



What we learnt at the PCPA leadership conference 2024 about... (19 November - London)

... the threat (or opportunity) of AI

Are there any aspects of your work that could be done using artificial intelligence? If so, what could you spend your time doing instead?

Richard Cattell, deputy chief pharmaceutical officer, NHS England

... tackling inequalities in respiratory care

A one-stop, respiratory clinic was set up in Dudley where a specialist pharmacist ran searches to identify patients with badly controlled or undiagnosed respiratory conditions, offered an appointment in the surgery that included FENO testing or spirometry and, in most cases, a diagnosis on the day and initiation of treatment. The service delivered huge reductions in referral time, reduced reliance on SABA inhalers, better patient understanding of condition management and appropriate onward referral to secondary care.

Nazir Hussain, specialist respiratory pharmacist, The Dudley Group NHS Foundation Trust

... involving pharmacy students to identify undiagnosed hypertension

Also in Dudley, undergraduate pharmacy students from University of Birmingham assisted with outreach events to help identify patients who were unaware they had raised blood pressure. The events were embraced by the students who got a valuable opportunity to practice their clinical skills.

Sarah Baig, lecturer in clinical pharmacy, University of Birmingham

... advancing GP pharmacy technician roles

At present, pharmacy technicians in general practice are currently taking on the following advanced roles:

- Secondary prevention lipid clinics (including inclisiran administration)
- Managing blood pressure review processes

- Initiating medicines for chronic kidney disease and diabetes (against a written protocol)
- Supporting existing research (including commercial)
- Team leadership
- Administering medication in accordance with a PGD/PSD

Such roles can be developed safely but must be provided with appropriate supervision.

Abbie Stirling, deputy pharmacy lead, Healthier West Wirral PCN

... the art of negotiating

Before entering a negotiation:

- Research the opposition to understand their position and the rationale for it
- Work out your “elevator pitch”
- Anticipate questions that you will be asked
- Keep your message simple
- Illustrate it with patient stories or clinical scenarios where possible
- Consider what your best and worst alternative to a negotiated outcome would be

During the negotiation, listen to everyone’s opinion, keep calm and retain empathy for all parties.

Roisin O’Hare, Northern Ireland Lead Clinical Education Pharmacist

... providing clinical leadership

Read and understand the evidence behind the treatments you are recommending. Don’t just settle for suggesting something because that’s what NICE says.

Helen Williams, national clinical director for CVD prevention

... successful project delivery

You don’t need chief pharmacists to provide effective leadership. While you do need senior sponsorship, you just need people who want to work together to move things forward.

Raliat Onatade, chief pharmacist, Barts Health NHS Trust