



## Pharmacy Times are Changing - How Prepared are You?

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What being a pharmacist means to us: We go to university for 4 years with a final fifth year to put our knowledge into practice. We do all this because of our duty of wanting to serve the public to the best of our ability. Each day we assess prescriptions, looking out for interaction and errors and

promote pharmacy through the services that we provide.

**With one core focus at point- ensuring that patients are at the heart of everything that we do.**

Over the years the image of a pharmacist and what we provide in service has changed dramatically. The growth and pace of change has been extraordinary.

**Table 1:** Highlights the trend that prescriptions have been increasing; the cost per item has been decreasing.

	2005	2011	2016	2017
<b>The number of items dispensed per person per year in England</b>	674.9 million	850.7 million	999.5 million	10156.6 million
<b>Fee/Item</b>		2.05	1.95	1.65

The Table 1 highlights the trend that prescriptions have been increasing; the cost per item has been decreasing.

There are a few reasons as to why this is occurring, with the increasing ageing population, we see more scripts per year per growth. However how long can we sustain this trend and dispense more items, with price per item decreasing?

When price per item is affected we have to look at our business as a whole and being to plan for the future

Not only do we have changes in services, we now have changes to how we receive prescriptions, digital world of the EPS.

The company Pharmacy2U (founded by Daniel Lee 1999) saw a tremendous growth of digital prescriptions especially with the merge from Chemist Direct. Pharmacy2U had a

growth of 350% in NEW patients (250,000) in one month alone (August 2017).

With such growth from digital innovators in a short period of time, it highlights to power of digital technology, the accessibility and the need from customers. With such growth how will our pharmacies whether you're independent or multiple stands?

For digital innovators to grow, we know that technology is changing and in the last decade smartphones have been the forefront of that growth. Should we be looking and investing in more technology to ensure pharmacy stays forefront and up to date with the growing trend?

This pairs nicely with the growth of our services and how we can further promote them to the public. Essential services were

introduced in and the Table 2 below demonstrates the trend of the main services we offer. Growth trend highlights that our

patients need services like this, and we are adding on to our services accolade every year, enabling the use of our clinical knowledge but also aiding reducing GP stress.

**Table 2:** Highlight that services growth is increasing year on year, adding profit and value to our profession.

	2012		2014		2015		2016		2017/18	
	Number	Value	Number	Value	Number	Value	Number	Value	Number	Value
<b>MUR</b>	2,817,384	78,886,756	3053875	855084 87	3289970	921191 70	3,344,447	93,644,5 16	3,361,546	94,123, 288
<b>NMS (2011)</b>	233,756	4675120	774,930	154986 00	820026	164005 20	870958	1741916 0	923429	184685 80
<b>FLU (2015)</b>					595467	564592 7	950765	9013252	1344462	127454 99

### Getting ready for the future

#### Balancing services & item load

The figures in the Tables 1 and 2 highlight that services growth is increasing year on year, adding profit and value to our profession. With this in hand, we also see that numbers of items per year are also increasing with price per item decreasing.

It is predicted that there will be 231 million more repeats EACH year by 2039, with currently half the population (43%) reliant on repeat prescriptions, this is currently costing the NHS 8 billion/year. Dr. Petty is calling to action to overcome challenge of the ageing population in 5 years.

To prepare for the future safeguarding our role within the community ALL pharmacy managers should follow the following points to aid their business within the community- balancing our services with items and innovating for the future

1. A SWOT analysis for your business-work to your strengths and opportunities and minimise threats and weaknesses.
2. Colleagues- conduct and capability in all aspects of the pharmacy aiding delegation.
3. Consultation rooms- If you have more than one, think about hiring the room to such practices like Osteopaths / chiropractors as this increases the level of service your store does within the community.
4. Digital- promotes your services and pharmacy through social media, have a Facebook page and

possibly a website.

5. Make your stance within the community-get involved with local charities and drives to promote your services.

These are but a few points to help you get ready for the future, we know where the trend is heading so why not prepare and innovate the way we work.

The future is digital- let's get ready to promote by offering more services and digitally innovate the way we work empowering the profession for future generations to come.