Timelines **Support**

Development

Representative

Support

In year

Representative Three years

Development 10 years

Domains

Enabler

Preventing ill-health and supporting wellbeing

Providing clinical care for patients Living well with medicines

An integrated primary care offer for neighbourhoods



CPCW will provide every contractor with the necessary support to implement the initial changes to pharmacy contract, through regular communication, training and engagement, whilst acknowledging existing contractor workload

To support contractors to positively engage with and proactively lead change. Embedding community pharmacy as an integral member of local healthcare service providers

To be a service-focused sector, valued by and working in partnership with the system locally.

Being the first port of call for non-emergency conditions and a first call urgent care provider.

Independent Prescribers in every Pharmacy. Pharmacies are operating at the technological forefront of the health system

Help contractors cope with change, helping them find more time, more money and embrace modern technology to cope with new business models.

Encourage the local body of contractors to be stronger and more cohesive as a unit, using the LPC resources more

Promote longevity and fair income retention/increase for contractors

Highlight routes for workforce development to improve retention of staff on qualification through a variety of routes

Support the long-term development of IPs. Ensure they are linked into pathway design and carry out appropriate tasks, especially in managing long term conditions

Ensure that PF continues to be a success as it extends. Carry out the representation / advocacy role as well as support and implementation roles

Encourage development of services. Initiation following early detection as well as ongoing monitoring.

Champion MECC developing this into local services preventing ill health

Integrate pharmacy pathways into the work flow for contractors, GPs and Commissioners. Meaning communication can be made via all healthcare providers and notes can be made via PMR systems and seen by all. Campaign for fully integrated read/write access to the national care record

Support current pharmacists and 2026 undergrads, Development of national prescribing service – linking with pathway design. Ensure appropriate clinical workload only is transferred.

As the Pharmacy First service expands, carry out our representation / advocacy role to drive workforce capability. Support implementation, including pilot services and sites, ensuring local options for any new conditions are maximised.

Drive services for treatment initiation following early detection as well as ongoing monitoring. This needs to focus on wider pharmacy team development as well as pharmacists.

Encourage the local body of contractors to be stronger and more cohesive as a unit, engaging with all of our contractor types (traditional, DSPs and whatever other forms emerge)

Proactively communicate with external stakeholders through sharing of success, best practice and innovation

Embed the Pharmacy First Service well and coordinate NHS system, provide training & overcome implementation stutters via ongoing monitoring / quality control with commissioners

Work with Local PCNs / LMCs to increase the role of PCN leads where they are funded to undertake activities

Represent contractors at ICS / HCP level. Engagement with all local authorities and commissioners at place level

Ensure messages are consistent – contractors, GPs, commissioners and Re-engage with field managers – build relationships and find out how we can do things differently.

Help pharmacies and teams understand how to optimise their operation to improve patient facing capacity tackling both Change management and Time management

Look at income and feedback to show improvements derived from services provided by pharmacy. Work within primary care to integrate into pathways and use appointment data to show transfer of care

Improve access to services for patients to access for advice and support, encouraging public facing messaging and the selfcare agenda via guidance & links

Promote opportunity to make every contact count and provide top tips and awareness with help from trade bodies

This is the top level plan of Community Pharmacy Cheshire & Wirral (CPCW) and all three work steams will be developed in tandem (2024-2034). We do not expect this to be a static plan