

Future Proofing Your Dispensary Business

Greg Bull
Dispensing Doctor Experts



Summer One to One Training Sessions [remote]

- **Your PCSE Statement Explained**
- **PA Items and VAT Getting it Right First Time, all the Time**
- 1 hour each £190 + vat for July and August bookings 10% discount if you book both!



To Endorse or Not to Endorse?



Adapalene 0.3% / Benzoyl Peroxide
2.5% gel 45G

Adapalene 0.3% / Benzoyl peroxide
2.5% gel 60G

Atomoxetine 40mg Caps (28)

Bicalutamide 150mg Tabs (28)

Co-Codamol 8mg/500mg Caps (100)

Digoxin 62.5mcg Tabs (28)

Erythromycin 250mg GR Tabs (28)

Ethosuximide 250mg/5ml Oral
Solution (200ml)

Levothyroxine 25mcg/5ml SF oral
solution (100ml)

Levothyroxine 50mcg/5ml SF oral
solution (100ml)

Loratadine 5mg/5ml Oral Solution
(100ml)

Nefopam 30mg Tabs (90)

Orlistat 120mg Caps (84)

Paracetamol 250mg/5ml SF Oral
Suspension (1 Litre)

Pioglitazone 45mg Tabs (28)

Prochlorperazine 3mg Buccal Tabs
(50)

Rabeprazole 20mg GR Tabs (28)

Ramipril 1.25mg Caps (28)

Ranolazine 375mg PR tablets (60)

Sumatriptan 100mg Tabs (6)

Just to let you know you should check your purchase price of the following 20 generics because you MAY be purchasing at a price above Drug Tariff according to a price list sent to me earlier this week.

57 price concessions were announced yesterday on the CPE website so double check there also.

If you aren't sure how to endorse, when to endorse and when to add the price, and when to adjust the main body of the prescription you could be losing hundreds of pounds a month. In-house training sessions with your team, delivered by me start at £485 + VAT for bookings in July and August of this year.

Please, you really must make sure you aren't dispensing items at a significant loss!

Introduction

- This season has been leading up to this webinar Future Proofing as much as you can by getting your business into the best possible position to face the worst case scenarios...
- Reflective Learning [as usual] and Context are vital considerations



The Journey So Far

- Cat H and Drug Tariff Changes
- ***Endorsing and Reducing Referred backs [avoid losing money!]***
- ***Avoid Dispensary Losses***
- Dispensary Design and Automation
- Practical Dispensary Management
- Succession Planning
- ... and finally future proofing [use all of the above to make your dispensary as future proof as it can be]



Starting Point

- Disaster Recovery Planning [DRP]
- Should cover hardware, software, people tasks, premises, communications, , key loss, and the kitchen sink!
- The more detail the better
- Test it out!
- Speak to a DRP expert
- **It CAN and has happened...**



Introduction



Before we start a KEY objective:

Create a digital file structure everyone can understand which is logical and intuitive i.e. What happens when someone needs to find vital files?

Use proper file names:

Alliance Retrospective Rebate Aug 26

PSUK MDS Rebate Aug 26

Tillotts Rebate Aug 26

AAH Statement Aug 26

Alliance Statement Aug 26

Introduction

My key take away from managing businesses over the years is prepare for the worst!

My background originally in IT.

Backup, backup, backup!

Have a file and folder structure that everyone can understand.



A Predatory Pharmacy Application in Your Area



- A Pharmacy Application notification is sent to the practice...
- This is probably the most important subject for Practice Managers, Partner GPs and Dispensary Managers to understand.
- You must take action following this webinar to assess the threats to your Dispensing Rights and consider ways to protect them.
- **BE PROACTIVE NOT REACTIVE**

Summary

- Know your practice area and the statistics
- Read your area's PNA
- Make business planning a key activity for your practice
- Engage with professional consultancy to evaluate the facts. [DON'T Save money now and lose money later]
- Doing nothing is not an option!



What is a Pharmaceutical Needs Assessment?

A **Pharmaceutical Needs Assessment (PNA)** is a detailed review of pharmacy services in a specific area, aimed at determining whether the current provision meets local needs. It is a **statutory document** produced every three years by Health and Wellbeing Boards to inform NHS commissioning decisions regarding pharmacy services. The PNA supports the market entry system for new pharmacies and is essential for assessing applications for new pharmacy premises. cpe.org.uk +4

What Should You be Looking For in a PNA?



The PNA helps identify whether there are any gaps in the provision of pharmaceutical services across Cornwall and the Isles of Scilly which means identifying if any new services, improvements or better access to existing services, are needed. The PNA considers the demographics of the Cornwall and Isles of Scilly population, its health priorities, as well as how pharmaceutical services can contribute to improving the health of Cornwall and Isles of Scilly residents now and in the future.

The final [Cornwall and Isles of Scilly Pharmaceutical Needs Assessment 2021/25](#) concludes:

- the current provision is suitable to meet the needs of residents
- there is sufficient capacity in the system to meet the needs of the population over the next 3 years

Were you
Consulted or
Sent the Most
Recent Draft
PNA?

- Does someone in the practice have the latest copy, and more importantly have they read it and looked for risks?



Have You Reviewed Your Latest PNA?



particularly if there are omissions, additions or any general comments that can be made.

The draft PNA can be found in the documents section on this page.

The survey opens at 10am on Wednesday 9 April 2025 and the deadline to submit your responses is 10pm on Sunday 15 June 2025.

A new PNA will be published by 1 October 2025.

To provide your feedback, please complete this survey.

Introduction

Email chain summary:

A query to me about PNAs and the practice assumes they are safe from a community pharmacy application [for various reasons].

BUT it turns out they have a patient population which **almost** makes a pharmacy viable in their location!



Dispensing Regulations

- Dispensing of medicines is one of the last protected commercial operations and is based around the need for all patients to have easy access to medication
- Pharmacy Applications are **generally** only a worry *if* there is a recognized and documented need in the ***Pharmaceutical Needs Assessment***.



What Should You be Looking For in a PNA?



Gaps in Provision

Identifying Gaps in Current and Future Provision

Current Gaps in provision in the PNA are defined as:

- Geographical gaps in the location of premises
- Geographical gaps in the provision of services
- Gaps in times and/or days services are provided

Future gaps in provision considers developments such as planned dwellings, relocation of services, regeneration projects etc in respect to the three variables mentioned.

This approach is suggested in the Department of Health and Social Care guidance 2021

(<https://www.gov.uk/government/publications/pharmaceutical-needs-assessments-information-pack>)

What Causes a Gap in Provision?

- By definition your previous PNA, if it showed a gap in provision would more than likely have prompted a community pharmacy application
- **House Building/Expansion of an Urban Area**
- **Closure of Community Pharmacies**



Why the
increased
interest?

- People [generally] would prefer to live in rural areas



Why the increased interest?

- The more rural the area, the higher the average age, and the faster this average age is increasing.
- *A more elderly population = more items per prescription = less patients can lead to a viable Community Pharmacy proposition*

What if There IS a Gap in Provision?

- Time to consider the implications and have a full on team meeting
- Philosophical considerations [more on this later]



Philosophical Considerations

- What would a pharmacy application in your practice area mean to your practice?
 - Loss of dispensing patients
 - Reduced business turnover & profit
 - Potential staff reductions and redundancies



Philosophical Considerations

- What are your options?
- Do Nothing
- Consider your OWN Pharmacy Application
- Consider having your OWN Pharmacy Application ready to go if you get a notification
- Contact us!



Philosophical and Practical Considerations

- Do you want to open your own Pharmacy?
- Do you have space to open your own pharmacy? [on site]
- Are there possible locations where you could open a pharmacy? [off site]



Pharmacy Contract – The Advantages

Potential Pros:

- Protects your overall dispensing business
 - Future-proofing
- Increased script volume
- Creates future “Goodwill” value as a Pharmacy Business – thus saleable entity
- Opportunity to sell other OTC medicines and associated products
- Other Pharmacy only income



Pharmacy Contract – The Disadvantages

Potential Cons:

- A costly exercise
- No guarantee of success OR failure
- Time consuming, requires a Project Manager/Co-ordinator



What You Should Be Doing

Your dispensing is a business that needs to be looked at separately from General/Primary Medical Services

Review your local area and consider:

- The current Pharmaceutical Needs Assessment
- Populations statistics
- Housing developments
- Previous pharmacy applications [Five year Rule]

Look just outside your practice area – Could changes on the periphery change the dynamics of the population and its needs? [Is your area now part of an urban expansion?]



Dispensing Regulations The Five Year Rule



Five Year Rule – what does it mean?

- If your area is still designated as “rural” by NHS England, this potential protection exists
- If a Pharmacy Contract Application has been refused within the previous 5 years, then a new application should not be considered.
- Only where there has been “significant and relevant change” in the locality can a new Pharmacy Contract Application be considered
- What is “significant and relevant change”?
 - Substantial housing and population growth
 - Changes to the demographics of your population that may need additional pharmaceutical services
 - Changes to the dispensing services within the locality

The Pharmacy Contract Application Process

- For a whole webinar too much to cover in this session



Summary

- Know your practice area and the statistics
- Read your area's PNA
- Make business planning a key activity for your practice
- Engage with professional consultancy to evaluate the facts.
- Doing nothing is not an option!



Questions & Contact details

- Further questions:

contact@dispensingdoctorexerts.co.uk

