

English Pharmacy Board 29 October 2008

PUBLIC BUSINESS

NHS Choices

Purpose

To consider how to input the advice and expertise available from pharmacists onto the NHS Choices website.

Strategic objective domains

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

Action required

The English Pharmacy Board is asked to:

- i. consider how to input the advice and expertise available from pharmacists onto the NHS Choices website.

1. Background

NHS Choices is a healthcare website (www.nhs.uk) that draws together the knowledge and expertise of the National Library for Health, NHS Direct, Information Centre for Health & Social Care and the Healthcare Commission.

2. Healthcare Advice

The website details treatments and conditions as well as advice and support. There is very limited pharmacy input, as well as little information on the special interests and extra services that are offered by pharmacists.

3. Joint working with Scottish and Welsh Pharmacy Boards

NHS Choices is a GB wide initiative so if the English Pharmacy Board agreed to take forward inputting and influencing the content of the website we would need to work in partnership with Scotland and Wales.

4. Risk Implications

It is clear that the membership want pharmacy to have a higher profile amongst other healthcare professionals and the public therefore it is important that the specialist roles of pharmacists be promoted at every opportunity.

5. Resource Implications

Any new work undertaken would need to be assessed against the overall budget available to the Board.

Howard Duff
Director for England