

This is the first in a short series of comms covering a different Pharmacy First topic each time, and based on the feedback you gave us via the recent survey - thank you for this!

This month's Pharmacy First topic is: WHAT'S A PHARMACY FIRST 'CONSULTATION'?


Examples...
Is a consultation:

- Customer walks in, mentions symptoms and asks for a product recommendation/advice.
- Customer mentions symptoms when buying an OTC product but you end up giving extra advice beyond the standard product-specific product e.g. 'wear sunglasses to reduce hayfever'.
- Customer asks for a certain product, but questioning of the patient results in you discussing a more suitable alternative product.
- Customer conversation results in no product sold/supplied, but you give advice or suggest referral.

Not a consultation:

- Straightfoward request to buy a (named) product with no discussion of symptoms.
- Giving standard advice e.g. take this ibuprofen after a meal.
- Giving advice to patients on any aspect of their regular medication which is part of another NHS service e.g. queries regarding dosettes, serial script meds, regular meds etc.

A consultation can be any of: TREATMENT or ADVICE ONLY or REFERRAL

CONVERSATION TIPS:

- "Let me just take your details..."
- "Are you one of our regular patients? If so, let me take your details to see your medicines record for best advice..."
- "In order to give you the best advice or treatment, let me take down some details...."
- "We're just reporting to the NHS any referrals we make - let me take down your details to help us do this"

Hope this helps! This info is also attached as a PDF to make it easy to print off and keep handy in the pharmacy.
Kind regards,

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