

Subject: Top tips for delivering a successful Pharmacy First service from Mat and the team at Boots in Derby

Engage the whole healthcare team

Your healthcare colleagues have the most direct face-to-face contact with customers. Ensure the entire team is trained and aware of which over-the-counter products may signal that a Pharmacy First consultation may be needed.

Monitor sales of certain products

Routinely spot-check sales of items commonly linked to Pharmacy First-eligible conditions (e.g. pseudoephedrine). Use this insight to coach and support the team in recognising when customers may need a pharmacist consultation.

Raise awareness of the service beyond the pharmacy

Consider producing a simple, easy-to-read leaflet for local businesses. This helps raise awareness of the service among workers, shoppers and the wider community.

Build strong local relationships

Engage with nearby healthcare providers such as Urgent Treatment Centres and GP practices. These conversations strengthen local referral pathways and highlight the support community pharmacy can offer.

Use in-store announcements

Hourly tannoy customer reminders to help highlight the seven eligible conditions, the availability of the pharmacist and the convenience of accessing healthcare advice and support without an appointment.

Engage customers proactively

Use everyday interactions to help customers understand how the service can help them. Phrases like *“If this doesn’t help, you can speak with our pharmacist for more support.”*

Ensure visible staff availability

Position Healthcare Specialists within relevant aisles—especially cough & cold and women’s health—to offer advice and signpost customers to eligible Pharmacy First consultations.

Make use of referral pads

Referral pads provide structure to triage conversations, help manage customer expectations around waiting times and allow pharmacists to prioritise effectively. They also provide opportunities to link patients into wider services such as contraception or hypertension checks.