

AL-SHAFA PHARMACY

ENTER AND VIEW

8th March 2022

OVERVIEW OF PHARMACY



Name of Pharmacy: Al-Shafa Pharmacy

Address: 93 Shireland Road, Smethwick, West Midlands.
B66 4QJ

Owner : Your Prescriptions Ltd. T/A Al Shafa Pharmacy.

Facebook page: <https://www.facebook.com/pages/Al-Shafa%20Pharmacy/211315952575247/>

Website: https://al-shafa-Pharmacy-Pharmacy.business.site/?utm_source=gmb&utm_medium=referral

Telephone: 0121 448 8665

This dispensing chemist provides a service for local people including:

- Medication both prescription and over the counter
- Medi pack system
- Free medication delivery service with own vehicle to a wide area including Birmingham and the surrounding towns in Sandwell

This Pharmacy is part of the Midnight Pharmacy scheme, which means it is open until midnight.

The opening times which are displayed externally are:

Monday to Saturday : 9:00 am – 12:00 am

Sunday: 10:30 am – 8:30 pm

There is an advert on the front of the Pharmacy offering:

- free prescriptions
- collection and delivery service
- minor ailment scheme
- diabetic and blood pressure screening
- pregnancy testing
- smoke cessation service

Customers were asked to rate the pharmacy - 90% described the pharmacy as excellent and 10% as good

The venue is situated on Shireland Road, there is restricted parking outside the Pharmacy but there is a pay and display car park adjacent to the Pharmacy.

It is step free and has wheelchair access.

There is a CCTV system in operation.

HEALTHWATCH REMIT

Healthwatch Sandwell (HWS) 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.



PURPOSE OF THE VISIT

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

HWS wanted to find out patient’s experience of the Pharmacy service, this included why they visit the Pharmacy and what support they get from the Pharmacy including how they are treated.

HWS also wanted to know about patients experiences of receiving prescriptions from General Practitioners and them being actioned by this Pharmacy.

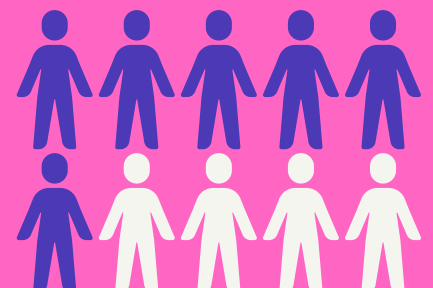
All of this was achieved by observation and talking to customers and staff.

PURPOSE OF THE REPORT

This report will provide an overview of the services at Al-Shafa 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 customers.

WHO WE SPOKE TO...

8 customers - from a mixture of ethnic backgrounds and ages.



WHAT WE DID

Anita Andrews - Authorised Representative conducted the visit and spoke to customers and observed the environment on Tuesday 8th March 2022 at 9.00 am - 12.00 pm (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

THE AIM OF THE PHARMACY

A member of the team explained that Al- Shafa is derived from the word Shifa'a which means... a cure, or the condition of being cured (which is often something prayed for).

This is the aim of this Pharmacy to help people with their health issues.

WHAT CUSTOMERS SAID...

The authorised representative spoke to 8 customers/patients of mixed ethnicities and ages, the majority were aged 65 - 79 years old although there were younger people too.

Talking with customers was limited due to a variety of non-English speakers visiting the Pharmacy, however lots of effective non-verbal communication and interactions were observed during the visit.

The Pharmacy was relatively quiet which meant that the feedback was low in number. It was explained that the Pharmacy is busier after 4 pm.

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

Customers visit the Pharmacy for a variety of reason, which includes collecting prescription medication, Covid tests and purchasing over the counter medication.

All customers said that they get the correct medication on time and that this Pharmacy meets their needs. They also said that they get support with their medication and that the staff are always willing to answer their queries.

"It's brilliant...
best one I've been
to around here"

"Very good jokes "

"[the pharmacist]
is a clever guy"

WHAT CUSTOMERS SAID...continued

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 that if they had experienced difficulties that the staff always try their best to sort things out. Situations are rectified quickly and the staff try to get the best medication for them.

" I would never complain... they [the staff] are so helpful"

All of the customers stated that there were **no** communication difficulties between their GP practice and this Pharmacy in relation to prescriptions.

" I am very happy"

WHAT CUSTOMERS SAID ABOUT THE STAFF TEAM

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.

Good rapport was observed between the staff and customers.

Customers were asked if the Pharmacy could be improved in any way, all customers said that **nothing could be improved.**

"[the pharmacist] is a clever guy"



ENVIRONMENTAL OBSERVATIONS

Prior to our visit a poster was sent to the Pharmacy to advertise the visit, this was displayed on the external window during the visit.

On the day of the visit the Pharmacy was welcoming, 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.

There is a health promotion board at the entrance of the Pharmacy with relevant information e.g. flu vaccinations, healthy eating and weight management etc.



There was a notice board adjacent to the serving area with various information including:

- Complaints procedure
- A comments, suggestions and complaints requests sheet
- Who to complain to outside of the Pharmacy
- Staff qualifications
- Certificate of professional indemnity and public liability insurance
- Prescription charges

The notice board and the health promotion board were all 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.

There was a chair available for customers to sit and wait for prescriptions etc.

The Pharmacy had COVID-19 precautions in place e.g. hand gel at the till and stickers on the floor to promote social distancing.



STAFF INFORMATION

The team is established, with one of the assistants being in post since 2018. During the visit good teamwork was observed, including covering the shift at short notice due to sick leave of another team member.

Staff have regular continued professional development and participate in relevant training sessions. Staff are given opportunities to attend training to enhance their skills and knowledge. Some is self-funded and some is Government funded. The training provider is Buttercups Training which is a training provider with experience and expertise in the field of Pharmacy. It delivers training programmes and apprenticeships to pharmacists, pharmacy technicians, dispensing assistants and support staff working in hospitals and the community.



OBSERVATIONS OF STAFF

"the key to our success with the community and other health care professionals is effective relationships"

Staff were extremely respectful to the customers, in particular to older people. Staff demonstrated kindness, they were supportive and friendly. The staff at the Pharmacy are well respected within the community and this was observed by the interaction between them.

The Staff were busy during the visit, they were heard responding promptly to phone calls about queries about prescriptions and these were rectified on behalf of the patient.

STAFF ISSUES

Staff have not experienced anti-social behaviour and this is attributed to good relationships with the local community. The pharmacist explained that the key to their success with the community and other health care professionals is effective relationships.

Staff described their biggest challenge as 'language' as the Pharmacy is situated in a very diverse community, however the largest population is of south Asian origin and staff try to communicate using their own language skills.

Communication with primary care teams is good, especially local GPs, again this is attributed to good working relationships.

CONCLUSION

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

The success of this Pharmacy is attributed to effective relationships both with customers, the communities and healthcare professionals.

Although spoken language can be challenging, the staff endeavour to meet the needs of the local communities.

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

Staff receive regular training and are an established team.

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

RECOMMENDATION

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.



COMMENTS FROM PHARMACY

The Management Team representative requested an amendment to the report which was altered by Healthwatch Sandwell.

ACKNOWLEDGMENTS

Healthwatch Sandwell would like to thank Tariq Iqbal (Pharmacist), the staff and the visitors to the Pharmacy for their co-operation during the visit.

DISCLAIMER

Please note that this report relates to findings during the visit made on Tuesday 8th March 2022 at 9.00 am – 12.00 pm (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)

