

English Pharmacy Board 16 April 2008

**PUBLIC BUSINESS**

## **English Pharmacy Board Communications Working Group March 2008 Update**

### **Purpose**

To note the update from the EPB Communications Working Group.

### **Strategic objective domains**

- An organisation that consistently performs as a regulator, professional representative leader and publisher

### **1. Background**

The English Pharmacy Board Communications Working Group met on 11 March 2008.

### **2. Communications Committee**

The working group discussed that there still needed to be clarity over the role of the English Pharmacy Board (EPB) communications work with that of Council's which would have been established if the Communications Committee had been implemented.

### **3. Key Objectives**

The working group discussed the communications implications of the six key objectives for the EPB in 2008. Detailed below are the main communications events for four objectives:

#### Promote Commissioning of Patient Centred, Medicines Focused Services

The working group asked that the notes from the Britnell meeting be circulated to the working group and a follow up report on the outcomes would be reported to the EPB in April. The response to the meeting had been positive and the Society would be linking with the other pharmacy bodies to write a joint letter detailing the way forward.

#### Assist Practitioners to develop Clinical and Professional Practice: in Core, Advanced and Specialist Roles

The working group discussed how the current 'Review Groups' would in all likelihood become the 'Delivery Groups' once the review was completed. Therefore it was important that there was pharmacy engagement with each of the current 82 Review Groups even at this late stage. Clarity was sought over what engagement had already been carried out with the Review Groups and a report back to the next EPB was requested.

#### White Paper on Future Proposals for Developing Pharmaceutical Services

To follow up from the Board meeting in February 2008, whereby it was agreed that a working group of EPB be set up to review the consultation once published, members asked that this group be set up as soon as practicable. This was in response to speculation that the consultation would be published in March. This group would have the role of initially studying and reporting on the consultation and assessing what aspects of the work identified came under the EPB remit.

Develop Work of EPB in line with role in Future Professional Body

A member of EPB would attend the BPSA on 28 March 2008 in order to present and update the future of the profession on the work being carried out by the Board.

**4. Conferences**

A letter would be sent to organisers of a range of pharmacy conferences taking place in the autumn 2008 and spring 2009 offering a member of EPB as a speaker. The idea behind this would be to promote all six objectives of the Board through promotion of current work streams, networking, and listening to the views of the membership. It was also requested that the Harmonisation of Accreditation work being carried out by Board member Gail Thomas have a breakfast/lunch meeting at BPC 2008. Sponsorship would need to be sought.

**5. EPB meeting outside London**

Steve Wicks had offered the use of a pharmaceutical industry building outside London, probably in Manchester. There would be a dinner held the night before whereby local stakeholders would be invited and then local Branch & Region members invited to attend the Board meeting on the 2 July. The idea behind this was to show the willingness of the Board to travel outside London and to reach different audiences.

**6. Patient & Public Involvement**

A pilot event would be held in Doncaster Branch whereby representatives of the local PPI would be invited to attend the Branch meeting. The purpose of the meeting would be to engage with patients about their perception of pharmacy and their knowledge of the new clinical services being offered by many pharmacists, as well as listening and acting upon the issues raised by the patients. In liaison with Vanda Thomas, PPI Manager, Richard Daniszewski would look to hold this event before the summer with an expectation, that if successful, it would be rolled out to other Branches.

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