



COMMUNITY PHARMACY ARDEN GENERAL UPDATE 14th March 2024

Information is subject to change and is as accurate as we can ascertain at date published.

If your pharmacy is part of a larger organisation (CCA, AIMp), please consult with your HQ in relevant matters.

National Flu vaccination Programme Letter

The national flu vaccination programme letter has been published: [READ HERE](#)

To note, pharmacies will only be able to vaccinate pregnant women from 1st September 2024; vaccination of other adult cohorts will start from October, with the exact date to be confirmed by NHS England in due course. There are no changes to eligible groups or recommended vaccines.

PharmOutcomes login – Unique user emails and multi-factor authentication (MFA)

Please see the updated FAQs: [CLICK HERE](#)

New Pharmacy First Resources

Several new PF resources have been published since our last update. Find details below:

- Updated FAQs on the CPE website [here](#)
- Online Information Sources for Patients [here](#)
- Service Suitability and Exclusions [here](#)
- Pharmacy First national PR campaign launched. Details [here](#)
- Virtual Outcomes GP and UEC Team Resources [here](#)
- Virtual Outcomes GP and UEC Team Training [here](#)
- Aide-Memoire for Pharmacy First [here](#)
- Pharmacy Magazine Pharmacy First Toolkit [here](#)

All these resources are included on the [Pharmacy First page](#) on our website.

Data Security and Protection Toolkit: Complete by 30th June 2024

CPE has published new guidance to help community pharmacy owners complete the latest Data Security and Protection Toolkit. The Toolkit is used to make a pharmacy's information governance (IG) declaration and must be completed by **Sunday 30th June 2024**. Find details [here](#).

Tirzepatide Kwikpen availability and prescriptions

Single dose pens of tirzepatide have been discontinued but are the only currently available tirzepatide option for prescribers to select in EMIS. The 4-dose quick pen is now the available product but not yet showing on EMIS. An



update is expected but a word of caution in case single dose pens are prescribed electronically in error with the prepopulated dosage of 'inject the content of one prefilled pen weekly', to make sure to not dispense this against the 4-dose pen (won't be reimbursed) with these directions (potentially very dangerous). Handwritten scripts will be necessary for the four-dose pen until the updated product appears in EMIS. Reimbursement information in cpe link.

Reminder: Update your NHS Profile Manager by 31st March 2024

Don't forget to update their NHS Profile Manager by 31st March 2024 to ensure your pharmacy's NHS website and Directory of Service (DoS) profile information is current. CPE guidance [here](#).

Pharmacy Scam alert

We have been made aware of a telephone scam, whereby the scammers are phoning patients and pretending to arrange a delivery service from their pharmacy. They are asking for bank details and taking money. Please do make patients aware of this and remain vigilant.

Blood Pressure Service Campaign Launch - 11th March 2024

The new high profile blood pressure testing campaign launched Monday 11th March with adverts across TV, social media, PR and billboards, encouraging those 40 and over to get a free blood pressure check at the nearest participating pharmacy: [download and order resources here](#)

There are a range of resources to help you support the campaign including social media, digital screens, communications toolkit, web banners and printed "pharmacy finder" cards. If you are a pharmacy that delivers the NHS Blood Pressure Check Service you can order a pharmacy campaign pack including a counter display unit, posters, consultation cards, pharmacy bag inserts and a briefing document - available while stocks last.

As high blood pressure (hypertension) usually has no symptoms, it is estimated that 4.2 million people in England have undiagnosed high blood pressure. The only way to know if you have high blood pressure is to get an NHS blood pressure check, which is a simple, non-invasive procedure.

Consumer research has revealed that there is significant inertia around blood pressure testing due to a common misconception that high blood pressure is not a serious concern and a lack of knowledge that hypertension presents with no symptoms in the majority of cases. To challenge these harmful assumptions the brand new advertising will feature a fictional detective struggling to solve the mystery of high blood pressure, due to there being 'no clues' and 'insufficient evidence'. Look out for it from March 11th or watch it now [here on YouTube](#).

The campaign will be clearly branded to align with "pharmacy first campaigns" and will feature the "See your pharmacist, Help us, Help you" logo as well as a clear call to action "**Get your blood pressure checked today at your pharmacy**" directing to [this NHS tool](#).

Advertising will run until the end of March on TV, video-on-demand, social media, and on poster sites near to pharmacies. There will also be a comprehensive PR campaign to support the campaign launch on March 11th



including those communities most at risk of high blood pressure (South Asian, Black African and Black Caribbean) and poor outcomes from hypertension with multicultural targeting for those at risk communities.

Coventry Digital Inclusion

Details of the Digital Inclusion in Coventry will be included in our next newsletter when we have final details. However, they are keen to see if any pharmacies would be interested in distributing sim cards as part of their wider support for enabling people to access digital NHS services. Please email CovConnectsDigital@coventry.gov.uk if of interest.

Pharmacy First:

Deadline for pharmacy owners to have delivered a minimum of five Pharmacy First – clinical pathway consultations that cross the Gateway point - **11.59pm on 31st March 2024**

If pharmacy owners have not delivered a minimum of five of these consultations by this date, they will have their £2,000 initial fixed payment recovered.

If you have any questions or comments regarding this update, please contact the LPC Team. Copies of our previous newsletters can be found [here](#).

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USEFUL LINKS:

[CPA Website](#)

[CPHW Website](#)

[CPE Newsletters](#)

[CPE Payment Timetable and Deadline Tracker](#)

[CPE CPCF Important Dates](#)