

Community Pharmacy Guide to Maximising Revenue & Utilising the Skill Mix in Your Pharmacy Team

Recent regulatory and contractual changes have expanded the scope of practice across the pharmacy team, enabling a wider range of professionals to play an active role in service delivery. By aligning services to the appropriate skill mix, pharmacies can operate more flexibly, and ensure clinical tasks are delivered by the most suitable team members.

Pharmacy First

Currently, consultations for Pharmacy First service offer the following payments:

- Clinical pathways consultation/minor illness referral = £17
- Urgent medicine supply = £15

The Pharmacy First service also offers a ‘threshold’ payment of £1,000 for completing 30 clinical pathway consultations a month or £500 for 20–29 consultations. You must also be registered for Hypertension–Case Finding Service and the Pharmacy Contraception Service to meet bundling requirements. Below shows the earning potential vs. cost of completing 30, 20 and >20 consultations:

Role	Time Taken	Completed (Month)	Annual Cost	Annual Income	Threshold Income	Profit/Loss (£)
Pharmacist	15 mins	30	£7,689.60	£6,120	£12,000	+10,430.40
Pharmacist	15 mins	20	£5,125.44	£4,080	£6,000	+4,954.56
Pharmacist	15 mins	10	£2,567.72	£3,360	N/A	+£792.28

Tips on reaching the threshold payment for Pharmacy First:

- Educate staff in patient-facing roles to identify those who may be eligible for the service when counselling patients as part of the self-care essential service.
- Promote the service in your pharmacy, using posters and TV screens where possible.
- Maintain working relationships with GP colleagues, discussing the benefits of referring into the service, to save clinician time and getting patients seen faster.

Hypertension Case-Finding

Below shows the cost vs. income of different pharmacy roles completing **clinic checks**. All costs are calculated using the costing tool provided by CPE.

Role	Time Taken	Completed (Month)	Annual Cost	Annual Income	Profit/Loss (£)
Pharmacist	10 mins	28	£4,783.50	£3,360	-£1,423.50
Dispenser	10 mins	28	£2,093.28	£3,360	+£1,226.72

Below shows the cost vs. income of different pharmacy roles completing **ABPM**. All costs are calculated using the costing tool provided by CPE.

Role	Time Taken	Completed (Month)	Annual Cost	Annual Income	Profit/Loss (£)
Pharmacist	20 mins	10	£3,416.40	£6,102	+2,685.60
Dispenser	20 mins	10	£1,495.20	£6,102	+£4,606.80

Pharmacy Contraception Service

Below shows the cost vs. income of different pharmacy roles completing **oral contraception supplies**. All costs are calculated using the costing tool provided by CPE.

Role	Time Taken	Completed (Month)	Annual Cost	Annual Income	Profit/Loss (£)
Pharmacist	15 mins	7	£1,799.40	£2,100	+£300.60
Technician	15 mins	7	£1,104.48	£2,100	+£995.52

Below shows the cost vs. income of different pharmacy roles completing **emergency contraception supplies**. All costs are calculated using the costing tool provided by CPE.

Role	Time Taken	Completed (Month)	Annual Cost	Annual Income	Profit/Loss (£)
Pharmacist	15 mins	7	£1,799.40	£1,680	-£119.40
Technician	15 mins	7	£1,104.48	£1,680	+£575.52

Adult Flu Vaccination Service

Below shows the cost vs. income of different pharmacy roles completing **seasonal influenza vaccine administration**. All costs are calculated using the costing tool provided by CPE.

Role	Time Taken	Completed (Annually)	Annual Cost	Annual Income	Profit/Loss (£)
Pharmacist	10 mins	545	£5,433.55	£5,221.10	-£212.45
Technician	10 mins	545	£3,346.30	£5,221.10	+£1,874.80

How You Can Utilise Your Workforce to Increase Revenue

Our findings show that by utilising your workforce to drive service delivery, you can attract an increase in revenue, as well as upskilling your pharmacy team:

- Pharmacy Assistants and Pharmacy Technicians can deliver a range of commissioned services dependent on competency
- Using your workforce means different roles within your pharmacy team will be better equipped to identify and recruit patients for services

- Ensure your workforce is adequately trained and able to deliver these services, adhering to your SOPs and requirements of the service specification

How Your Staff Can Assist with Existing Services

Your pharmacy team can also assist you in delivering your current range of commissioned services, to save time and utilise your skill mix. This includes services such as:

- Pharmacy Contraception Service – your pharmacy team can assist you in conducting blood pressure & BMI checks that are required via the service.
- New Medicines Service – your pharmacy team can assist you in phoning eligible patients and arranging calls to speak to the pharmacist and/or a suitable time to attend and see the pharmacist.
- Pharmacy First – upskill your patient-facing pharmacy team to identify eligible patients at the counter, consider implementing a triage form to save time during consultations.