



Over the Counter Medicine and Consultation Skills Programme

PHARMACY EXCELLENCE - PATIENT SAFETY AND STANDARDS

- Did you know that in the June 2013 Which? Pharmacy Report, trained mystery shoppers were given **unsatisfactory advice on 43% of pharmacy visits**. Two thirds of the visits handled solely by counter assistants were rated unsatisfactory, compared with a quarter where the pharmacist was involved in the interaction.
- How confident are you that ALL your staff **refer** appropriately to the pharmacist for every condition?
- How much would it be worth to you to be supported to create a cohesive **CPD portfolio** that supports you, your team and your business?

BUSINESS RETURN ON INVESTMENT

- Are you looking to move your team from a survival mentality to a **business growth mentality**?
- How would it affect your **customer loyalty** and **average sale** if ALL your staff delivered **consistently** excellent OTC advice and customer service?
- Do you know the **long-term value** of each pharmacy customer to your business?
- What is the **cost** of one person leaving your pharmacy?
- Have you ever sent a staff member on a training course, which they felt was really good, and yet the learning didn't seem to translate into business benefits?

CUSTOMER SERVICE

- In your pharmacy business, who provides the **first customer experience** in your pharmacy? What first impression do they offer?
- Are your cosmetic staff or new recruits expected to cover the OTC counter during lunch breaks and holidays? What level of service do they provide to your customer?
- Can you afford untrained staff to provide a bad **customer experience** which causes a customer to “never darken the door” of your pharmacy again?

TIME AND TEAM MANAGEMENT

Pharmacy staff often fall in two camps. They may display:

- Over-confidence in ability to handle OTC queries & don't refer appropriately or
- Interrupt pharmacist for EVERY OTC query due to lack of competence confidence
- A busy pharmacist cannot deal with every transaction, and must ensure ALL staff are adequately trained so they listen to the customer and ask the right questions. Do you need support to ensure your staff gain and maintain both product knowledge, and the mindset and skills to **identify your customer's true needs**?

If you answer yes to any of these questions, apply for your complimentary training needs analysis to discover how our “Over the Counter Medicine and Consultation Skills Programme” can be uniquely designed for the needs of your pharmacy team



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CPD Stage	Example CPD Reflection
<p style="text-align: center;">S</p> <p>Self-Appraisal</p>	<ul style="list-style-type: none"> • Is the quality of my OTC service consistently excellent? • Are my staff consistently implementing customer engagement steps that enhance sales? • How can I model professional excellence AND ensure that the behaviour of ALL staff honours the PSI core competency framework for pharmacists? • Am I confident that the actions of ALL staff consistently promote the health, wellbeing, care and safety of our patients? • How do I measure and continuously improve the OTC service? • How can my staff and I expand the OTC sales and product range?
<p style="text-align: center;">P</p> <p>Personal Plan</p>	<ul style="list-style-type: none"> • Conduct a training needs analysis individually with pharmacy owner, employee pharmacists and staff • Conduct a customer panel review to identify customer priorities, needs and benchmark current satisfaction rating • Identify priority learning outcomes and key performance indicators • Create a OTC medicine and consultation skills programme, which incorporates a complete 12-month CPD cycle for all pharmacists, includes the whole pharmacy team and reflects our pharmacy's ethos • Agree a system to continuously evaluate learning and its translation into practice
<p style="text-align: center;">A</p> <p>Action</p>	<ul style="list-style-type: none"> • Research (Google, IPU Conference, Institute of Pharmacy Peer Support Session) who I trust to assist me • I engaged Rachel Dungan MPSI to work as a locum pharmacist in each shop for a day and to complete an initial training needs analysis • I purchased her Silver OTC Programme Package • She conducted a detailed training needs analysis with pharmacists, staff and customers • We agreed training priorities, ethos, KPIs & 12 month CPD cycle • Agreed dates for live OTC workshops for 12 months and date for full day Pharmacy Culture Workshop • Ensured all staff have log on details to www.racheldungan.com
<p style="text-align: center;">D</p> <p>Document your learning</p>	<ul style="list-style-type: none"> • Support and accountability to continuously improve are essential • A relatively small investment in this customised programme has resulted in customer interactions with more impact in less time, improved job satisfaction, engaged staff to contribute towards a common goal, reduced stress, enhanced accountability and commitment to develop our competence & confidence to serve our customers, resulting in financial ROI. • Learning & sharing experience with colleagues is fun, has deepened our team ethic and helps to translate learning into practice “Together Everyone Achieves More”
<p style="text-align: center;">E</p> <p>Evaluate</p>	<ul style="list-style-type: none"> • I now have a baseline measure for customer satisfaction, formal training needs analysis & a 12-month cohesive CPD plan, which is congruent with my professional and business goals • I am consistently measuring my professional and business KPIs (CPD cycles completed, average sale per employee, customer conversion & retention) • I intend to continue with this personalised coach training plan in my business next year due to the ROI (time, money, job satisfaction, customer feedback) and the discipline, support & accountability to maintain forward momentum • The development of the internal capacity and knowledge of my team has given me the professional and business confidence and peace of mind to delegate!



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Note: The OTC Medicine and Consultation Skills Programme supports pharmacists in practical behaviours to further develop the core competencies below

	Domain	Competency
1.	Professional Practice	Practices 'patient centred' care
		Practices professionally
		Practices legally
		Practices ethically
		Engages in appropriate continuing professional development
2.	Personal Skills	Leadership Skills
		Decision making skills
		Team working skills
		Communication skills
3.	Supply of Medicines	Manages the medicine supply chain
		Reviews and dispenses medicines accurately
4.	Safe and rational use of medicines	Patient consultation skills
		Patient counselling skills
		Reviews and manages patient medicines
		Identifies and manages medication safety issues
		Provides medicines information and education
5.	Public Health	Population Health
		Health Promotion
6.	Organisation and management skills	Self-management skills
		Workplace management skills
		Human resource management skills
		Financial management skills
		Quality assurance