



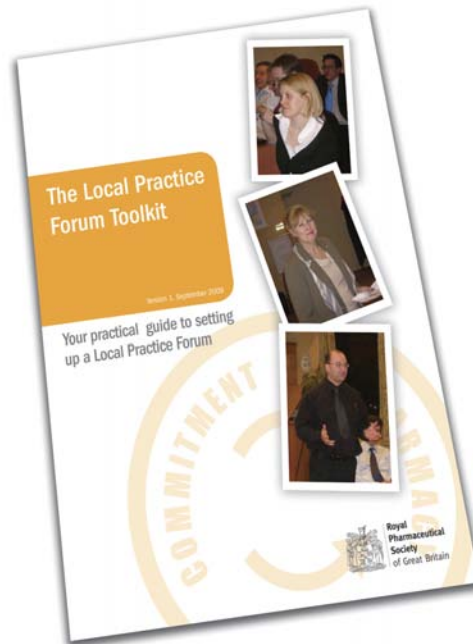
Local practice forums

From April 2010, all members will have access to a Local Practice Forum (LPF). Here, Richard Daniszewski, Vice-Chair of the EPB and LPF Lead for the Board, explains more.

Local Practice Forums (LPFs) will replace the existing RPSGB Branch and Region structure and become the local delivery mechanism for the Professional Leadership Body (PLB). LPFs will be able to offer more services than the Branches and Regions, including: providing local leadership and direction; support for education and development; improved networking; sharing best practice; practice research and mentoring support.

In England there will be 40 LPFs, which will be formed within the boundaries of their respective Strategic Health Authority (SHA). The EPB are leading the work on LPFs and Board members have been allocated an SHA within which they will be supporting members in the development of an actual or virtual (web-based) LPF.

The EPB is currently organising a series of regional events across



England at which the proposed locations for LPFs will be discussed with members, and the next steps agreed towards setting one up in the area. The events provide a great opportunity to bring together key local stakeholders including the existing local branches, CPPE, LPCs, PCTs, local pharmacy employers, and the schools of pharmacy.

LPFs do not have to be developed around a school of pharmacy – they could, for example, be developed around a large teaching hospital. It is for you, the members, to decide what will work best for you in your locality, and for you to have this flexibility and fluidity when organising and developing your LPF.

An LPF toolkit has been produced, which will guide you in the process of LPF development and contains some great examples of areas already establishing an LPF. To see a copy, please visit www.pharmacyplb.com/ProfessionalNetworking.aspx To find out more, or to get involved with setting up an LPF in your locality, please contact amanda.king@rpsgb.org ■



Co-ordinating action

Rachael Wilkinson has been appointed by a consortium of the RPSGB, AIMp, CCA and NPA to provide a framework within which these organisations will deliver action on the Pharmacy in England White Paper. Here, she gives her own view on the challenges ahead.

Pharmacy in England heralds major changes in the profession, accelerating the innovative work already begun as pharmacy develops a clinical focus.

A key part of my role will be to create a manageable programme which targets those activities which

provide the greatest benefit. My immediate priorities will be four areas: chlamydia screening, diabetes management, vascular checks and cancer detection & prevention. I will focus on the underpinning work centring on inter-professional relations and quality metrics, as well as service development aspects and how these can be implemented on the ground.

Currently, I have been identifying all of the excellent work that the pharmacy bodies have done to date. The next steps entail working with the partnership to identify how we build on that work and develop detailed plans with concrete actions. All of the partners will meet regularly to review and evaluate progress, and ensure that we are on target to meet our goals ■



Farewell to Pharmacy Now

This month marks the final issue of Pharmacy Now. News from the English Pharmacy Board will instead feature in a new high-quality monthly membership magazine called *Pharmacy Professional* to be launched in November and delivered with the *Pharmaceutical Journal*. Thank you to our many readers and contributors over the years.

Committed to you

In his keynote speech to the British Pharmaceutical Conference last month, President Steve Churton unveiled the Society's plans to act on a series of commitments made to members within 100 days.

The seven commitments were developed in consultation with the membership and spell out the future aspirations of the new professional leadership body (PLB). They emphasise how the new body will reflect the needs of pharmacists from all sectors and serve as markers against which the success of the new body can be measured.

The commitments are to:

- Actively listen to you and respond to your needs
- Support your professional and personal development
- Positively encourage professional networking and the sharing of knowledge
- Effectively promote pharmacy in the development and delivery of healthcare policy
- Improve awareness and perceptions



Steve (left) welcomes Shadow Health Minister Andrew Lansley MP to the conference

- of pharmacy amongst the public and other healthcare professionals
- Support those seeking advanced or specialist levels of practice
- Advance the science and practice research base for pharmacy and healthcare.

For each commitment, there are a series of specific actions that the PLB will deliver. These include piloting an Information and Advisory Service throughout October, the appointment

of five dedicated Local Practice Forum facilitators; upgrading CPD services and reviewing the most effective commissioning and funding routes for pharmacy practice research.

In December, the Society will report back on its progress, after which it will continue to set goals for the future as it moves closer to the establishment of the new PLB in 2010. Visit www.pharmacyplb.com for more information ■

Responsible pharmacist round-up

Tools to support the implementation of the Responsible Pharmacist regulations are available to download from the Society. The *Responsible Pharmacist Toolkit*, sent to all practising pharmacists and pre-registration trainees in April, has been updated online at www.responsiblepharmacist.org to provide the latest information on how the new regulations will affect everyday practice.

Further to the Society's request for the Department of Health to clarify some details of the new regulations, new guidance was published in September in collaboration with the UK health departments and the Pharmaceutical Society of Northern Ireland called '*Responsible*

pharmacist requirements: What activities can be undertaken?'. The guidance clarifies what can take place when the responsible pharmacist is not in charge of the premises, in charge but absent, and in charge and present.

Responsible pharmacist: Then and Now has also been published to illustrate the legal and practical changes that took place between the 30 September 2009 (Then) and 1 October 2009 (Now), along with guidance for hospital pharmacists to establish when the regulations may affect their practice.

The Society's own advice team can answer your particular queries on 020 7572 2302 or you can view all the above guidance by clicking on 'responsible pharmacist' at www.rpsgb.org ■

New EPB plans

The development of the new professional leadership body will mean an increased prominence for the national Pharmacy Boards. The EPB are working on developing a future communications plan

embracing PR, public affairs and marketing to support the activities of the Board and the vision and values of the new organisation. Look out for details of this in future editions of the new monthly membership magazine, *Pharmacy Professional* ■





Waqas and Ibrahim
outside Regent's
Park Mosque

Media round-up

Two campaigns on core pharmacy issues gained excellent media coverage over the summer.

First came a drive urging older people to visit their pharmacist for a Medicines Use Review, which was backed by research showing many over 65s are taking a range of medicines without fully understanding what they are, or their side-effects. RX Factor spokesperson Paul Johnson launched the day's round of media interviews with an appearance on *BBC Breakfast News*. The story also ran on *Radio 4's Today Programme*, *GMTV News* and *BBC Online*, as well as being covered by *The Times* and *The Daily Telegraph*. In total, the story was

covered by 49 media outlets and was featured in *PR Week* as a campaign case study.

At the start of Ramadan, the Society advised Muslims taking medication and fasting to seek advice from their pharmacist about how to manage their medicines intake effectively to avoid compromising their health. The campaign was backed by community pharmacist Waqas Ahmad and the Secretary General of the Muslim Council of Great Britain, Shaykh Ibrahim Mogra, who conducted interviews with Muslim TV station *Islam TV*, *ATN Bangla*, as well as *BBC Radio Leicester*, *BBC Shropshire*, *Radio 4*, the *Asian Network*, *Sunrise Radio* and *Islam Radio* ■

Medicines safety comes first

Margaret Ledger-Scott, Clinical Director of Medicines Management and Chief Pharmacist at the County Durham and Darlington NHS Foundation Trust, is the first winner of the Society's new Medicines Safety Award, which was presented at the British Pharmaceutical Conference in Manchester.

The winning initiative involved the introduction of a patient healthcare book, used by patients with chronic diseases with more than two hospital admissions in the past year. All aspects of treatment in primary or secondary care were recorded in the book, which patients took with them to appointments.

Her scheme saw a reduction of 70% in medication errors among elderly patients being moved between care settings and the idea is now being considered for use throughout the North-East of England.

Margaret said: "You are just working away and don't realise the effect your work will have. It is not a magic book but it's really about involving patients as the number one person in the care process. It's about making them aware that errors can be made and empowering them to have control over their own medication.

"Patients were very enthusiastic about what this scheme did for them and were delighted with the difference it made to their quality of life."

The team involved in introducing the booklet involved three pharmacists, three hospital consultants and 14 GPs and practice nurses from four GP surgeries. Closer links between hospital and community pharmacies

and better support for the transfer of care form one of the targets of the White Paper *Pharmacy in England*.

Presenting the award, RPSGB Chief Executive and Registrar Jeremy Holmes said: "I am extremely proud on behalf of the profession to recognise the excellent work that Margaret and her team have done in improving the lives of these elderly patients through reducing medication errors and therefore the risk of harm.

"This award was introduced to highlight important innovations in the field of medicines safety and I believe it will provide a platform for excellence in this area which we can continue to share and learn from." ■



Margaret with her award-winning booklet for patients.

Local champions lead the way

The winners of the Society's new Local Champion Awards were announced by Chief Executive and Registrar, Jeremy Holmes, at the British Pharmaceutical Conference dinner in September. The awards recognise excellence in RPSGB members who volunteer their time at a local level and are split into three categories:



Local Champion of the Year Julie Carter

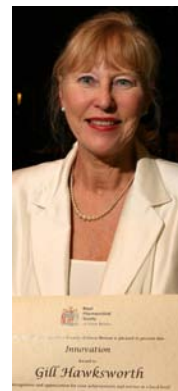
Julie has been central to the creation of one of the first Local Practice Forums through the Sunderland and District Branch.

members to lobby their MPs over the decriminalisation of dispensing errors.

Innovation Award Gill Hawksworth

Gill established an LPF to cover the whole of Yorkshire, which will significantly improve services for members in the region.

The winners received a certificate, a day pass to BPC and a gift certificate for pharmaceutical press to the value of £75.00 ■



Local Group of the Year Award Chiltern Region

The Chiltern region was recognised for its highly successful in organising



MURs: Audit available

The nation's first online audit of Medicines Use Reviews (MURs) has been launched enabling primary care organisations and pharmacists to review their effectiveness.

To date, funding has often rewarded the number of MURs that are undertaken and little data has been collected on the quality of the service provided.

The project is a partnership between the RPSGB, the Royal

College of General Practitioners and the Clinical Audit Support Centre Limited. The audit is aimed at community pharmacy, general practice, primary care organisations and patients. The Society is urging members of these four groups to participate in the audit.

English Practice and Policy Lead Heidi Wright said: "For MURs to be successful, we need them to be fully embraced by not only pharmacists, but also by patients and other

healthcare providers. It's also crucial that we can provide consistent national data on MURs to ensure future funding and the potential to embed the service into patient care pathways."

The MUR audit has to be initiated by the PCO so they can decide on the exact process for their participants and can ensure that all groups participate. Guidance on the recommended process is provided at www.gi4pd.org.uk ■

EPB evening event

The English Pharmacy Board continued its new outreach programme of evening events with a meeting in London in September. Pharmacists from all sectors in the London area were invited to discuss the Responsible Pharmacist, the Professional Leadership Body and Local Practice Forums.

The events aim to enable members to discuss issues of importance with the EPB and find

out more about how the PLB will make a difference to their professional lives.

The formal Board meeting was held the following day on Wednesday 14 September, with discussion concentrating upon governance issues relating to the new election scheme, LPFs, Pharmacy IT and bar coding, the future role of the Transitional Working Group and the programme for change ■



Participants debate the issues at the meeting

EPB election

Elections to places on the new English Pharmacy Board will take place from October 2009 to January 2010 with new members taking office on 1st February 2010. These new Board members will be mandated by the membership to create the Assembly for the new body once the demerger has taken place. For further information about the elections, please contact martyn.schofield@rpsgb.org ■