

Shropshire Pharmacy services and Consultations

A report into people's experiences of pharmacy services and consultations in Shropshire.

Engagement period August – December 2024
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About Healthwatch

Healthwatch Shropshire is your local health and social care champion.

If you use GPs and hospitals, dentists, pharmacies, care homes or other support services in your area, we want to hear about your experiences. We are independent and have the power to make sure NHS leaders and other decision makers listen to local feedback and improve standards of care. We can also help you to find reliable and trustworthy information and advice. Last year, the Healthwatch network helped nearly a million people like you to have your say and get the support you need.

We work to make your voice count when it comes to shaping and improving services. We use a variety of methods to find out what people like about services, and what could be improved and we share these views with those with the power to make change happen. Our reports go to:

- the organisations who provide services
- the commissioners who pay for services (e.g. Shropshire, Telford and Wrekin Integrated Care Board, Shropshire Council)
- service regulators (the Care Quality Commission, NHS England)
- our national body Healthwatch England to let them know how local services are working in Shropshire, Telford and Wrekin

We are not experts in health and social care and surveys are just one of the methods we use to put a spotlight on services and ask people to share their views with us.

We are very grateful to all those who took the time to fill out our survey and partners who helped to share it.

If you have an experience to share about the issues raised in the report please do not hesitate to get in touch, [Share your views | Healthwatch Shropshire](#)



Context

In an effort to ensure that patients in Shropshire get the right support and quickest medical help the local NHS has been encouraging everybody to '[Think Which Service](#)' which aims to help people to get the right advice, support and treatment as quickly as possible.

Part of this campaign highlights the new Pharmacy First service which is expected to free up GP appointments for patients who need them most and will give people quicker and more convenient access to safe and high-quality healthcare. It includes the supply of appropriate medicines for 7 common conditions including earache, sore throat, and urinary tract infections, aiming to address health issues before they get worse.

Pharmacy First services have been provided by all community pharmacies in Shropshire since early 2024.

Other enhanced pharmacy services¹ include:

- Appliance Use Review
- Blood Pressure checks
- Community Pharmacist Consultation Service
- Flu Vaccination Service
- Lateral Flow Device service
- New medicines service
- Pharmacy Contraception Service
- Smoking Cessation Service
- Stoma Appliance Customisation

¹ [Advanced services - Community Pharmacy England](#)

What we did

Working with NHS Shropshire, Telford and Wrekin and the Local Pharmaceutical Committee we developed a survey to ask patients about both their awareness of enhanced services and their experience of using pharmacy services.

We used some planned engagement events at local colleges to ask students where they go first for health advice.

We promoted our call to hear about experiences across the NHS and social care services and more widely through media, social media and community contacts. We sent a survey link and explanation to all community pharmacies asking them to promote the survey to their patients and also to complete it themselves to share their experiences of providing enhanced services alongside the medicine dispensing services they provide.



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Pharmacy Services and Consultations.
Share your views to make a difference.

Tell us about your experiences of pharmacy services and consultations in Shropshire.

Contact us:
01743 237884
enquiries@healthwatchshropshire.co.uk
www.healthwatchshropshire.co.uk



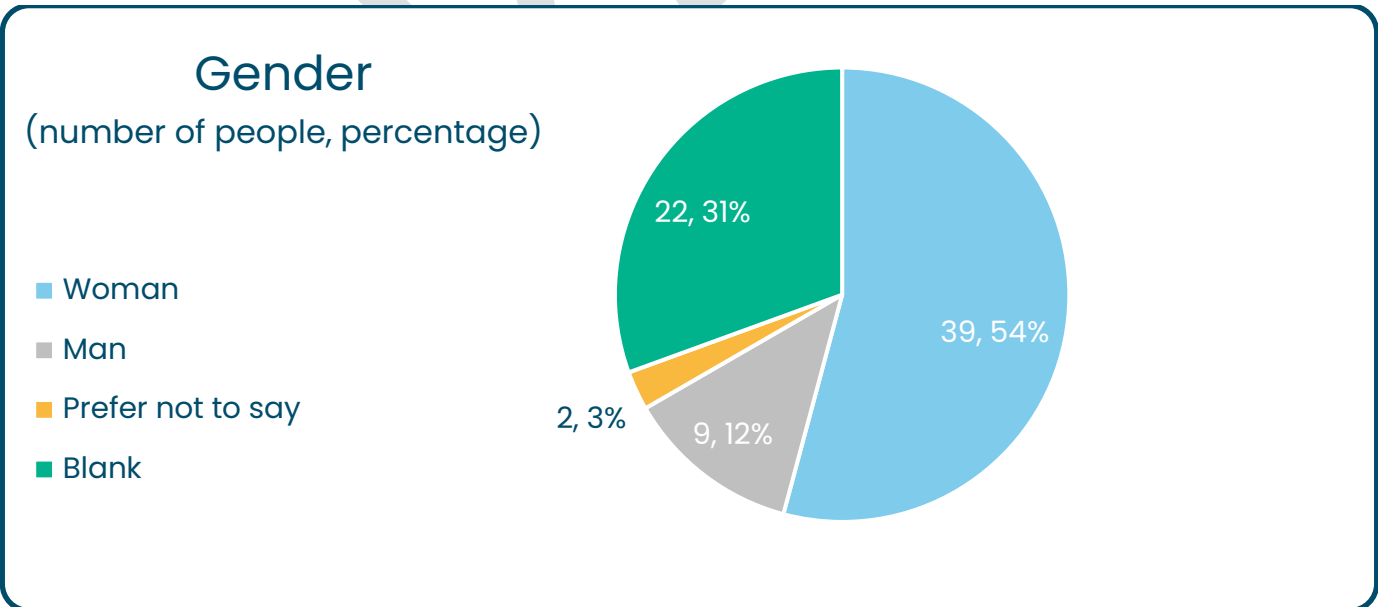
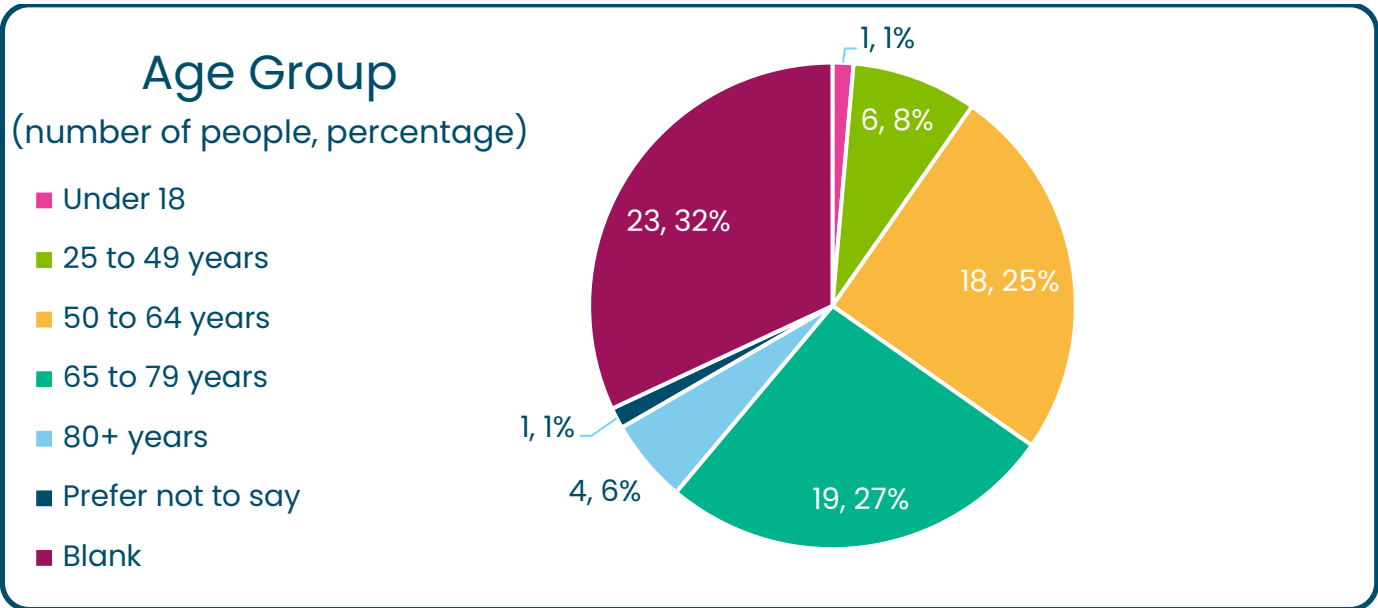
The people we heard from

Seventy-five people shared their views through our survey, 72 of these were answering as patients or on behalf of patients. Three people shared their views as members of community pharmacy staff.

Given the low number of staff responses they will not be analysed as part of this report but will be shared with those who organise pharmacy services in Shropshire.

While we were running the survey a further 18 people shared their experiences around pharmacy services at general engagement events or directly through our website or by phone call.

Demographic outline of survey respondents:



A further demographic breakdown is available in Appendix A

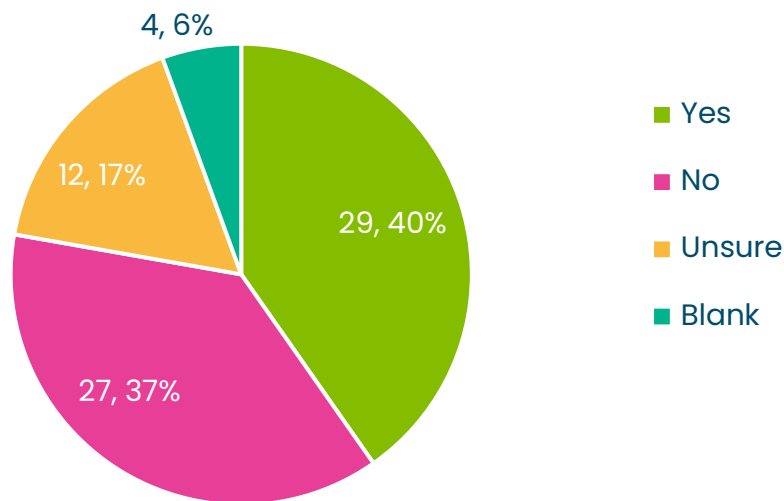
What people told us

The first section of the survey asked people to tell us about their awareness and knowledge about community pharmacy services in Shropshire. This included the 'Think Which Service²' information campaign run by the local NHS to help people to access the right help at the right time and place.

Awareness of the 'Think which Service' information campaign.

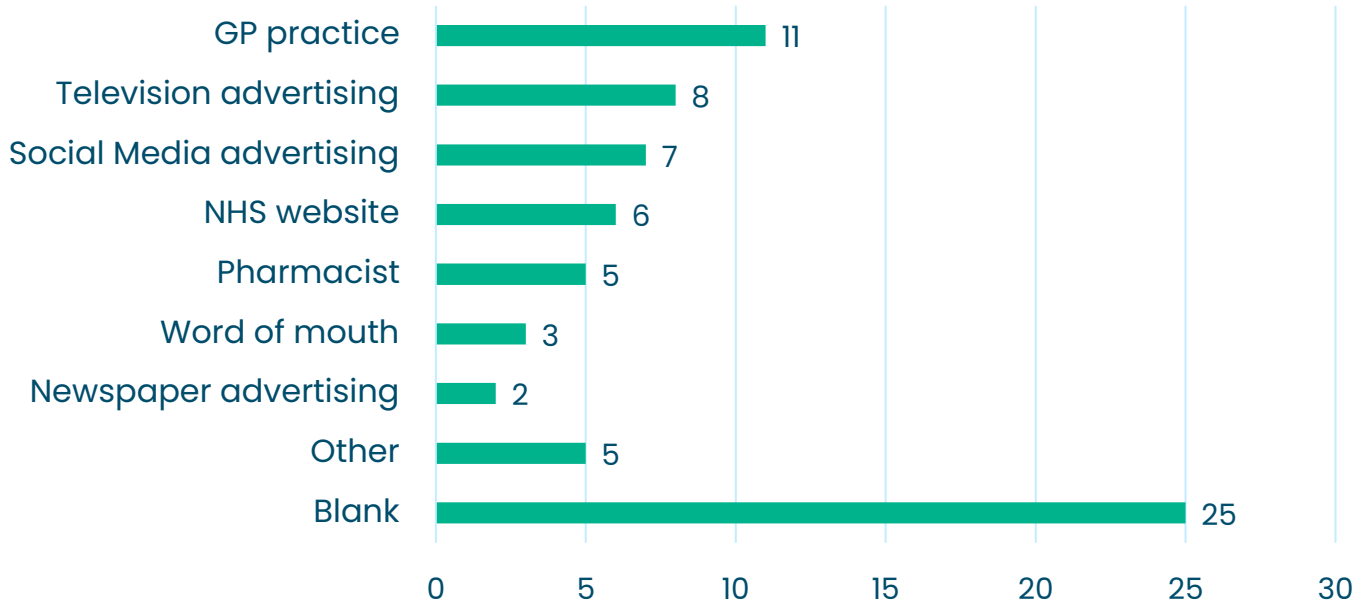
Are you aware of the 'Think which Service' campaign?

(number of people, percentage)



² [Think which service - NHS Shropshire, Telford and Wrekin](#)

If you were aware of the Pharmacy First service, how did you first hear about the service?



The leading source of information about the Pharmacy First service was from patients GP practices.

'Other' included three people who work in health services and heard through work.



"I had no idea I could go to the Pharmacy and get treatment as if it was my GP. This isn't widely advertised and I was only told by the receptionist at the Doctors surgery.

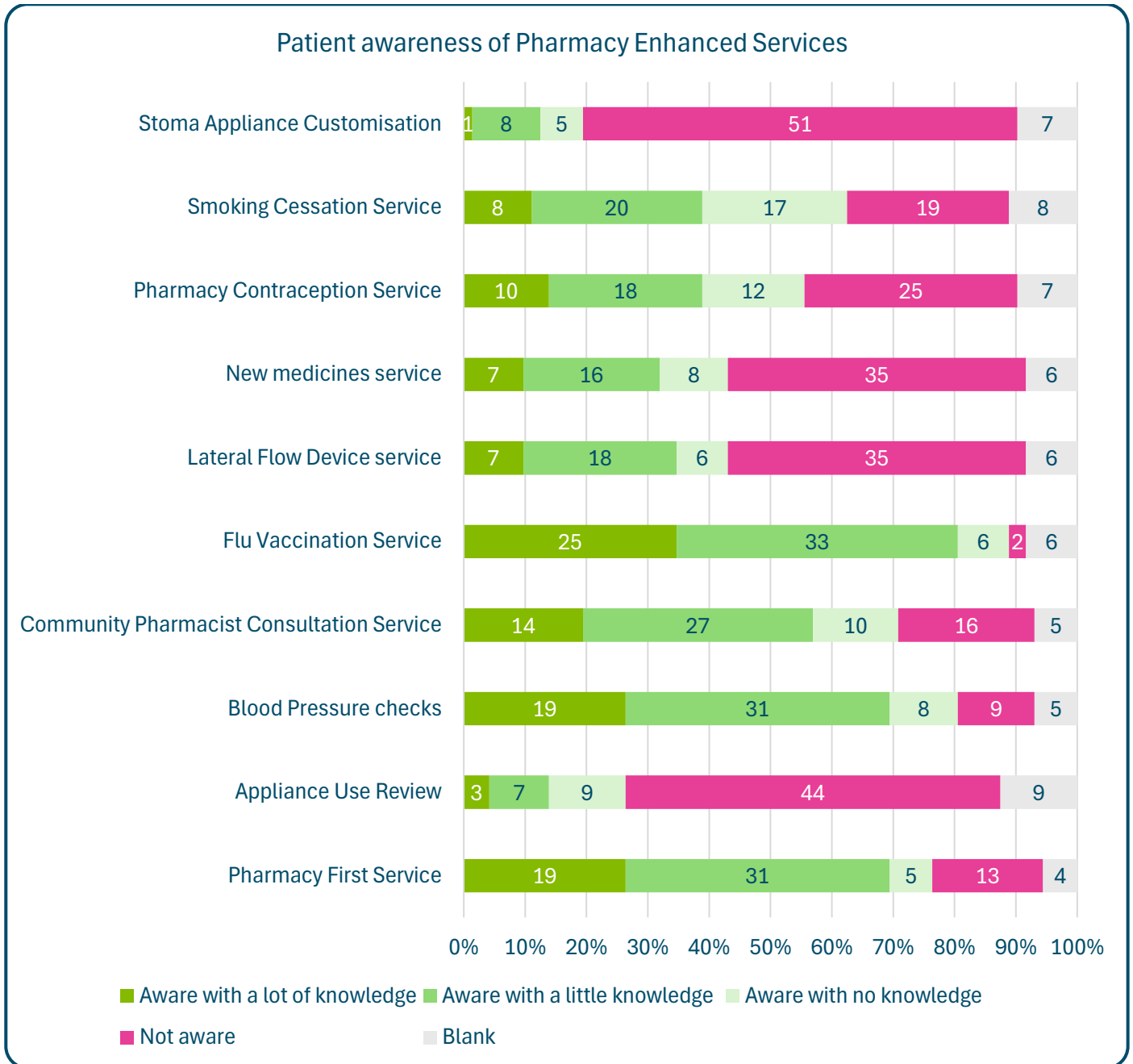
I was told by the GP's that the pharmacy would call me with a time for my appointment, but they didn't and I had to do this myself.

Wasn't a problem but feel if they say this to all their patients, there may be people waiting hours for a call.

But overall I was very impressed with the service and the advice I was given and what was even better I got an appointment for the same day!"



Awareness of Pharmacy Enhanced Services



Patients were most aware of:

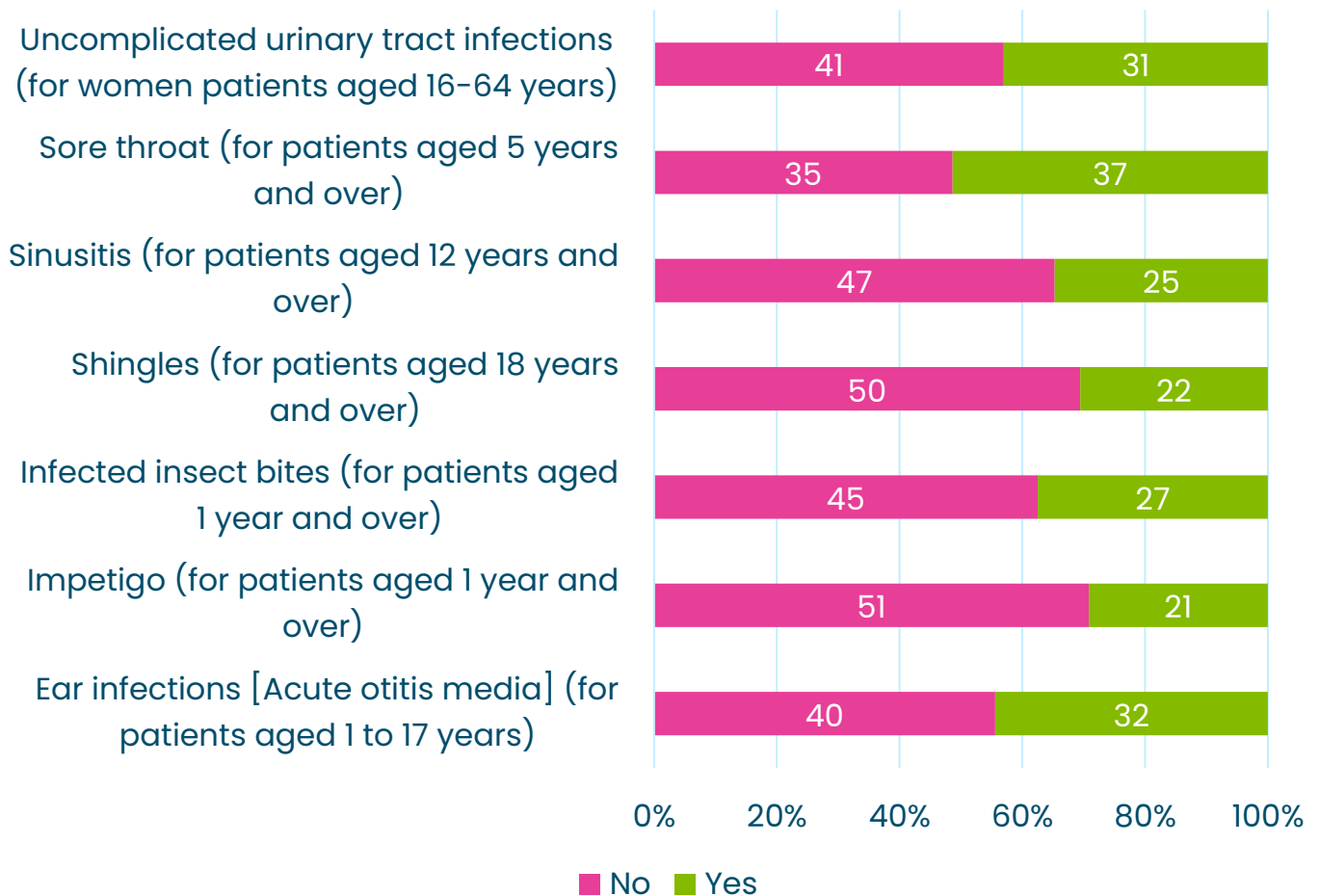
- Flu Vaccination service (89%)
- Blood Pressure Checks (81%)
- Pharmacy First service (76%)

Services patients were least aware of were:

- Stoma Appliance Customisation (19%)
- Appliance Use Review (26%)
- New Medicines Service (43%)
- Lateral Flow Device Service (43%)

Awareness of the Pharmacy First Service

Pharmacy First can manage the following conditions, which were you aware of?



Students seeking medical advice.

During this time we visited several further education college campuses across Shropshire to try and discover where students (aged 16+) first go to seek medical advice if they need it.

We found that of the 1,271 students polled only 32 (2%) would approach a pharmacy.

The full report can be found here [Where do students go first for medical advice? | Healthwatch Shropshire](#)

Factors affecting confidence in using pharmacy enhanced services.

Two of the 18 people we spoke to expressed reservations about contacting pharmacies to seek medical advice or treatment because of a perceived conflict of interest:

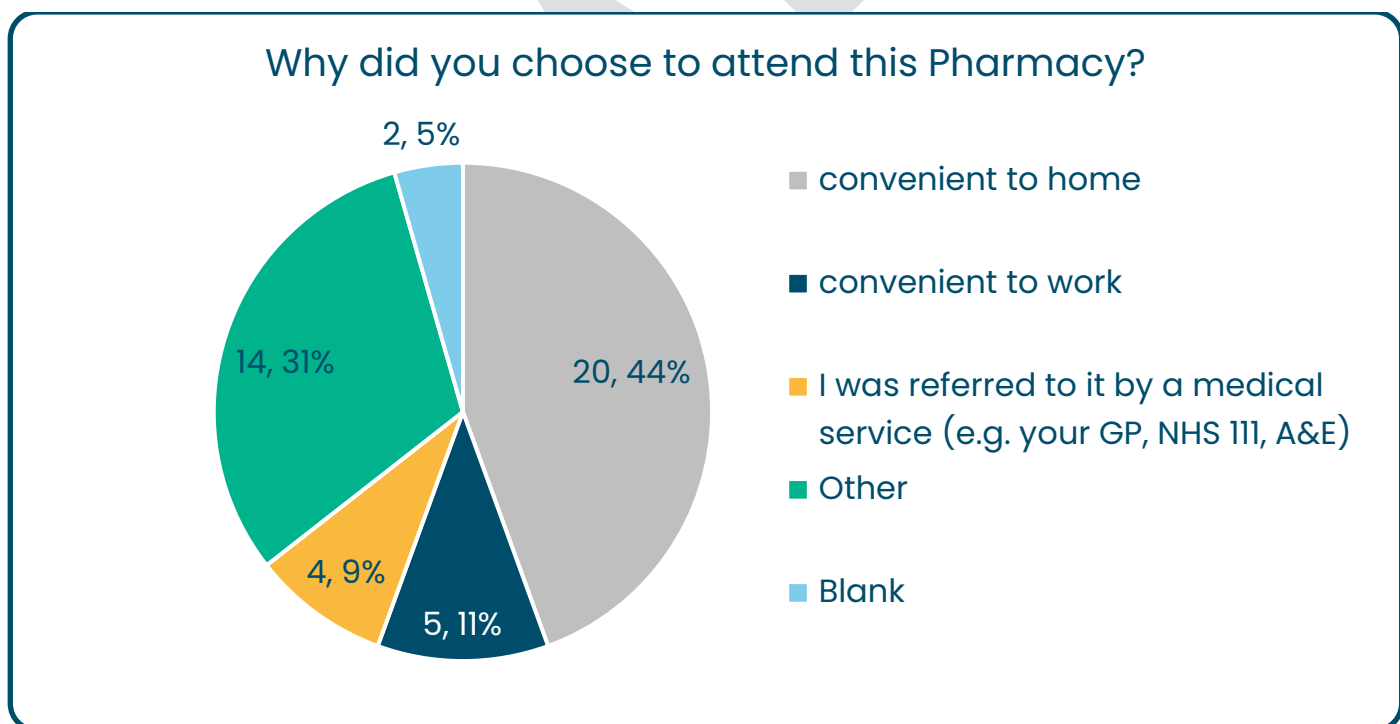
- "Pharmacies have a commercial interest whereas GPs don't. So, for that reason I wouldn't go to a Pharmacy for advice."
- "If medication is GP prescribed, then it is free with a prescription card but if it is pharmacy prescribed then you will need to pay for it and your prescription card won't count so I would avoid going to the pharmacy for support". **Note***

Note* 'If you know you'll have to pay for a lot of NHS prescriptions, it may be cheaper to buy a prescription prepayment certificate (PPC). A PPC covers all your NHS prescriptions, including NHS dental prescriptions, no matter how many items you need.' [Save money with a prescription prepayment certificate \(PPC\) - NHS](#)

Experience of using Pharmacy Services

Forty-five people shared their experiences through the survey of using Pharmacy Services since February 2024 when the Pharmacy First service was introduced. All 45 described using a community pharmacy rather than an online pharmacy. These pharmacy experiences were spread across 29 pharmacies across the whole county. Individual pharmacies are not identified in this report however the feedback about each will be shared directly with the pharmacy to help them improve services.

Choice of Pharmacy



The majority of reasons given in 'Other' can be summarised as follows:

- Lack of choice due to geographical location (4)
- Access to a particular service or product (3)
- Used previously (2)

- Attached to GP surgery (2)

Service used

We asked people to give an indication of which service(s) they had used:

- Seeking advice and help with a medical condition
- I was referred by a medical service (e.g. GP, NHS 11, A and E) for a consultation about a medical condition
- Collecting prescribed medication
- Buying non-prescribed medication
- Appliance Use Review
- Flu Vaccination Service
- Covid-19 Vaccination Service
- Blood Pressure checks
- Lateral Flow Device service
- New medicines service
- Pharmacy Contraception Service
- Smoking Cessation Service
- Stoma Appliance Customisation
- Atrial Fibrillation Service
- Palliative Care Service
- Substance Misuse Services
- Sexual Health Services
- Other

The three services used the most were:

1. Collecting prescribed medication (26 people)

Of the people who used this service and who rated their overall satisfaction 15 people (65%) rated it as very good or good, 8 people (35%) as poor or very poor.

2. Seeking advice and help with a medical condition (13 people)

Of the people who used this service and who rated their overall satisfaction 10 people (83%) rated it as very good or good, 2 people (17%) as poor.

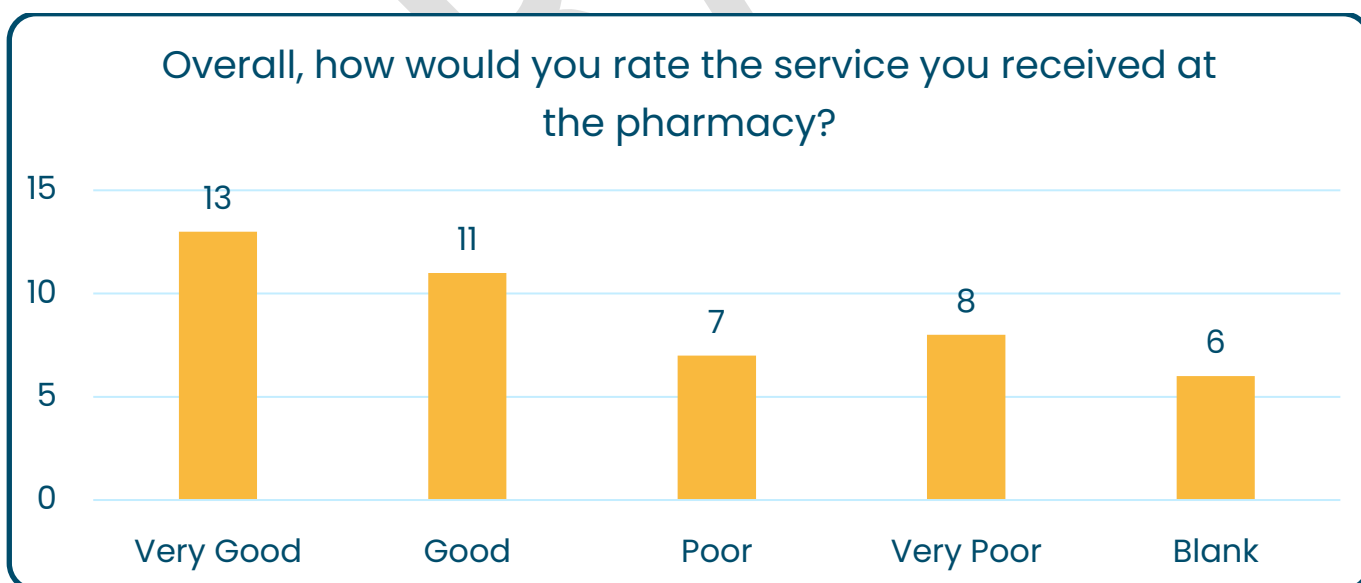
3. Buying non-prescribed medication (9 People)

Of the people who used this service and who rated their overall satisfaction 8 people (100%) rated it as very good or good.

The numbers of people who reporting using the other services ranged between 0 and 4 and as such we were unable to draw any meaningful picture of the overall satisfaction of each service.

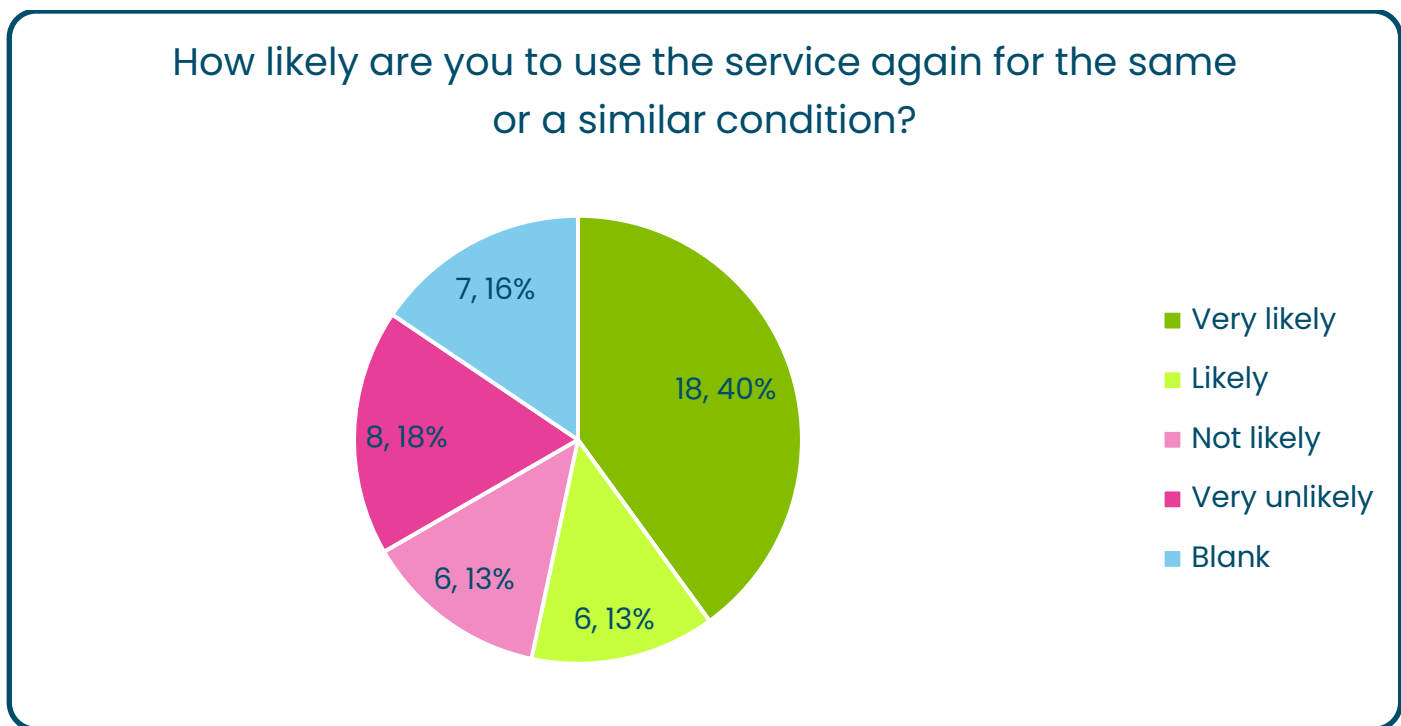
We were also unable to draw any conclusions about any geographical differences in satisfaction rates for any of the services.

Overall Satisfaction of all services combined.



Of those who answered the question 62% rated the service(s) they received as very good or good, 38% rated the service(s) as very poor or poor.

Some people gave further information about the experiences that led to their satisfaction rate, this is analysed in 'Further Feedback' on page 20.



Patients may have used more than one service, if the services used included one of the following three the likelihood of the patient using those services again is:

1. Collecting prescribed medication (26 people)

Of the 26 people who used this service 22 people answered this question, 12 (55%) were very likely to use the same services again, 4 (18%) likely, 3 (14%) not likely and 3 (14%) very unlikely to use the same services again.

2. Seeking advice and help with a medical condition (13 people)

Of the 13 people who used this service 12 people answered this question; 8 (67%) were very likely to use the same services again, 1 (8%) likely, 2 (17%) not likely and 1 (8%) very unlikely to use the same services again.

3. Buying non-prescribed medication (9 People)

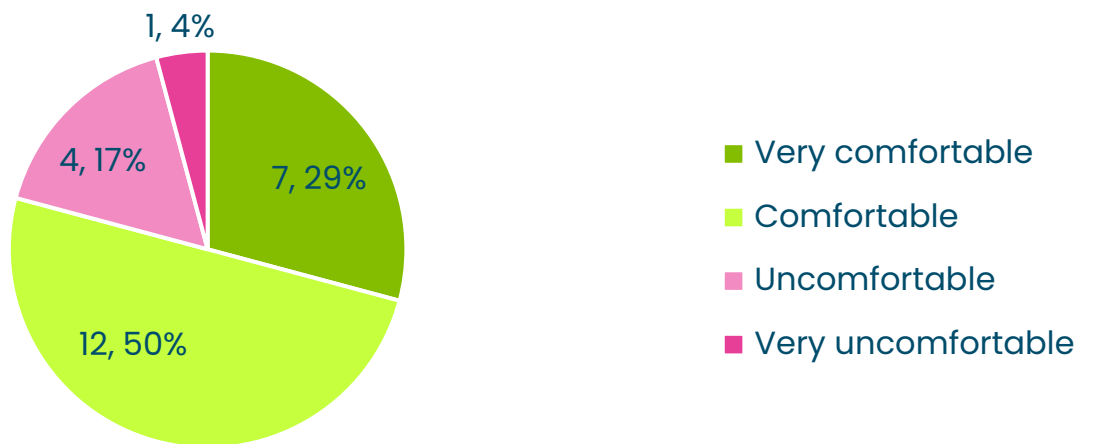
Of the 9 people who used this service 8 people answered this question, 7 (88%) were very likely and 1 (12%) likely to use the same services again.

Discussion and consultations at the pharmacy

We wanted to understand how comfortable patients feel about discussing their health needs within the pharmacy.

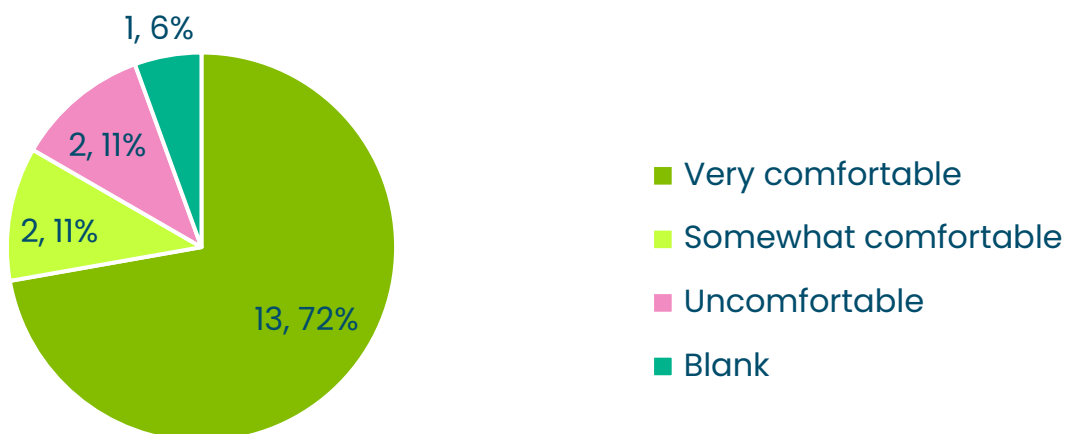
Twenty-four people told us they needed to discuss their needs at the counter.

If you needed to discuss your condition or medical needs how comfortable did you feel raising the issue with staff at the counter?



Eighteen people were offered a consultation with a pharmacist.

How comfortable were you with the level of privacy available for the consultation?



Several people commented on the facilities available for consultations:

- "The room was extremely cramped and also being used as a storage cupboard. I was seeking advice for my minor teenage daughter and there wasn't enough room for 3 people in the room."
- "It was clear there was a private space available for consultation had I needed it."
- "Pharmacist was very pleasant and keen to assist. I was seen in a private consultation area after a short wait."
- "The pharmacist was extremely professional, we were seen in a private room with the door closed, he spoke directly to my young relative asking questions and explaining about the condition and treatment."

Facilities for consultations.

Two of the 18 people we spoke to commented on the facilities:

- "I would go to my Pharmacy first, they have great staff there, really friendly and people centred. I have a great relationship with them. They have rearranged the store now as they used to have 1 consultation room but now, they have 3".
- "My two [clinically vulnerable] sons had their covid vaccine in a pharmacy, there was no ventilation I left the door open and staff closed it, to have clinically vulnerable going for vaccines to the same place as those unwell collecting prescriptions and medicine seems madness and many are likely to leave with an infection of some sort with no infection control in place for the many airborne viruses circulating at the moment,".

Treatment and Advice

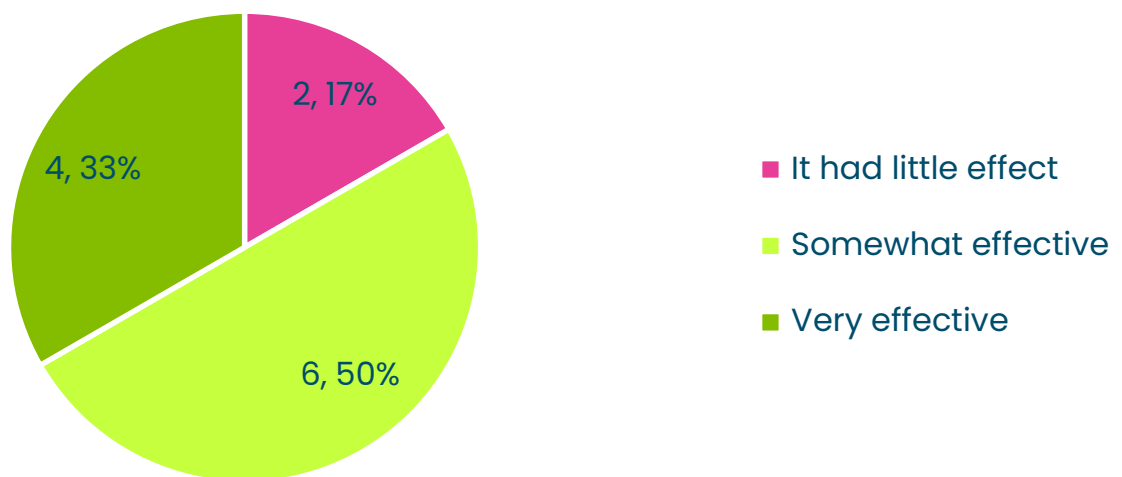
Patients reported seeking help with a variety of conditions including:

- Skin conditions, including eczema and impetigo
- Digestive issues
- Sore throat
- Sinusitis
- Chest infection
- Uncomplicated urinary tract infection in women
- Infected insect bites
- Kidney infection
- Eye conditions including Blepharitis

We asked those who had a consultation with the pharmacist to describe the effectiveness of the treatment prescribed.

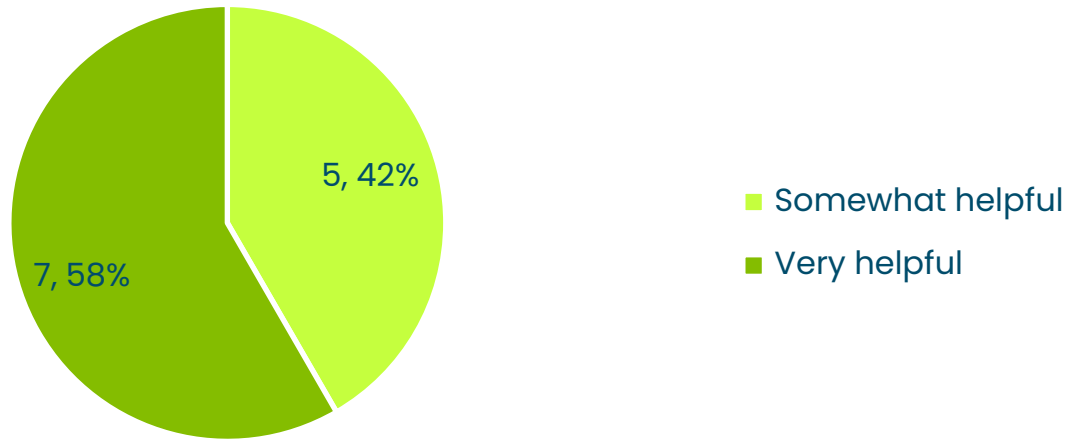
Twelve of the 18 people who had a consultation with the pharmacist were given medication or treatment.

If you were given medication or treatment for your condition how effective did you find it?

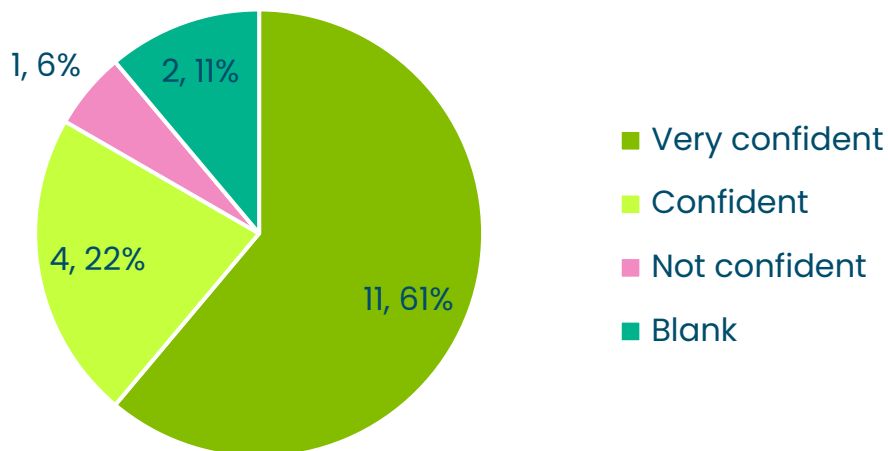


Twelve of the 18 people who had a consultation with a pharmacist were given advice, 4 people told us they were not offered any advice, however 2 of these were referred to their GP. A further 2 people left the question blank.

If you were offered advice about the management of your condition how helpful did you find it?



How confident are you that your personal and medical information will be treated confidentially?



Further feedback

Twenty-eight people shared more detail about their experience and suggestions on how care and support could be improved.

Quality of Service

Eleven people commented on the quality of the service they received.

The majority of this was positive:

- "I felt confident chatting to [the pharmacist] and that she understood me and my issues."
- "Staff and pharmacist very professional and approachable. Looked at infected areas and advised that I had infection and needed antibiotics."
- "The pharmacist was extremely professional, we were seen in a private room with the door closed, he spoke directly to my young relative asking questions and explaining about the condition and treatment."
- "It's a small friendly pharmacy, not a store. It is a good environment for consultations as the staff engage with you."
- "Good -quick help for non-personal and non-embarrassing problem. Sales staff asked pharmacist to check the item I needed. Very quick. If this had been for a more complex problem I would have asked to speak privately, I know they have a consultation room."
- "Explained my symptoms and after the assistant asked the pharmacist we agreed on a non-prescribed medicine. I would confidently ask for help again."
- "Pharmacist was very pleasant and keen to assist. I was seen in a private consultation area after a short wait."

A few people did raise concerns:

- "Didn't feel confident he was capable of doing the service offered, took a long time as didn't seem to know what he was doing."

- “The pharmacist relied on questions but did not examine the rash but offered ointment suggesting ‘a few days’ use’ to see if it cleared.”
- “The pharmacist stuck her head out of the door and said I needed a doctor’s note. [To access a covid vaccination] This is not true.”³
- “The pharmacist did not know what was wrong with me.”

Waiting times for prescriptions to be dispensed

Five people told us about waiting times:

- “Although prescriptions say, ‘collect from Pharmacy – Allow 3 days’, since [the change in ownership the pharmacy] now insists that it is 5 days.”
- “Took three visits to pharmacy to be able to collect prescription and had to wait on final visit for it to be put together. Was told it’s taking longer to do and repeatedly told its 1.5 weeks despite it being two weeks since I ordered and it was still not compiled. I now have it delivered as far faster and more reliable.”
- “Even when leaving prescription, a week before collecting never ready. Always a long queue and long wait or have to come back later in day or another day.”
- “I order my repeat medication with plenty of days left to make sure I don’t run out. I had to go back several times for just one box of tablets required as they kept saying it wasn’t ready then I got to the point where I only had one left ... after leaving it five days before going to collect I then shouldn’t have to come back three times when it’s only one item.”
- “Rude staff, long wait between ordering medication at GPs and collection, long queues in the pharmacy.”

Some people raised the issue of the staff capacity in relation to waiting times:

- “I have also observed over recent months the extra pressure that the pharmacy has been under. There is now almost always a long queue, whereas there never used to be.”

³ For current eligibility guidance see [COVID-19 vaccine - NHS](#)

- “Both pharmacies are woefully understaffed and it is not unusual to queue for excessive periods of time.”
- “The staff are nice enough and I understand the pressures they are under.”

Several raised the issue of consultations impacting on dispensing:

- “My only comment would be that our visit was on a Friday afternoon and the pharmacy and Pharmacist were very busy, this did not impact on the consultation but I expect it had a knock-on effect with the normal business of the pharmacy.”
- “There is a huge number of people using this pharmacy. The staff are often under pressure to see a lot of people for over-the-counter sales and preparing prescriptions. They work very hard and are lovely staff, but I wouldn't want to take them away from that, for a consultation when they have so little time.”

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Pressures on pharmacies.

Four of the 18 people we spoke to commented on the pressures on pharmacies:

- “I think the pharmacies are very good, but they are very busy, and I don’t think that it is fair to ask them to take on extra responsibilities to relieve the GP’s because then they would need more staff too.”
- “I wouldn’t go to the pharmacy for advice, my daughter used to work in a pharmacy, but she left because it was awful. They expect too much, they have too much to do and now they are expected to make diagnosis’s, it is dreadful the pressure they are under.”
- “[The Pharmacy staff] are worked off their butts, there is no one spare to answer the phone - that is why it is turned off. I had to send my son down to find out what was happening with my prescription because I couldn't get through. Its ridiculous opening a new pharmacy and they don't give them enough people. There are so many queues but it is not their fault. ... It is not fair on the staff, they are getting all the bad looks.”
- “This morning I waited to collect a prescription for ... 50 minutes. I left the pharmacy without the medication. This wait is not unusual at the moment and has been the case for at least the past two months. The service is simply inadequate for a town the size of Bridgnorth. I need to stress that this is not a complaint about the staff of the pharmacy, who are unfailingly polite and helpful and working under extremely trying circumstances. This is a complaint about staffing levels, and it is only the management ... that can do anything about that.”

Use of technology and online services

This did not form part of our survey but one person we spoke to highlighted the challenges patients can face when using these services.



"I have used [the Patient Access app]* and much appreciate it. It helps me to re-order prescribed medication which my pharmacy then delivers to me.

There has been a change in its system and they now require me to confirm my identity by sending a verification number which they send to me by text. Because of poor reception in this area I do not get the text earlier enough to respond before the system closes down. This happens every time I try to re-order.

Would you believe that when I complained on-line their response was "go into your account ...". The whole point of this problem being I CAN'T get into my Patient Access account.

I am 86 years old and have in the past found the service very helpful in staying independent."



Note* The Patient Access App is a national service which "connects you to local health services when you need them most. Book GP appointments, order repeat prescriptions and discover local health services for you or your family via your mobile or home computer." (<https://www.patientaccess.com/>).

The NHS App is also available where you can "log in to your NHS account to access services online, including to order repeat prescriptions, book and manage appointments, get health information and advice and view your health record securely." (<https://www.nhsapp.service.nhs.uk/login>)

Suggestions for improvement

Patients and service users often have insights into a service which means they are able to identify service improvements that will have most effect.

Fourteen people offered suggestions for improvement. They can be broadly summarised as:

Suggestion	Number of people
Improve waiting times for prescription dispensing	5
Improve access to GP appointments	4
Improve consultation facilities	2
Improve customer care	2
Increase opening hours	1
Increase staff capacity	1
Send text message when prescription is ready for collection	1
Ability to prescribe antibiotics	1
Improve coordination of multiple repeat prescriptions (drugs and other products such as incontinence products) and the provision of dosette boxes.	1

Recommendations

1. Consider the suggestions for improvement from the public (above), in particular what can be done to reduce delays in dispensing medication and increasing access to GP appointments.
2. Speak to Pharmacists about their experiences of delivering the Pharmacy First service, in particular any issues around staffing capacity and what they think would help them to provide this service in a more seamless way that builds public confidence.
3. Consider how the Pharmacy First service can be promoted more effectively to different parts of our population, e.g. young people aged 16+ and those with limited access or experience of using technology. Where possible involve these groups in developing your approach through co-production.
4. Ensure there is correct and consistent messaging from GP practice staff and IHI about the Pharmacy First service and how to access it.

Response from NHS Shropshire, Telford and Wrekin

James Milner, Head of Pharmacy Integration and Workforce at NHS Shropshire, Telford and Wrekin, said:

Firstly, we would like to thank Healthwatch Shropshire for their valuable suggestions regarding the delivery of pharmacy services and consultations in the county.

Although the sample size is small when considering the tens of thousands of pharmacy interactions which take place each month, we are grateful for the latest insights and have carefully reviewed the recommendations.

In response to this, we would like to provide an update on the steps we plan to take in relation to each of the recommendations.

1. Reducing delays in dispensing medication and improving access to GP appointments

We recognise the frustration caused by delays in medication dispensing and difficulties accessing GP appointments. The feedback highlights significant challenges related to increased pressure on pharmacy services, with concerns around capacity, funding, and workforce shortages. These issues are compounded by the growing demands of additional workloads.

To address these concerns, we are actively exploring ways to streamline process through enhancing integration and supporting workforce development to build capacity in primary care.

2. Engaging with pharmacy teams on the Pharmacy First service to overcome issues and build confidence with the public

We are committed to supporting pharmacy teams who play a crucial role in the delivery of these services. Feedback from pharmacy professionals highlighted challenges around staffing capacity, with many reporting increased pressure due to additional workloads.

We will engage directly with colleagues to better understand their experiences with the Pharmacy First service, especially around staffing challenges. By gathering their insights, we aim to identify potential improvements to ensure that the service can be delivered efficiently. Our goal is to remove barriers that prevent pharmacy teams from providing a seamless service, ultimately building greater public confidence in the offer.

3. Promoting the Pharmacy First service more effectively to different parts of the population

We acknowledge the importance of tailoring communication to different population groups. Despite the positive awareness of Pharmacy First and other services like blood pressure checks and flu vaccines, there remains a knowledge gap around specific conditions covered by the service. We have noted a particularly low awareness of the service among younger demographics, who may not consider pharmacy as their first port of call. We will therefore be working with community leaders, youth organisations, and other relevant stakeholders to design promotional materials that resonate with these groups.

4. Ensuring consistent messaging from GP practices and NHS 111 services about Pharmacy First and how to access it

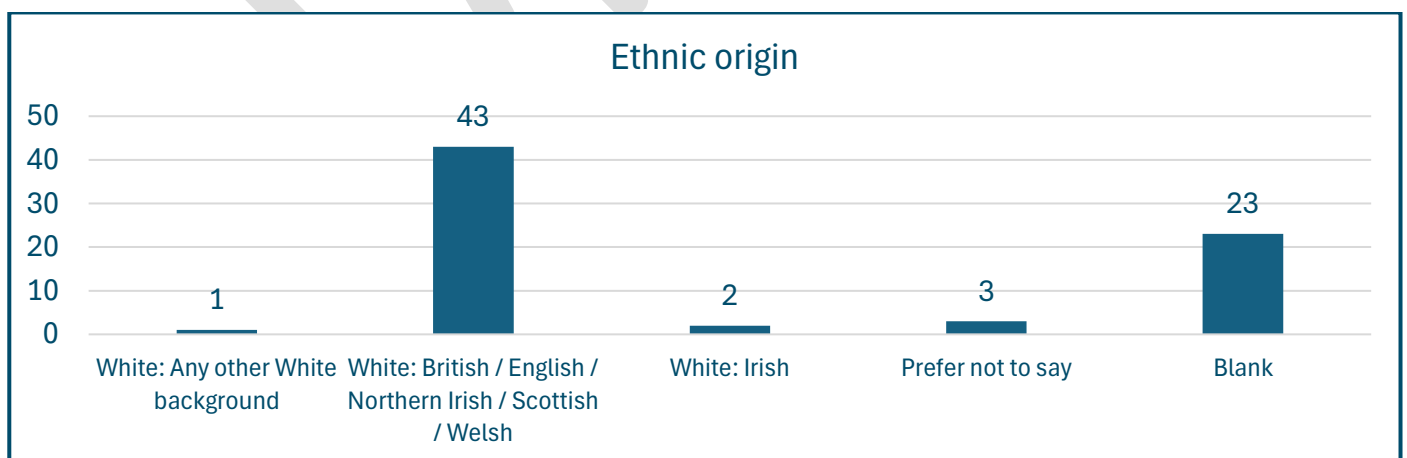
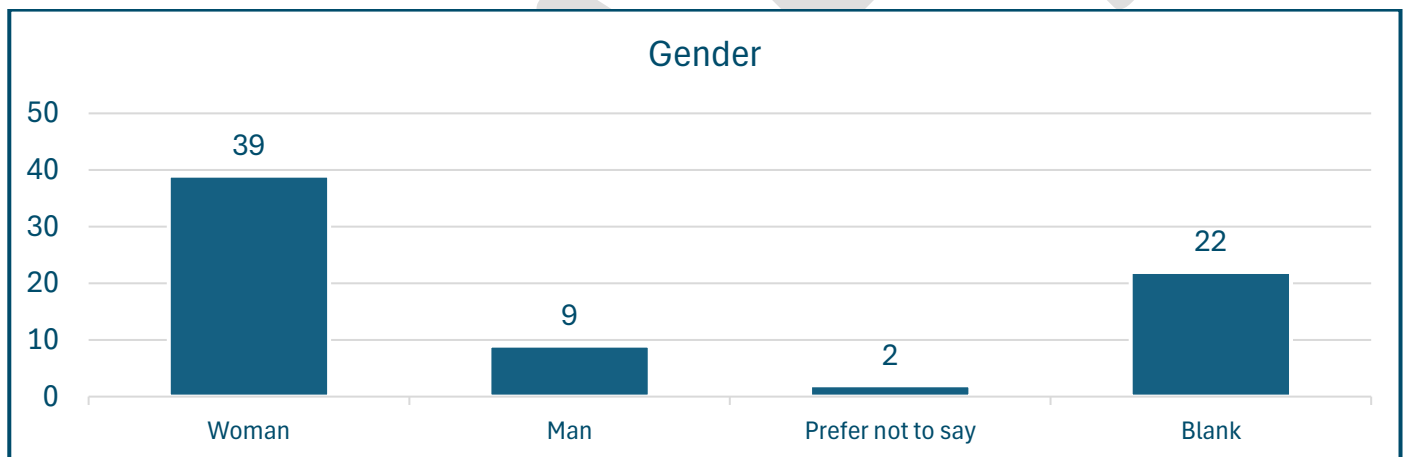
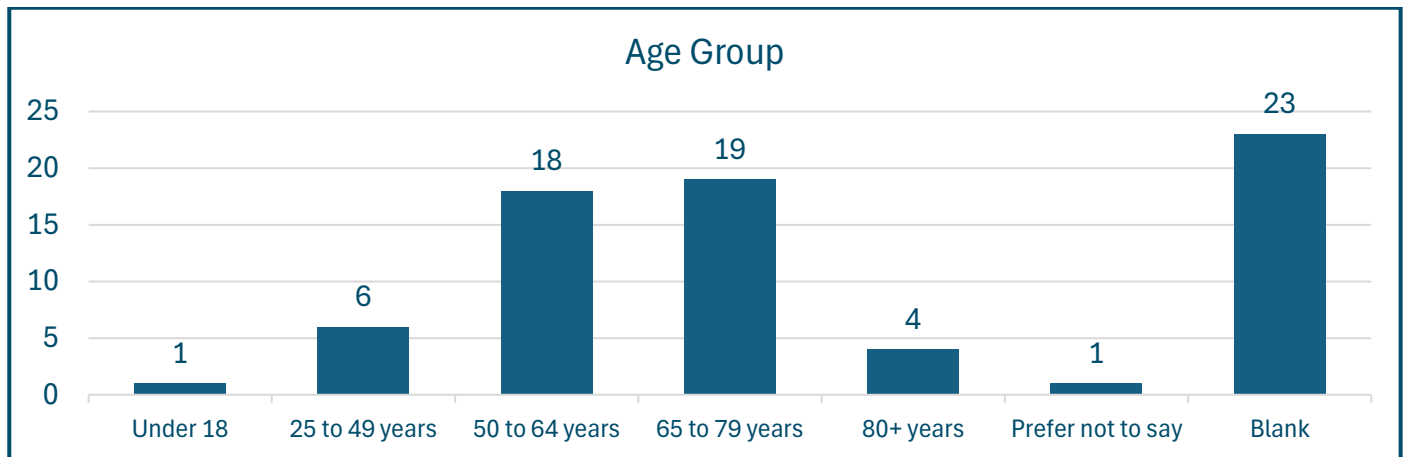
To ensure clarity and consistency, we are working closely with GP practice staff, the NHS 111 service, Community Pharmacy Shropshire, and regional colleagues, to reinforce accurate messaging about Pharmacy First.

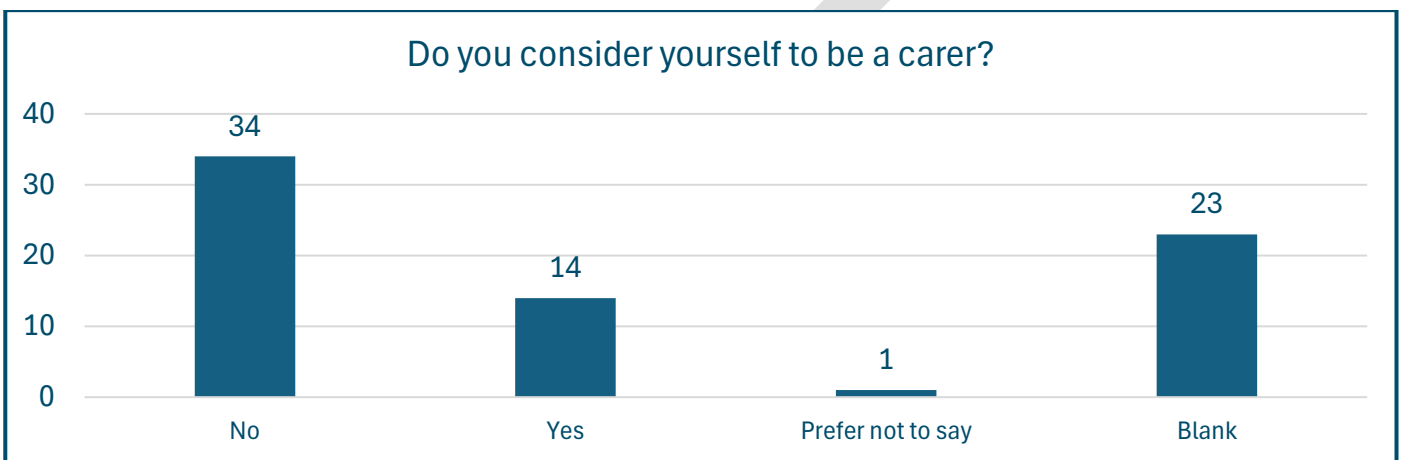
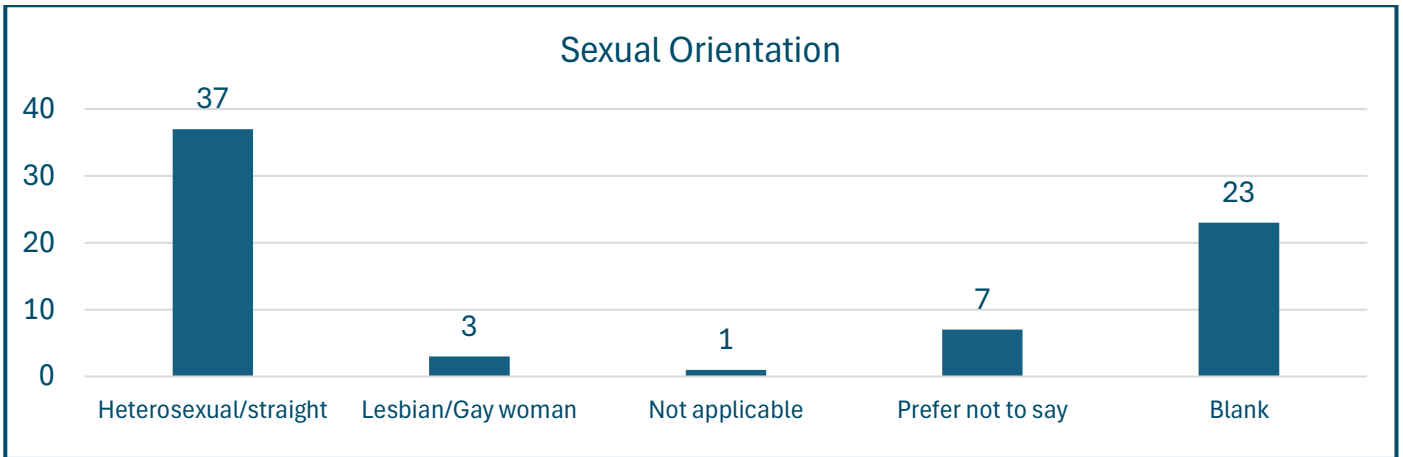
The feedback revealed concerns over communication, including confusion around which conditions are covered by the service. We are therefore implementing training and communication plans to ensure all staff provide consistent, clear information to the public about how to access this service. We are also focused on addressing concerns about consultation privacy and comfort, with investments already being made to improve these spaces.

We appreciate the opportunity to address these issues and are committed to working collaboratively with Healthwatch Shropshire, and all stakeholders, to ensure our services meet the needs of the public in the most effective and accessible way possible.

Appendix A

Survey demographic breakdown





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Appendix B

Survey Questions

1. Are you sharing your experience as:

A patient or on behalf of a patient

A member of staff working in a community pharmacy

2. Pharmacy Staff survey

2. Your role:

Pharmacist

Pharmacy assistant/medicines counter assistant

Pharmacy technician

Other (please specify):

3. Description that best suits your pharmacy:

Small 'High Street' pharmacy, independent or part of chain

Large 'High Street' or retail park-based pharmacy, independent or part of a chain

Supermarket based pharmacy

Health setting-based pharmacy (e.g. in a health centre or closely linked to a GP practice)

Other (please specify):

4. Postcode of your pharmacy:

(This postcode will only be used to help us get a better picture of where comments come from and will not be published or attached to any comments we share with service providers, commissioners or regulatory bodies.)

5. Which advanced services does your pharmacy offer? Please tick all those that apply.

Appliance Use Review

Atrial Fibrillation Service

Covid-19 Vaccination Service

Flu Vaccination Service

Hypertension Case-Finding Service

Lateral Flow Device Service

New Medicines Service

Palliative Care Service

Pharmacy Contraceptive Service

Pharmacy First Service

Sexual Health Services

Smoking Cessation Service

Stoma Appliance Customisation

Substance Misuse Services

Other (please specify):

6. If your pharmacy does not provide all advanced services can you explain what restricts these?

7. How well are your premises equipped to provide consultation and advanced services (e.g. availability of private space for consultations, waiting areas etc.)?

Very well equipped

Adequately equipped

Poorly equipped

Not equipped

8. Do you feel that your team has the capacity to meet current demand?

Completely

Mostly

Somewhat

Not at all

9. Has your Pharmacy been impacted by the national promotion of Pharmacy First?

Yes

No

If yes, in what ways?

10. Does the provision of consultation services impact on other services such as dispensing?

- Never
- Occasionally
- Often
- Every time

3. Impacts

11. Can you describe some of the impacts of consultation services on other services such as dispensing?

4. Further Information

12. How would you describe the communication and coordination, concerning the consultation and enhanced services you provide, with other medical services involved with the patients care?

- Very Good
- Good
- Poor
- Very Poor

13. Would you like to tell us more about your experiences?

14. Do you have any suggestions on how the provision of consultation and enhanced services could be improved?

Thank you for taking the time to fill out our survey, that is the final question.

We would be very grateful if you could share this survey with your patients to help build up a picture of their experience of pharmacy services since the introduction of Pharmacy First.

If you would be interested in reading the report we can add you to our newsletter mailing list and will let you know when it is published on our [website](#).

15. Sign-up to our mailing list

Sign-up to our mailing list to stay up to date with what people are telling us about health and social care, our advice and information, and our latest reports, including the report based on the feedback from this survey.

(You can unsubscribe from our mailing list at any time.)

Yes, sign me up.

No, don't sign me up

16. If you would like to receive our newsletter, please leave your contact details here.

(These will not be shared outside Healthwatch Shropshire unless we have your explicit consent or in exceptional circumstances such as for safeguarding purposes, as described in our [Privacy Policy](#).)

Name

Email address

Patient Survey

5. Section 1. Your awareness of pharmacy services

In 2019 the Government introduced some new advanced services available from some community pharmacies, including for example a Flu vaccination Service and a medicines advice service when patients have been prescribed new medication. More recently the Pharmacy First service has been introduced.

The Pharmacy First scheme is a consultation service that enables patients to be referred into community pharmacy for a minor illness or an urgent medicine supply. The new Pharmacy First service, launched 31 January 2024, adds to the existing pharmacy consultation service and enables community pharmacies to complete episodes of care for seven common conditions, following defined clinical pathways.

Patients will be able to access the 7 clinical pathways via referrals from referring organisations including general practice, urgent and emergency care settings, and NHS 111 (online and via telephone). In addition, for the 7 common conditions clinical pathway consultations only, patients can access the service by attending or contacting the pharmacy directly without the need for referral.

Pharmacy First is provided by all pharmacies in Shropshire.

17. Prior to starting this survey were you aware of the advanced services pharmacies can offer and how much did you know about them?

Aware with a lot of knowledge	Aware with a little knowledge	Aware with no knowledge	Not aware
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Pharmacy First Service

Appliance Use Review

Blood Pressure checks

Community Pharmacist Consultation Service

Aware with a lot of knowledge Aware with a little knowledge Aware with no knowledge Not aware

Flu Vaccination Service

Lateral Flow Device service

New medicines service

Pharmacy Contraception Service

Smoking Cessation Service

Stoma Appliance Customisation

18. Are you aware of the 'Think which Service' campaign?

Yes

No

Unsure

6. Pharmacy First Awareness

19. If you were aware of the Pharmacy First service, how did you first hear about the service?

Social Media advertising

Television advertising

Newspaper advertising

NHS website

Pharmacist

GP practice

Word of mouth

Other (please specify):

20. Pharmacy First can manage the following conditions, which were you aware of?
(Tick all that you were aware of)

Ear infections [Acute otitis media] (for patients aged 1 to 17 years)

Impetigo (for patients aged 1 year and over)

Infected insect bites (for patients aged 1 year and over)

Shingles (for patients aged 18 years and over)

Sinusitis (for patients aged 12 years and over)

Sore throat (for patients aged 5 years and over)

Uncomplicated urinary tract infections (for women patients aged 16–64 years)

7. Section 2. Your experience of using pharmacy services

We would like to hear about your experience of using pharmacies services, especially consultation and enhanced services, since the beginning of February 2024. Please tell us about an occasion you used a pharmacy.

21. Did the experience of using the pharmacy you wish to tell us about happen since February 2024?

Yes

No

8. Pharmacy Services

22. Which Pharmacy did you use?

Bayston Hill – Rowlands Pharmacy

Bishop's Castle – Bishops Castle Pharmacy

Bridgnorth – Boots

Bridgnorth – Bridgnorth Pharmacy, 2 Mill Street

Bridgnorth – Peak Pharmacy, Northgate Health Centre

Broseley – Rowlands Pharmacy

Church Stretton – Hillside Pharmacy

Church Stretton – Rowlands Pharmacy

Craven Arms – Lunts Pharmacies

Ellesmere – Ellesmere Pharmacy

Gobowen – Day Lewis Pharmacy

Gobowen – Robert Jones and Agnes Hunt Orthopaedic

Highley – Highley Pharmacy

Loggerheads – Loggerheads Pharmacy

Ludlow – Boots

Ludlow – Lunts Pharmacy

Ludlow – Peak Pharmacy

Market Drayton – Boots

Market Drayton – Peak Pharmacy

Much Wenlock – Wenlock Pharmacy

Oswestry – Boots

Oswestry – Cambrian Pharmacy, Cambrian Medical Centre

Oswestry – Day Lewis Pharmacy, 14 English Walls

Oswestry – Day Lewis Pharmacy, Oswald Road

Pontesbury – Pontesbury Pharmacy

Shifnal – Boots

Shrewsbury – Asda Pharmacy

Shrewsbury – Bicton Heath Pharmacy

Shrewsbury – Boots

Shrewsbury – Boots, 7–9 Pride Hill

Shrewsbury – Boots, Meole Brace Retail Park

Shrewsbury – Conway Pharmacy, 238 Monkmoor Road

Shrewsbury – Lunts Pharmacy, 1 Hereford Road

Shrewsbury – Lunts Pharmacy, Barker Street

Shrewsbury – Radbrook Green Pharmacy

Shrewsbury – Rhodes Pharmacy

Shrewsbury – Rowlands Pharmacy, Marden Medical Practice

Shrewsbury – Tesco Instore Pharmacy

Shrewsbury – Well, 101 Mount Pleasant Road

St Martins – St Martins Pharmacy, Stans Superstore

Wem – Rowlands Pharmacy, Morris Central Shopping Parade

Wem – Rowlands Pharmacy, Wem and Prees Medical Practice

Whitchurch – Boots

Whitchurch – Green End Pharmacy

Whitchurch – Rowlands Pharmacy, 11 High Street

Other, including online internet-based pharmacies (please specify):

23. Why did you attend a pharmacy? (Tick all that apply)

Seeking advice and help with a medical condition

I was referred by a medical service (e.g. GP, NHS 11, A & E) for a consultation about a medical condition

Collecting prescribed medication

Buying non-prescribed medication

Appliance Use Review

Flu Vaccination Service

Covid-19 Vaccination Service

Blood Pressure checks

Lateral Flow Device service

New medicines service

Pharmacy Contraception Service

Smoking Cessation Service

Stoma Appliance Customisation

Atrial Fibrillation Service

Palliative Care Service

Substance Misuse Services

Sexual Health Services

Other (please specify):

24. Why did you choose to attend this Pharmacy?

convenient to home

convenient to work

it was recommended to me for a particular 'advanced' service

I was referred to it by a medical service (e.g. your GP, NHS 111, A & E)

Other (please describe):

9. Referral

25. Who referred you to the pharmacy?

My GP

NHS 111

The Emergency Department (A & E)

Minor Injuries Unit

Other (please specify):

26. Were you given an appointment time?

Yes

No

Unsure

10. Appointment wait

27. When was that appointment?

Same day

Next day

within 2 - 7 days

within 8 - 14 days

15 plus days

11. Condition

28. What condition did you have?

sinusitis

sore throat

earache

infected insect bites

impetigo

shingles

uncomplicated urinary tract infection in women

Other (please specify):

12. Counter Conversation

29. If you needed to discuss your condition or medical needs how comfortable did you feel raising the issue with staff at the counter?

Very comfortable

Comfortable

Uncomfortable

Very uncomfortable

I did not need to discuss the condition or medical needs

30. Were you offered a consultation with a pharmacist?

Yes

No

13. Consultation

31. How comfortable were you with the level of privacy available for the consultation?

Very comfortable

Somewhat comfortable

Uncomfortable

Very uncomfortable

32. If you were given medication or treatment for your condition how effective did you find it?

Very effective

Somewhat effective

It had little effect

it had no effective

I was not offered medication or treatment

33. If you were offered advice about the management of your condition how helpful did you find it?

Very helpful

Somewhat helpful

Not very helpful

No help

I was not offered any advice

34. How confident are you that your personal and medical information will be treated confidentially?

Very confident

Confident

Not confident

Very unconfident

35. Did the pharmacist refer you to another service?

Yes

No

36. To which service were you referred?

14. Overall rating, further details and suggestions for improvement

37. How likely are you to use the service again for the same or a similar condition?

Very likely

Likely

Not likely

Very unlikely

38. Overall, how would you rate the service you received at the pharmacy?

Very Good

Good

Poor

Very Poor

39. To help us identify areas of improvement it would be really helpful if you could explain your rating and tell us more about your experience? What went well and what didn't go so well?

40. Do you have any suggestions on how your care and support could be improved?

41. What other services would you like to see provided by pharmacists?

15. Section 3. About you

Please tell us a bit more about you (or the patient if you are filling this out on behalf of somebody else)

By answering the following questions, you can help us understand how some people may experience things in different ways. However, if you'd prefer not to answer, you can select "prefer not to say".

Please note that your data is always stored and used in line with data protection law.

42. Your Postcode:

(Your postcode will only be used to help us get a better picture of where comments come from and will not be published or attached to any comments we share with service providers, commissioners or regulatory bodies.)

43. Please tell us which age category you fall into:

Under 18

18 to 24 years

25 to 49 years

50 to 64 years

65 to 79 years

80+ years

Prefer not to say

Not known

44. Ethnic origin

Arab

Asian / Asian British: Bangladeshi

Asian / Asian British: Chinese

Asian / Asian British: Indian

Asian / Asian British: Pakistani

Asian / Asian British: Any other Asian / Asian British background

Black / Black British: African

Black / Black British: Caribbean

Black / Black British: Any other Black / Black British background

Mixed / Multiple ethnic groups: Asian and White

Mixed / Multiple ethnic groups: Black African and White

Mixed / Multiple ethnic groups: Black Caribbean and White

Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background

White: British / English / Northern Irish / Scottish / Welsh

White: Irish

White: Gypsy, Traveller or Irish Traveller

White: Roma

White: Any other White background

Any other ethnic group

Not Known

Prefer not to say

45. Gender

Woman

Man

Non-binary

Prefer not to say

Not known

Prefer to self-describe:

46. Please tell us which sexual orientation you identify with

Asexual

Bisexual

Gay man

Heterosexual/straight

Lesbian/Gay woman

Pansexual

Prefer not to say

Prefer to self-describe:

47. Do you consider yourself to be a carer?
(Who is a carer? Someone of any age who provides unpaid care for another person (of any age) who may be ill, frail, with disabilities, have poor mental health or drugs and alcohol problems, meaning they're unable to manage without this care and support.)

Yes

No

Prefer not to say

48. Do you have a disability or long-term health condition?

Yes

No

Prefer not to say

49. Do you have any of the following disabilities or long-term health conditions?

A physical or mobility impairment

Deaf or hearing impaired

Blind or sight impairment

Learning disability

Autism

Mental health condition

Asthma, COPD or respiratory condition

Cancer

Cardiovascular condition

Chronic kidney disease

Dementia

Epilepsy

Diabetes

High blood pressure

Prefer not to say

Other (please specify):

16. Further contact

50. Case studies and focus groups

Would you be happy for us to contact you if we would like to use your story as a case study in our material or invite you to be a member of a focus group to look into the issues further?

(We won't do either of these without speaking to you first about what it involves and you can withdraw consent at any time.)

Yes, I am happy to be contacted to discuss whether my story could be a case study or to invite me to attend a focus group.

No, I don't want to be contacted by to discuss whether my story could be a case study or to invite me to attend a focus group

51. Sign-up to our mailing list

Sign-up to our mailing list to stay up to date with what people are telling us about health and social care, our advice and information, and our latest reports, including the

report based on the feedback from this survey.

(You can unsubscribe from our mailing list at any time.)

Yes, sign me up.

No, don't sign me up

52. If you have answered yes to either question above, please leave your contact details here.

(These will not be shared outside Healthwatch Shropshire unless we have your explicit consent or in exceptional circumstances such as for safeguarding purposes, as described in our [Privacy Policy](#).)

Name

Email address

DRAFT

DRAFT



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