Improving Communication to and from the National Pharmacy Technician Group Scotland

NPTGS Communications Group (NPTGS-CG):
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NHS SCOTLAND

NPTGS National Pharmacy Technician Group Scotland

Context: NTPGS was created in 2017 at the request of NHS Scotland Directors of Pharmacy to enable the professional leadership and development of professional practice for Pharmacy Technicians in Scotland.

Research: We researched how to write a communication strategy and investigated methods for marketing and branding.

Action: Created an action plan with timelines Devised and published strategy Created NPTGS logo and branded templates

Improvement: Increased access to NPTGS via social media platforms in the initial 4 month period.

CONTEXT

NPTGS was created in 2017 at the request of the NHS Scotland Directors of Pharmacy to enable the professional leadership and development of practice for pharmacy technicians in Scotland, share best practice and act as a consultative resource.

There are approximately 2000 pharmacy technicians in Scotland and this is expected to increase exponentially over the next few years (Achieving Excellence in Pharmaceutical Care Strategy, commitment 7).

A communications subgroup of NPTGS was created – NPTGS-CG. Our aim is to enable effective two way communication with every pharmacy technician in Scotland regardless of their area of practice within the public or private sector, to collaborate with all stakeholders and support our professional body the Association of Pharmacy Technicians UK (APTUK).

Twitter Analytics May 2019

- impressions
- engagements
- retweets
- likes

Tweet 1, Tweet 2, Tweet 3

In the month of May we gained more followers, giving us 113 in total.

Our top tweet in May was the inaugural NPTGS-CG flash report... This gained 1454 engagements.

RESEARCH

We:
- Researched how to write a communication strategy and investigated methods for marketing and branding for similar professional groups.
- Investigated the current communications channels utilised by the group and established the reach of NPTGS was limited and not conducive for two-way communication.
- Researched where in Scotland pharmacy technicians practiced and considered how best to engage with them.
- Identified all our stakeholders across the United Kingdom.
- Weighed up the potential threats to the success of the strategy.

ACTION

- Created an action plan with timelines.
- Devised and published strategy.
- Created NPTGS logo.
- Created branded templates for group business and rebranded existing documents.
- Created NHS email account and circulation list.
- Created a Facebook group.
- Created a twitter profile and associated QR code.
- Established engagement mechanism to NPTGS - CG for group members.

NPTGS **NHS SCOTLAND**

National Pharmacy Technician Group Scotland (NPTGS)

COMMUNICATIONS STRATEGY 2018 - 2023

DECEMBER 2018
VERSION: Final
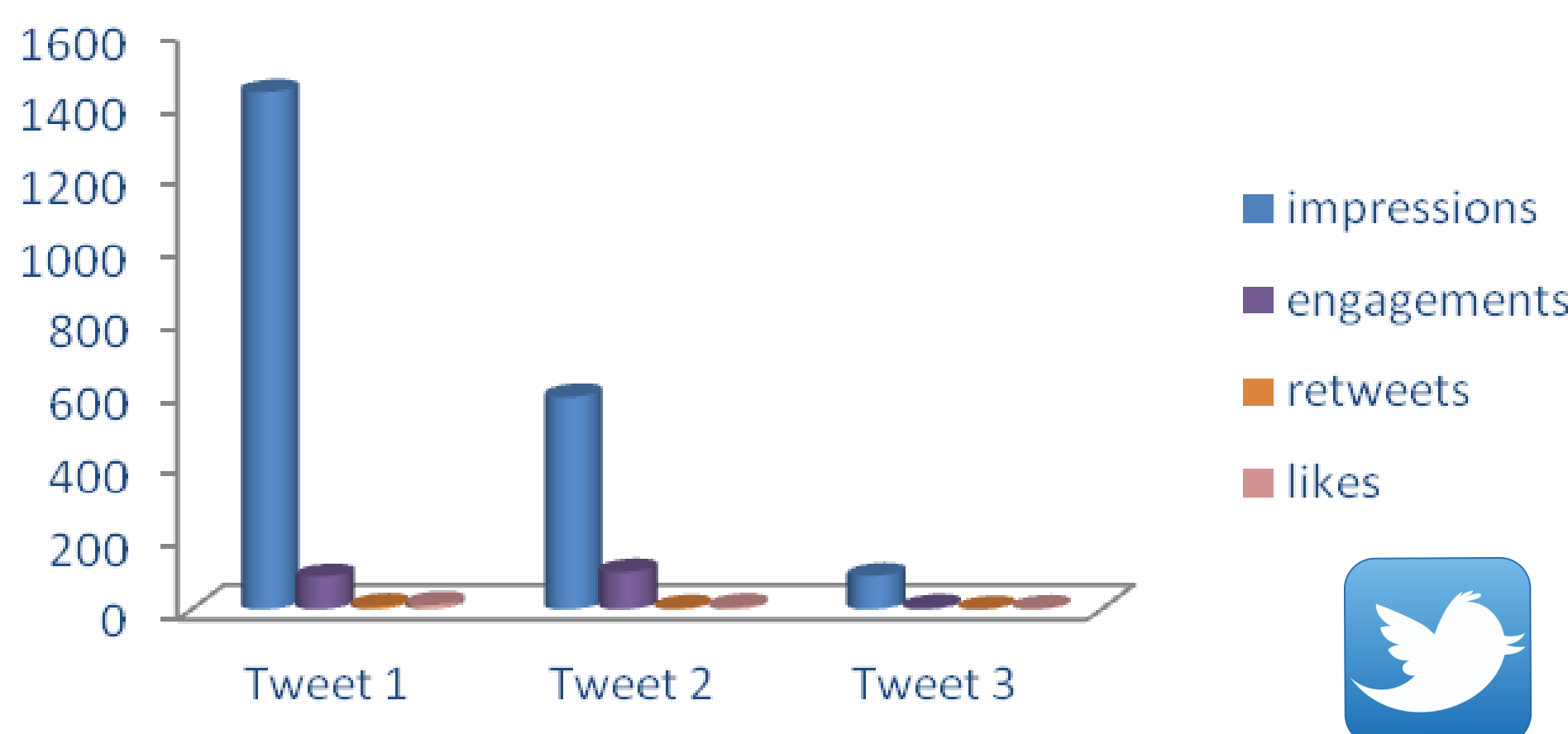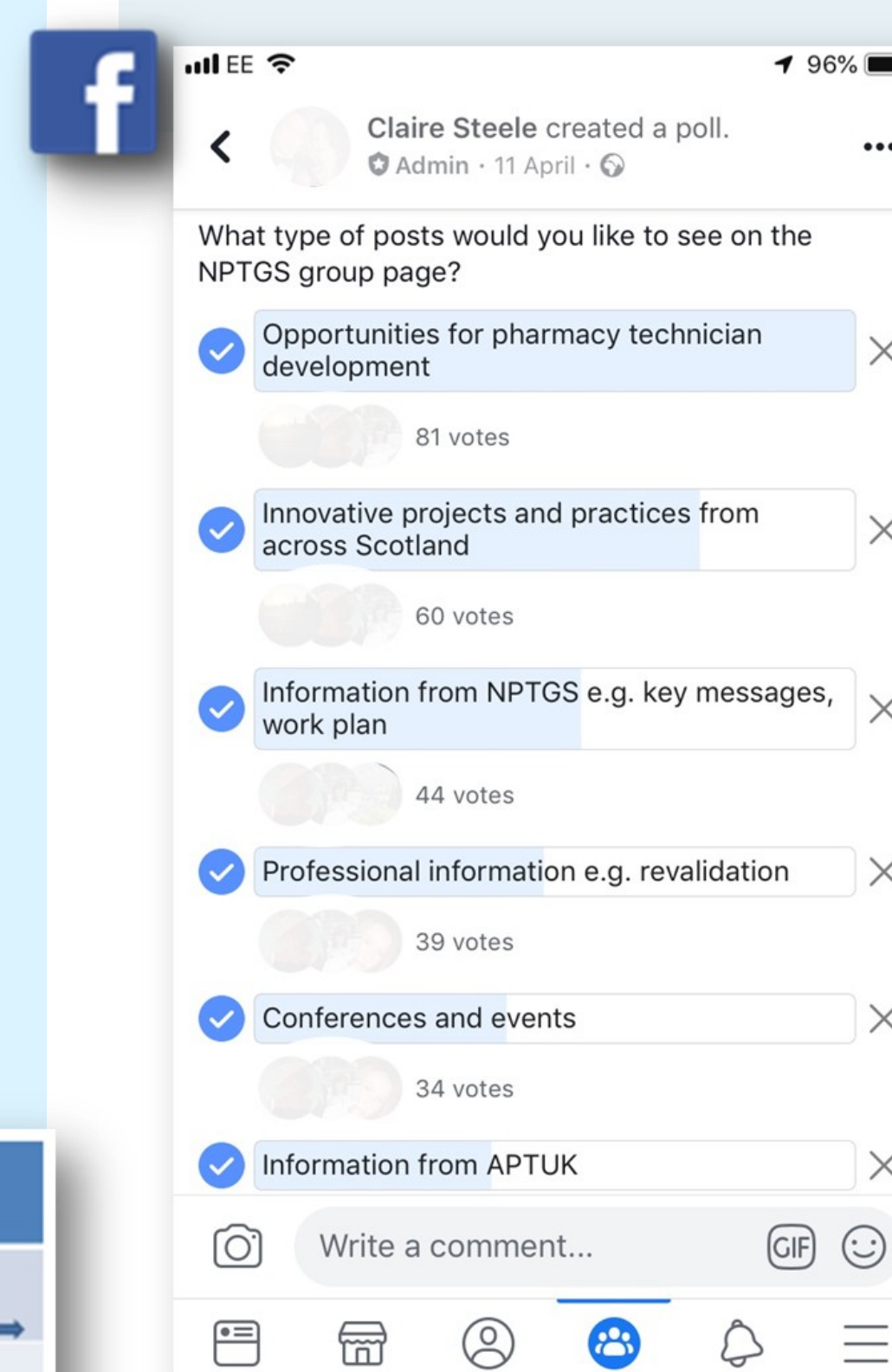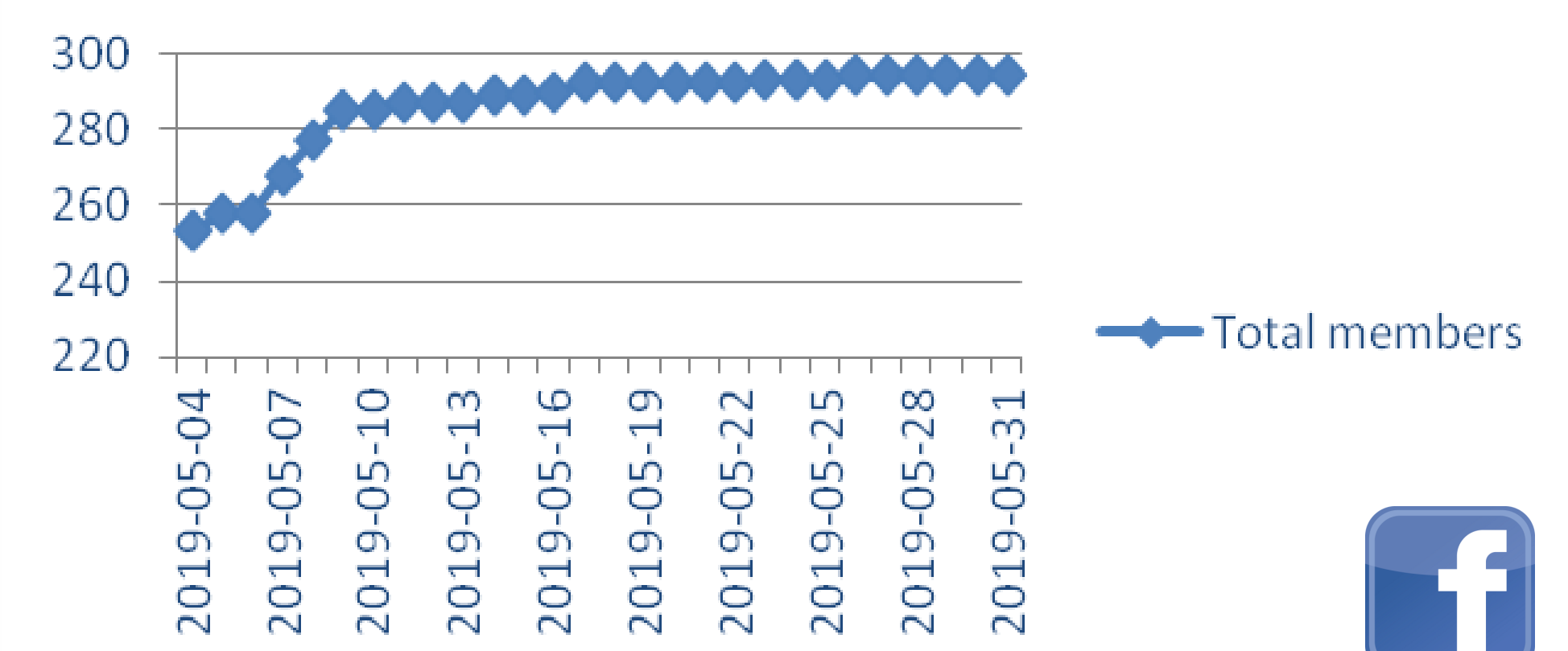AUTHORS: Annmarie Crowe; Hazel Jamieson; Claire Steele

IMPROVEMENT

We have established multiple channels of communication to and from NPTGS, supported by the use of standardized branded documentation. As a result of increasing the visibility and profile of NPTGS, we have improved the level of engagement with pharmacy technicians throughout Scotland. The use of social media has enabled us to interact with a variety of stakeholders including the GPhC and APTUK.

NPTGS-CG has commenced planning actions for year 2 of the communication strategy and this will include the development of a social media policy, creation of a web page to increase engagement with community pharmacy technicians and the use of surveys and polls to inform the work of NPTGS.

Claire Steele created a poll.
Admin · 11 April

What type of posts would you like to see on the NPTGS group page?

- Opportunities for pharmacy technician development — 81 votes
- Innovative projects and practices from across Scotland — 60 votes
- Information from NPTGS e.g. key messages, work plan — 44 votes
- Professional information e.g. revalidation — 39 votes
- Conferences and events — 34 votes
- Information from APTUK

Facebook Membership Growth May 2019

Total members

Membership grew by 26% in May, bringing member numbers up to 303.

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