

Making it easier for patients to do business with you

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We know it is tough out there and every penny counts. From many reports we are on a burning platform so how do we focus ourselves and our teams on what really matters and focus everyone on survival and where we can improve things everywhere to exceed your customer expectations

We wanted to share learnings with you today that we have picked up from the work we have done in Notts and Derbyshire and we are delighted to be able to share that with you all today

2000 years ago what was the most valuable commodity that people craved for more precious than gold, silks etc – knowledge

Knowledge is considered extremely valuable, often described as "power" because it allows individuals to make informed decisions, solve problems, adapt to new situations, and generally navigate life more effectively; its value lies in both its practical applications and its ability to foster understanding and personal growth, making it a key asset in various aspects of life.

Our job today is really building digital advocates because we can only do so much B2B but your work B2C plus ours is a catalyst

So we aim today to give you some knowledge with a view to help navigate the issues you are facing at the moment in a new way

Pharmacy First – Patient experience

 Community
Pharmacy
Nottinghamshire

 Community
Pharmacy
Derbyshire

Pharmacy First – Patient experience

Pharmacy values and the patient experience

- Patient
- Pharmacist
- GP/Prescriber



- 30 years involvement in CP
- Love my job as can see the benefit to the patient
- The patient journey is at the forefront of my practice; it's part of my success
- Pharmacy First is one of the biggest advancement in my opinion in the last 30 years
- Patient
 - ~ improved access to care
 - ~ reduces waiting times
- Pharmacist
 - ~ better use of skills
 - ~ better service / professional respect
- GP/Prescriber
 - ~ Saves them time and reduces pressures
- For me, to embrace Pharmacy First, I feel we need to look at the patient journey
- Pharmacy First must have longevity; by encouraging the PHARMACY FIRST, it will snowball in a change of culture for the patient so that they approach Pharmacy First and I feel the CPs that have embraced this concept and ideation will be the most successful

Pharmacy First – Patient experience

Accessing Pharmacy First

3 Main ways:

- Self referral
- Referral by practitioner
- Opportunistic



- 3 main ways:
- Self-referral
 - ~ from promotions on Social media, billboards, Pharmacy window displays
 - ~ repeated use or word of mouth – this is key to gain that snowball effect
 - ~ room for improvement and collaboration
 - ~ Very important
- Referred by Practitioner
 - ~ important but we cannot control this much
 - ~ link in with GP surgeries and other professionals eg optometry MECS Minor Eye Conditions Service
 - ~ fiddley admin
- Opportunistic
 - ~ Massive I feel
 - ~ gateway knowledge...

Pharmacy First – Patient experience

Pharmacy First Gateway vs Prescribing – the numbers

- Learning
- Gateway
- Top tips
- Patient care
- <https://clinicalpathways.uk/pharmacy-first/>



- There is data that the best performing in PF scheme are providing less end point products than the worst performing i.e. you don't have to provide a product to reach the gateway point
- Understanding the gateway is key and ties in with opportunistic PF consultations eg Sore throat only requires 2/5 Fever Pain score & advice re no Abs required, Otitis Media needs just an otoscope examination, UTI can be claimed if patient is excluded for a reason not stipulated before gateway point eg urethritis NO, Breastfeeding YES
- <https://clinicalpathways.uk/pharmacy-first/>
- 3 best opportunistic are acute OM, ST, S
- Counter staff – importance of upselling and link selling
- Flagging up sales of certain products
- Link in with other services – are they over 40 years old and eligible for Hypertension Service?
- Taking contraception?
- Is it flu season? Covid vaccine due?
- We need to do this for 2 reasons – clinical and care; financially we can't afford not to
- Every patient interaction is an opportunity

Pharmacy First – Patient experience

The Patient journey

- Importance of considering the patient journey
- Embracing the change
- Collaboration with GPs and local relationship

- I still feel the patient journey is vitally important
- PF should become an integral part of CP and patients need re-educating on where to go first – it's called Pharmacy First for a reason
- Change needs embracing; positive promotion and good case studies
- A patient referred from GP for eg a sore throat consultation only to be declined help because they fail to hit the gateway point then needs to be signposted accordingly – this needs good collaboration with GPs – it is not a one way process
- However, if you are affected in that the surgery isn't engaging, you need to make use of opportunistic interactions and promote the service in such a way that it becomes automatic without the need for GPs etc – they will eventually come around.



Why this topic do you think? In the limited time we have we can only skim the surface but we aim to give you things to think about and perhaps challenge you and point you in the right direction for further support. This is all about having a conversation with your current patients and as importantly new patients to grow and develop your business and gain competitive advantage. That of course has to be backed up by the in pharmacy experience when those new patients walk through your front doors and we will touch on that a little later and success really depends on the clarity of message being focussed on those you are trying to reach and what they may be interested in

Worth noting that early adopters have worked this out. Retailers have worked out that a social media presence alone is not enough they need bricks and mortar as well. They have worked out especially through the pandemic that a brilliant online experience for their customers builds a brand and the explosion of content generators have twigged that they can speak to their tribe about anything and everything and get paid for it.

I think as pharmacists we have been told you can't do this or you can't do that. Markets have dramatically changed over the last 10 years and as long as you are not drawing an invidious distinction between you and someone else or advertising POMs then it seems anything is possible. If you take home nothing else other than just look around you and see what others are doing successfully now and do it then we will have succeeded. There are great examples of pharmacies doing this really well – if you don't have an e-window and down the road they do what then?

Story of the CPE day last year and how I came away feeling and what I saw

What do you think this covers? – Facebook, X, Insta, tick tock, websites, email , answering calls and answer machines all of these say something about your businesses. They are the primary customer interfaces with your pharmacies and your staff.

Who actively used social media? Who actively manages their websites and are all three congruent and amplify your brand ? What do they say about you? I remember as my days as a pharmacy manager my boss used to take me outside to see if we were promoting more than dust and dying flies. Nowadays all these interfaces are your shop windows but the good news is that

We are going to be focussing on the 3 most used customer facing socials today and that is Facebook, Instagram and X because they are the main customer facing platforms BUT that does not mean the others don't matter

What we want to cover

- Making the most of social media
- What does a great patient journey look like?
- Aggregating service revenue

Making the most of social media

- Why would you use social media?
- Benefits of using social media
- What does success look like?

Community
Pharmacy
Nottinghamshire

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Derbyshire

What stops you using social media to promote your business?

Why use social media – why wouldn't you is my answer to this! it's essentially free, unless you decide to run an ad or boosted post, so it's the perfect way to promote your business and it's accessible to all of us. It's quick and simple, once you get used to doing it, and it can significantly boost your customer base over the course of just a few months

Great examples of pharmacies doing it right – see next slide - Calow, Goodlife and Boots UK – copy the big guys!

Benefits – primarily to raise awareness of your pharmacy and drive footfall. Secondary, engage with existing and new customers and create trust in your pharmacy. Tertiary, engender word of mouth and recommendation = more customers, more business, increased turnover and, hopefully, profit!

Managing all comms channels and less is more i.e. minimal impact – start simple. Choose one platform and do it well.

Importance of managing it and re-posting into different groups to increase reach – you must keep an eye on your communications. Take FB, people will comment on some posts and it's imperative that you reply to them. Be prepared for negative feedback too but don't be frightened of this, it's an opportunity to engage and perhaps understand where there might be some issues/failings that you were not aware of but you can now address.

The analytics are important because you can get real feedback about the success of your campaigns. You can boost posts and create bespoke advertisements to target a specific area or set of people. FB analytics will help you understand the success of your campaign and helping you to create even better ads that work and achieve your chosen objectives.

What gets the most hits in our world?

Making the most of social media

- Facebook
- X
- Instagram
- LinkedIn
- Whatsapp
- Website
- Email marketing



Couple of rules of thumb for each platform – worth watching the CPE video

Benefits of each and any drawbacks of each not forgetting email

Facebook – very easy to set up and use with either text, photos, images or a mixture of both. Be prepared for negative comments especially around topics such as Covid jabs

X – easy set-up, limited characters to so great if you have a tendency to waffle - like me! Can be a very toxic environment however.

Instagram – easy set-up and use, a very positive social platform. You need lots of photos and videos as it's image-led.

LinkedIn – best for business-to-business communications

WhatsApp – opportunity to set up WhatsApp groups with groups of people and distribute pertinent information. You will need explicit consent from customers to add them to any group

Website

When did you last update your website? This is shop window, it needs to be up-to-date and easy to navigate. If people can't find what they want quickly – such as your opening times – they'll move one to a competitor that does. GPs websites are so out of date and matters.

Does it talk about PF and what it can offer your patients and does that link to signage as the customer comes into the pharmacy – retail is detail

Important

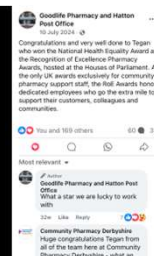
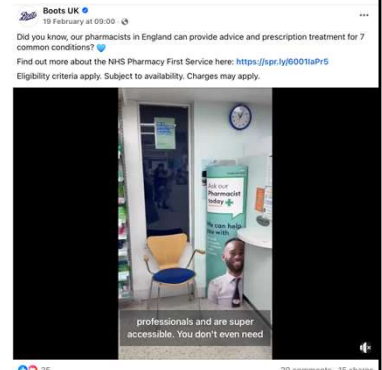
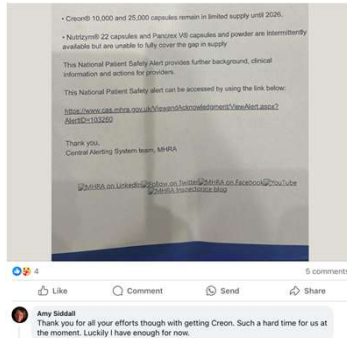
Congruous and up to date matters to build relationship and trust with your customers

Linkages and amplification and analytics to market to certain segments

Email marketing

A great way of reaching large numbers of people with a specific communication or message but you will require explicit opt-in via email from anyone you wish to target in this way thanks to GDPR

Examples of good posts



Calow Pharmacy – update on Creon and Phil the delivery driver’s 65th birthday
 Goodlife Pharmacy Hatton – Tegan winning National Health Equality Award
 Boots UK – Pharmacy First walk-through video

Resources

- Get involved
- CPE website
<https://cpe.org.uk/our-work/updates-events/our-webinars/making-the-most-of-social-media-webinar/>
- Follow us
- Know the free asset websites such as Pixabay or Unsplash



Summary

- Get on board if you want to but don't feel forced to
- Don't worry about doing something wrong
- Don't make it onerous
- Don't forget to reply to any comments you get on your posts
- Start liking, reposting and engaging with your peers
- Download our 'Social Media Support for Pharmacies' guide

Try it and see how you get on – it's actually good fun, honest!



Plan a campaign with your team and involve them and track the analytics

What are others doing and again ask the team

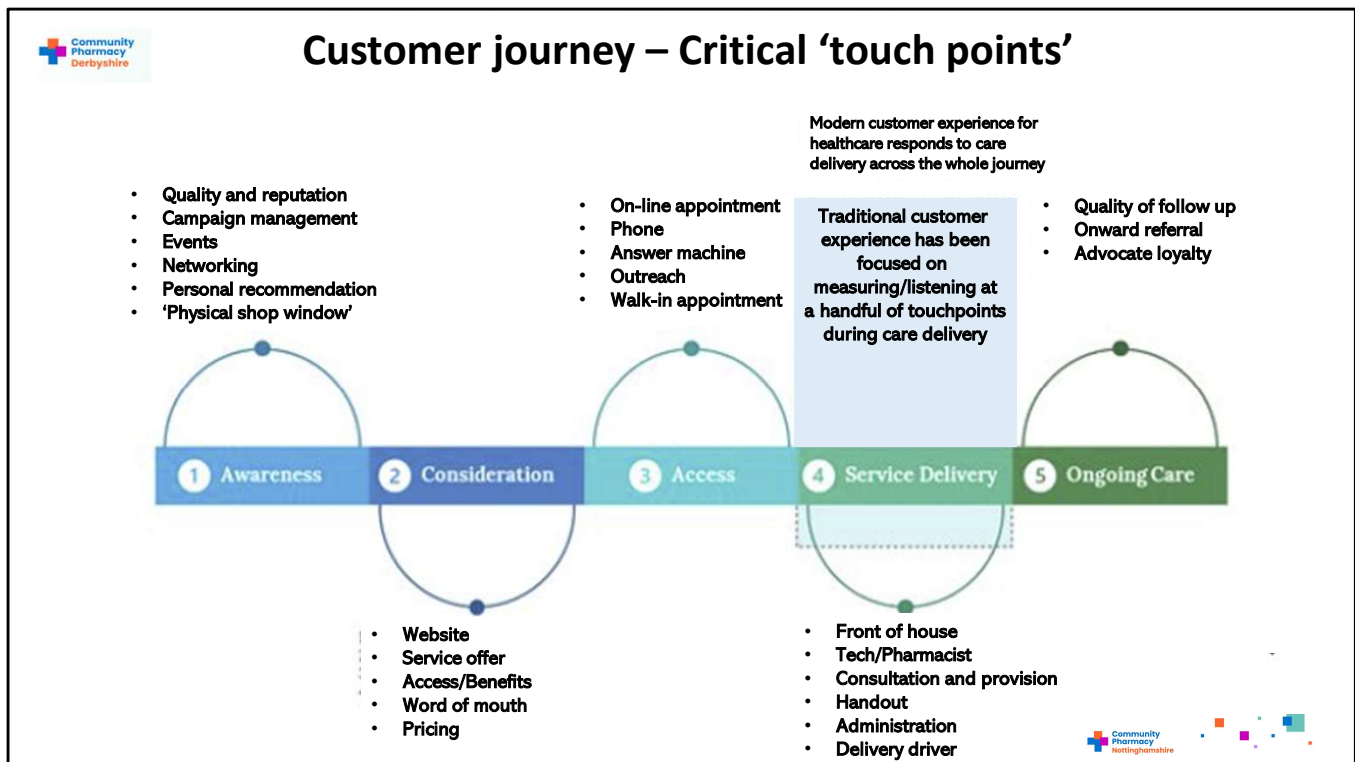
Resources available e.g CPE and ask us and follow us on Linked in to be kept in the loop with what we are doing for you

Share your email address with us and we can send you mailing direct through the year to help and support

Follow us on LinkedIn

- 1) There are many businesses out there that are not on social media that are doing very well
- 2) It's actually quite difficult to do something wrong. If you're new to social media, just have a general look at the platforms we've discussed, maybe ask your colleagues (or, better still, your customers!) what platforms they use on a regular basis and why and start there
- 3) Once you've set up platforms, don't be a slave to them. Two or three posts per week are ideal, it shouldn't be a full-time job
- 4) Your customers will expect a response – not immediately – but they will want to hear back from you

Customer journey - touch points



We have been used to measuring a customer experience at very few points within the pharmacy for dispensing, advice or services

This diagram is a starter for ten in terms of the critical customer touch points that your customers experience everyday when they contact or visit your pharmacy and applies equally to existing and new patients

The modern customer experience is measured from before they enter your pharmacy and the more coherent this journey is ie from the moment a customer wants to seek help through the interaction process and service delivery the stronger the advocate loyalty to enter this journey again and tell others about you. Every pharmacy now has multiple touch points which can either build trust and relationship or dash it

Where are the critical touch points in your pharmacy and do they all amplify your offer and customer care? If you are only working in the blue box then you are not paying attention to the whole experience. How can you put yourself in the shoes of your customers? When was the last time you checked your website, checked your answer machine

Consideration to visit or call

Referrals

Website – provider search, profile creation (social media),