

# PHARMACY FIRST

Doctors' appointments aren't always necessary  
...ask your pharmacist

Wychbury Patients Participation Group

# Pharmacy First

# Survey

# November 2015

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Version 2.0

## Summery

This survey was carried out during Self Care Week/Pharmacy First 2015 (16<sup>th</sup> – 22<sup>nd</sup> November) with 96 patients attending the Wychbury Medical Group's three surgeries and was a cooperation between staff and volunteers from Wychbury Patients Participation Group.

Dudley CCG's report "Urgent Care in Dudley Borough" <sup>(1)</sup> published in September 2013 gave the following costs for patients' accessing services:

- GP same day appointment = £25
- Urgent Care Centre ("Walk-in") = £35
- A&E attendance (no treatment) = £58

In October 2013 Dudley CCG produced "A new vision for urgent care in Dudley" <sup>(2)</sup>.

- In Dudley some 24,703 patients visit their GP annually with minor ailments
- Of 50,000 patients accessing the Urgent Care Centre [Walk-in] during the year - 47,800 returned home following treatment. 80.9% of these patients said they went there because their GP was too busy or closed.
- An additional 32,000 patients accessed A&E for minor ailments.

Funding these minor ailment services cost:

- GP > £617,575
- Urgent Care Centre (Walk-In) > £1,673,000
- A&E > £1,856,000

Total cost = > **£4,146,575**

The costs for minor ailment services compared to Pharmacy First consultations<sup>(3)</sup> are as follows:

- GP £617,575 <> Pharmacy First £123,515
- Urgent Care £1,673,000 <> Pharmacy First £239,000
- A&E £1,856,000 <> Pharmacy First £160,000

Only 11% of patients surveyed were aware of the Pharmacy First Scheme, however in January 2015 a similar study found that 17% of patients had heard of the scheme. The recent downward trend locally is therefore cause for concern.

In Dudley encouraging increased access by patients to Pharmacy First services for minor ailments would not only reduce the local health economy costs but would also reduce the need for patients to access GPs, Urgent Care Centre (Walk-in) and A&E for minor ailments, thus freeing up substantial resources and time for consultation with patients that have more complex medical conditions.

## The survey asked the following questions:-

1. Have you heard of the Pharmacy First Scheme? Yes / No

**If Yes - How? -**

[Pharmacy] [GP] [Word of Mouth] [Local Press] [Poster or Leaflet]

2. Have you used the Scheme? Yes / No

**If Yes -**

Did the Scheme save you from booking a GP appointment?

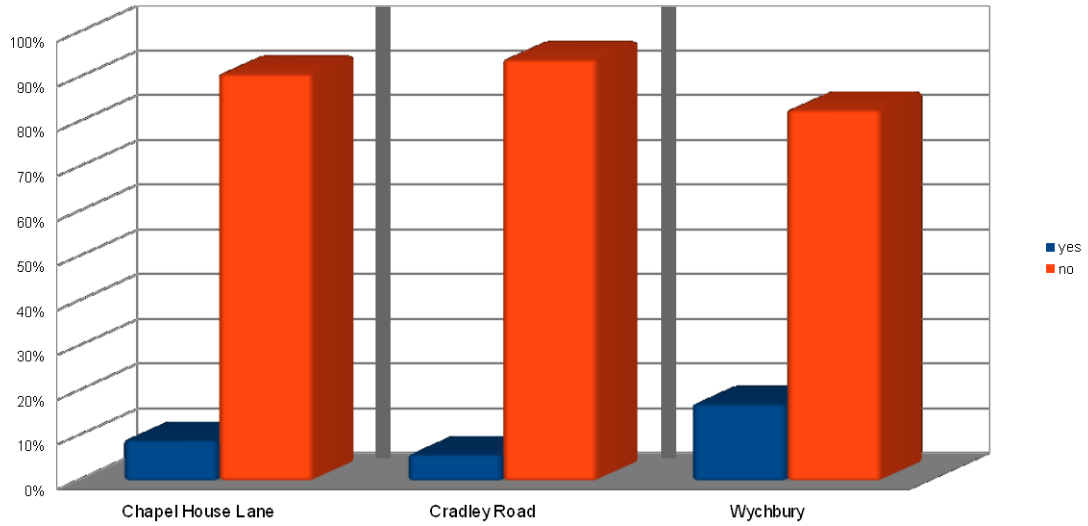
3. Have you made use of the Urgent Care Centre/Walk-in Centre or A&E for a minor ailment in the last 12 months? Yes / No

**If Yes -** Reason(s)? .....

4. Are there any reasons why you might choose not to use the Pharmacy First Scheme if you/your child had a minor ailment in the future?

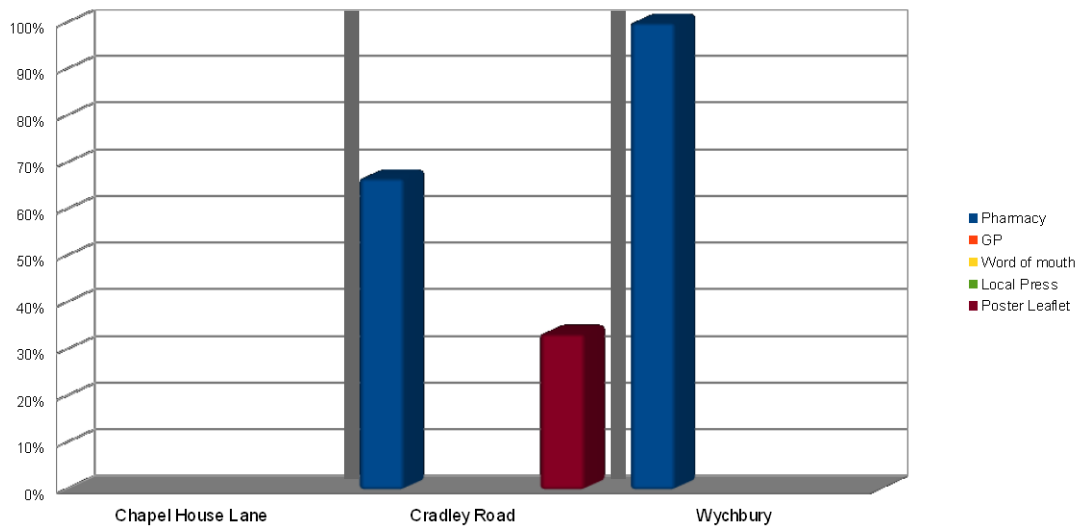
5. What do you think the NHS could do to help increase patient confidence to self-care; avoiding a visit to the GP, Urgent Care/Walk-in Centre or A&E

# 1. Have you heard of the Pharmacy First Scheme?

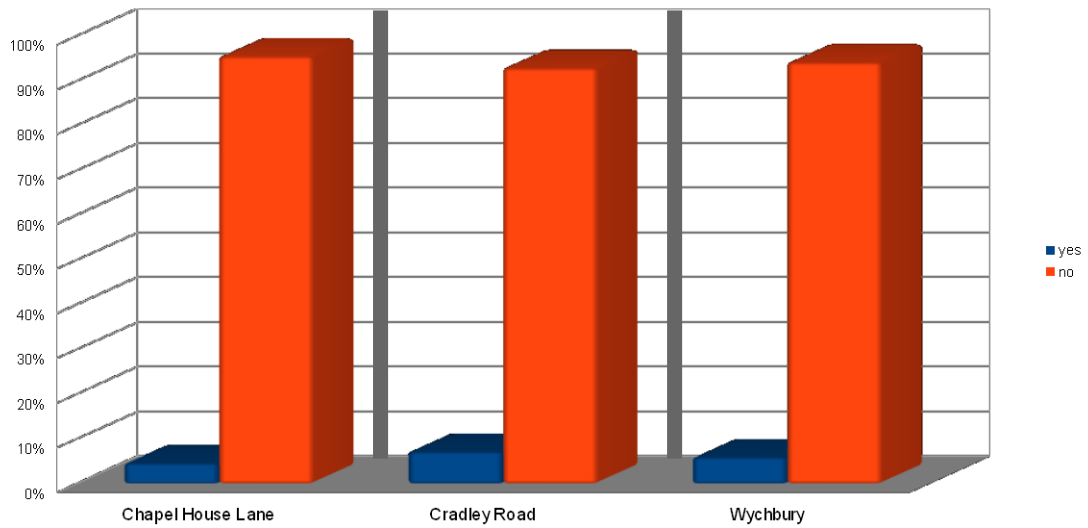


## If Yes - How? -

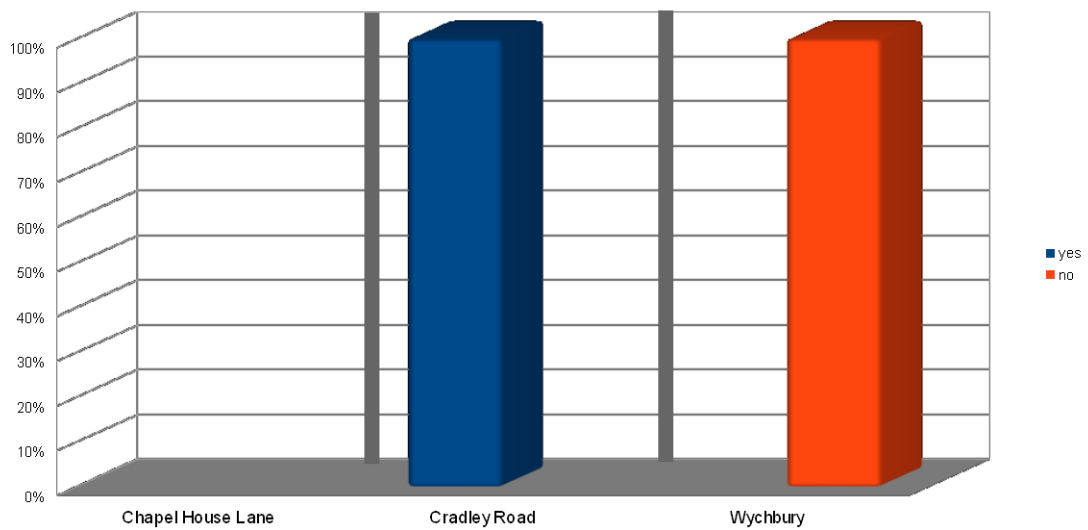
[Pharmacy] [GP] [Word of Mouth] [Local Press] [Poster or Leaflet]



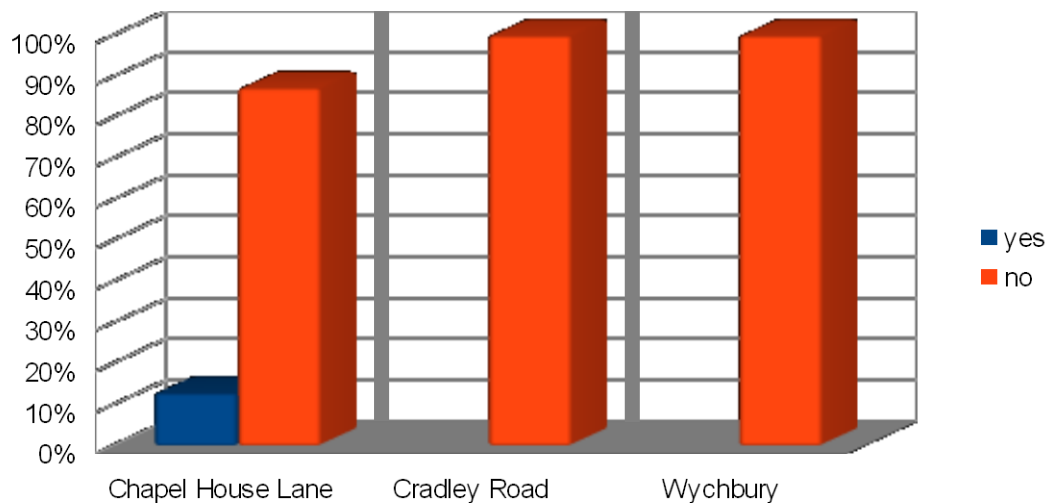
## 2. Have you used the Scheme? Yes / No



### If Yes - Did the Scheme save you from booking a GP appointment?



### 3. Have you made use of the Urgent Care Centre/Walk-in Centre or A&E for a minor ailment in the last 12 months?

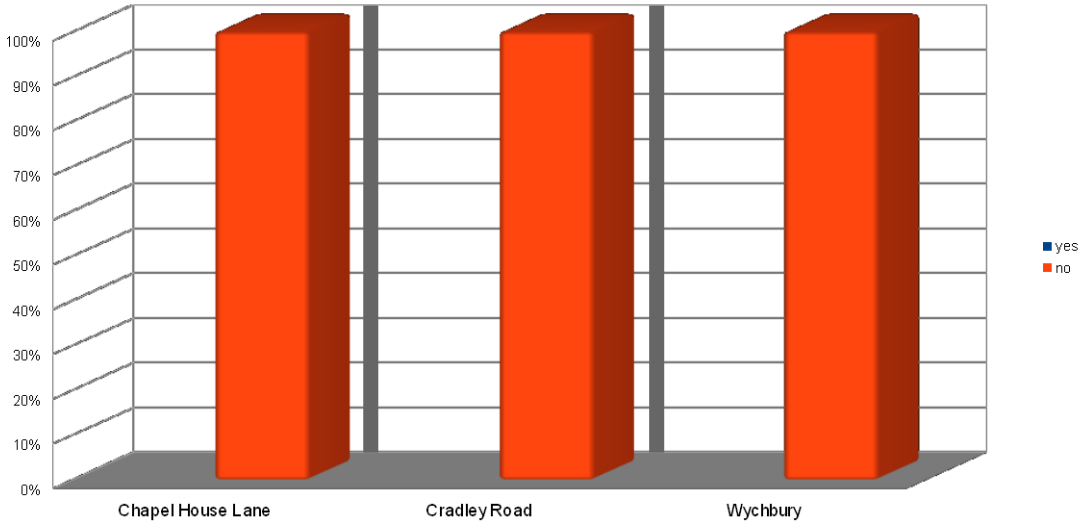


13% of patients from Chapelhouse Lane, who had attended the Urgent Care Centre, Walk-in Centre or A&E in the last twelve months, had visited with a minor ailment. No patients from Cradley Road or Wychbury said they had visited the Urgent Care Centre, Walk-in Centre or A&E with a minor ailment.

#### If Yes - Reason(s)?

Five patient had used either the Urgent Care Centre, Walk-in Centre or the A&E during the past 12 months for a minor ailment. Only one could have used a pharmacy to obtain treatment, a "Repeat Prescription".

4. Are there any reasons why you might choose not to use the Pharmacy First Scheme if you/your child had a minor ailment in the future? Yes / No



## 5. What do you think the NHS could do to help increase patient confidence to self-care; avoiding a visit to the GP, Urgent Care, Walk-in Centre or A&E

### Chapel House Lane:

Internet.	Nothing.
In surgeries and pharmacies.	Not sure.
Social media.	Nothing.
School reception, childcare centres and churches.	Website, facebook, leaflets through the door.
Internet, Facebook.	Internet.
Not sure.	Leaflets through the door.
Leaflets through the door, like we are doing, the drop-in centres.	Leaflets, local TV and radio, local free papers.
Free papers.	Free papers.
Doctors.	Free papers, GP website.
Screen in waiting room.	Doctor's surgery, free papers.
In person to patients.	Website, papers.
Radio.	TV.
In person at doctors.	Poster in doctors, radio, TV, posters in hospital.
In person at surgeries.	

### Cradley Road:

What you're doing talking to people.	I already visit the pharmacy first.
Advertising.	I work in the NHS and there's not enough advertisements.
Word of mouth.	Social media – Facebook.
Word of mouth and papers.	Flyers with news of those on it.
Word of mouth.	Word of mouth – leaflets.
Chemist should tell customers.	The chemist gave me some Calpol.
Advertisement.	I'm only here for the flu jab.
Not really.	Free paper.



## Wychbury:

Making sure people know its confidential.

Let people know via works health.

Explain it at the temples in Lye.

Advertisements.

Through letter boxes at homes.

Adverts and social media.

Delivery man leaves notice with prescription.

Circulate to peoples homes.

Good idea.

You're doing and by telling people.

In our patients heart f??

No sure.

I think ward of mouth is best.

More publicity – pharmacy – walk-in – GP.

I had to wait for 3½ hours in walk-in centre, so educate.

It's up to the individual. The list you have would help.

Facebook page – share.

Advertise – leaflets and that.

Word of mouth.

Free leaflets in the post.

Sitting in the doctors – telling people – health visitors.

Target the elderly – frequently + carers.

Internet advertisements – social media.

Word of mouth.

Older generation, don't realise how well pharmacists are trained.

Clinics, a pack of information.

You can't teach common-sense. Keep pushing the message.

Just keep banking on about it.

Schools – young mothers informed – meetings.

Just pass-it on one to another.

## Bibliography:

- (1) Dudley CCG “Urgent Care in Dudley Borough” presentation September 2013
- (2) Dudley CCG - “A new vision for urgent care in Dudley Public Consultation” 1st October - 24th December 2013.
- (3) £5 Charge by pharmacy to NHS for Pharmacy First consultation - NHS England Pharmacy First Local Enhanced Service (V12).