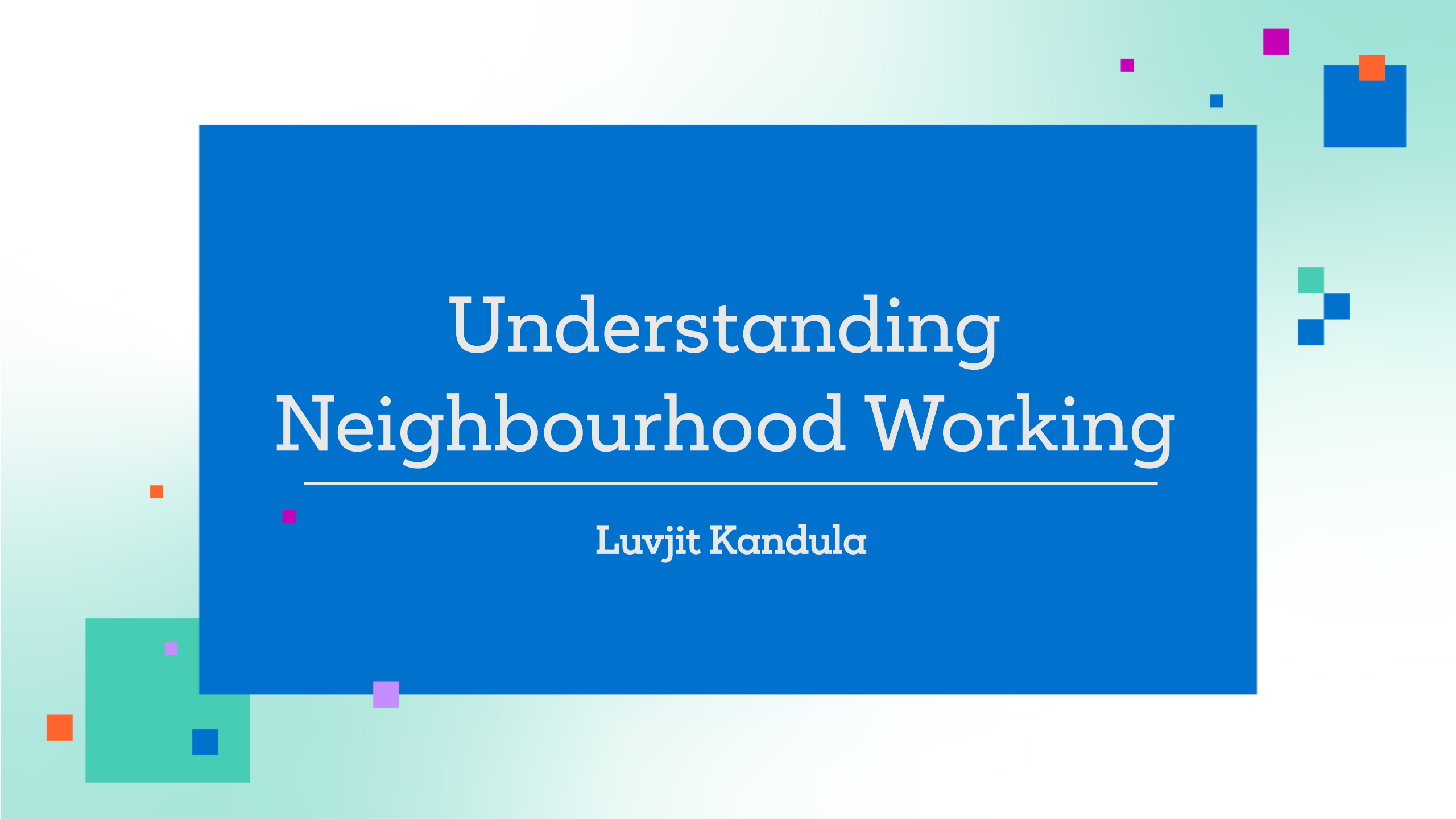


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Understanding Neighbourhood Working

Luvjit Kandula

Purpose

- Introduction to neighbourhood working
- Maximising the financial benefit of GP relationships and our core service offer
- **Promote visibility of our sector, increase referrals, drive income and attract future investment**

What's being covered in the session

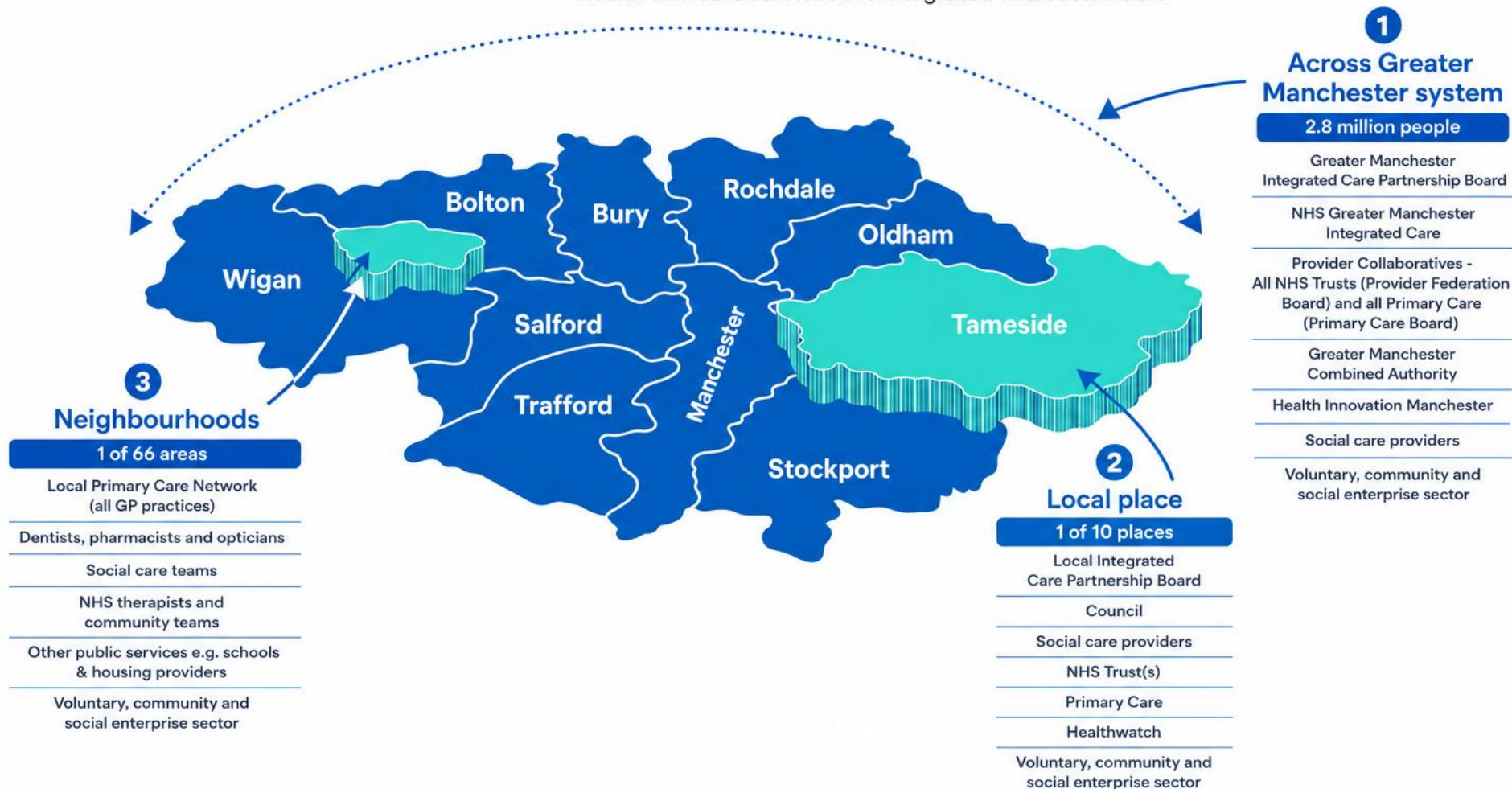


Outcome: Provide a roadmap and action plan that you can implement after this session

GREATER MANCHESTER INTEGRATED CARE PARTNERSHIP

Operating at **3 levels** to ensure that...

- Everyone has an opportunity to live a good life
- Everyone has improved health and wellbeing
- Everyone experiences high quality care and support where and when they need it
- Health and care services are integrated and sustainable



GM Live Well: why it's important

- Home to **2.8 million people**
- Over 500,000 are out of work
- 137,000 are long-term sick
- 490,000 live in absolute poverty
- Food bank usage is soaring, and mental health issues are on the rise



National neighbourhood health priorities

Shift Care Closer to Home

Hospital to community

Prevention and proactive care

Improve Population Health and Reduce Inequalities

Prevention, proactive care, early intervention, priority cohorts (frailty)

Integrated Neighbourhood Teams

Coordinate care for patients across NHS, Primary Care, Local Authorities and VCSFE

Reduce Pressures on GPs and Hospitals

Strengthen community and out of hospital offers

To improve access, outcomes and patient experience and ensure more convenient, local and joined up services

The role of Community Pharmacy

First Point of Contact:
Pharmacy First, MAS &
HLP

Prevention and
Demand Management:
PCS & HCF

Reduce Hospital
Admissions:
NMS and DMS service

Improve **access to care** and help **reduce inequalities** by reaching underserved populations **supporting neighbourhood priorities** and **creating system capacity**

What we're doing to support the sector

- **Inclusion** of Community Pharmacy in **GM Live well plans** and meetings to ensure **inclusion** and **recognition** of our role
- Supporting **GP PCN/Pharmacy** engagement to **increase referrals** and **uptake** for Pharmacy First, PCS and HCF
- Working with **Neighbourhood leads** in GM and Place to ensure Community Pharmacy national service offers are included in NHSE Neighbourhood Plans
- Enabling **locality leaders** from CPGM and PC to work together in all 10 localities to **strengthen** Primary Care representation
- Seeking **Investment** for **future service** development from the GM system

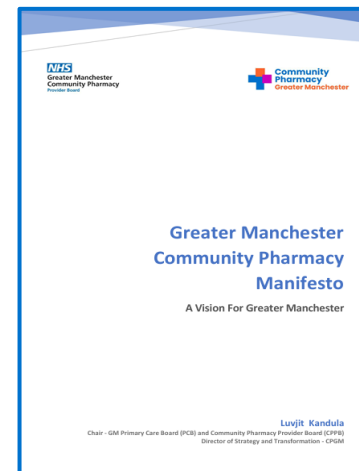
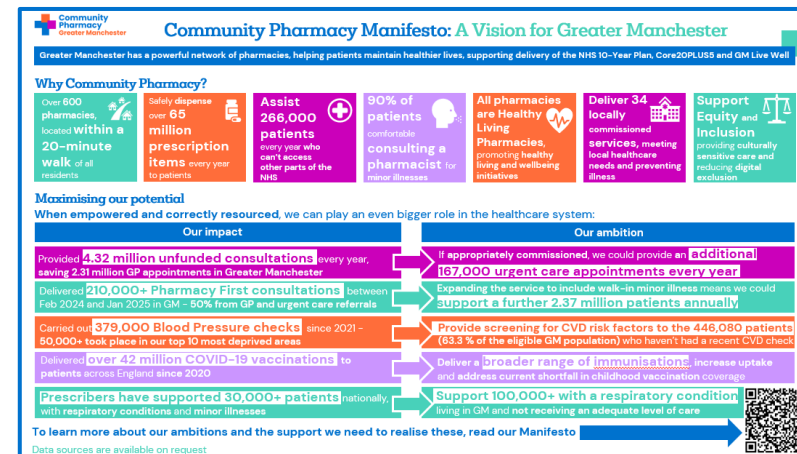
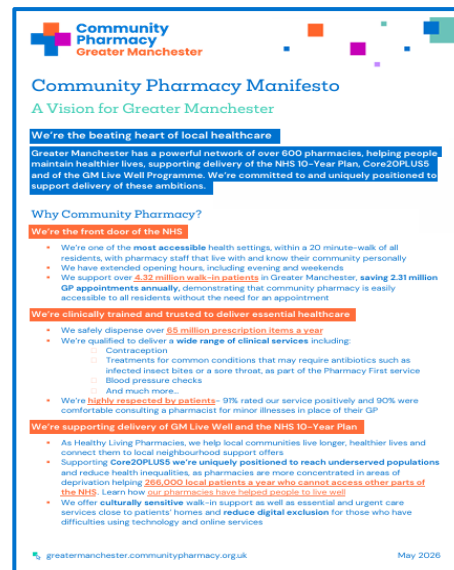
CPGM Manifesto – a vision for the future

- Provides a **vision** for the future of Community Pharmacy in GM
- Promotes and highlights our **key assets** and **achievements**
- Highlights the **contribution** and **role** of Community Pharmacy
- Seeks **investment** from commissioners for our Manifesto priorities
- Seeks **enablers** to help us support delivery

Tools that you can use to engage with GPs and local stakeholders in your neighbourhood

CPGM Community Pharmacy Manifesto

- Manifesto paper
- Slide deck
- Infographics and One Pagers
- Community Pharmacy Manifesto – GM Live Well and neighbourhoods



Community Pharmacy: Your local health partner

Trusted, accessible and embedded in local communities. Working together as part of your neighbourhood team.



Why community pharmacy matters

Community pharmacies are:

- ✓ On your doorstep
- ✓ Often open longer hours than other services
- ✓ No appointment needed
- ✓ Staffed by people living in the community
- ✓ A trusted first place to go

We help people stay well, get support early and connect to the right care

The Ask for Neighbourhoods

- ✓ Include us as core partner
- ✓ Enable communication & escalation routes
- ✓ Use pharmacy insight to inform your plans



1. The local lighthouse



- Easy to access, close to home
- Walk in for advice and support
- See familiar healthcare professionals
- Offer help when something doesn't feel right

We are often the first stop for health concerns

2. We know our communities



- We see patients and families regularly
- We notice changes early e.g. medication adherence, social isolation
- We understand local needs
- We build trusted relationships

This helps us spot problems sooner and offer the right support

3. Advice, education & signposting



- We provide clear, simple health advice
- We support patients to manage acute and long-term conditions
- We provide help with medicines
- We connect people to other support

We help people find the right help more easily

4. Prevention and early action



- We help keep people well through vaccinations, blood pressure checks; new medicine support; healthy lifestyle and self-care advice
- We can reach hard to reach communities

Preventing illness reduces pressure on the wider system

5. Clinical care in the community



- Delivering safe, patient-centred care
- Highly trained pharmacy teams
- Delivery of services such as: New Medicine Service (NMS); Hypertension case-finding; Pharmacy First
- Improving medicines safety

We improve outcomes and reduce avoidable demand elsewhere

6. A willing and engaged partner



- We are ready to:
 - Share insight and local knowledge
 - Work with GPs & community services
 - Align activity to neighbourhood priorities
 - Help reduce health inequalities

Community pharmacy wants to do more, together

One neighbourhood, one team. Better health for all.

Achieving success: all partners working together

Aligned partners

Sector leadership, pharmacy delivery and neighbourhood relationships move as one.



— CPGM, CPPB & CHL



— Community pharmacy contractors



— Neighbourhood teams & GPs



What partnership enables



Drives CPCF utilisation



Builds relationships



Represents the sector



Makes pharmacy visible in neighbourhoods

Progress happens when partners move together toward a **common goal**

Building effective relationships with General Practice

- Increase **income** through referrals and service uptake
- Raise **visibility** and **credibility** with primary care and neighbourhood teams
- Support **NHS 10-Year Plan & neighbourhood working**
- Improve **integration** and **patient pathways**
- Reduce **pressure** on GPs and urgent care
- Unlock **investment** and **new opportunities** in the future

Strong GP relationships help grow pharmacy's role, income, and influence

Workshop 1

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Barriers & challenges

15 mins

Workshop 1

Key question

What's getting in the way of building relationships with GPs?

At your table

**Identify the
biggest barriers**

Use these prompts to guide the discussion

- 1** — What makes engagement difficult?
- 2** — What are the key system or relationship barriers?
- 3** — Where are the gaps in awareness or communication?

Output: agree the top barriers to share back



Workshop 1

Feedback

Workshop 2

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Opportunities & solutions

Workshop 2

15 mins

Key question

What are the opportunities and solutions?

At your table

**Agree 2–3
practical actions**

Use these prompts to guide the discussion

1

— What has worked well locally?

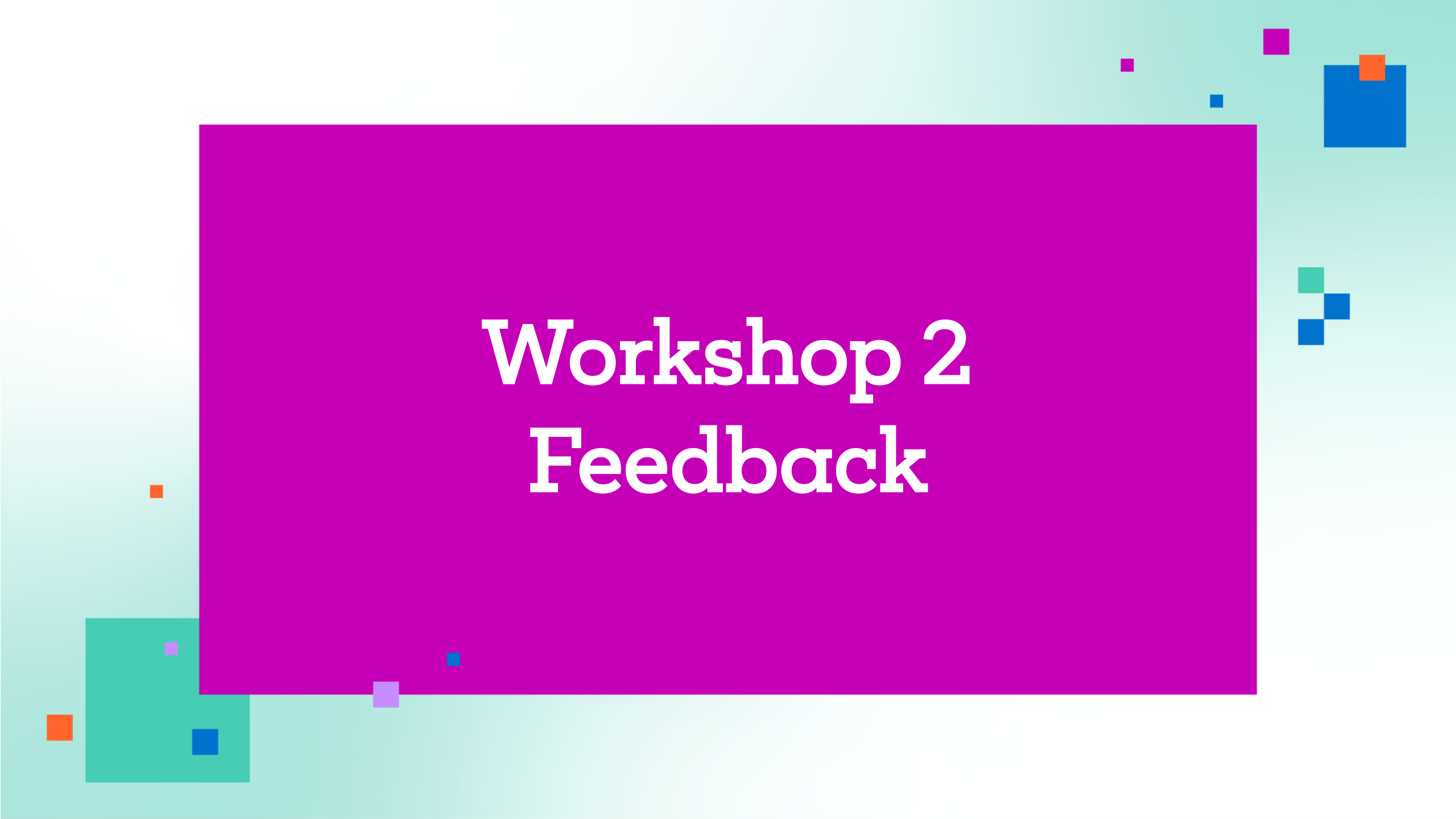
2

— How can we build trust and credibility with GPs?

3

— What support would help you take action?

Output: agree one or two practical actions to share



Workshop 2

Feedback

Developing your Action Plan

- What are your priority areas?
- What 3 small changes could you and your team make:
 - Tomorrow
 - Next week
 - Next month
- Who's going to do it?
- When are you going to do this by?
- What support do you need?
- How will you measure success?