Community Pharmacy Greater Manchester

Focus on MenB Service

Meningitis B Vaccinations

Building a Successful Community Pharmacy Service



Malcolm's Pharmacy, Urmston

Key Highlights:

- **120+ vaccinations delivered**
- **Targeted patient engagement**
- **Whole-team approach to the service**

Responding to community expectation

Malcolm's Pharmacy in Urmston serves an affluent local community with a strong focus on health and wellbeing. With Urmston Grammar School and several sixth-form colleges nearby, the **pharmacy identified a clear opportunity to improve access to MenB vaccination for young people** in the local area.

There was also a strong expectation from patients and the wider community that Malcolm's Pharmacy would provide the new service, reflecting the pharmacy's established reputation for delivering high-quality healthcare services.

Reaching the right patients

The team **promoted the service through social media** and digital display screens within the pharmacy, helping to raise awareness among young people, parents and families.

The pharmacy also used its patient database to **send targeted messaging,** allowing the team to **proactively communicate with relevant patients** rather than relying solely on an opportunistic walk-in approach. With three consultation rooms, the pharmacy was well equipped to accommodate vaccination appointments alongside the wider services they offer.

The result: More than 120 MenB vaccinations have been delivered by the pharmacy, one of the highest in Greater Manchester.

The importance of getting the process right

A key learning from Malcolm's Pharmacy was the **importance of utilising the skillset of the entire team**. They identified a lead person responsible for managing each part of the service which included:

- Organising a strict pre-booking system
- Co-ordinating ordering vaccine stock
- Using the patient database for targeted communications
- Reviewing the following day's appointments and preparing patient forms in advance
- Coordinating the wider pharmacy team

The **healthcare assistants and dispensers played an important role by reviewing each day's appointments and pre-filling patient documentation** before patients arrived. This meant the pharmacist could spend the limited consultation time focused on the patient, their questions and their individual needs, rather than completing administration.

Putting the patient at the centre of each consultation



"We focused on empowering young people to make informed choices to protect themselves as they moved into their next stages of adulthood.

The whole team contributed to the success of this service. Having everyone in the right place was really important. Our healthcare assistants and dispensers reviewed each day's appointments and pre-filled patient forms, so the pharmacist didn't need to spend valuable consultation time doing this.

Young people are exposed to a lot of conflicting information on social media. By giving them the correct information and reassurance, we were able to use our time with the patient more effectively and make sure the right messages were getting across."

Megan Frain - Pharmacist at Malcolm's Pharmacy

What made the service successful?

- **Know your community –** The pharmacy understood the needs and expectations of its local population and the young people living and studying nearby
- **Make access easy –** A structured pre-booking system and three consultation rooms helped the pharmacy manage demand efficiently

- **Use your patient data –** Targeted messaging helped the pharmacy proactively engage relevant patients and raise awareness of the service
- **Use the whole team –** Delegating appointment preparation and administration allowed the pharmacist to focus on the clinical consultation
- **Make every consultation count –** The team used patient feedback to support new patients (e.g. that young people are more likely to read conflicting information online) and used the consultation time to provide accurate information and reassurance

> “I’ve worked with Malcolm’s Pharmacy since they joined the COVID-19 vaccination programme, and they have consistently demonstrated a strong commitment to community vaccination services.
>
> The team is proactive, organised and meticulous about compliance, with excellent communication even during busy periods. They have gone above and beyond to support vaccine delivery, including travelling to source additional stock through mutual aid. As a popular walk-in site, they are clearly trusted and respected by their local community.
>
> Always willing to embrace new opportunities while balancing existing pressures, Malcolm’s are a valued and reliable partner who are always happy to help and share their expertise.”

Susan Braithwaite

Winter Vaccine Projects and Operations Co-ordinator for Greater Manchester System Vaccine Operational Centre (SVOC)

The key takeaway

A successful MenB service is about **more than delivering vaccinations**. It **requires the right communication**, robust processes and people **working together to create a convenient, efficient and patient-focused experience**.

Malcolm’s Pharmacy demonstrates how community pharmacies can **use their local reputation, existing patient relationships, team structure** and **digital communication channels** to **successfully embed high value new services** and support the ambitions of the NHS 10-year plan.