

Pharmacy Contraception Service

Elevator Pitch Builder for GP Practice Conversations

Use this sheet to structure a short conversation with a GP practice about the Community Pharmacy Contraception Service.



Greater Manchester
Community Pharmacy
Provider Board



1 What should you cover?



What is the service?

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Why does it matter to this GP practice?

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What are the benefits for patients?

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What are the benefits for the practice?

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What would you like them to do next?

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2 Key talking points

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3 Conversation structure

1.
Open



2.
Explain



3.
Tailor



4.
Close

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4 Your elevator pitch

How would you explain the service in a short, clear introduction?



Aim for
30 seconds

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5 Your call to action

What specific ask will you make before leaving the conversation?

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Remember



Keep it short



Make it relevant



Focus on
patient benefit



Leave with a
clear next step