

Reflective account form – advisory / regulatory / government

1. Provide us with a reflective account of how you met one or more of the standards for pharmacy professionals. We will tell you which standard(s) to choose from each year.

I am a part of a project pharmacist practice support is offered by the Commissioning Support Unit to GPs in the locality to achieve maximum Quality, Innovation, Productivity and Prevention savings. The users of my service typically include prescribing leads, commissioners and GPs.

I was encountering difficulty in communicating electronically with a nursing home manager and GP. In terms of 'effective communication' I decided to consider a different approach to engage the nursing home GP and manager. I telephoned the nursing home manager to set a date to visit the home with the GP. I explained that instead of putting into place changes electronically from the practice, I would attend the home with a pharmacy technician to have a multidisciplinary clinical ward round with the GP. The manager agreed and a date was set. Unfortunately, the GP was extremely busy so I needed to find another way to engage him.

After deliberation I decided to attend the practice on a morning where the GP had admin time booked. I had the opportunity to have a face to face meeting with the GP where we discussed the challenges and clinical areas with medicines optimisation could occur. Working in a commissioning role I have become too reliant on electronic methods of communication to speak to health care professionals. In this situation using other methods of communication to engage individuals proved beneficial. Reviewing my current practice identified an area for improvement in the methods I used to speak to clinicians. The GP appreciated the face to face interaction and as a result this positively impacted on the visit to the nursing home. Because I changed the way I communicated with the GP, we built rapport prior to the visit to the nursing home. I continued to use my improved communication skills to lead a successful clinical ward round. As a team we identified and make numerous clinical interventions. These interventions will not only enhance the quality of care provided to patients by the nursing home there were also financial savings made by stopping inappropriate prescribing.

There is a description of your area(s) of practice

There is a description the typical users of the service(s) you provide

There is a description how you are meeting one or more of the standards for pharmacy professionals, illustrated with real example(s)