



Private Services

Presenters:

- Asif Adam (MRCPharm) – CPGM Board Member (Ind), Locality Lead for Bolton
- Saghir Ahmed (MRCPharm) – CPGM Board Member (IPA), Locality Lead for Trafford
- Rikki Smeeton (MPharmT) – Pharmacy Contract & Services Technician

What we're covering

Basics of setting up a private service

Build the operational, training and governance base for safe service delivery

-  **Service opportunity**
Stakeholder benefits, patient protection, footfall, loyalty and income
-  **Training & competency**
National minimum standards, CPD, disease awareness and risk communication
-  **Clinical governance**
SOPs, risk assessment, consultation journey, record keeping and OH arrangements
-  **Ear Microsuction**
-  **Travel Vaccinations**
-  **Weight Management**
-  **Questions**

Planning for a successful service

Use each phase to check service readiness before launch and during early delivery

01

Plan

Check consultation room set up

Choose your digital platform

Review patient journey

02

Prepare

Complete all training and record

Complete the service implementation checklist

Read, understand and sign the PGD

Develop SOPs / risk assessment

Revisit GPhC standards

Check insurance cover

03

Promote

Team briefings

GP engagement

Contact other stakeholders

Patient awareness — promote the service

Awareness specific requirements

04

Provide

Deliver the service safely

Record activity

Take payment

VAT

Considerations when setting up a private service

Training

Ensure you have the correct knowledge and practical skills to provide a service

- Disease awareness
- Practical
- Communicating risk

Clinical Governance

Support with an efficient operational setup that meets clinical governance guidelines and legal requirements

- Staff training
- SOPs
- Risk Assessment
- PGDs / IP
- Pricing
- Enhanced DBS Check

Promotion

Strengthen and promote your service once set-up

- Internal
- In pharmacy
- Local
- Digital
- Social, Google, SEO

Finance

Calculating cost of delivery

- Initial investment
- Cash Flow
- Break even point
- Return on investment
- Ongoing CPD / reaccreditation costs

Benefits

PHARMACY	PATIENT	NHS
- Increased: - Service income not dependant on NHS for private services - Footfall – maximising current demographics introducing new demographics - Enables cost-effective private service expansion - Promoting and positioning as a trusted healthcare provider - Professional development	- Education – increases awareness of health risks (some services) - Health advice - Convenient hours, location and accessible service - Simple customer journey - Trusted relationship with pharmacy teams	- Providing services not available on the NHS - Working in collaboration with NHS / GPs - Signposting for GP for other services



Before Making Decisions

Before You Invest

Questions to ask before you start



Private services can be highly profitable. Success depends on demand, capacity, pricing and patient acquisition + consistently delivering a quality service

* Must comply with ASA / CAP guidance

Ear Microsuction

Training and equipment costs

Getting started

1

INITIAL INVESTMENT

£2000 equipment and training package

2

TRAINING REQUIREMENTS

12 hours flexible online learning

4 hours practical face-to-face training

15-30 minutes typical appointment duration

3

WHAT'S INCLUDED?

Microsuction equipment

Competency assessment

Clinical procedures & infection control

Patient records

Service launch support

NB you must complete a risk assessment for this service

Return on investment

What a typical appointment looks like

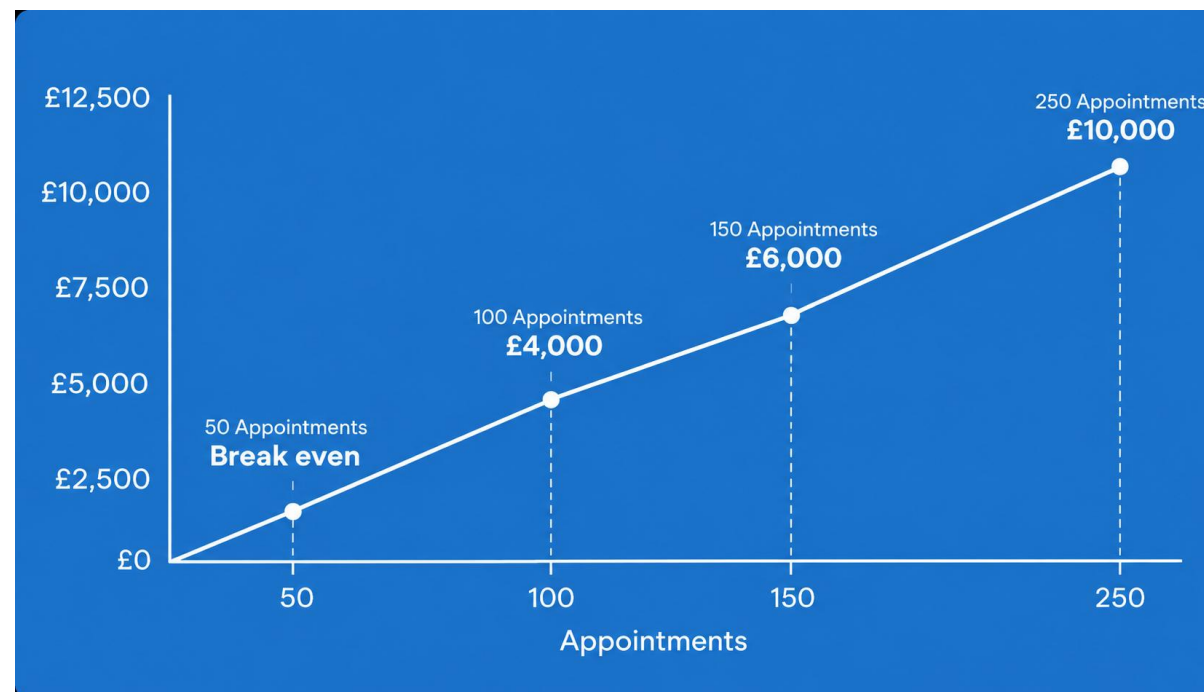
15–30 mins Approximate appointment time

£55 Patient fee (both ears)

£15 Cost to deliver the service

£40 Profit

50 Appointments = £2000 investment is recovered



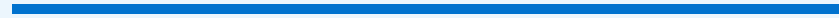
50 Appointments = Break even
Next 100 Appointments = £4,000
Then 150 Appointments = £6,000
Then 250 Appointments = £10,000

Every appointment has the potential to generate approximately £40 profit while helping patients access timely treatment

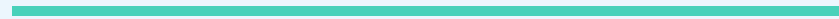
Variables

Things to consider

Salary of the person delivering the service



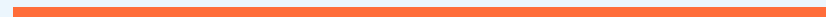
1 or 2 ears



Level of wax impaction – complexity



Level of advertising



Ear Microsuction At A Glance

Key messages

 £2000 initial average investment

 50 appointments to break even

 £40 profit per appointment

WHY PHARMACIES ARE INVESTING

Meets a significant patient need

Creates an additional income stream

Low ongoing delivery costs

Simple route to service diversification

Could generate additional NHS income



Travel Vaccinations

Training and equipment costs

Getting started

1

INITIAL INVESTMENT

Average **£800** PGDs and prescribing platforms

Training **£270**

Cost dependent on number of vaccination types provided

2

TRAINING REQUIREMENTS

2 hours flexible online learning and **4 hours** practical face-to-face training

Or **9 hours** online training

Ongoing CPD to meet up to date vaccination requirements

3

WHAT'S INCLUDED?

PGDs

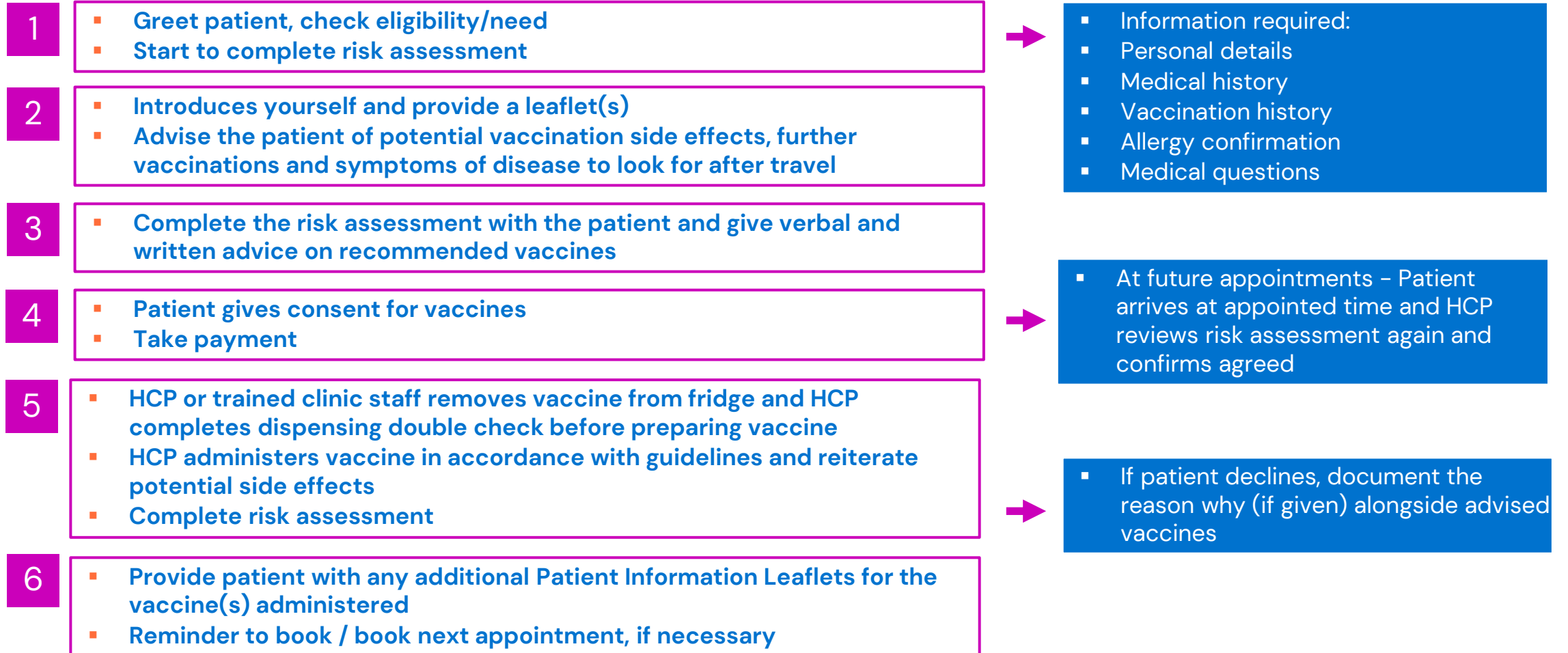
Competency assessment

Patient records

Service launch support (depending on provider)

NB you must complete a detailed risk assessment for this service

Vaccination journey



Return on investment

What a typical appointment looks like

**15–30
mins**

Approximate
appointment time

£50–90

Fee for
therapeutics

£10–70

Purchase costs of
therapeutics after
rebate

£25–100

Average profit*

**Every appointment has the
potential to generate
approximately £25–100 profit
while helping patients access
timely treatment**

* Subject to all the variables

Variables

Things to consider

Salary of the person delivering the service

Various treatments requiring time for pharmacist to evaluate correct therapy

Some high purchase costs of meds

Level of promotional support

Travel Vaccination Services At A Glance

Key messages



£1,000–£1,500 initial average investment



Approximately 30 appointments to break even*



£25–100 profit per appointment on average

* Based on average profit of £50 per vaccination

WHY PHARMACIES ARE INVESTING

Meets a significant patient need

Creates an additional income stream

High margins for activity

Simple route to service diversification

Could generate additional NHS income



Weight Management

Core Advertising Rules for Weight Loss

BAN ON PRESCRIPTION-ONLY MEDICINES (POMs)

Do not name, depict or promote prescription weight-loss medicines in public-facing advertising

Avoid indirect references such as “weight-loss jab”, “skinny pen” or “GLP-1”

EVIDENCE & SUBSTANTIATION

All weight-reduction and slimming claims require rigorous human clinical trial evidence

Testimonials and before/after imagery alone are not sufficient substantiation

WEIGHT-LOSS LIMITS

Avoid promising specific or excessive amounts of weight loss within a defined timeframe

Claims should reflect safe, evidence-based rates of weight loss (e.g. maximum loss of 2 lbs a week)

TARGETING & RESPONSIBLE MESSAGING

Do not target under-18s or people who are underweight (e.g. BMI under 18.5 or 20 depending on the code section)

Do not present extreme thinness as desirable or imply that significant weight loss is always beneficial

OBESITY REFERENCES

Claims relating to obesity and its treatment are subject to additional requirement

Lifestyle programmes making obesity-related claims must meet relevant criteria around duration, clinical evidence and appropriate multi-disciplinary medical supervision

FOOD & SUPPLEMENTS

Dietary supplements must not claim to prevent, treat or cure disease

Avoid implying that supplements produce effects comparable to prescription-only weight-loss injections

Standards

Useful links

GPhC – Supplying medicines for weight management:

<https://www.pharmacyregulation.org/about-us/news-and-updates/regulate/supplying-medicines-weight-management>

GPhC – Providing weight management services: FAQs:

<https://www.pharmacyregulation.org/pharmacies/standards-and-guidance-registered-pharmacies/providing-weight-management-services-faqs>

ASA – Weight control: General:

<https://www.asa.org.uk/advice-online/weight-control-general.html>

Training and equipment costs

Getting started

1

INITIAL INVESTMENT

£250 for PGDs

£50 prescribing platforms

£400 for other equipment e.g.
scales, measure, BP monitor

£600 training materials excl. time
to complete

2

TRAINING REQUIREMENTS

2 hours flexible online learning
plus **2 hours** practical face-to-
face training

Or **8 hours** practical face-to-face
training

Ongoing CPD as new products
become available

3

WHAT'S INCLUDED?

PGDs

Competency assessment

Patient records

Service launch support
(depending on provider)

NB you must complete a detailed risk assessment for this service

Return on investment

What a typical appointment looks like

30–40 mins

Initial
appointment time

15 mins

Follow up
appointment time

£170–300

Fee for
therapeutics

£120–250

Purchase costs of
therapeutics after
rebate

£50

Average profit*

Every appointment has the potential to generate approximately £50 profit (on average) while helping patients access timely treatment

* Subject to all the variables

Variables

Other things to consider

Salary and availability of the person delivering the service

Mounjaro / Wegovy / Foundayo

High purchase costs of meds, awareness of refrigerated lines and delivery costs

Rebate pricing model

GPhC standards

Advertising standards guidance

Locum availability and competence in weight management

Patient verification tools

Weight Loss Services At A Glance

Key messages



£1,000–£1,250 initial average investment



Approximately 20 appointments to break even



£50 average profit per appointment

WHY PHARMACIES ARE INVESTING

Meets a significant patient need

Creates an additional income stream

High margins for activity

Simple route to service diversification

Could generate additional NHS income



Private services

Complete your action plan

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Next steps: complete your action plan

1

RESEARCH

Assess local demand
Compare providers
Identify who best meets
your needs

2

STANDARDISE

Develop an SOP
Complete risk
assessment
Complete training
Confirm equipment is
maintained, validated
and ready

3

ENABLE/CONNECT

Brief the whole team

Agree a service lead

Discuss private service
provision with local
surgeries

4

MEASURE

Track performance
Review progress each
month