



Enter and View Report
Bewick Pharmacy
27 Bewick Crescent, Newton Aycliffe
County Durham, DL5 5LH
Tuesday 19th September 2017



Authorised Representatives: Jean Snow/Mervyn Hockin

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Acknowledgements, disclaimer and context

Healthwatch County Durham would like to thank the service provider, service users, visitors and staff for their contribution to the Enter and View programme.

Please note that this report relates to findings observed on the specific date set out above. Our report is not a representative portrayal of the experiences of all service users and staff, only an account of what was observed and contributed at the time.

Part of the local Healthwatch programme is to carry out Enter and View visits. Local Healthwatch representatives carry out these visits to health and social care services to find out how they are being run and make recommendations where there are areas for improvement. The Health and Social Care Act allows Healthwatch Authorised Representatives to observe service delivery and talk to service users, their families and carers on premises such as hospitals, residential homes, GP practices, dental surgeries, optometrists and pharmacies. Enter and View visits can happen if people tell us there is a problem with a service but, equally, they can occur when services have a good reputation – so we can learn about and share examples of what they do well from the perspective of people who experience the service first hand.

Healthwatch Enter and View are not intended to specifically identify safeguarding issues. However, if safeguarding concerns arise during a visit they are reported in accordance with Healthwatch safeguarding policies. If at any time an Authorised Representative observes anything that they feel uncomfortable about, they need to inform their lead who will inform the service manager, ending the visit.

Purpose of the visit

Healthwatch County Durham have carried out Enter and View visits in GP practices that have scored highly in patient satisfaction surveys and CQC inspections, with the aim to learn from and share good practice identified during conversations with patients and from observations on the day.

The same principle is being used here within Pharmacy services. Bewick Pharmacy, being one of three to volunteer to host a visit. It forms part of a wider piece of work looking at people's understanding of and use of pharmacy services on behalf of the Local Pharmaceutical Committee (LPC) and Public Health. This work was agreed by the HWCD Board on 1 June 2017 and published in October 2017.

Planning and preparation

Three Authorised Representatives, Jean Snow, Mervyn Hockin and Claire Cowell carried out the visit.

Appreciative questions (appendix A) and roles and programme for day (appendix B) were agreed in advance. We advertised the visit (appendix C) and left a comments box and Healthwatch display at the Pharmacy.

The survey used was carefully put together beforehand to reflect the 'positive approach' to be taken. This was circulated to staff, Authorised Representatives and the Pharmacy Manager for comment.

We realised that there might be people who would like to make a comment about the services who were not going to be around on the day of the visit so the surveys were left one week before the visit on the reception desk with a box for completed surveys to be left in.

Posters were displayed in the pharmacy two weeks before the visit and Siobhan Boyce, Pharmacy Manager, briefed the staff before the day.

We carried out a preparation visit one week before the Enter and View to do a risk assessment and consider areas such as layout, introductions, venue space and safety procedures, the process for taking photographs and we agreed use of a private space for conversations if needed.

Information and data

We carried out 26 individual conversations with customers, using a set of appreciative questions to give people the opportunity to describe good practice they had experienced or seen.

We collected no surveys prior to the visit.

We also observed activity during our three hour visit, to collect our own independent impressions of the services, which were recorded during and after the visit.

What people told us

People shared their experience and opinions, all are noted in Appendix D. Some are unique to the individuals but several trends emerged, which include:

Great Location

“It is next to the surgery which is very helpful to me”

“Very convenient as is next to the doctor’s surgery”

“The thing I most would want to keep the same about the pharmacy is the location-where it is, is ideal”

“It is so handy for me-local plus being next door to the doctors makes life much easier”

“It is next to the surgery which is very helpful”

Great service

“I’ve been to the doctors today-I thought I’d have to come through and give my prescription in and wait etc., but it was here ready for me”

“I am asthmatic and I know you need to be asked if you know how to take your medicines”

“My prescription was dealt with extra quick, very promptly because I had a bus to catch”

“Bewick’s communication was very good around an issue that I had”

“I have never had to come back for an item that was on my prescription”

“Clearly they have a high level of staff-this makes the service very efficient”

Great staff - helpful, friendly and quick

“Staff seem genuinely interested in you- I feel that I’m not just a number”

“Staff are very helpful, they always explain my medication to me”

“They are interested in what I’ve got to say here-they always ask me questions”

“This is a great place to work-very organised compared to others I have worked at”

“Staff were very helpful and spotted a problems with my drugs-a review sorted the problem out”

“Staff ensure that your needs are met”

“If I had to pick out one thing that the pharmacy needs to keep, I would say it should be their good customer/staff relations that they have acquired”

Satisfaction

“Not had any problems here at all”

“Nothing I can think of to improve it”

“No improvement required”

“I am not aware of anything which needs to be changed or added”

What we observed

The customers we observed in Bewick Pharmacy appeared to be happy with the services overall.

Observations considered the physical space and how it was managed, as well as communication with staff and users. The Pharmacy was very busy on the morning of the visit.

Key areas of observation were:

Effectiveness of the physical space, layout and services available

On the morning of the visit there were 2 pharmacists and 7 assistants on duty. The entrance was warm and had easy access.

There was a television in the waiting area and music playing softly in the background for customers comfort. The pharmacy was well lit.

Relevant formal documents were displayed, i.e. public liability insurance. Monthly promotions were also displayed, that month- flu jab information.

We observed that the pharmacy layout had an open aspect which enabled people to see everyone at work.

Chairs were comfortable and far enough back from main counter to allow for sensitive discussion, not to be overheard. The room temperature seemed appropriate.

We observed that the pharmacy sits next door to the doctor's surgery.

The staff all came across as smart and easily identifiable in their uniforms.

Positive social interaction, communication and customer care

We observed that the high number of staff allowed for different types of services and support to happen at the same time.

We observed both the pharmacists and assistants coming from behind the counter to speak to people at a closer proximity. People were asked questions and were given advice on issues such as 'water intake' and how this would affect their medication.

Staff seemed to work smoothly as a team which created a lively interactive atmosphere.

This came across as a very busy service but the customers were managed quickly and very well.

We noticed prescriptions were checked several times before being released.

Issues that arose

There were no subtitles enabled for hard of hearing customers, and there didn't seem to be opening hours displayed in a prominent place.

We observed that from time to time there was a shortage of chairs.

Recommendations We have listed the recommendations below based on what we were told and what we saw and heard, during the visit.

1. Customers told us that the locality of the Pharmacy was very important to them.

The fact that the Pharmacy was on the same site as the GP service made life much easier for people, and this made for a more smooth service when dealing with their medical requirements. This could be considered by LPC for future planning.

2. We were told that the staff worked very well as a team and that there appeared to be no hierarchy when providing services, or when working within the team. Customers indicated that they recognised when staff went 'over and beyond' what was expected and this engendered a feeling of worth and satisfaction when using the service. There is a definite feeling that staff are genuinely interested in customer's wellbeing and this should be retained. Positive examples of customer/staff interaction were seen where staff regularly moved into customers space to talk and advise away from the counter area. Almost everyone we spoke to talked about how fast the staff were, with no waiting around and how valued this was.

3. Customers felt that the layout and space within the Pharmacy was effective and realised the efforts to make them comfortable with nice chairs, TV and soft radio music, whilst waiting for prescriptions. The layout allowed people to have private conversations with staff without being overheard.

Customers told us that the open aspect created an inclusive atmosphere when using the service and that the Pharmacy also had good access.

Other services provided and promoted by the Pharmacy were clearly and well publicised, although a current 'Open hour's' sign was not seen- could this be displayed.

4. We were told that the mix, and high number, of staff allowed for different types of interactions to happen at the same time-this system used the skills of each staff member to the full and ensured that people did not have to wait long to be seen. Several customers indicated that

stock was always in and they did not need to return for particular items of medication. The service was very quick and double checked items before dispensing. The pharmacy are up to date with what had to be ordered in advance, as many customers talked about how good the service was at being organised, in this area.

Service provider response

Our visit from Healthwatch County Durham offered us an excellent opportunity to obtain impartial feedback from a wide range of customers. An external body providing feedback in this way provides the pharmacy with an alternative source of feedback and means of obtaining feedback.

Our visitors were unobtrusive and a welcome addition to the pharmacy on the day. The morning they visited provided an accurate picture of a 'normal' day in the pharmacy and the valuable feedback provided will be passed on to our staff and used in planning our pharmacy and the services it offers.

Siobhan Boyce (Pharmacist)

Appendices

Appendix A

Enter and View Questions for high performing Pharmacy practices in County Durham

Thank you for your time today. Healthwatch are here to speak to patients about this practice and to hear the stories behind the good work. We will share that learning with other practices and make recommendations about how others could achieve better results.

Please can you tell me about a good experience that you have had at your Pharmacy? (Prompt questions if needed: What made it a positive experience? Who was involved? How did your feel?)
What is the best thing about your Pharmacy? (Prompts: What makes it stand out for you? Why have you chosen this?)
If you could make sure your Pharmacy kept one thing, what would it be? Why is that? (Prompt if needed: one thing could be a service, facility, process, behavior or person)
If your practice could do one thing to make it even better, what would that be?

Enter and View-19.9.17

Bewick Pharmacy

Programme

9.30-9.45am	Photographs/Brief/Programme	
9.45-10.15am	Survey	Claire
	Survey	Jean
	Observe/Stand/photos	Mervyn
10.15-10.45am	Survey	Mervyn
	Survey	Claire
	Observe/Stand/photos	Jean
10.45-11.15am	Survey	Jean
	Survey	Mervyn
	Observe/Stand/photos	Claire
11.15-12noon	Evaluate/Findings/Recommendations	

Tell us about your Pharmacy!

**Thursday 19 September 9.30am-
12.00noon Bewick- Pharmacy**

Healthwatch County Durham is your local, independent health and social care champion. We are visiting your Pharmacy to find out what you think about the services it offers and would like to hear from residents, visitors and staff about your experiences.

**Come and tell us what you think is so
good about Bewick Pharmacy**

www.healthwatchcountydurham.co.uk

Tel: 0191 3787694, Text: 07756 654218

Appendix D

Enter and View Questions for high performing Pharmacy practices in County Durham

Thank you for your time today. Healthwatch are here to speak to patients about this practice and to hear the stories behind the good work. We will share that learning with other practices and make recommendations about how others could achieve better results.

<p>Please can you tell me about a good experience that you have had at your Pharmacy? (Prompt questions if needed: What made it a positive experience? Who was involved? How did your feel?)</p>
<ul style="list-style-type: none"> • Yes great service-the young pharmacist here (Jessica). Smoking clinic is very good-lots of advice and questions. Staff seem interested, in what you've got to say // • Fast getting prescriptions//////////////// • Give good explanation/// • Convenient being next to doctors/// • No hassles don't have to wait/ • Items normally in stock/ • Very good friendly staff///// • Efficient/// • Good place to work/ • We try to help and go out of our way to help people out" I am asthmatic , I know you need to be asked if you know how to take medicines"/ • Sort problems out for me/ • Offered review because thought one of my drugs did not seem right/ • Medicines that have to be ordered is delivered promptly/
<p>What is the best thing about your Pharmacy? (Prompts: What makes it stand out for you? Why have you chosen this?)</p>
<ul style="list-style-type: none"> • The location-get prescription at doctors and it's here ready for me! ///// • 'If I get something new they always ask if I know how to take it-if confident/ • Convenience-next to doctors//////////////// • We make a real effort to make sure people understand their medication/ • Staff seem genuinely interested in you-"not just a number"// • Delivery service/ • No buses after 2.20pm home/ • Well-staffed so my needs are met// • Well organized/ • Good at problem solving/ • Staff-very professional// • Good access-not from the area but got bus here fine/
<p>If you could make sure your Pharmacy kept one thing, what would it be? Why is that? (Prompt if needed: one thing could be a service, facility, process, behavior or person)</p>
<ul style="list-style-type: none"> • Keep plenty of staff as I never have to wait long// • Location/speed of service///

- Friendly staff////
- Never had to come back for anything on my prescription/////
- Smooth service-"I've been to the doctors today-thought I'd have to come through and give them the prescription wait etc., but it was here ready for me"/
- Good teamwork, if someone is sick or away it's not a problem as there is a process to manage/cover///
- Good number of staff makes service efficient/
- Keep everything the same///
- Keep up good customers relations-it means so much/
- Good information about other services/

If your practice could do one thing to make it even better, what would that be?

- Nothing, very happy//////////
- Bewick great communication around a difficulty getting a prescribed item/
- Open hours-'One on Stephenson Road open 8-9pm (sometimes this one is closed when the doctors is open)/
- Few more seats might be useful especially busy in morning/
- Tried Saturday opening but it wasn't used, stay open late on Wed to accommodate contraception clinic/
- Could be bigger/
- Put sub-titles on the TV/
- Keep the great staff/