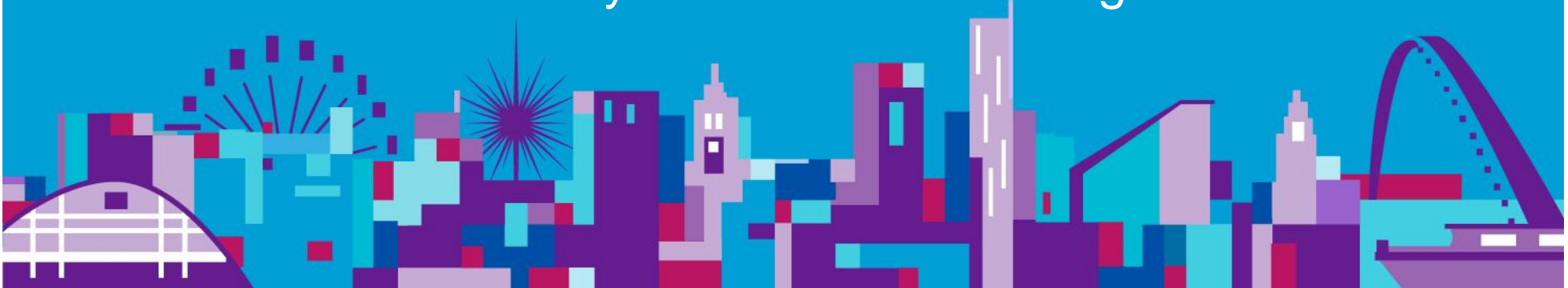


# An enhanced service for Cardiovascular Risk Assessment by Community Pharmacists

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# What we did!

- ❑ Vascular Checks Pilot was undertaken in Manchester from 2nd February 2009 to 30th April 2009
- ❑ free vascular health checks were offered in community pharmacies to Manchester residents registered with a Manchester GP
- ❑ Patient results were transferred to the patient's GP to be uploaded onto the CVD risk registers held in GP surgeries
- ❑ patients were given health promotion information and signposted to local health promotion services



# How we did it

- ❑ 35 community pharmacies from 15 targeted wards across Manchester (worst life expectancy).
- ❑ Pharmacies were offered the opportunity to opt into the pilot as a local enhanced service and were paid per check that they performed
- ❑ Target group Manchester residents between the ages of 40-74 registered with a Manchester GP, who had not had a blood pressure reading within the last 12 months.



# Public Engagement

- A targeted personalised mail with details of the service and their 3 closest pharmacies.
- A phone line was set up within the Joint Health Unit to signpost interested and eligible members of the public to their nearest pharmacy.
- Posters and leaflets were distributed to over 150 different organisations and groups.
- A number of leaflet drops at supermarkets in targeted areas
- Pharmacies were encouraged to recruit patients proactively using word of mouth and extensive publicity material was sent to individual pharmacies.
- A number of adverts appeared in local newspapers and a sustained PR campaign was undertaken by Manchester City Council's in-house design and media agency.
- A launch event was held in Gorton.



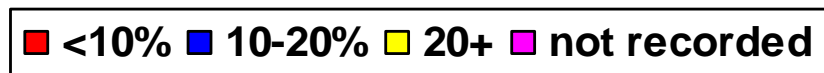
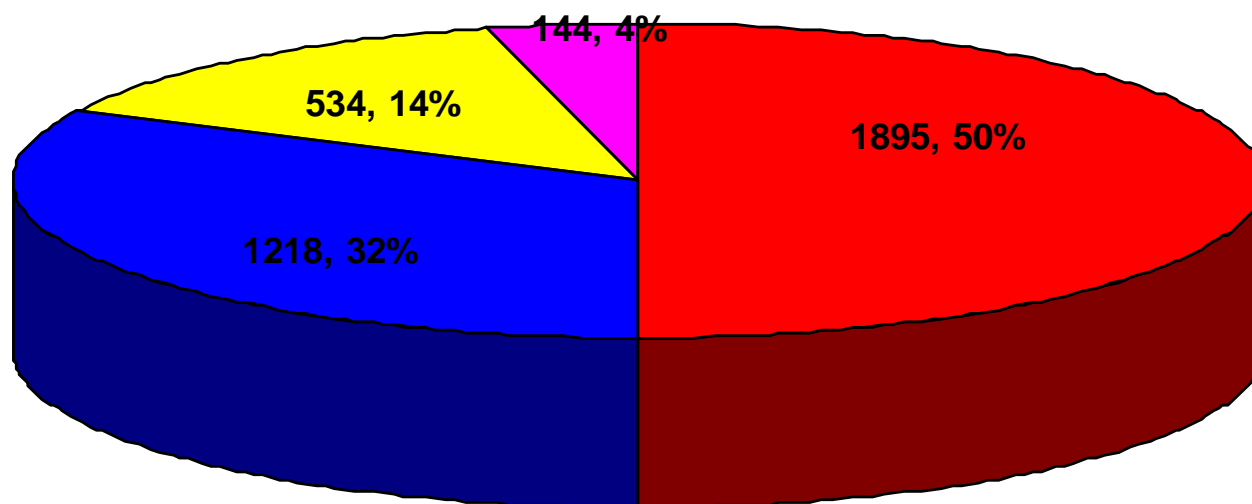
## Impact

- Over 4000 vascular checks undertaken in 13 weeks
- All results sent to patient's GP
- 35 community pharmacies
- 44% male, 56% female
- 74% of patients aged between 40-59 years
- 31% BME



# CVD risk

CVD risk score



# Key Lessons

- Training & Accreditation
- Development of Local Enhanced Service (LES)
- Engagement of pharmacies
- Equipment
- “the day job”
- Team approach
- Poor record keeping



# What Happens Next?

- NHS Manchester has developed a LES for GPs
- If we do not have 100% uptake of the LES an enhanced service will be offered to the “willing provider”, i.e. community pharmacists

