




Best Practice in Action: Effective Signposting to Pharmacy Services at Trinity Pharmacy



The Challenge: Trinity Pharmacy aimed to better connect patients with appropriate pharmacy services.




The Solution: They empowered their team through comprehensive training on services that can be offered within the pharmacy, clear signposting protocols of when to refer to the pharmacist and empathetic communication skills.



Signposting techniques used:

- Pharmacy counter assistants and dispensers being trained to identify those who could potentially meet the gateway criteria for the services offered.
- Having up to date posters on display in focal points of the pharmacy to show what services are provided.
- Having a 'No wrong door' approach to patients and knowing where to signpost if a request is outside of the pharmacy scope.
- Ensuring information is accessible to everyone. Patients regularly receive leaflets detailing services that are provided, and the team provides clear verbal explanations about future available support



The Results:

- Patients increased awareness of services that can be provided within the pharmacy.
- High patient satisfaction as they have avoided long GP waiting lists and wait times.
- Local GPs reported a reduction in minor ailment appointments.
- Increased job satisfaction for pharmacy team members.
- Strengthened the pharmacy's role as a key community primary care resource.



Key Takeaways to Note:

Through dedicated staff training and well-defined in-person signposting procedures, Trinity Pharmacy effectively directed patients to the appropriate pharmacy services. This proactive approach enhanced patient access to care and streamlined their journey, preventing unnecessary referrals back and forth to the GP and building a rapport with patients who are then likely to come to the pharmacy as their first port of call in future.