

**Enter and View Visit Report**  
**DEU-Chem Pharmacy**

**1. Visit Details**

<b>Premises Visited:</b>	DEU-Chem Pharmacy, 269 Soho Road, Handsworth, B21 9SA
<b>Date of Visit:</b>	28 <sup>th</sup> May 2015
<b>Time of Visit:</b>	1.30pm - 2.15pm
<b>Date of Report:</b>	10 <sup>th</sup> June 2015
<b>Purpose of the Premises/Services:</b>	Provider of Pharmaceutical services
<b>Authorised Representatives:</b>	Jason Mistry Mark Lynes Mike Tye
<b>Contact Details:</b>	Healthwatch Birmingham, Cobalt Square, 83 Hagley Road, Birmingham, B16 8QG



## **2. Acknowledgements**

Healthwatch Birmingham would like to thank the service provider for their contribution to the Enter and View programme.

## **3. Disclaimer**

Please note that this report relates to the findings found on the specific date and time specified above. Our report is a representative portrayal of our experiences on the date and time of our visit.

## **4. What is Enter and View**

Enter and View is part of the local Healthwatch programme 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 local 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 Views Reps are not intended to 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. In addition, if any member of staff wishes to raise a safeguarding issue about their employer they will be directed to CQC where they are protected by legislation if they raise a concern.

## **5. Strategic Drivers**

It is estimated that 1.2 million people visit a pharmacy every day for a health-related reasons. Current government thinking is that pharmacies could play a key role in reducing accident and emergency visits, as well as urgent services. Since pharmacies have a presence on the high street, open late hours, and possess expertise to triage, treat and refer, it could be viewed that they are ideal for providing instant access to out-of-hours care.

## **6. Purpose of the Visit**

Approximately 29,000 people live within the Handsworth area with the 89% of the population being from the BAME community. 57% of people are working or seeking work, this is a 7% decrease on the Birmingham average. Handsworth is situated in the 5% most deprived areas in England. Handsworth has a life expectancy gap of 2.4 years under the Birmingham average. Mental Health hospital admissions have progressively increased over the last five years and are now one of the highest in

the city. Handsworth has 9 GPs but no mental or acute services meaning the residents have to travel to neighbouring wards for these services. DEU Pharmacy is conveniently located on Soho Road and is accessible by public transport.

Being a provider of pharmaceutical services in Handsworth and being based on a busy high street, DEU Chem Pharmacy plays an important role in the Health and Well-being of the public. We wanted to observe service delivery in a High Street pharmacy that is based in Handsworth. For this reason, we selected DEU Chem Pharmacy in Handsworth.

## **7. Methodology**

This was an unannounced mystery shopping visit.

Authorised representatives conducted three mystery shopping scenarios at DEU-Chem pharmacy as a method of engagement. A brief outline of the scenario is detailed below.

### *Scenario 1:*

We asked DEU-Chem pharmacy about their medicine use review service and asked the pharmacy for some advice on a specific medication.

### *Scenario 2:*

We asked DEU-Chem pharmacy for advice about stopping smoking products which included patches, E-cigarettes and chewing gum. We also enquired about the pharmacies stop smoking service which is advertised.

### *Scenario 3:*

We asked DEU-Chem pharmacy for information about repeat prescriptions, particularly in relation to having the prescriptions delivered to their relative's home.

We conducted our scenarios individually and speak to the staff member about their specific query. Topics such as quality of advice provided, dignity, environmental factors and whether they got the help that mattered was explored during the visit.

A large proportion of the visit was observational, involving the authorised representatives observing the surroundings and service delivery. There was an observation checklist prepared for this purpose.

Authorised representatives did not speak to other customers who used the service and spent in total, approximately 45 minutes in the pharmacy.

## 8. Results of Visits

### Environment

DEU Chem Pharmacy is located on the Soho Road on a busy and cosmopolitan area of Birmingham. The pharmacy is a single space located on the ground floor.

We found the environment to be modern, clean and welcoming. The shop felt spacious inside and aisles were wide. The low level counter was highlighted as being accessible and lighting was also bright.

We did not find the lack of an automatic door a hindrance due to the door being light to push. However, in other circumstances, this could prove a hindrance to customers.



### Promotion of Privacy, Dignity and Respect

We saw evidence of customers being treated with respect and dignity. Customers were spoken to in a polite and courteous manner.

When dealing with sensitive matters, it was noted that the member of staff purposefully moved away from the counter to be discrete. We highlight this example as good practice.

### Interaction between Customers and Staff

There was one member of staff on site at the time of the visit. We found one member of staff helpful and courteous however it was noted that at busy times, the staff member did not have time to discuss queries fully. This meant that we were not given much reassurance about our queries and overall, did not feel satisfied with the answers that were provided.

However we observed the member of staff interact with one other customer in a positive manner. We noted that the member of staff appeared to know the customers situation personally.

### **Knowledge of Services and Products**

The staff member appeared knowledgeable about the various products and how they could potentially be of benefit.

When asked about the stop smoking service that is advertised, the staff member stated that it was listed under “future services” and future funding of this service was dependent upon the local Clinical Commissioning Group (CCG).

When asked for advice about stopping smoking, we were signposted to our GP as well as being made aware of the potential benefits of products in store. We found the member of staff had a good knowledge of what services were available at local GP’s practices.

### **Complaints Procedure**

We did not see evidence of the complaints policy. Additionally, DEU-Chem Pharmacy does not have a website so the complaints policy is not easily accessible.

### **Additional Findings**

DEU-Chem Pharmacy does not have a website and therefore impacts on the businesses ability to engage with new and current customers.

In relation to stop smoking options, there was a good but limited range of products available.

## **9. Recommendations**

- We recommend that services that are not currently funded are removed from being advertised.
- We recommend a doorbell being installed to enable those with mobility problems easier access the pharmacy.
- We recommend that staffing levels are reviewed during busy periods. This will enable the pharmacy to engage better with customers during these periods.
- We recommend you develop a website to advertise and promote services further.
- We recommend that the pharmacy increases the range of stop smoking products to offer a greater choice.

**10. Comments from Provider:**

**Healthwatch Birmingham**