

GP Engagement Toolkit



Our Mission

With the latest changes in the national pharmacy contract, the need for seamless collaboration between pharmacies and GP surgeries is more critical than ever. This toolkit supports pharmacies to move beyond transactional communication towards building strong, trusted, and mutually beneficial relationships with local surgeries.

By strengthening the relationships, you have with GP's you will change your relationship from one based on transactions to one based on trust and collaboration.

What is the Challenge?

A strong relationship means that:

- Customers benefit from enhanced care
- GP surgeries work more efficiently
- You and your team can/will help more people and should have a positive impact on your bottom line

What are the Benefits?

Improved engagement means:

- GP surgeries and their teams will know about you and your team and the services that community pharmacy offers
- The surgery teams will be more comfortable and confident to contact the pharmacy and promote pharmacy services
- They will have improved trust and confidence in your pharmacy and the profession



Why Engage with GP Practices?

Shared Patients, Shared Purpose:

Doctors and pharmacies share the same patients. Although we provide very different services, we have the same goal: to improve patients' health and wellbeing.

Better/Benefit for the NHS:

Collaboration improves quality of care and delivers financial value by reducing pressure on the system.

Securing Pharmacy's Future:

Strong GP relationships are key to the survival and growth of community pharmacy in a rapidly evolving NHS.

How Do You Develop and Improve Your Surgery Relationships?

What are you trying to do and why?

By improving relationships with your GP surgeries, it will make life easier for all.
It's always easier to communicate with someone you know. Efficiencies will be improved.

What is working?

What is NOT working?

Reflect & Be Honest



Where would you like the relationship to be?

Improve What You Are Doing

-  Plan
-  Talk
-  Listen
-  Support

Track & Record

- When You Visited
- What You Spoke About
- Type Of Interaction
- Priorities
- How Can You Support

So What Comes Next?



Understand Their Needs

- What is the biggest challenge to them?
- What are the practice priorities?
- What's the best way to stay connected? How often should you visit?
- What are the top 3 things you would expect from a pharmacy?
- What is the best way to keep you informed of any pharmacy-relevant issues that may impact patients or the surgery?



Supporting Your GP

- Know what is expected
- Ask for and give feedback
- Monitor your progress
- Explain the services you offer
- Have an action plan that your team is aware of



Turn Issues Into Opportunities

- Ask questions to understand their needs
- Listen – really hear what's being said
- Be proactive: Don't let your first interaction with a GP be when there's a prescribing concern
- Plan your approach - knock backs will happen. Be persistent. Be a nice "nag". Positivity opens doors.
- Consider new opportunities
- Identify any recurring issues

Our Hints & Tips

Getting to know your surgery

-  Know key individuals by name and role
-  Ensure they know who you and your team are
-  Pick up a practice leaflet
-  Log their practice meetings — ask to attend

Your Role

- Nominate a Surgery Engagement Lead
- Who will be the main contact?
- How will the rest of the team support this role?

 Make sure the team is briefed and aligned.



Conversation Starters

- How can you help the surgery save time?
- Work out a system for minor queries.
- Work out a system for urgent queries – ask for a dedicated telephone line.
- Discuss how services you offer can support the surgery and save them time, while helping them achieve their QOF points.



Ongoing Support

We will send you relevant news flashes when we believe items will support your surgery visits.

Working closely with local GPs will allow you to provide a level of care to GP surgeries and patients that is both seamless and professional thereby gaining the trust of all.

Start Talking

Contact Options:

- -  Face to Face
- -  Telephone
- -  Virtual

Style:

-   Formal
(Practice meetings)
-  Informal (Quick call)

 Keep records of conversations

 Every conversation matters.

Action Plan

Action Plan: Getting to Know Your Surgery

Task	Notes / Who / When	Done ✓
Know key individuals by name and role		<input type="checkbox"/>
Ensure they know who you and your key team members are		<input type="checkbox"/>
Pick up a practice leaflet		<input type="checkbox"/>
Log their practice meetings and ask to attend		<input type="checkbox"/>

Monthly Engagement Tracker

Surgery	Contact Method	Topics Covered	Date	Follow-Up Needed?

Feedback Loop Log

What They Said	What We Changed	Outcome	Logged By