



Pharmacy 2020: have your say and help shape the profession's future

Pharmacy 2020 is a consultation led by the Royal Pharmaceutical Society of Great Britain. Pharmacy practice is transforming all the time and this is your chance to have your say in the future of the profession.

With your input, Pharmacy 2020 will help us consolidate pharmacy's position as a clinical profession while highlighting the huge social role that pharmacists play in millions of lives every day.

The Pharmacy 2020 initiative will help us determine where pharmacy will be in 10 to 15 years and how it will get there.

Role in the future of health care

Politicians of all political parties have acknowledged that pharmacy and pharmacists will play a greater role in the future of health care:

"Let me single out the benefit that will come to the individual citizen if the local pharmacy is able to offer services that are not offered at the moment, including blood tests, . . . anything that will make it more convenient for the individual patient." — Gordon Brown, Prime Minister

"Community pharmacies reach every part of the population. Very often there are people who don't visit their general practitioner or the NHS very much at all and so, if we actually want proactive public health measures, community pharmacies have got an enormous amount to offer from that point of view." — Andrew Lansley, MP, Shadow Health Secretary

"I would like [pharmacists] to be the first port of call for people who aren't sure about whether they need to go to see a doctor or not. Pharmacists know whether someone should be referred to a GP." — Norman Lamb, MP, LibDem Health Spokesman

The purpose of Pharmacy 2020 is about pharmacists taking charge of their own destiny, but to do this pharmacists need the support of the other health care professions. There is no doubt that professional boundaries are gradually breaking down but pharmacists must find ways to work with other health care professionals as respected equals in what is a highly competitive health care arena.

"Pharmacists have the technical knowledge, which is truly impressive. Nurses complement that with their assessment and their diagnostic skills, and increasingly people are seeing that the prescription of drugs is no longer the province of the medical staff." — Peter Carter, General Secretary of the Royal College of Nursing



I don't think that we should see this as a competition between GPs and pharmacists, pharmacists and nurses or anyone else. There's enough work for everyone. Modern health care is going to be really challenging. Medicine in the 21st century, patient care is going to be demanding. I want to do so much more for my patients. It is a great time to be a health care professional. — Mayur Lakhani, chairman of the Royal College of General Practitioners

Pharmacy 2020 will help the profession to secure a more mainstream role for pharmacy, especially in clinical areas, and elevate members' professional status.

We need to understand the drivers for change affecting pharmacy that may be outside our control, such as political, financial, technological and demographic changes. We need members' feedback so we can understand the challenges pharmacists face in their daily working lives, as well as their aspirations for the future.

Each member has a stake in the future of the profession, so take part in the consultation to ensure that you have your say about your profession, your future and the future of younger generations, to ensure that pharmacy is at the forefront of health care for patients in 2020 and beyond.

The results of the consultation will help to build a strategy that will influence pharmacy in the period leading up to 2020.

Now is an ideal opportunity not only to underline the fact that pharmacy is a clinical profession but also to ensure that pharmacy's contribution to drug discovery and manufacture is strengthened. The genomic revolution means that pharmacists will have a greater opportunity to play an important role in the development of new drugs which are discovered, developed and manufactured in Britain.

The revolution that is going on in hospital and community pharmacy — alongside the new community pharmacy contract in England and Wales and the developing con-

tract in Scotland — has already provided a taster for the kind of changes that are possible, so now is the time for you to influence and take advantage of these opportunities.

Innovation requires innovative people and adequate support from the Government and from the professional bodies. The profession needs the vision, the courage and the strength to carve out a niche for pharmacy in the health care arena of the future.

The aim is to see more mainstream health care delivered to patients through pharmacies. Pharmacists are the obvious place and have a crucial role to play in making a meaningful contribution to patient care.

Why should you take part?

Pharmacy has the opportunity to define its own future. Whether you are joining the profession or are soon to retire, you have a stake in the future. Pharmacy students and newly qualified pharmacists will have a lifetime in the profession and 2020 will be a milestone on the way to a profession that will continually change throughout their careers. Those about to retire will have seen the profession change and develop over many years. They may have clear ideas about the next steps that the profession needs to take and we need to hear them.

What will drive professional change?

Over the past nine weeks *The Pharmaceutical Journal* has published a series of articles that looked at what may affect the future of pharmacy and of health care in general. These have touched on topics as diverse as social capital, information technology and nanotechnology. What these articles have tried to show is that the future will be different from the present and that pharmacy will have to adapt to make the most of the opportunities that these changes present it with.

Will Pharmacy 2020 make a difference?

It is easy to think that Pharmacy 2020 or any other project will not change anything, that your voice will not be heard, that the politicians will not listen, and that nothing will change anyway.

Just over 10 years ago we started a consultation with the profession called Pharmacy in a New Age. We asked the profession where they wanted to be in 15 to 25 years' time from then. We had thousands of pharmacists and other stakeholders tell us what they wanted for the future of the profession. The profession told us that pharmacists are experts in medicine management and that a key strength of pharmacy is its accessibility and the availability of the pharmacist. The profes-



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sion wanted to enhance the clinical services offered to patients and to be able to prescribe medicines. In community pharmacy, the profession wanted to be remunerated for professional services and not just dispensing. There was a recognition that continuing professional development should become mandatory and that quality of care is important to pharmacists and to our patients.

We put a 15 to 25 year timescale on achieving many of these aims — yet many of these aims were achieved either in full or in part a lot earlier. The profession is a powerful force when it works together and especially when it gets patients behind it.

How can I get involved?

Please complete the Pharmacy 2020 consultation document. It is also available on the Society's website (www.rpsgb.org), where it will remain for a 12-week period.

Get involved as much as possible as individuals or encourage your branch to run a meeting on Pharmacy 2020. Get in touch with Amanda King, project manager Pharmacy 2020 (tel 020 7572 2330, e-mail pharmacy2020@rpsgb.org). She can contact a Pharmacy 2020 champion who will come and talk to and listen to your branch or region, throughout the consultation period.

The Pharmacy 2020 Steering Group will meet in early 2008 to consider all of the consultation responses. These will be used to generate an initial Pharmacy 2020 vision document that will be submitted to members for further consultation in spring 2008. We are involving members every step of the way and aim to develop a vision of the future that the profession owns. We can then work together as a profession to make the vision reality. Please let us have your views by 28 December 2007.

How to respond

By post Please complete and detach the attached questionnaire (photocopies are acceptable if you do not want to detach the form from *The Journal*), and send it to Amanda King, Pharmacy 2020 Project Manager, Royal Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN.

OR

By e-mail Please complete the questionnaire online at the Royal Pharmaceutical Society's website (www.rpsgb.org).

Comments must be received no later than 28 December 2007

Further information

For further information, please contact Amanda King (tel 020 7572 2330, e-mail pharmacy2020@rpsgb.org).

Pharmacy 2020

Questionnaire

The Society would like to know your views. The questionnaire may be photocopied. Please continue your comments on a separate sheet if necessary. The questionnaire can also be completed online at www.rpsgb.org

QUESTION 1 What functions do you expect to do more or less of in 2020?

Administration	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Advice to other health care professions	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Advice/patient counselling	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Care home visits	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Continuing professional development	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Delegation of tasks to staff	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Dispensing	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Domiciliary visiting	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Formulary work	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Health promotion	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Health screening/diagnostic testing	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Information technology	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Liaison between primary and secondary care	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Management	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Mechanical/routine functions	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Medication review	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Medicines management	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
OTC sales of non-prescription medicines	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Paperwork	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Pharmaceutical care	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Practice research/audit	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Prescribing	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Prescribing involvement (advisory, monitoring)	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Public health interventions (eg, smoking cessation)	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Repeat dispensing	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Sales of non-pharmaceutical products (eg, toiletries)	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Shopkeeping	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Specialist pharmacy services	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Training of carers	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Veterinary pharmacy	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Working with primary/secondary health care team	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Working with nurses	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Working with other health care professionals	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Working with social services	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>
Working outside of the pharmacy	More <input type="checkbox"/>	Less <input type="checkbox"/>	Same <input type="checkbox"/>	N/A <input type="checkbox"/>

Others (please give up to four examples):

1. _____ More Less Same N/A
2. _____ More Less Same N/A
3. _____ More Less Same N/A
4. _____ More Less Same N/A

If you wish to make further comments on Q1, please go to the box on p4



QUESTION 2 In your opinion what three changes need to happen in order to deliver the aspirations of the profession?

Change 1

Change 2

Change 3

Any further comments?

QUESTION 3 In your opinion what three things should the national pharmacy bodies do now to create the future for pharmacy?

First thing

Second thing

Third thing

Any further comments?



QUESTION 4 In your opinion what three things should you do now to create the future for pharmacy that you want?

First thing

Second thing

Third thing

Any further comments?

Any further comments on Q1?

ABOUT YOU

If you are responding as an individual, which of the following categories best describes you?

- Pharmacist
- Pharmacy technician
- Member of the public
- Other (please give details) _____

If you are responding as an individual pharmacist or pharmacy technician, please state your main sector of work.

- Community
- Hospital
- Primary care
- Industry
- Academia
- Other (please give details) _____

If you are responding as a representative of an organisation, which of the following categories best describes you organisation

- Pharmacy business
- Pharmacy body
- Patient representative body
- Regulatory body
- Other (please give details) _____