

PHARMACY 365 -  
CHURCHVIEW

ENTER AND VIEW

DATE: Tuesday 24th May 2022



OVERVIEW OF  
PHARMACY

Address: 249 Halesowen Rd, Old Hill, Cradley Heath B64 6JD

Owner : Mr. Shahid Latif (GPhC 2050888)

Facebook page: No

Website: <https://churchviewpharmacy365.co.uk/>

Telephone: 01384 638554

This dispensing chemist provides a service for local people including:

- Dispensing both NHS and Private prescription and over the counter medication
- Free medi-pack/tray system
- Free order, collection and delivery of prescriptions
- Disposal of unwanted medicines
- Flu Vaccinations
- Holiday advice and anti-malarial treatment

Customers were asked to rate the pharmacy - 95% described the pharmacy as excellent and 5% as neutral

The opening times which are displayed externally are:

Monday to Friday : 8am to 11pm

Saturday : 9am to 11pm

Sunday : 12pm to 11pm

The venue is situated on the corner of Priest Street on Halesowen Road, Cradley Heath. There is on the road parking. There are 2 entrances, one with steps in Priest Street and an alternative on Halesowen Road which is step free and is suitable for wheelchair access.

## HEALTHWATCH REMIT

*Healthwatch Sandwell have a legal power (Health and Social Care Act 2012) for Authorised Representatives to visit health and social care services and see them in action. This power to Enter and View services offers a way for Healthwatch to meet some of their statutory functions and allows them to identify what is working well with services and where they could be improved.*



Engaging  
Communities  
Solutions

## PURPOSE OF THE VISIT

*The purpose of the visit was to observe the environment and explore first-hand with customers their experiences of using the Pharmacy 365.*

*Healthwatch Sandwell wanted to find out customer's experiences of the pharmacy service, this included why they visit the pharmacy and what support they get from the pharmacy and how they are treated.*

*Healthwatch Sandwell also wanted to know about customer's experiences of receiving prescriptions from General Practitioners and them being actioned by this pharmacy.*

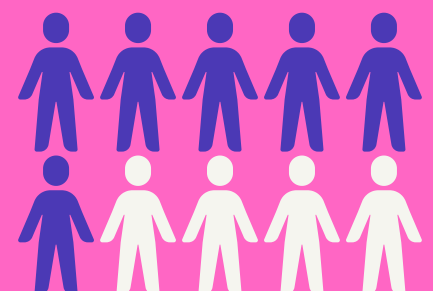
*All of this was achieved by observation and talking to customers and staff.*

## PURPOSE OF THE REPORT

*This report will provide an overview of the services at 365 Pharmacy and will provide customer experience feedback. Where appropriate, recommendations will be made based on the findings of this Enter and View visit and it is anticipated that these recommendations will contribute to improving service delivery within the Pharmacy and in turn improve the service experience for patients.*

## WHO WE SPOKE TO...

*25 customers who were mixed in terms of gender, age, ethnicity and disabilities.*



## WHAT WE DID

Anita Andrews - Authorised Representative facilitated the visit and spoke to 25 customers, both male, female and of mixed ethnicities and observed the environment on Tuesday 24th May 2022 at 9.00 am until 11.00 am (approx.)

The areas covered included :

- the types of services that customers access
- efficiency of obtaining prescription medication
- quality of support from staff including being respected, listened to, privacy, confidentiality
- concerns and complaints
- communication between customers, staff and primary care team
- the environment including accessibility

A customer said that staff are... 'superb, nothing is too much trouble... keep up the good work!'

## WHAT CUSTOMERS SAID...

Customers were spoken to in the waiting area and gave extremely positive feedback.

Customers appreciated having a local pharmacy that is accessible.

The majority of customers said that they get the correct medication from this pharmacist to meet their needs and on time. If there was a delay, it was usually due to a computer issue between GP practices and the pharmacy.

Customers said that they got support with their medication and that the staff are always willing to answer their queries. One customer was observed being given advice about anti malaria tablets and this customer was guided to what was required.

Customers were asked about what they would do if they were not satisfied with the service. All customers said that their concerns were always listened to and all the customers said that if they had experienced difficulties that the staff always try their best to get the correct medication for them and rectify things quickly.

The majority of customers knew who to raise their concerns/complaints with locally but not outside of the pharmacy.

The majority of customers said that there were no communication difficulties with their GP over prescriptions. This pharmacy services a number of local GP practices including, Mace Street Clinic, Regis Medical Centre, Church View and The Practice Old Hill and is a very busy pharmacy.

Customers were asked to rate the pharmacy - 95% described the pharmacy as excellent and 5% as neutral. They were asked if the pharmacy could be improved in any way, all customers said that **nothing** could be improved.



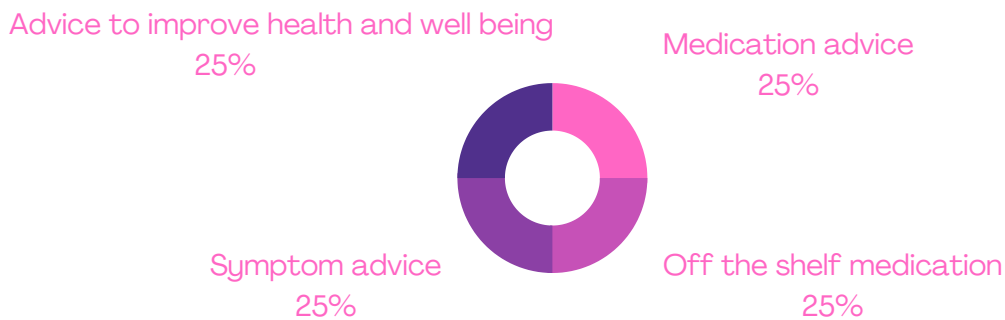
## OBSERVATIONS

*One customer was observed being taken to a private part of the pharmacy, as the issue was of a sensitive nature. The customer was observed being treated with total respect and privacy.*

*Another customer was unhappy with the situation they were in with regards to repeat prescriptions, and at times became quite challenging, the member of staff remained calm and was very helpful. This included making a call to the GP surgery on the customers behalf, so that the customer could hear what the problem was and what they needed to do to rectify it.*

## REASONS FOR VISITING THE PHARMACY

*The majority of the customers visited the pharmacy to collect prescription medication, however they also use the pharmacy for:*



## WHAT CUSTOMERS SAID ABOUT THE STAFF TEAM

*Customers described the behaviour of all staff as 'professional' and communication with them and with their colleagues as being effective.*

*Customers were asked about the behaviour of the staff, there was unanimous feedback that all staff were polite, courteous, respectful, treat them with dignity and respect. Their confidentiality is always upheld.*

*One customer said that staff are: superb, nothing is too much trouble... keep up the good work!*



## ENVIRONMENTAL OBSERVATIONS

Prior to this visit, a poster was delivered to the pharmacy advertising HWS being at the venue, this was not displayed on Tuesday 24th May 2022.

The venue has a consulting room, with a door to ensure privacy. This pharmacy has an optician situated in the venue (Iconic Eyecare) which is a franchise and not part of the Pharmacy, however, compliments the service provided to the local community.

On the day of the visit it was welcoming and clean with shelves well stocked. It hosts a wide range of goods including household items as well as various commodities to improve health and wellbeing.

Customers said that the venue is always clean and safe. There is a chair available for customers to sit and wait for their medication. COVID 19 precautions were in place e.g. hand gel dispenser and stickers on the floor to promote social distancing.

There is CCTV in operation inside the pharmacy.



## WHAT STAFF SAID

Staff have undertaken continued professional development and participate in relevant training sessions. Some certificates (medicine counter assistants) were observed at the serving area.

During the visit good teamwork was observed. One member of the team had worked there for 8 years and was very committed to the Pharmacy and the local community.

Staff have not had challenges with anti-social behaviour from local residents, other than theft.

Communication with primary care teams is good and the team at the pharmacy endeavour to advocate for the customers.



## CONCLUSION

*This visit found that this community pharmacy works very closely with their local GP practices and is a good resource for anyone needing help, medical advice or support.*

*Customers spoke well of the service and the care given by staff, the majority use the pharmacy for prescription and over the counter medication.*

*Concerns are dealt with effectively, however customers were unsure who to complain to outside of the Pharmacy.*

*Staff receive regular training and are an effective team.*

*Communication with primary care teams is good and the team at the pharmacy endeavour to advocate for the customers.*

*The environment is clean, tidy and there are COVID 19 precautions in place.*

## RECOMMENDATION

- *Display complaints procedure to include who to speak to outside of the pharmacy.*

## COMMENTS FROM PHARMACY

*No comments were received from the Pharmacy*

## ACKNOWLEDGMENTS

*Healthwatch Sandwell would like to thank the team and the visitors to Pharmacy365 for their co-operation and hospitality during the visit.*

## DISCLAIMER

*Please note that this report relates to findings during the visit made on Tuesday 24th May 2022 at 9.00am – 11.am (approx.) The report does not claim to be representative of all visitors, only of those who contributed within the restricted time available.*

*This report and its findings will be shared with Healthwatch Sandwell Advisory Board, Sandwell MBC, Sandwell and West Birmingham Clinical Commissioning Group, The General Pharmaceutical Council and Healthwatch England. The report will also be published on the Healthwatch Sandwell website: ([www.healthwatchsandwell.co.uk](http://www.healthwatchsandwell.co.uk))*

