



Pharmacy 2020 consultation seeks views to inform the future

The Royal Pharmaceutical Society has launched a consultation on its Pharmacy 2020 project. It is intended to allow members of the Society and others to have their say in the future of the profession. The consultation follows a series of nine consecutive articles, which ended last week, looking at the future of pharmacy and health care in *The Journal*.

The consultation paper is being published as a centre pull-out in this issue of *The Pharmaceutical Journal*. It is also available from the Society's website (www.rpsgb.org).

The Society's President, Hemant Patel, said "I am extremely excited about this consultation, which represents a unique opportunity for members to express their vision for the future of pharmacy. The whole purpose of Pharmacy 2020 is about pharmacists taking charge of their own destiny and we want to use Pharmacy 2020 to secure a more mainstream role for pharmacy, especially in clinical areas.



These are exciting times to be a pharmacist, and it will require each and every one of us to forge a community of pharmacists to shape the future. My vision is of a self-confident profession practising in the best possible way to serve patients and the public — medicines focused, patient centred and community spirited — Pharmacy 2020 is our route to achieving this."

The closing date for the consultation is 28 December. Further information is available from Amanda King, Pharmacy 2020 project manager (tel 020 7572 2330; e-mail pharmacy2020@rpsgb.org).

This week

Pharmacy 2020

The Society has launched its Pharmacy 2020 consultation into the future of the profession (this page).

BPC promotes pharmacy

An article from the Society's PR team explains how pharmacy's national profile is raised by the British Pharmaceutical Conference (p386).

Retention fees consultation

No decision on retention fee increases will be taken until consultation responses have been analysed (p387).

In brief

Scottish registration ceremony

A registration ceremony for new members of the Royal Pharmaceutical Society will be held in the Society's House at 36 York Place, Edinburgh, on the evening of Wednesday 24 October at 7.30pm. Details are available from Wilma MacDonald (tel 0131 556 4386).

New Regulation covering Special Resolutions is now in force

A Regulation covering special resolutions came into force on 13 September after receiving the approval of the Privy Council. It now forms section 10 of the Society's Regulations. The new Regulation, made under the Society's Charter, had been submitted to the Privy Council for approval by the Council after the required 60-day gazetting period.

The new Regulation reflects Article 12 of the Charter, which requires that Council decisions on certain defined subjects must be confirmed by Special Resolution, "in accordance with regulations, either at a duly convened general meeting of members of the Society by not less than a two-thirds majority of the votes of the members present in person (or by proxy), or by ballot of the membership".

The types of decision which would require confirmation by Special Resolution are as follows:

- Any new category of membership of the Society
- Any application by the Society for a change in the Council's composition
- Any alteration to the Charter
- Any change to the Society's name
- The surrender of the Charter and dissolution of the Society, including the destination of any residual assets

The complete text of the Regulations and Byelaws can be accessed from the "History and governing documents" page of the Society's website (www.rpsgb.org).

BPC helps pharmacy practice and science make national news

Media activity at the 2007 British Pharmaceutical Conference resulted in pharmacy practice and science research being reported across a wide range of national and regional press, television and radio news programmes and online news sites (see p386).

Press releases were crafted to illustrate pharmacists as experts in medicines and vital contributors to quality, cost-effective prescribing and providers of community health services like heart disease and diabetes screening. In addition, pharmacists were profiled as key practice and science health researchers.

The *Financial Times*, *Daily Mail* and *Daily Express* were among national newspapers that covered BPC news and more than 30 regional stories have so far been recorded including articles in *Metro*, *Northern Echo* and *Manchester Evening News*. Royal Pharmaceutical Society staff and researchers conducted 10 television news interviews, including *Channel 4 News* and *Sky News*. More than 20 radio interviews took place including BBC Radio 5 Live and the nationally syndicated Independent Radio News. Several researchers were interviewed for a range of online news wires and services including Reuters, Press Association and BBC News Online.

BPC Chairman, John Gentle, who himself appeared on BBC Radio Manchester to discuss the conference programme and pharmacy, said: "The BPC offers a unique opportunity to publicise the range and depth of pharmacy skills and expertise widely. Getting the message across to the general public, patient groups and other health professionals that pharmacists are at the epicentre of quality health research and services is a core benefit of BPC."

Using BPC and the media to promote pharmacy to a national audience

Jean-Pierre Moser, head of corporate communications at the Society, reports on the success of the PR activity at this year's British Pharmaceutical Conference, which resulted in substantial pharmacy coverage in print-based, broadcast and online media

The British Pharmaceutical Conference is pharmacy's flagship annual event. Now in its 144th year, the BPC is an intrinsic part of the Royal Pharmaceutical Society's tradition and is a signpost to future developments across both pharmacy practice and pharmaceutical science. At BPC 2007, 1,000 people converged in Manchester to hear from expert speakers, learn about cutting-edge research, join in debates around a theme of "The medicines maze: balancing risks and benefits and network with other professionals".

The BPC offers a unique launch pad for concentrated media activity. Drawing on the science and pharmacy research posters and oral presentations, the Society's public relations team collaborates with science and practice colleagues to identify research that will promote the value of pharmacy expertise and services to a number of key audiences, including the general public, other health professionals and patient groups.

In the lead up to BPC 2007 the team compiled 17 news releases with a strong consumer-led message designed to make newspaper and broadcast news desks sit up and take notice. Health news is a highly competitive arena. By selecting one or two key points from the research, giving them a relevant link to the UK population and adding in the all-important key messages about the value of pharmacy, the Society's PR team created hard-hitting news designed to make headlines for the duration of BPC.

The PR unit works alongside each researcher involved in the BPC publicity to help give his or her research the necessary consumer twist. The resolute aim is to position pharmacists in the public eye as the experts in medicines — as well as experts in pharmacy practice and science research.

All researchers are offered a comprehensive media briefing before the BPC to ensure they are confident talking to the media and that positive key messages about pharmacy and BPC are included in any interviews.

Experts in medicines

Research into prescribing issues featured heavily among this year's 10 practice research stories, gaining extensive coverage across national and regional press and broadcast media. Stories included outcomes of research into the prescribing of bone protection drugs for women at risk of bone fractures and antibiotics for post-operative patients.

One study that looked into warning procedures and prescribing of medicines to hos-



The Society's PR team — (left to right) Samuel Ridge, Jessica Playford and Susan McCue — keep up to date on BPC coverage

pital patients with drug allergies was picked up by a host of national and regional media including the *Daily Mail*, *Channel 4 News*, London's *Metro* and *BBC News Online*. The researcher, Rachel Etherington, says that, although hundreds of pharmacists work to help improve prescribing practices and patient health outcomes, the general public are rarely aware of this area of pharmacy expertise.

"The BPC publicity machine is a great opportunity for pharmacy researchers like myself to demonstrate the depth of our medicines knowledge to the public at large. It is also a chance to communicate that we work alongside other health professionals to improve prescribing," she says.

Providers of key health services

Through the BPC, the Society's PR team is able to increase public awareness about the range of services available from community pharmacies and understanding about the fact that pharmacist's expertise extends beyond dispensing medicines.

Stories focusing on pharmacy screening services for heart disease, asthma and diabetes appeared in a range of media. The Society's

head of quality improvement, Heidi Wright, was interviewed by the nationally broadcast Independent Radio News about the value to patients of screening for heart disease in a community pharmacy. The Press Association also covered BPC news running the story "Pharmacists prove a vital source in the fight against diabetes" down its national wire.

In all these stories the media message was clear: pharmacists improve health outcomes for patients through targeted interventions that are followed up with professional advice or referrals to other health services.

Health science research

This year's seven science research stories hit the headlines across national and regional press, TV and radio news programmes, and online news sites. Popular news included the development of a new oral way to take insulin and the development of a new "painless" needle that just falls short of the skin's pain receptors.

One juicy story about a compound in tangerine peel being found to kill human cancer cells grabbed the media's attention, appearing in national newspapers *Daily Express*, *Daily*

Mirror and *The Sun*. Hoon L. Tan, who has a PhD in medicinal chemistry from the Leicester School of Pharmacy, was interviewed by numerous broadcast news media including BBC Midlands TV and BBC Radio Manchester. Dr Tan says that he was overwhelmed by the media response to his research. "I did six media interviews over two days including television, radio and even Reuters. It is fantastic that BPC provides the opportunity to publicise important science research to a wider audience," he said.

BPC 2007 hits the headlines

BPC practice and science research stories were covered by a wide range of national and regional press, broadcast and online media.

Each day of the conference stories appeared in the national press including *Financial Times*, *Daily Mail*, *Daily Express*, *The Sun* and *Daily Mirror*. Society personnel and researchers conducted 10 TV interviews, including *Channel 4 News* and *Sky News*.

More than 20 radio interviews were given, among them a 15-minute interview with the Society's conference chairman, John Gentle, on BBC Radio Manchester. He gave an overview of the conference and pharmacy in general.

A range of newswires and online news sites reported BPC news daily including Reuters, Press Association News and BBC News Online. All over Britain BPC news hit the headlines in major regional papers such as

London's *Metro*, *Northern Echo* and *Manchester Evening News*. So far more than 30 major newspaper stories have been reported regionally.

Reporting in pharmacy, GP and health media has so far covered *The Pharmaceutical Journal*, *Chemist and Druggist*, *In-Pharma*, *Pulse* and *Medical News Today*, among others.

The Society's PR unit is in the process of professionally analysing the success of this year's media activity. In the meantime, the coverage continues to come in — even two weeks after the event — and the general public continue to learn more about the extent of pharmacy skills and expertise and about the vital role that the profession is playing in health care delivery.

Society will listen to members views on fee increase proposals, says Jeremy Holmes

No decisions on retention fee increases will be made until after the close of the consultation, Jeremy Holmes, Chief Executive and Registrar of the Royal Pharmaceutical Society, confirmed during the **October Council meeting** on 2 October.

Mr Holmes was providing the Council with an update on the retention fees consultation, which was scheduled to close as *The Journal* went to press on 3 October.

He said that all the responses, including the online petition, would be analysed by independent consultant Anthony Harrison. The analysis would be assessed by Society staff and Council members, and options considered for decision at the end of October. The Council would take into account financial advice as well as listening to views expressed in the consultation when the final fees for 2008 are agreed.

The findings and subsequent Council decisions are expected to be announced by 1 November.

These will be published on the Society's website and in *The Pharmaceutical Journal*, reporting in detail what, if any, changes to the

fees rules will result, and the date the changes and new rules will come into effect.

Following these announcements, fees notices will be issued to all registrants at the beginning of November before 2008 fees are due on 1 January 2008. (If the Council fails to set the 2008 fee by 1 November, then the 2007 fee levels will apply for 2008.)

Mr Holmes said: "I would like to thank all those who have contributed to the consultation over the past 60 days. This process represents the most effective way for the Society to listen to members' views on the proposed 2008 fees. We are fully committed to delivering benefits to our members as well as providing robust, fair and transparent regulation. To continue to do this we are prepared to make difficult decisions based on the current financial situation resulting from external factors out of the Society's control, and to plan ahead with prudence for the changes to come. I ask that our members continue to be patient until the independent analysis is complete and the Council has made its decision, which I am confident will represent a fair and responsible outcome."

MEP amendments

In the first issue of each month, *The Journal* updates the guidance on the legal status of medicines published in the 31st edition (July 2007) of 'Medicines, ethics and practice: A guide for pharmacists and pharmacy technicians'. The amendments are given in **bold** type when added to the list and repeated each month in light type. A product's legal status can be obtained by consulting first the latest amendment list and then the guide. The abbreviations used in the list are explained in the key to annotations in the body of the guide (p39).

Human medicines

Atriance POM

Chloramphenicol eye drops entry: delete P from end of entry

Doxadura XL POM

Increlex POM

Inovelon POM

Orencia injection

POM

Rasilez POM

Vicks preparations GSL: delete entry

Jeremy Holmes admires Scottish community pharmacy services

Community pharmacy services were showcased on 18 September during the first visit by Jeremy Holmes, Chief Executive and Registrar of the Society, to the society's headquarters in Edinburgh.

During his visit, Mr Holmes visited a local pharmacy to see how the Minor Ailment Service offered under the Scottish community pharmacy contract is transforming delivery of health services. Edinburgh-based Lindsay & Gilmour (Stockbridge) is just one local community pharmacy delivering a range of services that are benefiting local patients and cutting down on the number of people needing to visit their GP. Extended

opening hours also mean that patients working throughout the day can easily access the services.

Mr Holmes, who met local pharmacist Alan Berrie and representatives of Lindsay & Gilmour, was impressed with the work carried out by the team. He said: "The Lindsay and Gilmour team have obviously invested heavily in ensuring that pharmacy meets the aspirations of the new contract in Scotland. It's great to see these services first hand and to learn that so many members of the community are using them. We look forward to seeing similar services being rolled out across the rest of Scotland."

Following a recent refurbishment programme, the pharmacy was designed with a consultation room and two treatment rooms. A variety of practitioners use the rooms to provide complementary treatments.

During the visit Andrea Smith, principal policy adviser at the Society, added: "This is an excellent example of a community pharmacy as a walk-in healthy living centre."

While in Edinburgh Mr Holmes also met Bill Scott, Chief Pharmaceutical Officer, Rose Marie Parr, chairman of the Scottish Pharmacy Board, and representatives from Community Pharmacy Scotland and the Directors of Pharmacy group.

OFFICIAL NOTICES

Communications to the Royal Pharmaceutical Society should be addressed, unless otherwise stated, to: The Chief Executive and Registrar, Royal Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN (tel 020 7735 9141; fax 020 7735 7629). Official Notices also appear in the Notice-Board section of PJ Online (www.pjonline.com/notices).

Disciplinary Committee

The Disciplinary Committee will meet at the Royal Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1, on Wednesday 10, Thursday 11 and Friday 12 October 2007 to hear the following Statutory Committee inquiries:

1. The new inquiry into a complaint by the Council of the Society against **Arunkumar Manibhai Patel** (registration number 68424) and **Kashipharm Ltd** (identification number 1001998) which alleges that the dishonest or erroneous endorsements of prescriptions; the dishonest or erroneous submission for payment to the prescription pricing authority of the prescriptions; the resulting

overpayment to the company; and the failure of Mr Patel to notify the PPA of the wrongdoing and offer repayment when he became aware of it, may amount to misconduct.

2. The new inquiry into **Andrew Graham Shepherd** (registration number 77567) who was convicted at Ceredigion Magistrates Court on 24 April 2002 of driving a motor vehicle after consuming so much alcohol that the proportion of it in his breath exceeded the prescribed limit, contrary to section 5(1)A of the Road Traffic Offenders Act 1988. The committee will also hear the complaint by the Council of the Society against Mr Shepherd which alleges that a failure to comply with the requirements of Key Responsibility 3 and of Part 2 A.l(a) and (m) of the Code, may amount to misconduct.

Fitness to Practise Committee Secretariat

DIARY

Headquarters meetings

The following meetings take place at the Royal Pharmaceutical Society's London headquarters.

Monday 8 October

Education Committee. 9am.

Tuesday 9 October

Law and Ethics Committee. 9am.
Hospital Pharmacists Group Committee. 10.30am.

Wednesday 10 October

Disciplinary Committee. 9.30am.

Thursday 11 October

Disciplinary Committee. 9.30am.
Science Committee. 10.30am.

Friday 12 October

Disciplinary Committee. 9.30am.

Local meetings

Events listed below are meetings of Royal Pharmaceutical Society branches. Details of all future meetings notified to *The Journal* appear in the Diary section of *PJ Online* (www.pjonline.com/diary)

Monday 8 October

Derby "Professional leadership and Pharmacy 2020" by Anne Adams (Royal Pharmaceutical Society) and Helen Boardman (Pharmacy 2020 champion). Conference Room, Landau Forte College, Fox Street, Derby. 7 for 7.30pm.

Nottingham "The Code of Ethics" by Priya Sejal (acting head of ethics, Royal Pharmaceutical Society). Nottingham School of Pharmacy. 7.30 for 8pm.

Tuesday 9 October

Cheltenham and Gloucester "While I'm here can you take a look at this please?" by Peter Slimmings. Sanford Education Centre, Keynsham Road, Cheltenham. Food 7pm, meeting 8pm (please email cheltglosbranch@hotmail.co.uk to book food).

Dudley and Stourbridge

"Electronic transfer of prescriptions — an update" led by Patrick McGraghan. Clinical Education Centre, Russells Hall Hospital, Dudley. 7.45 for 8pm.

Ipswich "Use of warfarin and anticoagulation services" by Ioana Whalley (consultant haematologist, Ipswich Hospital). Cedars Hotel, Stowmarket. 7.30 for 8pm.

Leicestershire "Practice-based commissioning" by Divyesh Shah (branch vice-chairman and vice-chairman of local pharmaceutical committee). Granby Suite, Leicester College, Aylestone Road. 7 for 7.30pm.

Macclesfield "Sex in the pharmacy: an update on sexual health" by William Ford-Young (local GP). Meeting Room, Macclesfield Library (Brunswick Street entrance) Buffet 7.15pm, meeting 8pm.

Oxfordshire "Pandemic flu" by Anna Hinton (primary care trust lead for flu planning). George

Pickering Postgraduate Centre, John Radcliffe Hospital. Headley Way, Oxford. Light refreshments 7.30pm, meeting 8pm.

Wednesday 10 October

Cambridge "Cannabis as a medicine" by Tony Moffat (former chief scientist at the Royal Pharmaceutical Society). Treatment Centre, Addenbrookes Hospital. Preregistration trainee reception 7pm, buffet 7.30pm, meeting 8pm.

West Cumberland "The future of the Royal Pharmaceutical Society" by Dorothy Drury (member of the Society's Council). Hundith Hill Hotel. 7.15 for 7.30pm.

Thursday 11 October

Halifax "The management of breast cancer" by Jo Dent (consultant oncologist) and Veronica Allinson (breast care nurse). Learning and Development Centre, Calderdale Royal Hospital. Buffet 7.30pm, meeting 8pm.

Warrington "CPD theory and practice" by Denise Clark (CPD facilitator, Royal Pharmaceutical Society). Fir Grove Hotel, Grappenhall. 8pm

Tuesday 16 October

Chelmsford "Tuberculosis: current status, treatment and vaccination programme" by Steve Jenkins and Keith Hattotuwa. Cosmopolitan Restaurant, 10 Broomfield Road, Chelmsford. 7.30 for 8pm.

Clwyd "Wound management update". Rossett Hall Hotel, Chester Road, Rossett. Buffet 7pm, meeting 7.30pm.

Epsom "The future of the Royal Pharmaceutical Society" by Gerald Alexander, (member of the Society's Council). Postgraduate Medical Centre, Epsom General Hospital. Buffet 7.15pm, meeting 8pm.

Wednesday 17 October

Northamptonshire "Practice-based commissioning" by Barbara Parsons (Pharmaceutical Services Negotiating Committee). Sunley Management Centre, Boughton Green Road, Northampton. Buffet 7pm, meeting 7.30pm.

Slough "Inhaler delivery systems: which and why?" by Emma Ridgley (clinical nurse adviser). John Lister Postgraduate Centre, (Entrance 4), Wexham Park Hospital. Buffet. 7.15pm for 8pm.

Thursday 18 October

Colchester "Hospice at home" by Debbie Ford (Hospice at home co-ordinator). Education Centre, St Helena Hospice, Highwoods, Colchester. 7 for 7.15pm.



Royal Pharmaceutical Society of Great Britain

London headquarters

Switchboard 020 7735 9141; direct dialling, see 'Medicines, ethics and practice'; fax 020 7735 7629; e-mail enquiries@rpsgb.org; website www.rpsgb.org

Scottish Department

Headquarters of the Society in Scotland (including library and information service) 0131 556 4386 (see also 'MEP' guide); fax 0131 558 8850; e-mail info@rpsis.com

Welsh office

Headquarters of the Society in Wales 029 2073 0310; fax 029 2073 0311; e-mail wales@rpsgb.org

Information centre

Book loans and information Library (loans, photocopies) 020 7572 2300; e-mail library@rpsgb.org Information pharmacists, 020 7572 2302; fax 020 7572 2499; e-mail infopharm@rpsgb.org

Pharmacists' advisory service

Information on legal and ethical matters relating to pharmacy practice, 020 7572 2308; fax 020 7572 2510, e-mail ftp@rpsgb.org

Pharmaceutics information

Information, advice and problem-solving in pharmaceutics 020 7572 2302; fax 020 7572 2499; e-mail pharmaceutics@rpsgb.org

Benevolent fund

Financial help for pharmacists and their dependants and information about convalescence 01327 264739 or 01323 890135

Pharmacists' health support programme

Confidential help and support for pharmacists who experience problems with alcohol and other drugs of addiction 01327 264531

Listening friends scheme

Help from pharmacists trained in dealing with stress 020 7572 2442

Pharmaceutical press

Purchase of books and subscriptions to journals 01767 604971; fax 01767 601640; rps@turpin-distribution.com; website www.pharmpress.com