

# Enter and View Re-Visits



An overview of re-visits to  
Community Pharmacies



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## Aim of report

To provide feedback from Enter and View re-visits to community pharmacies in Sandwell.

## Background

Healthwatch Sandwell (HWS) have the power<sup>1</sup> to visit health and social care services, where health and social care is publicly funded and delivered.

This power to Enter and View services offers a way for HWS to meet some of their statutory functions and to collect evidence of what works well. HWS use this evidence to make recommendations to commissioners and providers of health and social care services and to inform changes both for individual services as well as system wide and to improve people's experiences.

The rationale for a visit is always evidence-based by using:

- Feedback and experience from members of the public and community
- Regulators feedback or reports
- Information from commissioners, providers and/or regulators
- Follow up points raised during a prior CQC inspection to establish whether planned corrective actions are being taken
- Assessment of the impact of change
- Sharing of "best practice" in a specific area and providing support

Enter and View reports are shared with providers, regulators, the local authority, NHS commissioners and quality assurers, the public, Healthwatch England and any other relevant partners based on what was found during the visits. They are published on all our social media platforms and website. <https://www.healthwatchesandwell.co.uk/>

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<sup>1</sup> Section 225 of the Local Government and Public Involvement in Health Act 2007, Part 4 of The Local Authorities (Public Health Functions and Entry to Premises by Local Healthwatch Representatives) and Regulation 2013 3 Section 221 of The Local Government and Public Involvement in Health Act 2007

## Purpose of Enter and View visits at Pharmacies

The **2022/23** Enter and View programme focused on local community pharmacies.

This was guided by:

- the public experiencing difficulties with prescriptions from GPs, this programme aimed to help to identify what the public's experiences are so that robust evidence can be provided about this issue.
- Covid-19 appropriate restrictions were manageable as pharmacies were open to the public.

The purpose of the visits was to observe the environment and explore first-hand with customers their experiences of the Pharmacy.

HWS wanted to find out:

- patient's experience of the pharmacy service
- why they visit the pharmacy
- what support they get from the pharmacy
- how they are treated
- patients 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.

## What we did

An Authorised Representative: Anita Andrews facilitated the visits, spoke to customers and observed the environment.

### WHO WE SPOKE TO...

*115 customers - both men and women from mixed ethnic backgrounds*



A pre-set of questions were asked that covered:

- 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

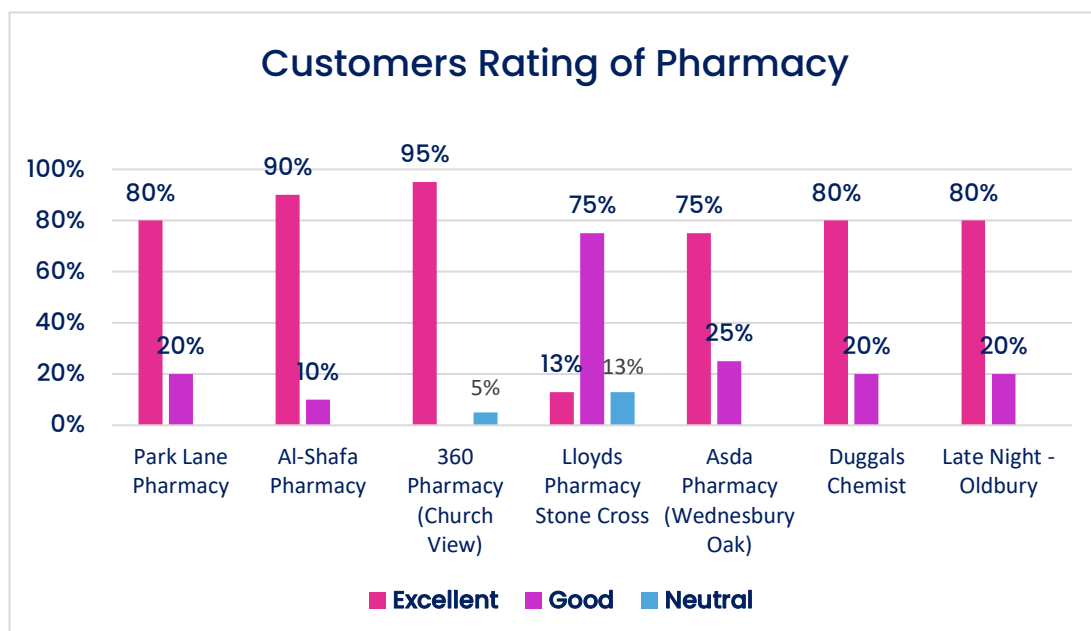
## Where we visited

A sample of Pharmacies were visited during 2022/23 etc to ensure that the 6 towns were covered – [see appendix 1](#).

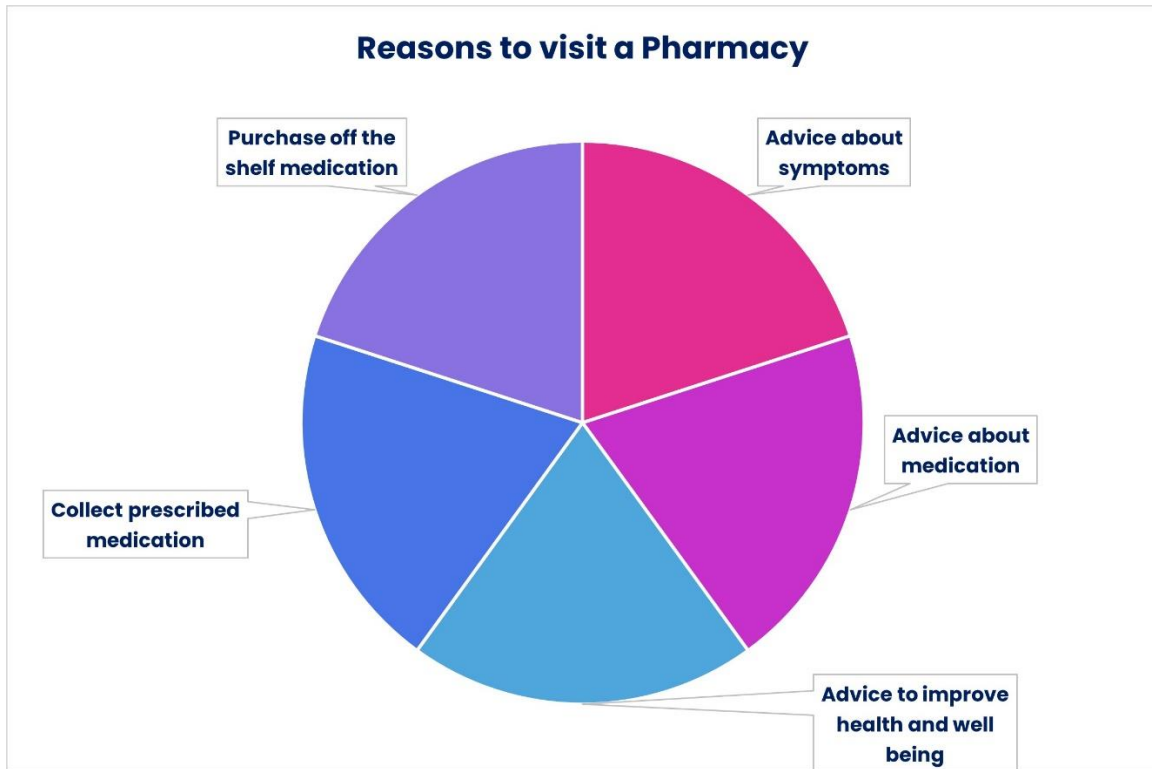
## Overview of findings from visits

An analysis of the Enter and View visits that took place between January 2022 and March 2023 can be found: <https://www.healthwatchesandwell.co.uk/report/2023-04-28/enter-and-view-analysis-visits-pharmacies>

This analysis found most customers rated their pharmacy as excellent.



Customers visited the Pharmacy for a variety of reasons:



Customers were observed receiving appropriate support, guidance, advice, being treated with dignity and respect at all pharmacies. Customers said they appreciated having a local pharmacy that is accessible.

Staff described their biggest challenge as 'language' as some pharmacies were situated in diverse communities. In these circumstances lots of effective non-verbal communication and interactions were observed during the visits and some staff had learnt short phrases to be able to engage. Also, staff with similar backgrounds communicated using their own community language skills to communicate so that needs could be met.

The programme of Enter and Visits to community pharmacies found that this service is invaluable to local people and provides an excellent service.

## Recommendations to improve the community pharmacy service

After each visit a report was published which included recommendations to improve the service.

**Four** pharmacies were recommended to display a complaints procedure to include who to speak to outside of the pharmacy.

**One** pharmacy was recommended to consider providing information in languages that suit the local diverse community on the notice board and the health promotion leaflets.

## Re-visit to Pharmacies Findings

Visits were made to each pharmacy on **26<sup>th</sup> November 2024** and compliance with the recommendations were assessed.

A re-visit to Lloyds Pharmacy Stone Cross, 150-152 Walsall Road, Stone Cross West Bromwich B71 3HP did **not** take place as it had been taken over by a different provider and would not have been aware of the visit on 19<sup>th</sup> July 2022.

Park Lane Pharmacy: 3 Park Lane, Wednesbury West Midlands WS10 9PR	
Recommendation	Comments
Display complaints procedure to include who to speak to outside of the pharmacy	<b>Not actioned.</b> The Pharmacist explained that if customers have a complaint/comment they are sent an e mail with a complaint form. The Authorised Representative questioned how the pharmacy communicate with customers who do not use e mail. This is to be considered by the pharmacy.
Al-Shafa Pharmacy: 93 Shireland Road, Smethwick B66 4QJ	
Recommendation	Comments
The notice board and the health promotion was provided in written English, and this may be something that the owners may wish to consider in providing information in languages that suit the local diverse community.	<b>Not actioned</b> Authorised Representative advised accordingly.
Pharmacy 365 (Church View) 249 Halesowen Road Cradley Heath B64 6JD	
Recommendation	Comments
Display complaints procedure to include who to speak to outside of the pharmacy.	<b>Not actioned</b> Authorised Representative advised accordingly.

Asda Pharmacy: Wednesbury Oak Road Tipton DY4 0BP	
Recommendation	Comments
Pharmacy staff to direct customers to the complaint's poster, when appropriate.	Authorised Representative was advised that the re-visit required authorisation from Head Office and could not go ahead. However, a conversation had already occurred with a member of the team prior who explained that this recommendation was met although complaints are very rare.
Duggals Chemist 75 Park Lane East Tipton DY4 8RP	
Recommendation	Comments
Display comments and complaints procedure to include who to speak to outside of the pharmacy.	<b>Not actioned</b> Authorised Representative advised accordingly and suggested that the information is provided in the pharmacy's newsletter.
Late Night -196 Causeway Green Road, Oldbury B68 8LS	
Recommendation	Comments
Display comments and complaints procedure to include who to speak to at the branch and outside of the pharmacy	<b>Not actioned</b> Authorised Representative advised accordingly.





## Conclusion

Local community pharmacies continue to provide a vital service to the local community. However, to improve customer service they must all provide information about how to raise concerns and not assume they know. It is essential that an open culture where individuals feel confident to speak up when things go wrong and to raise concerns is one of the key elements of ensuring an effective workforce and the provision of safe customer care.

The following key steps may improve customer service and ensure that concerns are addressed effectively:

- 1. Clear Communication Channels:** Pharmacies should provide clear, accessible information about how customers can raise concerns. This could include informational pamphlets, posted signs, or digital communications outlining the process for submitting feedback or complaints.
- 2. Staff Training in promoting an open culture**
- 3. Providing anonymous reporting options**
- 4. Public Awareness Campaigns**

Creating a culture of safety and open communication within community pharmacies may strengthen trust and collaboration between staff and the community they serve.

### For more information, contact:

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## Appendix 1

### Overview of visits

Date	Name of Pharmacy
26th January 2022	Park Lane Pharmacy 3 Park Lane Wednesbury. WS10 9PR
8th March 2022	Al-Shafa Pharmacy 93 Shireland Road Smethwick. B66 4QJ
24th May 2022 – visit refused by Pharmacy	Sidhu's Pharmacy 369 High Street West Bromwich. B70 9QL
24th May 2022	Pharmacy 365 (Church View) 249 Halesowen Road Cradley Heath. B64 6JD
19th July 2022	Lloyds Pharmacy Stone Cross 150-152 Walsall Road Stone Cross West Bromwich. B71 3HP
20th September 2022	Asda Pharmacy Wednesbury Oak Road Tipton. DY4 0BP
30th November 2022	Duggals Chemist 75 Park Lane East Tipton. DY4 8RP
24th January 2023	Late Night -196 Causeway Green Road Oldbury. B68 8LS



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Sandwell

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