

# PRESS RELEASE



For Immediate Release

PHARMACEUTICAL SERVICES NEGOTIATING COMMITTEE

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## **PSNC launches MUR promotion campaign**

PSNC today announces the launch of a new campaign involving contractors and LPCs to promote the availability of Medicines Use Reviews. **"Get a free medicines check from your local pharmacist"** features the benefits of the MUR service and encourages qualifying patients to ask about the service in their pharmacy.

The material provides an advertisement for LPCs to place in local newspapers and for contractors to use as an in-store poster. LPCs have also been provided with a pack giving advice and a draft press release to use locally to raise the profile of MURs as part of the advertisement and poster campaign. The template is free of charge to download and available in a variety of different format sizes. It is also available in black and white or in colour.

Commenting on the launch, Mike King, Head of LPC and Contractor Support, PSNC, said:

"The most recent statistics suggest that over one million MURs have been performed since the start of the service and this figure is increasing every month. However there are a large number of patients that could benefit from an MUR and this campaign is intended to raise awareness amongst the public of this free service and how it can help patients find out more about their medicines and use them effectively.

LPCs have been briefed on the campaign and contractors can contact their LPC or visit the LPC website for further information on local MUR promotion"

Please click on the following link to view the advertisements:

[www.psn.org.uk/index.php?type=more\\_news&id=2751](http://www.psn.org.uk/index.php?type=more_news&id=2751)

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**Notes for editors:**

1. The Pharmaceutical Services Negotiating Committee (PSNC) is the body that represents community pharmacy on NHS matters and seeks to secure the best possible NHS services provided by pharmacy contractors in England and Wales.

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