

Statistics at NHSBSA
General Pharmaceutical Services –
England.

User Engagement Strategy

Document Release Note

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About this document

This is the NHS Business Services Authority's (NHSBSA) policy and procedure on user engagement in relation to the production of the General Pharmaceutical Services - England publications, in this document referred to as General Pharmaceutical Services.

This document will be reviewed and refreshed annually to ensure that it remains current and relevant. Additional updates will be made following significant developments of relevance to the General Pharmaceutical Services statistics, including following public consultations, amendments to relevant internal and external guidance, or regulations.

Information in this document has been organised as follows:

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Section 1: Introduction

In line with the United Kingdom Statistics Authority (UKSA) Code of Practice for Statistics the NHSBSA strives to provide accurate, timely, relevant and easily accessible statistics to all our users. The statistical publications we release will be of high quality, worthy of trust, and of value to support understanding of the important issues.

We recognise the importance of engaging with our customers/users to ensure that our statistical publications meet their needs. Our customer service commitment and customer engagement procedures for all our Statistics publications are set out in the Statistics at NHSBSA Customer Service and User Engagement Policy.

This document details our engagement strategy for publication of the General Pharmaceutical Services in England Statistical publications.

General Pharmaceutical Services is an annual publication. The annual release has previously been published in November each year, with the current publication in 2021 brought forward to October, which will cover up to the preceding financial year. This may be brought further forward in future releases. As of the publication in 2020, this is now being published by the NHSBSA and uses prescription dispensing data which is available from April 2015 onward. To provide consistency in this publication, General Pharmaceutical Services now looks at a smaller timescale rather than the previously published 10-year timescale. This is so that all prescription data can be sourced from the NHSBSA Data Warehouse. As data is continuously added to the NHSBSA Data Warehouse, this timescale will be expanded upon each year until a full 10-year timescale is available.

Section 2: Our Customers

Our Statistics at the NHSBSA Customer Service and User Engagement policy identifies broad customer/user groups of our statistics. The General Pharmaceutical Services statistical publication specifically relates to individuals in the following groups:

- Ministers and officials in Government departments including the Department for Health and Social Care, and NHS England & Improvement
- Policy advisors for Community Pharmacy and Primary Care
- Analysts in Government Departments and Arm's-Length Bodies
- Primary Care and Community Pharmacy Commissioners
- Commissioning Support Units (CSUs)
- The media and external commentators
- Academics and Applied researchers in the fields of health and social care research including pharmacy and pharmaceuticals
- The pharmaceutical industry including business analysts and strategists in manufacturing and sales
- Businesses offering data analytics and business intelligence solutions for the healthcare and pharmaceutical sectors
- Non-profit organisations providing data analytics and business intelligence solutions for the healthcare sector and the public
- Members of the public.

We recognise that this list is neither exhaustive nor fixed and that there are potential users of the General Pharmaceutical Services statistics not captured here. As part of our customer engagement activities, we will continue to develop our understanding of who our customers/users and potential customers/users of the General Pharmaceutical Services statistics are and the customers/users of NHSBSA statistics more widely. We will also seek to enhance our understanding of how customers/users use the General Pharmaceutical Services statistics so that we can ensure the publication continues to meet their needs.

Given the diverse nature of our customer base we recognise that it will include several distinct customer types each with their own goals, behaviours and motivators. Just as we build our statistics products to ensure they are responsive to different customer needs we also communicate and engage with our customers/users in a variety of ways. This helps us to ensure that all our customers/users can receive updates from

us and share their views with us and thus that we meet our commitment to securing a breadth of interaction across the full spectrum of our customer base. The specific mechanisms and communication channels are set out in the next section of this document.

Section 3: General Pharmaceutical Services

Customer Engagement Plan

Engaging with our Existing Customers

As detailed in our Customer Service and User Engagement policy we recognise that our customers/users will have different needs and we therefore use a range of methods to communicate and engage with them. In line with this, we use the following methods specifically:

- Communicate with external customers/users via our website and social media channels
- Customers/users can contact us by email and mail
- Meet regularly with internal customers/users
- Hold regular engagement sessions for the public, think tanks, professional associations and charities in the pharmaceutical and prescribing sector, and the media and commentators

Details of these methods and what we do in response to communications from users are provided below.

Regular communication with our external General Pharmaceutical Services statistics customers/users will be via the NHSBSA website and social media channels. These communications will notify customers/users of the latest General Pharmaceutical Services statistics releases, upcoming engagement events, public consultations and any other news.

General Pharmaceutical Services statistics customers/users can contact the NHSBSA Statistics team at any time with questions or queries, to request support or just to let us know who they are and how they use the General Pharmaceutical Services statistics. Contact can be made via:

- Email to the NHSBSA Statistics mailbox (nhsbsa.statistics@nhs.net)
- Postal Mail: Lead Official for Statistics, NHS Business Services Authority, Stella House, Goldcrest Way, Newburn Riverside, Newcastle upon Tyne, NE15 8NY
- Social Media Channels including twitter.

These contact details are available on the NHSBSA statistics webpage and are included in the Customer Service and User Engagement Policy document.

Alternatively, customers/users can contact the responsible statistician for the General Pharmaceutical Services publication, these contact details can be found on the General Pharmaceutical Services publication itself.

Communication channels (including email, mail, and social media) will be checked regularly (at least every 48 hours) and where appropriate an NHSBSA statistician will respond to customers/users on an individual basis.

We will hold user group events for the General Pharmaceutical Services statistics publication. These will be periodic, scheduled to take place shortly after the latest release where practical, allowing time for any feedback to be considered and implemented prior to the subsequent publication. These groups will be hosted on an appropriate web-based platform allowing customers/users to join the session remotely. The details of these user groups will be promoted in advance on the NHSBSA Statistics homepage, via the NHSBSA twitter account.

We recognise that many customers/users may not come directly to the NHSBSA to access General Pharmaceutical Services statistics but rather are presented with them via third parties such as the news media, charitable organisations and other commentators. For this reason, we invest time in engaging with these groups that disseminate statistics to wide audiences. We maintain a register of media contacts

and commentators in the areas of statistics, prescribing, health and pharmaceuticals as well as key think tanks, professional associations and charities with interests in pharmaceuticals and prescribing.

All feedback, queries and requests received will be documented and recorded in a secure manner¹. These records will be reviewed and consolidated periodically, at a minimum this will be done bi-annually prior to the bi-annual user groups taking place, so that any emergent themes or issues which would benefit from further exploration can be discussed during the user groups.

Members of the NHSBSA Statistics team will then meet to discuss the feedback received via both the user groups and other communication channels and use it to guide any planned amendments or improvements to the General Pharmaceutical Services statistics methodology, format of the publication and wider service provision.

A summary of the feedback received, and subsequent actions taken or planned will be published on the NHSBSA website.

Feedback that includes information regarding who our customers/users are, what they use the General Pharmaceutical Services statistics for and any user needs, or pain points will be used to help develop, update, and maintain a customer map and a series of user profiles. These will be used as tools to help support and enhance business understanding of our customers/users.

Engaging New and Potential Customers

The mechanisms described above should ensure that existing, known customers/users are able to receive communication from, and reach out to, the NHSBSA Statistics team in a way and at a time that suits them. Additional activities will be conducted in order to continue to identify existing and potential customers/users of the General Pharmaceutical Services statistics. These include:

- Review of FOIs, data requests and data analytics initiatives

¹ Individual records will be stored in line with internal data governance policies and General Data Protection Regulation

- Google alerts
- Meetings with NHSBSA colleagues

We will regularly review Freedom of Information (FOI) requests, chargeable and non-chargeable Data Requests and Data Analytics Initiatives to look for common trends and individuals making repeat requests in order to identify individuals who may be interested in the General Pharmaceutical Services statistics. Where these individuals have provided consent for the NHSBSA to contact them we will then reach out to them to explore their needs and requirements and how these might be addressed by the General Pharmaceutical Services publication or the wider NHSBSA statistics service.

Google alerts will be set up to facilitate monitoring of media publications relating to the General Pharmaceutical Services statistics and prescribing data. This will allow us to identify commentators drawing on the General Pharmaceutical Services statistics and/or writing about prescribing. Where contact details are available, we will reach out to the individuals identified to explore their needs and requirements.

We will regularly collaborate with colleagues in the NHSBSA Insight directorate and Prescriptions Services teams to identify additional potential users that may emerge through their on-going work including User Research, Customer Insight and Stakeholder Engagement.

The knowledge gained from these activities will be used to update our customer/user map and personas.

Section 4: Contact Us

Feedback is important to us; we welcome any questions and comments relating to this document.

Please quote 'General Pharmaceutical Services User Engagement Policy' in the subject title of any correspondence.

You can contact us by:

Email: nhsbsa.statistics@nhs.net

You can also write to us at:

NHSBSA - Statistics
NHS Business Services Authority
Stella House
Goldcrest Way
Newburn Riverside
Newcastle upon Tyne
NE15 8NY

END