINKING

Jonathan Buisson, Member of Council elected in the constituency of England, the Isle of Man and the Channel Islands

The Society's new Pharmacy Board for England will come into effect in January 2006. *Pharmacy Now* interviewed Jonathan Buisson, Member of Council elected in the constituency of England, the Isle of Man and the Channel Islands, for his views on why the new Board will be key to pharmacy practice in England.

"It's difficult to think of some aspect of pharmacy practice that isn't being changed at the moment. We are looking at almost a complete pharmacy revolution, whichever sector we practice in."

National Pharmacy Boards will ensure that the Society is able to provide support tailored to the needs of pharmacists across England, Scotland and Wales and allow pharmacists to make the most of the opportunities that devolution brings.



Looking to the future: Jonathon Buisson believes the English Board will bring a new perspective to pharmacy practice.

The Boards are being established at a time when almost every aspect of pharmacy practice is changing. There is constant change in the NHS, new contracts for all the home countries and proposed changes to supervision and personal control in the offing. All of these affect the day-to-day work of pharmacists.

Jonathan Buisson believes the English Pharmacy Board will have plenty on its plate when it is established in January. He says: "It's difficult to think of some aspect of pharmacy practice that isn't being changed at the moment. We are looking at almost a complete pharmacy revolution, whichever sector we practice in. The new Board will be able to support pharmacists through these changes, concentrating on the aspects particular to each country."

Jonathan firmly believes that one of the main challenges the new English National Board will face is the development of a spirit of 'Englishness' among pharmacy. He says: "The devolved nature of pharmacy practice in Scotland and Wales has long been recognised. This is less obvious in England, where the Department of Health seems reluctant to add 'for England' to its title, even though about 90% of its work is only related to this country! The Board will

be able to ignore 'geographical correctness' and call a PCT a PCT. There are many professional practice issues arising from the new medicines use review service and this is a good example of an area that we can concentrate on."

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"There is a need for fresh thinking, new ideas and new perspectives. I hope that the newly elected members of the Board will bring these different views to share with their colleagues."

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One positive outcome of the new Board structure will be the sharing of experiences across different sectors of pharmacy. The English Pharmacy Board will have five elected pharmacist places (for community, hospital, industry, academia and primary care/public health). It will also have six other elected pharmacists and one elected pharmacy technician. The Council member currently elected in the English constituency will sit on the Board as of right, and the Council will appoint one other pharmacist member of Council registered in

England and one lay member of Council resident in England to the Board. The President and Vice-President will attend *ex officio* (contributing but not voting).

Jonathan is keen to see new blood in the pharmacy Boards and even more keen to see members voting for their candidates: "There is a need for fresh thinking, new ideas and new perspectives. I hope that the newly elected members of the Board will bring these different views to share with their colleagues. We need views that go beyond the current Council. We need pharmacists and technicians who can share their experiences and help their colleagues shape the practice of pharmacy across England. I urge my colleagues in England to dig their voting papers out from under the Christmas cards and vote now for a new voice for pharmacy."

For further information, see the 'National Boards Elections' section of www.rpsgb.org.