

Community pharmacy immunisations

With information kindly supplied by
Greenlight

Flu Campaign Communications

To patients via

- Repeat prescription requests
- Phone calls and texts
- Person to person
- Often people they have a long term relationship with

Flu Campaign Communications

To practices via

- Sonar
- Paper
- Patients
- ? Emailed to workflow
- ? Faxed communication
- Some very prompt communications, some very delayed.

Community pharmacy customers

- Often working people
- Walk in
- Weekends and extended hours
- Adults only

Deliveries and preparation

- Pharmacies can get flu vaccine delivered two weeks in advance of practices.
- Can help with redirecting patients to practices if they know in advance when clinics to be held – consider this for improving children's flu vaccine uptake.

Ideas for improved communication

- Practices provide patients with hand held record.
- Aim for patients to have digital personal immunisation record.
- Practices can let pharmacies know when they are holding clinics in advance so patients can be referred appropriately.
- Pharmacists to be encourage to compete Sonar immediately on vaccination.

Flu campaign

Main message –

Practices and pharmacies are not in competition, we can work collaboratively to improve uptake.

Example of Swiss Cottage practices and GP Connect