

Enter and View Visit Report
Lloyds Pharmacy

1. Visit Details

Premises Visited:	Lloyds Pharmacy 157 High Street Harborne Birmingham B17 9QE
Date of Visit:	28 th May 2015
Time of Visit:	2.30pm - 3.15pm
Date of Report:	4 th June 2015
Purpose of the Premises/Services:	Provider of Pharmaceutical services
Authorised Representatives:	Jason Mistry Mark Lynes Mike Tye
Contact Details:	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 22,650 people live in the area of Harborne and it has a life expectancy gap of 1.4 years above the Birmingham average. Despite a population of 22,650 the ward only has 3 GPs and no acute or mental health services. Residents have to travel to neighbouring wards such as Edgbaston to receive treatment.

Lloyds Pharmacy is a leading community pharmacy and healthcare provider with over 1,650 pharmacies across the UK, mainly in community and health centre locations. Lloyds Pharmacy employs around 17,000 staff and dispenses over 150 million prescription items every year. The Harborne branch is conveniently located on Harborne High Street and accessible by public transport.

Healthwatch Birmingham wants to ensure that everyone who lives in Birmingham receives effective Health and Social care services. Being a UK wide provider of pharmaceutical services, Lloyds 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 Birmingham. For this reason, we selected Lloyds Pharmacy in Harborne.

7. Methodology

This was an unannounced mystery shopping visit.

We conducted three mystery shopping scenarios at Lloyds pharmacy as a method of engagement. A brief outline of the scenario is detailed below.

Scenario 1:

We asked Lloyds pharmacy about their medicine use review service and asked the pharmacy for advice on a specific medication.

Scenario 2:

We asked Lloyds pharmacy for advice about stopping smoking and enquired about the pharmacies stop smoking service which is advertised. This includes a range of products such as E-cigarettes, patches and stop smoking chewing gum.

Scenario 3:

We asked Lloyds pharmacy for information about repeat prescriptions, particularly in relation to prescriptions being delivered to a relative's home.

We conducted scenarios individually and spoke to the staff member about our 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.

We visited the pharmacy for approximately for 45 minutes and spoke to staff members only.

8. Results of Visits

Environment and Accessibility

The pharmacy is conveniently located on Harborne High Street and accessible by public transport. It is on the ground floor within one large single space. The dispensing area is situated at the rear end of the pharmacy with a private consultation room located on the left side of the building.

The environment was clean, spacious and bright.

We noted there was no doorbell on the front door. At the time of visit, one of the shop doors was open and there was space for a wheelchair to enter the shop. However in other circumstances, it may have proved difficult and the customer may not be able to access the shop without help.

There was a range of leaflets on display next to products along with a rack of leaflets along one of the walls. This enabled customers to find out further information about products and options available.

Members of staff also provided us with leaflets for further reading. An example is seen below.



Promotion of Privacy, Dignity and Respect

Members of staff were discreet and treated people with respect.

We observed members of staff being courteous and approachable which enabled customers to feel confident that they will receive support and help they needed.

We were advised that there was a consultation room where we could discuss matters privately.

Interaction between Customers and Staff

We were immediately asked if we would like any help. We found members of staff polite, friendly and willing to help. It was noted that staff were enthusiastic and engaging.

Members of staff spent time explaining individual products, the benefits of them and asked question about our situation.

Members of staff also talked about their own experiences of using various products. We would like to highlight this as it being a good method of communication and informing customers of how products could be of benefit.

We noted that if staff did not know the answer, they promptly asked another member of staff.

Knowledge of Services and Products

Members of staff spent time talking through individual products and their benefits. This included Stop Smoking products such as patches, chewing gum and lozenges. Advice was also given where products were prescribed by the NHS which would save money for customers.

When asked about the Stop Smoking service which is advertised, two members of staff were unsure of what this service is and whether they offered it. It appeared that staff was unclear about what services were provided by the pharmacy.

We found that if we enquired more deeply into products or issues that members of staff did not have a great depth of knowledge. An example of this would be when discussing specific medication. However we would like to highlight that staff were keen to help and if they did not know the answer, they asked colleagues who was also eager to help.

Members of staff also highlighted Stop Smoking services that are available at local GP services.

Members of staff also signposted us to private Stop Smoking support which is available locally.

Despite not being clear on what services were available, the member of staff found us a Stop Smoking guidance pack (below) which we felt demonstrated excellent customer service.



Complaints Procedure

We did not see evidence of the complaints procedure. Furthermore, despite having a comprehensive website, a complaints policy is not promoted or advertised. The website states that customers can email in their complaints, compliments and queries.

A customer service number is available Monday to Saturday.

Additional Findings

There is also an extensive amount of information available on the website as well as a fee paying online doctor. This allows customers to access advice and support confidentially and increases the options available for those needing help.

Summary of Findings

At the time of our visit, the evidence is that the pharmacy offers members of public a very good standard. All three Enter and View reps agreed that the pharmacy offers excellent customer service and tries its best to meet their needs.

The pharmacy is modern, clean and offers customers a large range of products and treatment options.

There also was a large range of leaflets and information available for further reading.

The staff we spoke to were approachable and friendly. They were engaging and keen to help. Our queries were answered promptly and we were satisfied that we got the help we needed.

However, members of staff were unsure of what services the pharmacy offered and would benefit from additional training.

9. Recommendations

- We recommend that the pharmacy considers improving accessibility to shop. This could include installing a doorbell for those needing assistance.
- The findings suggest that staff knowledge needs to be improved, particularly in relation to services that are advertised as being available. We recommend that staff are provided with additional training regarding services that the pharmacy currently offers.
- We also recommend that this training is refreshed annually and made available for new starters.
- We recommend that a Complaints policy is made available both online and in store for customers.

10. Comments from Provider:

Healthwatch Birmingham