



Community Pharmacy

H U M B E R

2024 - 2027

Our Vision & Strategy to achieve the advancement of the Health and Wellbeing of the Communities we serve and to build a future where Pharmacies are true Partners in Holistic Primary Care Healthcare Delivery.

Vision Statement: Humber Local Pharmaceutical Committee 2024-2027

Empowering Community Health Through Collaborative Excellence

Introduction: Community Pharmacy Humber, the Local Pharmaceutical Committee (LPC), envisions a dynamic and innovative primary care landscape where pharmacies serve as integral pillars of community wellness. As we embark on the journey from 2024 to 2027, we commit ourselves to fostering a culture of collaboration, excellence, and person-centred care. Our vision is not merely about addressing the present needs but also about envisioning a future where every individual has access to high-quality pharmaceutical services tailored to their unique needs.

Key Pillars of Our Vision:

- Enhancing Access and Equity:** We aspire to bridge the gap in healthcare accessibility by supporting equitable distribution of pharmaceutical services across diverse communities within the Humber region. Through strategic partnerships with healthcare providers, community organisations, and local authorities, we aim to extend/retain services delivery to underserved and deprived populations.
- Innovative Service Delivery:** Embracing technological advancements and evidence-based practices, we strive to revolutionise the way pharmaceutical services are delivered. By embracing change, digital health solutions, and personalised medicine initiatives, we seek to enhance efficiency, convenience, and effectiveness in caring for our community, while maintaining the highest standards of safety and efficacy.
- Empowering Contractors:** Recognising the pivotal role of pharmacy professionals, and pharmacy teams, as frontline primary healthcare providers, we are committed to empowering them with the knowledge, skills, and resources necessary to excel in their roles. Through continuous professional development programs, mentorship opportunities, and advocacy for fair remuneration, we aim to nurture and develop our workforce, so that it is competent, compassionate, resilient, and dedicated to improving outcomes for the people in their community.
- Engage, Promote, and Inform:** Information and understanding are paramount in promoting health literacy and empowering individuals to take charge of their well-being. We pledge to actively engage with the community through available health awareness campaigns, workshops, and outreach initiatives. Providing accurate information, and guidance on medication management, disease prevention, and healthy lifestyle choices will also raise the profile of Community Pharmacy & the LPC with stakeholders, thereby raising awareness of what Community Pharmacy can provide in primary care and the community.
- Leadership and Representation:** As the voice of the local community pharmacy sector, we are committed to advocating for the interests of local people, pharmacy contractors and their teams. By actively participating in strategic discussions, collaborating with stakeholders, and championing evidence-based practices, we aim to shape an environment that fosters innovation, sustainability, and excellence in pharmaceutical care.

Conclusion: In embracing this vision from 2024 to 2027, Community Pharmacy Humber reaffirms its unwavering commitment to advancing the health and well-being of the communities we serve. Through collaboration, innovation, and a relentless pursuit of excellence, we aspire to build a future where pharmacies are not just dispensers of medications but trusted primary care partners in holistic primary healthcare delivery.

Strategy for Delivering the Vision of Humber Local Pharmaceutical Committee (LPC) 2024-2027

1. Contractor / Stakeholder Engagement and Collaboration:

- Establish and nurture partnerships with local healthcare providers, community organisations, and commissioners to identify needs and opportunities for collaboration.
- Facilitate regular forums, workshops, and networking events to foster dialogue and collaboration among stakeholders / contractors.
- Support working groups focused on specific areas as required to drive collaborative initiatives.

2. Contractor Development and Support:

- Develop a comprehensive development & support framework for Contractors and their pharmacy teams, including continuing education programs, mentorship opportunities, and leadership training to aid uptake and maximisation of ongoing contractual developments.
- Engage with, develop & support, ongoing work to improve issues with workforce development, recruitment and retention aligned with the needs of contractors and emerging pharmacy contract.
- Advocate for fair remuneration, work-life balance, and recognition of pharmacies contributions to primary healthcare delivery.

3. Engage, Promote, and Inform for:

- Contractors - Support targeted health awareness campaigns and educational initiatives to promote medication safety, disease prevention, and healthy lifestyle choices.
- Commissioners/Stakeholders – engage with NHS organisations, at all levels, as well as local schools, community centres, and other local organisations to reach underserved, disadvantaged populations with appropriate pharmacy health messages.
- Community - Support health fairs, screening clinics, and wellness workshops to engage directly with community members and address their health concerns.

4. Horizon scanning and Advocacy:

- Monitor legislative and regulatory developments impacting the pharmacy sector at local, regional, and national levels and support contractors with their implementation.
- Advocate for policies that promote patient access to pharmaceutical services, services development, fair reimbursement for pharmacy services, and support contractor financial viability.
- Engage with policymakers, legislators, and key opinion leaders to shape policies that support the LPC's vision of community-centred, high-quality financially responsible pharmaceutical care.

5. Innovation and Quality:

- Facilitate discussions with contractors and share best learning of innovative approaches and levelling up of Community Pharmacy services.
- Conduct regular program evaluations, research, surveys, and feedback sessions to gather insights from stakeholders and contractors to identify areas for support.
- Use data-driven decision-making processes to adapt strategies, reallocate resources, and support the delivery of pharmaceutical services across the Humber region.

By implementing this comprehensive strategy, Community Pharmacy Humber can effectively deliver on its vision of empowering community health through collaborative excellence, ensuring that pharmacies serve as integral primary care providers.