



Royal
Pharmaceutical
Society
of Great Britain



Pharmacy

Excelling for the public and the profession

2020

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Pharmacy 2020: How you see your future

The responses to the Royal Pharmaceutical Society's Pharmacy 2020 consultation have now been analysed. In this four-page pull-out supplement, the President of the Society, Hemant Patel, summarises the findings.

Last autumn we asked you to complete the Pharmacy 2020 consultation document, giving us your views on how you would like to see the profession develop by that time. Over 2,000 of you took part in the 2020 consultation and your responses make fascinating reading. Here is what you told us you would like to see happening.

We had an enthusiastic response to our questionnaire on the future of the profession, with over 2,000 of you responding to tell us what you would like to see pharmacy doing



by 2020. The consultation comprised four main questions:

1. What functions do you expect to do more or less of in 2020?
2. In your opinion, what these things need to happen to deliver the aspirations of the profession?
3. In your opinion, what these things should the national pharmacy bodies do now to create the future for pharmacy?
4. In your opinion, what these things should you do now to create the future for pharmacy that you want?

All the data from answers to Question 1 were collated and statistical data produced. For Questions 2 to 4 we analysed your responses for patterns and trends and extracted common

themes. By putting all this together we can now form a clearer picture of your aspirations for the future of your profession.

We will use your views to form the next important phase of Pharmacy 2020 — determining the most important aspects we need to focus on and building a strategy to make things happen.

Who filled out our questionnaire?

More than 2,000 pharmacists from all sectors of the profession took part in the consultation. We received responses from pharmacy students, technicians, members of the public and patient groups, as well as both pharmacy and non-pharmacy bodies.



The President: We will use your views in determining the most important aspects to focus on and building a strategy to make things happen

What your job description will look like in 2020

In Question 1, we asked you to tell us what job functions you would expect to be doing more or less of in 2020, ranging from administration and paperwork to dispensing and prescribing, health screening and health promotion and working with other health care professionals.

The top three things you felt you would be doing more of in the future were:

- Giving advice and patient counselling: 90.6 per cent of you said you would do more of this and only 0.3 per cent said less.
- Advising other health care professionals: 89.7 per cent of you believed you would be giving more of this advice; just 0.8 per cent thought you would do less of it.
- Health promotion: 88.9 per cent of you said you would be doing health promotion by 2020.

Other key areas you said might become increasingly important included continuing professional development (CPD), with 61.6 per cent believing you would do more of this; 83.1 per cent thought you would be delegating more routine tasks to other staff.

Most of you believed that the clinical side of your job would have more emphasis in the future, with 83.1 per cent saying you would do more prescribing, 73.6 per cent believing you will carry out more medicines use reviews and 79.5 per cent thinking you will be

involved in more public health intervention work, such as running smoking cessation clinics. Specialist pharmacy services also look set to play a more important role — 87.5 per cent said you would be doing more of these.

You are keen to shake off the pharmacist's isolated image, with 84.3 per cent saying you would work more with the primary and secondary health care team, 85.3 per cent believing you would work more closely with other health professionals such as GPs and nurses and 56.9 per cent saying you would work more with the social services team.

... and what you will be doing less of

You had equally strong views on what you expect to be doing less of in your jobs by 2020 — in essence, throwing off the "shop-keeper" image and taking on a more professional and clinical persona.

The top thing you expect to do less of in future is dispensing, with 74.8 per cent of you saying you'd be doing less by 2020.

Some 63.8 per cent of you say that you expect to do less shopkeeping by 2020. You also expect that the products you see on pharmacy shelves will change too — 62.6 per cent of you think you will be selling fewer non-pharmaceutical products such as toiletries.

You believe you will spend more of your day using the skills you were trained for — 61.0 per cent of you thought you would spend less time on routine tasks.



Consultation questions

- 1. What functions do you expect more or less of in the year 2020?**
- 2. In your opinion, what three things need to happen to deliver the aspirations of the profession?**
- 3. In your opinion, what three things should the national pharmacy bodies do now to create the future for pharmacy?**
- 4. In your opinion, what three things should you do now to create the future for pharmacy?**



TOP THREE THINGS

- **MORE:**
- Advice and patient counselling
- Advice to GPs and other healthcare professionals
- Health promotion
- **LESS:**
- Dispensing
- Shop keeping
- Sales of non-pharmaceutical products



The role of the pharmacist

- Reduction in dispensing
- Increased clinical role
- Should be aspirational in healthcare
- Work in collaboration with other healthcare professionals

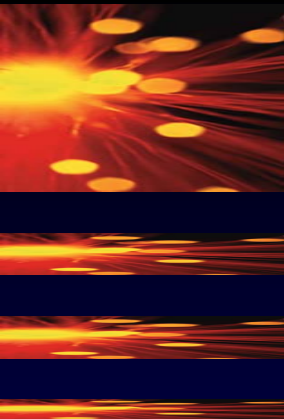


PROFESSIONALISM

- **Increased professionalism in terms of working environment or clinical standards**
- **Respondents thought that the quality of service they offered could be improved**
- **Key to engage and talk to the public about pharmacy and highlight the importance of the profession**

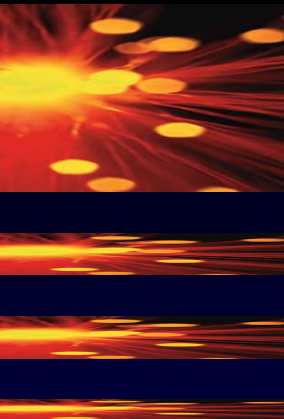


KEY DRIVERS FOR CHANGE

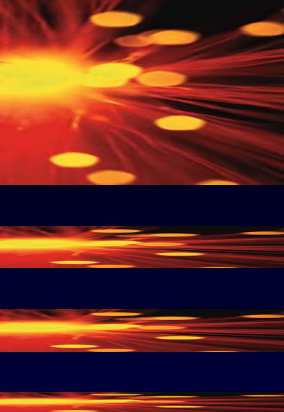
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- **Team working**
 - Working more closely with staff and allied professionals
 - **Communication**
 - Increase in PR, media presence and communication to external stakeholders about the importance of pharmacy
 - **Information technology**
 - Patient records



KEY DRIVERS FOR CHANGE

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- A decorative graphic on the left side of the slide, consisting of a vertical strip of light rays emanating from a bright orange and yellow point at the top, creating a sense of energy and movement.
- **Staffing**
 - **Supervision**
 - **CPD**
 - **Time**
 - **Community Pharmacy Contract**
 - **Prescribing**

OTHER ISSUES

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- **Unity**
 - Within the profession and the national bodies
 - **Education**
 - Improve the current degree, practical experience, more clinical role



NEXT STEPS...

- ***‘This is what you told us’***
published in the PJ
- **Scenario Planning in summer**
- **Vision Document launched in autumn**
- **Implementation through the National Boards**