

Should all pharmacies have screens?

The Digitisation of Community Pharmacy Public Health Promotion

Context and Background

All 11,000 Community Pharmacies in England undertake 6 x Public Health Campaigns each year. These use Leaflets and Posters which ideally lead to conversations with pharmacy team about health. The value of these campaigns is significant - circa £50 million per year.

However, value impacted by:

1. Poor coordination of materials
2. Variable quality of content
3. Expensive distribution to 11k sites
4. Minimal data from campaigns
5. Leaflets go out of date
6. Wastage of materials
7. Not bright or eye catching

What we did

We created a partnership with HI NENC to run a pilot programme to replace traditional leaflets and posters with professional pharmacy screens.

Our objectives were to:

- To install screens in 20 Pharmacies
- To use both internal and external (shop window) facing displays
- To select and create high quality content for health promotion purposes only
- To pay pharmacies to use the space, to support the screen install and to print posters as and when required on a patient by patient basis
- To measure outcomes for 6 months and commission an evaluation

“The project aimed to revolutionise pharmacy public health campaigns by changing the format from static paper based to running as vibrant, short videos on digital displays...” Andre Yeung, 2022

What did we learn? Evaluation:

Where this evidence is absent in healthcare, other fields such as in retail demonstrate that the power of digital advertising is unequivocal, with millions of pounds being invested in digital advertising to drive consumer behaviours and decisions.[6]

SCREENS WORK

All participants shared excitement and positivity towards the installation of the screens. Pharmacy staff described the screens as eye-catching, attractive and good for triggering conversations with patients and members of the public. **POSITIVITY**

HealthWatch volunteers reported the screens were very noticeable at entry or when approaching the pharmacy from outside - eye-catching, easy to see and read messages. **HIGHLY VISIBLE**

An estimated 85% of people visit a pharmacy at least once a year, with people on regular medication visiting more frequently to collect their medication, making them a suitable venue to broadcast digital public health messages due to footfall.[9] **PATIENT CONTACTS**

‘We’ve definitely had more enquiries about our UTI testing service since we got the screens, which we’re almost sure is related.’

INCREASED SERVICE UPTAKE

Some pharmacy staff struggled to get hold of physical resources, cited issues physical resources on their workload and the waste of paper that the leaflets and posters created. **WORKLOAD AND WASTE**

“The evaluation findings are resoundingly positive...the adoption of digital screens in community pharmacy for public health messaging looks to be the next step of maturity for health promotion...”

Benefits of digitising health promotion

- Run multiple simultaneous public health campaigns
- Centrally coordinate campaigns with General Practice etc.
- More impactful message due to bright, information rich and high-quality videos
- Flexibility to quickly stand-up campaigns nationally or locally
- Reduce logistics costs
- Reduce carbon footprint (logistics and production)
- Reduce workload for front line pharmacy teams
- Harness creativity of BHF, Cancer Research UK etc. to produce custom content

What are the financials?

Circa £2000 per pharmacy for 2 years then £500 per year for ongoing content management and support

Screens last 6+ years or more, therefore total cost per pharmacy for 6 years = £4,400

10,000 pharmacies for 6 years would cost £44 million or £7.3 million per year

Reach - 150 people per day (at 300 days) per pharmacy = 450 million people per year

By comparison, a single advertising campaign from MC Saatchi “Help Us Help You” cost the NHS £28.6 million and these campaigns have a potential value circa £50 million per year