

# Jays Pharmacy Enter & View Report



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# 1. Visit Background

#### 1.1 What is Enter & View

Part of the local Healthwatch programme is to undertake 'Enter and View' visits.

Mandated by the Health and Social Care Act 2012, the visits enable trained Healthwatch staff and volunteers (Authorised Representatives) to visit health and care services – such as hospitals, care homes, GP practices, dental surgeries, 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.

During the visits, we observe service delivery and talk with service users, their families, and carers. We also engage with management and staff. The aim is to get an impartial view of how the service is operated and being experienced.

Following the visits, our official 'Enter and View Report', shared with the service provider, local commissioners and regulators outlines what has worked well, and gives recommendations on what could have worked better. All reports are available to view on our website.

#### 2.1 Safeguarding

Enter and View visits are not intended to specifically identify safeguarding issues. However, if safeguarding concerns arise during a visit they are reported in accordance with 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.

In addition, if any member of staff wishes to raise a safeguarding issue about their employer, they will be directed to the Care Quality Commission (CQC) where they are protected by legislation if they raise a concern.

#### 3.1 Disclaimer

Please note that this report relates to findings observed on the specific date(s) set out. 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.

#### 4.1 Acknowledgements

Healthwatch Hammersmith & Fulham would like to thank the staff and customers at the Jays Pharmacy for their contribution and hospitality in enabling this Enter and View visit to take place. We would also like to thank our Authorised Representatives, who assisted us in conducting the visit and putting together this report.

The Authorised Representatives spoke to patients and staff. Suggestions have been made on how to improve the service and good practice has been highlighted.





### 2. Focus of the Visit

On the 9<sup>th</sup> of May 2023, NHS England published their delivery plan for recovering access to primary care. The main purpose of this plan is to help patients access the help they need from primary care more quickly and more easily.

Community pharmacies are playing a key role in the recovery plan: since April this year, community pharmacists have been able to issue repeat prescriptions for oral contraception without the need for patients to see their GP. By the end of the year, subject to evaluation of the programme, pharmacists will also be able to issue a new prescription for oral contraceptive pill.

In addition to the contraceptive services, Blood pressure checks and Smoking Cessation Services can now also be provided by Pharmacy Technicians, and patients can be referred to community pharmacies for consultations on minor illnesses and urgent medicine supplies.

In light of these service changes, Healthwatch Hammersmith & Fulham initiated visits to community pharmacies within the borough to explore how these new pharmacy services have so far been experienced by the local residents and pharmacy staff.

Our visits focused primarily on finding out how people feel about visiting a pharmacy instead of seeing their GP, how easily they can access a local pharmacy, and their overall experience of pharmacy services.

From staff, we wanted to find out how they feel about providing these additional services, and if there is anything that could be improved to better support them with the additional workload.

### 3. Visit Details

Visit Details			
Service Visited	Jays Pharmacy, 175 Uxbridge Road, Shepherd's Bush, W12 9RA		
Manager	Jinit Shah		
Date & Time of Visit	12 <sup>th</sup> January 2024, 12-2pm		
Status of Visit	Announced		
Authorised Representatives	Mari Tiitinen, Yee Phyo, Dillon Singh Gill, Sarah Ali		
Lead Representative	Mari Tiitinen		

## 4. Executive Summary

This section of the report details the key findings from our observations and the patient and staff feedback collected during our visit.

#### Observations

#### What has worked well

- The general environment of the pharmacy appeared clean and bright.
- The pharmacy has an automatic door which makes it easily accessible for people with mobility issues.
- The space is well configured with one aisle of shelves in the middle and the rest of the shelving on the walls which makes it spacious and accessible for wheelchair and mobility scooter users.
- We observed information leaflets about NHS and other health services displayed next to the consultation room.
- The staff were friendly and helpful when interacting with customers and appeared to be familiar with some of them.

#### What has not worked so well

- There were no posters on display on the shop front and no information about what services the pharmacy offers other than a sign advertising instant passport photos.
- The complaints process was displayed next to the information leaflets, although this felt slightly hidden away as it was displayed behind the photo printer kiosk.
- There is only one seat available for customers who are waiting, although this may not be enough when the pharmacy gets busy.

#### **Patient Feedback**

#### What has worked well

• Most patients told us that they were seen immediately and that their query was resolved immediately. One patient, who is a regular customer at the pharmacy, said that their visits are always "quick and efficient".

- All patients commented positively on the general environment saying that it was clean, tidy and organised.
- The comments about staff were mostly positive in sentiment with patients describing staff members as 100% good, excellent, knowledgeable, and helpful.
- In terms of communication with staff members, patients told us that they felt listened to and comfortable asking questions.

#### What has not worked so well

- One person mentioned that the facilities could be improved by having more chairs, although the patient also said that they have never had to wait.
- Out of those who told us they did not know how to complain, one person said that there should be a poster telling customers how to complain.

#### Staff Feedback

#### What has worked well

- In general, staff felt positive about the expansion of pharmacy services as this will mean patients have quicker access to these services due to not having to book an appointment with their GP.
- The pharmacy is well prepared for the increase in the number of customers as they moved into bigger premises two years ago and have four additional private consultation rooms downstairs. This has also made the pharmacy more accessible to people with mobility issues due to the automatic door and a larger space.
- The staff members told us that patients feel confident coming to the pharmacy for help as the pharmacy has been in the area for 17 years and they have built good relationships with their customers.
- The staff also mentioned that they have a very good relationship with local GP practices which means that any issues can be quickly resolved.

#### What has not worked so well

When asked whether the staff encourage patients to provide feedback, it
would appear that this is not something that is being actively done.
However, we were told that customers, especially the people who visit the
pharmacy regularly, prefer to give verbal feedback when interacting with
staff.

# 5. Full Findings

This section of the report presents detailed information on our observations and patient and staff feedback collected during our visit.

During the visit we collected responses from 9 patients and 4 staff members.

We would like to thank the staff and management for their time and their warm welcome and cooperation.

#### Observations

During our visit, our team of Authorised Representatives (ARs) made observations on Accessibility, General Environment and Facilities, and Safety.

#### Accessibility

 Pharmacy is located on Uxbridge Road which is a busy main road. It is approximately a 10-minute walk from the Shepherd's Bush underground

station and it has a bus stop just outside the pharmacy, although, at the time of our visit, the bus stop was not in use.

- It was easy to locate with a large sign displaying the name of the pharmacy and the sign is easy to see when walking towards the pharmacy.
- There is a slightly raised threshold at the front door but the pharmacy has an automatic door which makes it easily accessible for people with mobility issues.
- The pharmacy is very spacious and there is enough space for a wheelchair or mobility scooter users to enter the premises.



#### General Environment and Facilities

- The general environment of the pharmacy appeared clean and bright.
- The space is well configured with one aisle of shelves in the middle and the rest of the shelving on the walls which makes it spacious.
- There is only one seat available for customers who are waiting, although this may not be enough when the pharmacy gets busy.
- There is a private consultation room.

- There is an air conditioning unit.
- There is a scale for people to pay 20p to check their weight.
- There were no posters on display on the shop front and no information about what services the pharmacy offers other than a sign advertising instant passport photos.
- We observed information leaflets about NHS and other health services displayed next to the consultation room. The leaflets included information on things like NHS prescription charges and how to claim free prescriptions, malaria, McMillan cancer support, home care services, NHS 111, NHS Know Diabetes service, fire safety advice, and NHS flu vaccination.



- The complaints process was displayed next to the information leaflets, although this felt slightly hidden away as it was displayed behind the photo printer kiosk.
- There was also bunting attached to the ceiling advertising a flu vaccination.
- The staff were friendly and helpful when interacting with customers and appeared to be familiar with some of them.

#### Safety

• We did not observe any hazardous obstructions.

#### Anything else

 During our visit, we observed a patient in a mobility scooter pulling up outside the pharmacy and the staff went outside to give them their medication.

#### Patient Feedback

We spoke with 9 patients during our visit.

This section of the report contains a summary of the feedback received.

#### Accessibility

- Most people we spoke with had come to the pharmacy on the day to collect their prescription medication. Others were there to buy over-thecounter medicine or toiletries.
- Only a few people we spoke with told us they had contacted their GP before coming to the pharmacy.
- Most patients told us that they live within 5-10 minute walking distance from the pharmacy, one patient had walked 20 minutes to get to the pharmacy, and one person told us they do not live in the area but had come to the pharmacy to buy something as they had walked past it.
- None of the patients we spoke with had any accessibility requirements. However, one person had come to the pharmacy with a pushchair and they told us they experienced no issues.

#### **Using Pharmacy Services**

- Most patients told us that they were seen immediately and that their query was resolved immediately. One patient, who is a regular customer at the pharmacy, said that their visits are always "quick and efficient". Another said that they had received a text informing their prescription was ready to collect, which meant that they did not have to wait for the medication to be prepared.
- One person told us that their query was not resolved.
- Most people told us they would visit a pharmacy for the following services: for prescriptions, information & advice, and flu vaccinations. Slightly fewer people said they would visit the pharmacy for blood pressure checks and minor illnesses such as cold, flu, aches, and pains, and none of the people we spoke with, said they would visit the pharmacy for contraception.
- Most people said they sometimes visit the pharmacy instead of their GP for assistance with their health, although one person told us that this is not very often. A few people told us that they would not visit the pharmacy instead of their GP.

#### General Environment

• All patients commented positively on the general environment saying that it was clean, tidy and organised.

• One person mentioned that it could be improved by having more chairs, although the patient also said that they have never had to wait.

#### Staff

- The comments about staff were mostly positive in sentiment with patients describing staff members as 100% good, excellent, knowledgeable, and helpful.
- One person we spoke with appeared dissatisfied with the staff as their query was not resolved during their visit.
- In terms of communication with staff members, patients told us that they felt listened to and comfortable asking questions. One person told us that the staff can be blunt sometimes, but overall are nice and friendly,

#### Feedback and Complaints

- Half of the people told us that they did know how to make a complaint. Out of those who told us they did not know how to complain, one person said that there should be a poster telling customers how to complain.
- Some people we spoke with mentioned being encouraged to provide feedback.

#### Staff Feedback

We spoke with four staff members during our visit: the two owners who are also Pharmacists, a Pharmacy Dispenser, and a Counter Assistant.

This section of the report contains a summary of the feedback received.

#### **New Pharmacy Services**

- In general, staff felt positive about the expansion of pharmacy services as this will mean patients have quicker access to these services due to not having to book an appointment with their GP.
- We were told that the pharmacy has not yet seen an increase in patients being referred to their service by GPs, however, they do receive some referrals from NHS 111.
- The staff mentioned that some customers are already coming to the pharmacy of their own accord to ask about the new services like blood pressure checks for example, due to the increased advertisements encouraging people to seek help from pharmacists.
- The pharmacy is well prepared for the increase in the number of customers as they moved into bigger premises two years ago and have four additional private consultation rooms downstairs. This has also made the pharmacy more accessible to people with mobility issues due to the automatic door and a larger space.
- The staff members told us that patients feel confident coming to the pharmacy for help as the pharmacy has been in the area for 17 years and they have built good relationships with their customers.
- If a patient is not happy with the help and/or information they have received, they will be referred back to their GP or another health professional depending on the issue. We were also told that the pharmacists sometimes use information from the NHS website to reassure customers of the advice provided.
- We were told that in anticipation of the new services, the pharmacy has been provided with some funding for new equipment – although this is dependent on reaching specific targets. In addition, they have also been provided with online training and resources.
- When asked about any issues regarding the new services, the staff felt that it was too early to say and that they would "wait and see what happens".

#### Assistance for patients with additional communication requirements

• We were told that the staff members speak different languages which can help with translation. Otherwise, the staff use Google Translate.

- The staff mentioned that they have a few customers who have hearing impairments. To help their understanding, the staff write information down on a paper for them.
- For people with learning disabilities, we were told that the staff adapt their communication by speaking slowly and using body language.
- During Covid, the pharmacy was providing information leaflets on vaccines in different languages and in Braille.

#### Feedback and Complaints

- When asked whether the staff encourage patients to provide feedback, it
  would appear that this is not something that is being actively done.
  However, we were told that customers, especially the people who visit the
  pharmacy regularly, prefer to give verbal feedback when interacting with
  staff.
- A few staff members mentioned that feedback is obtained through an annual NHS survey.
- In case of a complaint, we were told that these are escalated to one of the pharmacists who will try to resolve the issue by talking with the customer. However, if the customer is still not happy, they are asked to provide full details of the complaint in writing, after which the complaint will be investigated and responded to. The pharmacy also has a complaints procedure folder so that all staff are aware of what to do in case of a complaint.

#### Anything else?

- The staff seemed currently very happy with everything in particular due to the recent move to the new premises two years ago which has enabled them to make the pharmacy more accessible for people with mobility issues.
- The staff also mentioned that they have a very good relationship with local GP practices which means that any issues can be quickly resolved.

### 6. Recommendations

Healthwatch Hammersmith & Fulham would like to thank the service for the support in arranging our E&V visit.

Based on the analysis of all feedback obtained, we would like to make the following recommendations.

#### General Environment and Facilities

There were no posters on display on the shop front and no information about what services the pharmacy offers.

**Recommendation 1**: It would be useful to display some information on the shop front about the services offered at the pharmacy which could encourage more people to visit the pharmacy if they saw that a particular service was available when walking past.

Response from Jays Pharmacy: We'd like to clarify that we do have posters prominently displayed on our shop front, particularly during significant service periods such as the flu season and COVID-19 vaccination campaigns. For instance, during the flu season, we utilise a 4-meter-tall poster inside and a large poster on the window. Similarly, during COVID-19 vaccination campaigns, we have ensured large and visible posters on our windows. We are currently exploring the installation of a TV for displaying advertisements, which will further enhance our ability to inform the community about our services and offerings.

There is only one seat available for customers who are waiting, although this may not be enough when the pharmacy gets busy.

**Recommendation 2**: During our visit, we did not observe that having only one seat was an issue. However, during busier times, we would recommend that additional seating is made available to those less able to stand.

Response from Jays Pharmacy: While we understand the importance of accommodating waiting customers comfortably, we want to clarify that we do have additional seating available. These seats are brought out when needed, ensuring adequate space for customers, particularly during busy periods. However, to maintain accessibility for all customers and mobility users, we limit the number of seats outside.

#### Feedback and Complaints

Although we were told that people tend to give verbal feedback to the staff members when talking with them, it does not appear that customers are actively encouraged to provide feedback.

**Recommendation 3**: Encouraging customers to provide feedback would help to inform staff of areas that can be improved. We would advise considering ways staff members can be more proactive in obtaining feedback from customers in different formats including verbally, online, and on paper whilst ensuring that this can be done anonymously.

Response from Jays Pharmacy: In the past, we have conducted Patient Satisfaction Surveys as mandated by the NHS. Although it's no longer a requirement, we recognise the significance of soliciting feedback through structured means. We will explore implementing alternative feedback mechanisms to ensure our customers have avenues to share their experiences and suggestions with us.

The complaints process was displayed next to the information leaflets, although this felt slightly hidden away as it was displayed behind the photo printer kiosk.

**Recommendation 4:** The complaints procedure could be placed in a more visible place, such as somewhere at the pharmacy desk.

**Response from Jays Pharmacy**: We will review the current location of the complaints process and explore placement options to ensure that it's visible and easily identifiable for our customers.

#### **New Pharmacy Services**

When asked about any issues regarding the new services, the staff felt that it was too early to say and that they would "wait and see what happens".

**Recommendation 5**: Enabling and encouraging pharmacies to provide feedback on the provision of the new services will help to highlight any issues arising and ensure that these will be resolved as soon as possible.

Response from Jays Pharmacy: As the services are still in their infancy, having been in place for just over a month, our team is understandably cautious in providing definitive feedback at this stage. We are committed to closely monitoring and evaluating the implementation of these services over time.

#### Glossary of Terms

AR Authorised Representative

CCG Clinical Commissioning Group

CQC Care Quality Commission

GP General Practitioner

Enter & View E&V

#### Distribution and Comment

This report is available to the general public and is shared with our statutory and community partners. Accessible formats are available.

If you have any comments on this report or wish to share your views and experiences, please contact us.

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