

## Reflective account form – community pharmacy

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.

As a healthy living pharmacy, we provide services to the patients and the public. During the summer months we had a display relating to skin care. This covered everything from sun care to eczema. However, whilst I watched customers it became apparent that this use of communication was failing. Many people waiting in the pharmacy would sit on their mobile phones and very few would look at the display. We decided that these displays alone weren't enough. Although a valid tool it didn't allow for full involvement and truly good communication about health promotion. We therefore hosted our own promotion day which centred around skincare.

Due to the success, health promotion days will become a regular aspect of our pharmacy. Better communicating with customers regarding their health is imperative. There will also be a general push whilst doing OTC sales and consultations to communicate with people about our health promotions, discussing up-and-coming events alongside general inquires.

This new approach to how we communicate to the public has already been seen to improve patient participation in our campaigns. From speaking to customers during the day and afterwards it was clear to me that this method was highly effective not only in the health promotion but also in their views on us as a pharmacy. It also directly benefited some customers with referrals to the GP about their issues which otherwise may have been left for longer, resulting in more discomfort for the patient or a worsening of a condition.

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)