**Introduction**

August has been a busy month for Community Pharmacy initiatives through the ICB and NHS England. At a challenging time of uncertainty for the ICB and our Medicine Optimisation colleagues; the team are busy developing initiatives for community pharmacy in these challenging times. Please see the consolidated list below to help to identify pilot services and initiatives you would like to participate.

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| **Initiative** | | **Description** | **Deadline** |
| **Enhanced Availability of End of Life Care (EOLC) EOI** | **South West London ICB are seeking expressions of interest for Enhanced Availability of End of Life Care (EOLC) medicines.  If you wish to express an interest in this service please complete the form at the following link:**  [**https://forms.office.com/e/nkJZGdej0W**](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fforms.office.com%2Fe%2FnkJZGdej0W&data=05%7C02%7Cdavid.tambyrajah%40nhs.net%7Cb01407d04ee54e14c5b008ddd658acdb%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638902398541110267%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=pu%2FTgZOW%2BIxl0zNVundqCdB9WD7TuzzDzxnu9aWyDho%3D&reserved=0)  **Please note the deadline for response is Friday 22nd August 2025**  **For pharmacies applying after this date please Email your EOI to Sarah Taylor**  **Deputy Chief Pharmacist , NHS South West London ICB** [**sarah.taylor@swlondon.nhs.uk**](mailto:sarah.taylor@swlondon.nhs.uk) | | **Friday 22nd August 2025** |
| **Community-based weight management services (understanding the landscape)** | Through an Innovate UK Weight Management Pathway Design Accelerator, South West London ICB has the opportunity to explore the role of Community Pharmacy in the development of community-based weight management services that are safe, effective and resource efficient. The ICB is scoping initial pathway designs and would like to hear from you to better understand what role community pharmacy could provide in community-based weight management, what clinical cohorts would be most suitable and how a referral and clinical governance process may work.  **Please complete this survey** [**https://forms.office.com/e/hnBLGikRhG**](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fforms.office.com%2Fe%2FhnBLGikRhG&data=05%7C02%7Cdavid.tambyrajah%40nhs.net%7Cf0bf2afcae8c4662da7d08ddde467a31%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638911116541999728%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=xtZoQ%2BxHdsm0b%2Bmly6BA6p3biPEUCAxEhdHDpvCjbLc%3D&reserved=0)**by 29th August 2025**  Your responses will be submitted to the Health Innovation Network (HIN) South London and will be used by the Innovate UK Weight Management Accelerator project team to inform the design of possible community-based weight management pathways. | | **Friday 29th August 2025** |
| **Community Pharmacy Atrial Fibrillation Detection Project EOI** | **Introduction**   * Atrial Fibrillation (AF) is a common cardiac arrythmia associated with a significant risk of stroke. Early detection and management are critical in reducing associated morbidity and mortality. **Community pharmacies are well placed to support AF detection through opportunistic screening of local at-risk population groups due to longer opening hours, offering a personalised service expert advice and can be accessed without an appointment**. * Funded by the British Heart Foundation, this project aims to implement and evaluate a pilot project across 10 community pharmacies in South West London. * The aim is to increase early detection of AF in targeted at-risk populations of people in SWL who use community pharmacies. * The project is supported by an industry partner called FibriCheck, maker of a regulated solution for remote AF detection. * For each patient recruited on FibriCheck, the pharmacy will be remunerated £11 per intervention. It is encouraged the patient is holistically checked as part of the Community Pharmacy Hypertension case finding service having a BP check and ABPM where appropriate.   **The ICB seeking to identify community pharmacies interested in participating as pilot sites for the project. EOIs are invited from pharmacists who are interested in taking part in the project, and who are able to commit to working with the Project Management and Evaluation Teams.**     1. **Ask of pilot sites-** The pilot sites will be required to:  * Undertake training about AF, it’s detection, treatment and management, and use of FibriCheck. * Identify potential patients, introduce them to the project and undertake interventions as necessary, via HARMS2-AF screening. * Document all interventions as demonstrated during the training. * Work with the project management and evaluation teams throughout the entirety of the 2-year project. * Share outcomes and learnings with the wider SWL cardiovascular transformation programme to support wider rollout of this project.      1. **Benefits of participation**  * Improvement in AF detection and management to drive better patient outcomes in line with CVD ambitions in the NHS 10-year plan. and making better use of community pharmacy in prevention and screening programmes. * Training and support for nominated pharmacy lead and other staff as required. * Access to funding to support implementation of this project.  1. **Timeframe and support-**The deadline for the EoI is close of play on **Thursday 4 Sept. 2025**.   **Please ensure your EoI is completed online using the MS Forms found here:** [**https://forms.office.com/e/kKNu0Zwu35**](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fforms.office.com%2Fe%2FkKNu0Zwu35&data=05%7C02%7Cdavid.tambyrajah%40nhs.net%7Cf2c5e9df9dca4a424d3308ddde4c5d19%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638911141765026312%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=YXje16tt2x2cg9GRuv3nOsAy47mK4W3BbgjAxQLe7iU%3D&reserved=0). Note that the online submission must be done in one sitting and cannot be saved or edited once submitted. It is advised to use the MS Word document provided to develop your EOI before pasting the answers into the online submission form.  **Advice and support for completing the EOI can be obtained from:** [**dina.thakker@swlondon.nhs.uk**](mailto:dina.thakker@swlondon.nhs.uk)**and** [**rodwatson@nhs.net**](mailto:rodwatson@nhs.net) | | **Thursday 4th September 2025** |
| **Pharmacy recruitment for NHSE NMS research – NHS England** | **Promoting adherence to CVD medication via an intervention delivered through the NMS**  **Introduction**  The behavioural science unit at NHS England are working with colleagues from the pharmacy team, CVD policy team and DHSC to improve adherence to CVD medication. NHS England are looking to do this through optimising a behaviourally informed intervention delivered as part of the New Medicine Service (NMS). This builds upon a previous RCT which found that delivering this intervention alongside the NMS increased adherence by 6% vs using NMS alone ([study link](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdiscovery.ucl.ac.uk%2Fid%2Feprint%2F10070466%2F3%2FGladstone%2520Gladstone_Meds.pdf&data=05%7C02%7Cdavid.tambyrajah%40nhs.net%7C3f704cfcb58446defc4308dddb3b723f%7C37c354b285b047f5b22207b48d774ee3%7C0%7C1%7C638907770930684344%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=dVQFLBcSUDe%2BdrMTUyOSiGFB%2BrtJATyTTWdGR56lvKI%3D&reserved=0)).The slides are attached to this email.    **Methodology**  NHS England conducting a multi-stage project over approximately the next 12 months and We are seeking support from Regional Senior Pharmacy Integration leads in the first stage of this project, to recruit pharmacies across England to take part in qualitative research exploring factors such as:   * + Barriers and drivers to NMS delivery by pharmacists   + Pharmacist perspective on barriers to patient engagement with NMS   + Pharmacist attitudes towards NMS   + Pharmacist opinions on a shortlist of behaviourally-informed messaging that we will consider for our intervention.     **Pharmacy recruitment**  The research are looking to recruit 30 pharmacies, expecting some attrition to a final sample of 20 pharmacies to take part in our qualitative research. This will involve pharmacists speaking to a member of our project team remotely (telephone or Teams). The recruitment will be a across a range of pharmacies across various factors:   * Geographical location (covered by recruitment across your respective regions) * NMS activity (high/medium/low) * Pharmacy overall prescription numbers (high/medium/low) - is it possible to specify this down to CVD medication prescription? * IMD deciles (high/medium/low) * Pharmacies that are part of a chain vs standalone * Pharmacies that operate remotely vs those that operate in-person * The research team , with the ICB want , to identify a minimum of 5 pharmacies from your region that may be suitable for this research. * The research team are hoping to begin recruitment in August for interviews in September.   **If you are interested please contact Szymon Urbanski, Behavioural Science Analyst Strategic Analysis, Data and Analytics, NHS England**  **Email:** [**szymon.urbanski1@nhs.net**](mailto:szymon.urbanski1@nhs.net) | | **30th August 2025** |
| **Pharmacy Recruitment for contraception research -NHS England** | **NHS England would like to hear your views on the digital aspect of pharmacy contraception services**  **Introduction -** We are Katherine and Marianthi, senior user researchers with NHS England, working on the Community Pharmacy team. We would like to invite you to take part in user research to help shape the future of digital services in community pharmacy. If you’re a pharmacist who delivers contraception services (local emergency oral contraception or the national oral contraception service), your insights would be valuable to **us.**    **Why we’re getting in touch-** We want to better understand how IT can support you – from referral to consultation to claiming – by learning what already works well and where the current challenges lie. Your feedback will influence how national services can better support the way you actually work.    **What to expect-** We’re particularly keen to visit pharmacies in person, so we can see how things work in context and hear your experiences firsthand. Onsite visits will start from beginning of July. If an in-person visit isn’t possible, we can also arrange a 60-minute online session at a time that suits you.   * **Conversations will be informal, and you don't need to prepare anything in advance** * **Everything you share will be anonymous, so that you can share your honest opinions freely - we’re here to listen and learn from your real experiences.**   **Interested in taking part? Please** [**sign up using this link**](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffeedback.digital.nhs.uk%2Fjfe%2Fform%2FSV_4V3E2rA14LiQHrM&data=05%7C02%7Cdavid.tambyrajah%40nhs.net%7C8dc435c66a7b4a850f5408ddd9d8bdc0%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638906247092351169%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=HUMAzqSrfYXFUOmJSf2KoxAVRGlDyq8uh%2B0mt88rwt0%3D&reserved=0) **– we’ll then be in touch to arrange a time that works for you.** | | **Ongoing** |