

Strategic plan

2015–2018

General Pharmaceutical Council

Strategic plan 2015–2018

Strategic Plan presented to Parliament
and the Scottish Parliament Pursuant
to Paragraph 8 of Schedule 1 to the
Pharmacy Order 2010

© General Pharmaceutical Council 2014

The text of this document (excluding the logo and branding) may be reproduced free of charge in any format or medium, providing that it is reproduced accurately and not in a misleading context. The material must be acknowledged as General Pharmaceutical Council copyright and the document title specified. Where third party material has been identified, permission from the respective copyright holder must be sought.

Any enquiries regarding this document should be sent to communications@pharmacyregulation.org or you can telephone our customer contact centre on **020 3713 8100**

This document is available from our website at www.pharmacyregulation.org/resources/corporate-publications

Contents

- 1 Foreword by the chair and chief executive
 - 3 Our mission
 - 3 Our vision
 - 4 What we do
 - 5 Our key themes for 2015-2018
-

Foreword by the chair and chief executive

Last year we published our first fundamental strategic review since our establishment in 2010. This strategic plan is an update to last year's publication, taking into account external developments across Great Britain. These developments give cause for optimism, with a consensus building about the role that pharmacy must play if we are to meet the health challenges that face us, particularly wider public health challenges. However, there continue to be issues of great concern to us all, not least continuing high profile cases where patient care, particularly vulnerable patients, has been inadequate.

Our strategic plan last year explained our council's belief that while the individual decisions of pharmacy staff can make the most significant contribution to quality improvements in pharmacy and managing risks to patients, we do think we have a key part to play in helping pharmacy professionals and the pharmacy sector as a whole to improve quality, of which safety is a key element.

Everyone involved in healthcare, either through the provision of healthcare or the regulation of healthcare services and those professionals providing it must take full account of inquiries and reports into high

profile failures. These include the report on Mid-Staffordshire NHS Foundation Trust, the *Trusted to Care* report into care at Abertawe Bro Morgannwg University Health Board, as well as the inquiry into the Vale of Leven hospital. There are consistent themes around culture and the importance of professionalism, candour, and focus on patient care which we must all continue to keep at the front of our minds.

A positive development in the previous twelve months is the clear statements from ministers across Great Britain about the importance of unlocking the full potential of pharmacy as a whole, and the capacity of pharmacy professionals. This focus has been seen most notably through the publication of the Scottish Government's report, *A Prescription for Excellence*, and NHS England's *Pharmacy call to action*. The ambition within these reports and public policy in England, Scotland and Wales requires us to think about our role and the contribution we have to make. Furthermore the UK wide initiative looking at the balance between medicines legislation and professional regulation overseen by the rebalancing programme board reminds us that public policy and regulation is dynamic and constantly changing. In particular these developments require us to consider:

- The knowledge and skills that are required of pharmacists and pharmacy technicians of the future and how our standards for the initial education and training of pharmacists and pharmacy technicians will need to change to address those.
- How we can use our privileged position as both a regulator of individual professionals and of pharmacy services provided from registered pharmacies, to share data, knowledge, information and insight into how pharmacy is changing so that positive developments and innovation can be shared, and risks identified and mitigated.
- The need to focus relentlessly on the needs of patients who are cared for by pharmacy professionals and receive advice, services and care from registered pharmacies; and how to promote professionalism and the delivery of compassionate and patient-centred care if we are to reduce instances of high profile failures in care.

The changes to the strategic plan from last year reflect the external developments referred to as well as the learning and data derived from our own work. There are many challenges facing healthcare in general and pharmacy in particular; this strategic plan is a clear statement about the contribution we, as the regulator, intend to play, as an active participant not as a passive observer in meeting these challenges.



Nigel Clarke
Chair



Duncan Rudkin
Chief Executive and
Registrar

Our mission

Our statutory objective has been set for us by Parliament and the Scottish Parliament:

To protect, promote and maintain the health, safety and well-being of members of the public and in particular of those members of the public who use or need the services of registrants, or the services provided at a registered pharmacy, by ensuring that registrants, and those persons carrying on a retail pharmacy business at a registered pharmacy, adhere to such standards as the Council considers necessary for the safe and effective practice of pharmacy.

Our vision

Our vision is for pharmacy regulation to play its part in improving quality – of which safety is a critical element – in pharmacy practice and ultimately health and well-being in England, Scotland and Wales.

What we do

We have these core functions:

- setting the standards of education and training which pharmacists and pharmacy technicians must meet in order to join our register and to remain registered throughout their professional life
- registering pharmacists and pharmacy technicians and setting the standards of conduct and performance which they must meet in order to stay on our register
- setting standards which must be met by the owners of registered pharmacies and the pharmacists who act as superintendents in company-owned pharmacies
- registering pharmacies which meet those standards and inspecting them to check that they continue to do so, as the services they provide and the environment within which they operate constantly change
- taking action when our standards are not met.

These functions are the essential levers available to us to achieve our aims. We aim to carry out these functions efficiently and effectively so that we can also credibly make our contribution to improving pharmacy by

- using standards to 'raise the bar' over time to promote improvement
- making good use of what we learn about pharmacy from our core regulatory functions and what we learn about pharmacy from others
- speaking out to influence pharmacy, and pharmacy-related policy development, in line with our vision
- providing a regulatory framework within which professionalism can flourish.

Our key themes for 2015–2018

Our regulatory approach is focused on outcomes for patients and the public. So too is our strategy. We want the outcomes of regulation to have a positive impact on public and patient health and wellbeing outcomes.

In order to achieve this we will focus on four key themes:

- 1** proactive good quality regulatory services
- 2** putting people at the heart of what we do as a regulator
- 3** using the knowledge gained from our regulatory services and from our work with others in order to promote improvement in the quality of pharmacy care and services
- 4** promoting a culture of patient-centred professionalism in pharmacy.

In delivering our strategic aims we will ensure that we make best use of the resources provided by those we regulate, always seeking to improve efficiency and being opportunistic in doing so.

The GPhC is developing as an organisation to enable us to deliver on the ambitious and challenging programme of work we have

set ourselves. These initiatives are captured in our annual corporate plans. We will measure our progress annually against the corporate plans and will outline how far we have progressed against our strategic aims in our annual report for the year 2017/18.

Proactive good quality regulatory services

Proactive good quality regulatory services mean that we continually challenge ourselves to maintain and improve and that we focus on what works, through effective measurement and evaluation.

In the timescale covered by this strategic plan:

- We will make significant measurable progress to resolve concerns about the fitness to practise of pharmacists and pharmacy technicians more quickly.
 - We will be making better links between quality-assured information from different sources so that our regulatory interventions can be more effectively targeted.
 - We will be using intelligence networks and effective operational partnerships with healthcare providers, the NHS, commissioners (where relevant), regulators and other relevant bodies throughout Great Britain to identify and tackle issues and risks to patients.
- The standards which pharmacies are achieving for and with patients will be measurably improved as a result of the information we share about our inspection findings.
 - Our work to set standards for and quality assurance of education and training of pharmacy professionals, as well as work to assess their continuing fitness to practise will take full account of the wider needs of society and public health challenges to ensure future professionals as well as those already registered are able to meet the needs of patients and the public.
-

Putting people at the heart of what we do as a regulator

We aim to focus on outcomes rather than process, rules and regulations, administration or activity, all of which are means not ends. Our work is all about people – the people using and the people providing pharmacy services.

In the timescale covered by this strategic plan:

- We will be reaching out to patients and carers – and their representatives and advocates – to support them in being well-informed and confident users of pharmacy services and to assist them in raising queries and concerns.
 - All our regulatory policy development will have patient and service user involvement embedded throughout our process. It will also be informed by effective engagement with providers of pharmacy services and care including pharmacy professionals. This engagement will
- begin at the early development of ideas, right through to implementation and evaluation.
 - People who use services provided at registered pharmacies and by pharmacists and pharmacy technicians will be supported and enabled to share experiences and concerns with us to inform all aspects of our work. Those staff working within pharmacy will also be increasingly able to speak up and raise concerns with senior staff or their employers and be confident in being honest with patients when things go wrong.
 - We will listen to feedback and maintain a strong commitment to good engagement, high quality customer service ensuring that there are effective opportunities for feedback and that we demonstrate what we have done as a result.
-

Using the knowledge gained from our regulatory services and from our work with others in order to promote improvement in the quality of pharmacy care and services

We see insight from data, information and intelligence as fundamental to the achievement of good regulatory outcomes. It will enable us to improve the efficiency and effectiveness of our own work and provide evidence of where change is needed to improve pharmacy.

In the timescale covered by this strategic plan:

- We will be analysing data from our regulatory functions and critically scrutinising intelligence about pharmacy issues and risks, in order to keep our standards up to date, and to inform targeted regulatory

interventions across all our areas of responsibility and then to evaluate their impact.

- We will be playing back to the profession and to pharmacy stakeholders the feedback we gather from people using pharmacy services, and from our assurance activities, to inform their work to improve quality in pharmacy.
- We will be publishing regular reports, based on our learning from data, information and intelligence gathered, to highlight issues and opportunities for improvement within pharmacy.

Using regulation to promote a culture of patient-centred professionalism in pharmacy

We believe that professionalism can provide the best protection for patients and the best way to encourage quality in pharmacy. Regulation cannot create professionalism but it can – working with others – help to create an environment within which professionalism can flourish.

In the timescale covered by this strategic plan:

- We will work with patients and other users of pharmacy services, and with the multi-disciplinary pharmacy team and their leaders and representatives, to build together a vision for patient-centred professionalism in pharmacy.
 - We will ensure that this patient-centred professionalism is fundamental to:
 - pharmacy education and training for both the professions we regulate and the wider team
 - the standards we set for pharmacy owners and superintendent pharmacists
 - the standards which pharmacists and pharmacy technicians must meet in order to join the profession and to remain fit for practice throughout their career.
 - We will ensure our own policy development including research and evaluation increasingly considers outcomes for patients and how patient-centred professionalism can make an impact.
-

This document is also available to download from our website in English and Welsh at:

www.pharmacyregulation.org/resources/corporate-publications

If you are seeking this document in other formats, please contact our communications team at

communications@pharmacyregulation.org

General Pharmaceutical Council
25 Canada Square
London
E14 5LQ
Telephone: 020 3713 8000
Email: info@pharmacyregulation.org
Designed by wearetangerine.co.uk

**General
Pharmaceutical
Council**
