

**Name of document:**

Community Pharmacy Referral Letters

**Who requested patient reader feedback?**

Lindsay Springall, Senior Commissioning Manager – NHS Leeds CCG

## Patient reader group - Feedback Report

### Brief

NHS Leeds Clinical Commissioning Group (CCG) is responsible for planning and funding (commissioning) the majority of health services for people in Leeds. We work closely with our health partners to deliver the best possible health and care services to the people of Leeds. We have received a request for the CCG's patient reader group to review two letters that act as referrals to community pharmacy for new and existing users of blood pressure medication. The aim of the referral is to encourage patients to attend a free consultation at their local community pharmacy in order to help them manage their blood pressure and medication in the most effective way.

The reader group were invited to comment on two documents created by NHS Leeds CCG from a patient perspective, looking at formatting, how easy it was to understand, whether anything was missing and how suitable it is for other people in the community. Patients were not asked to comment on the project itself. The email was sent to NHS Leeds CCG Network members who are signed up to participate in the reader group work.

We received **8** responses from the reader group.

You can view the original document that was submitted to the reader group here:

[Community Pharmacy Referral Letter, New Medicine Service Referral](#)

[Community Pharmacy Referral Letter, Medicine Use Review Referral](#)



## Themes and recommendations

This section outlines the key themes from the feedback. It outlines how we have responded to each them. The green sections indicate where we have directly used patient feedback to shape the project.

Area to be improved	Response (to be completed by requesting staff member)
Consider making the opening of the letters more clear about what the letter is about	
Seek to reword and simplify sentences to ensure that it is easy to read and accessible (see feedback)	
Will this survey be offered in alternative formats? How can people request them?	
Check spelling and grammar and language style (see feedback)	
See below for additional responses regarding suggestions changes/additions to questions	



## Reader Group Feedback

### 1. Is it clear who the document is for, who it is from and what it is about?

		Response Percent	Response Total
1	Yes	50.00%	4
2	No	50.00%	4
3	On one but not the other	0.00%	0
<b>Analysis</b>	Mean:	1.5	Std. Deviation: 0.5
	Variance:	0.25	Std. Error: 0.18
		Satisfaction Rate:	25
		answered	8
		skipped	0

Tell us why: (6)

1	09/06/2019 13:01 PM ID: 119012222	There is no heading to the page it gives the patient and GP details and only by reading the text does it become apparent who the letter is from.
2	09/06/2019 13:32 PM ID: 119012960	Patients and GP details are given at the beginning but there is no heading which indicates from where it originates or what it relates to
3	10/06/2019 09:55 AM ID: 119052698	GP details clearly marked and bold heading
4	10/06/2019 10:28 AM ID: 119059203	Well spaced, all information regarding who it is from and why it has been sent are clear.
5	16/06/2019 16:58 PM ID: 119651335	There is a lack of clarity in the first section of both letters (up to "your blood pressure) in which professionals are being referred to. This section could perhaps be more concise and simplified to clearly show the relationship between the GP Surgery staff and the community pharmacy - and clarify what is meant by community pharmacy. (Too many individual changes to detail here - would be happy to re-draft if of help.)
6	17/06/2019 11:08 AM ID: 119011267	It states the patients name and gives the GPs details but only by reading the text is it clear where the letter originates from.

### 2. Is the design eye catching? (i.e. Would you pick it up if you saw it in a GP surgery?)

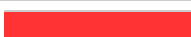

		Response Percent	Response Total
1	Yes	25.00%	2
2	No	75.00%	6
3	On one but not the other	0.00%	0
<b>Analysis</b>	Mean:	1.75	Std. Deviation: 0.43
	Variance:	0.19	Std. Error: 0.15
		Satisfaction Rate:	37.5
		answered	8
		skipped	0

Tell us why: (7)



2. Is the design eye catching? (i.e. Would you pick it up if you saw it in a GP surgery?)			Response Percent	Response Total
1	09/06/2019 13:01 PM ID: 119012222	There is nothing to attract attention to the form - it is in black and white and the text is dense.		
2	09/06/2019 13:32 PM ID: 119012960	Nothing attracts one to the documents it is a dense black text - boring and uninteresting.		
3	10/06/2019 09:55 AM ID: 119052698	Not too long with graphics where needed		
4	10/06/2019 10:28 AM ID: 119059203	No graphics at all		
5	10/06/2019 17:35 PM ID: 119123690	The document is mainly text and as such not particularly eye catching		
6	16/06/2019 16:58 PM ID: 119651335	As presented for this consultation, the documents are simply plain text.		
7	17/06/2019 11:08 AM ID: 119011267	There is no clear heading to the letter and only by reading it is it possible to identify who it is from and what it is about.		

#### 4. Section 2 - Questions for the patient reader group

3. Are the sentences simple and easy to understand?							Response Percent	Response Total	
1	Yes						37.50%	3	
2	No						62.50%	5	
3	On one but not the other						0.00%	0	
<b>Analysis</b>	Mean:	1.62	Std. Deviation:	0.48	Satisfaction Rate:	31.25	answered	8	
	Variance:	0.23	Std. Error:	0.17			skipped	0	
Tell us why: (6)									
1	09/06/2019 13:01 PM ID: 119012222	Some of the sentences seem irrelevant							
2	09/06/2019 13:32 PM ID: 119012960	I do not think the first sentences connect well. I think something of the order of - "On the basis of information received from a range of healthcare professionals we are able to provide the important information in this letter and also offer you the opportunity to attend a FREE ..." (The current opening does not indicate if the actions are based on feedback from patients or input from healthcare professionals.)							
3	10/06/2019 09:55 AM ID: 119052698	Use of unnecessary words i.e. therefore - this is difficult to understand if English is not your first language (first word in paragraph 2 and in hand to pharmacy box on page 2							
4	10/06/2019 10:28 AM	Relatively short but some changes are suggested in box 6							



3. Are the sentences simple and easy to understand?				Response Percent	Response Total
	ID: 119059203				
5	16/06/2019 16:58 PM ID: 119651335	Some sentences could be broken up to aid clarity and some terminology and syntax simplified. (There are sections where the text has clearly be written by professionals in a style relevant to professional colleagues.)			
6	17/06/2019 11:08 AM ID: 119011267	Some of the sentences seem irrelevant			

4. Does it contain unexplained medical terms?						Response Percent	Response Total	
1	Yes					12.50%	1	
2	No					87.50%	7	
3	On one but not the other					0.00%	0	
<b>Analysis</b>	Mean:	1.88	Std. Deviation:	0.33	Satisfaction Rate:	43.75	answered	8
	Variance:	0.11	Std. Error:	0.12			skipped	0
Tell us why: (2)								
1	10/06/2019 10:28 AM ID: 119059203	Acronyms are explained						
2	16/06/2019 16:58 PM ID: 119651335	However, would it help clarity to either label the two figures for the systolic and diastolic pressures or to say "over" rather than put the figures in separate boxes?						



5. Does it speak to the reader? i.e. using 'you' and 'your' instead of 'the patient'						Response Percent	Response Total	
1	Yes					71.43%	5	
2	No					28.57%	2	
3	On one but not the other					0.00%	0	
<b>Analysis</b>	Mean:	1.29	Std. Deviation:	0.45	Satisfaction Rate:	14.29	answered	7
	Variance:	0.2	Std. Error:	0.17			skipped	1
Tell us why: (4)								
1	07/06/2019 20:55 PM ID: 118804631	Right to the point i like it						



**5. Does it speak to the reader? i.e. using 'you' and 'your' instead of 'the patient'**

			Response Percent	Response Total
2	10/06/2019 09:55 AM ID: 119052698	Instances where "patients" and "their" are used instead of you/your		
3	10/06/2019 10:28 AM ID: 119059203	Subject to the suggested changes in box 6.		
4	16/06/2019 16:58 PM ID: 119651335	Not consistently - see response to Q1		

**6. Are there any errors in spelling, accuracy or grammar?**


			Response Percent	Response Total				
1	Yes		75.00%	6				
2	No		25.00%	2				
3	On one but not the other		0.00%	0				
<b>Analysis</b>	Mean:	1.25	Std. Deviation:	0.43	Satisfaction Rate:	12.5	answered	8
	Variance:	0.19	Std. Error:	0.15			skipped	0

**Tell us why: (7)**



1	07/06/2019 20:55 PM ID: 118804631	I'm the wrong person to answer this sorry
2	09/06/2019 13:01 PM ID: 119012222	3rd para, point 1 - raise these not raise it 3rd para, point 2 - it would be better to say having difficulties not challenges 3rd para, point 4 - word with to be inserted so that it reads "will provide you with ..."
3	09/06/2019 13:32 PM ID: 119012960	para 3, point 1 - these needs inserting so that it reads ".. you can raise these ..." para 3, point 2 - it would be better to say difficulties not challenges para 3, point 4 - word with omitted, should read "...provide you with ..."
4	10/06/2019 09:55 AM ID: 119052698	1. 3rd paragraph second bullet point read "taking you medicines" 2. Inconsistent use of capital letters in all healthcare workers - some capitals, some lower case. 3. In the section which reads "what to do next" it states community pharmacy (chemist) but the explanation i.e. (chemist) should be after the first use of this which is in paragraph 2. 4. Paragraph 5 - this reads the New Medicine Service is a free NHS service - in the past patients have presumed this includes their medication costs - change to ...is a free NHS appointment. 5. Paragraph 3 - second bullet point - reads taking you medicines instead of your medicines
5	10/06/2019 10:28 AM ID: 119059203	Paragraph 1: 2nd sentence: replace "support patients to better manage their BP" to support "you" to better manage "your" BP Paragraph 2: Remove "therefore" at beginning of sentence. Insert (Chemist) after "your Community Pharmacy" at the end of the first sentence. Paragraph 3: First sentence reads "support you and address any concerns" replace "address" with "help with"






6. Are there any errors in spelling, accuracy or grammar?			Response Percent	Response Total
		<p>Paragraph 3: bullet point 2 reads "in taking you medicines" replace you with your</p> <p>Paragraph 3: bullet point 4 reads "....will provide you additional support which is more readily available - suggest replace with ".....will provide support which is easier to access"</p> <p>Paragraph 4: reads "....your usual pharmacy (chemist) to arrange an appointment. Move (chemist) to Paragraph 2 which is the first use of the term pharmacy.</p> <p>Paragraph 5 - 1st sentence reads "....is a free NHS service - change to free NHS appointment. In the past patients have misunderstood this and thought they would get their prescriptions free too. Paragraph 5 bullet point 3 - reads "See if you are experiencing problematic side effects and propose solutions where appropriate". Suggest change to "See if you are having side effects and advise how these could be reduced"</p> <p>Page 2: 1st paragraph - end of sentence reads ".....signposting you to further support" - suggest change to "and suggest where you can get more help" . Some patients will not understand what signposting means.</p> <p>2nd sentence reads ".....will be undertaken in a private consultation room" suggest change to "held in a private room"</p> <p>Paragraph 4: inconsistent use of capitals and lower case in role titles.</p> <p>Final box: paragraph 2 - Pharmacy should have a capital</p>		
6	16/06/2019 16:58 PM ID: 119651335	Some syntax could perhaps be improved - particularly in the first section of the letter (c.f. Q1)		
7	17/06/2019 11:08 AM ID: 119011267	<p>para 3, point 1 - should be raise these not raise it</p> <p>para 3, point 2 - it would be better to say having difficulties not having challenges</p> <p>para 3, point 4 - needs the word with inserting to read will provide you with ....</p>		

7. Does it tell the patient everything they need to know? What other questions might the reader ask?					Response Percent	Response Total	
1	Yes				100.00%	8	
2	No				0.00%	0	
3	On one but not the other				0.00%	0	
<b>Analysis</b>		Mean:	1	Std. Deviation:	0	Satisfaction Rate:	0
		Variance:	0	Std. Error:	0	answered	8
						skipped	0
Tell us why and what other questions might the reader ask? (1)							
1	16/06/2019 16:58 PM ID: 119651335	As in Q1, the clarity of which health professional(s) are being talked about would aid clarity.					



8. Is there a contact name and number for queries?							Response Percent	Response Total
1	Yes						71.43%	5
2	No						28.57%	2
3	On one but not the other						0.00%	0
<b>Analysis</b>	Mean:	1.29	Std. Deviation:	0.45	Satisfaction Rate:	14.29	answered	7
	Variance:	0.2	Std. Error:	0.17			skipped	1



9. Are there links to other information, useful websites etc.?							Response Percent	Response Total
1	Yes						100.00%	8
2	No						0.00%	0
3	On one but not the other						0.00%	0
<b>Analysis</b>	Mean:	1	Std. Deviation:	0	Satisfaction Rate:	0	answered	8
	Variance:	0	Std. Error:	0			skipped	0



10. Is the document sympathetic and sensitive?							Response Percent	Response Total
1	Yes						50.00%	3
2	No						50.00%	3
3	On one but not the other						0.00%	0
<b>Analysis</b>	Mean:	1.5	Std. Deviation:	0.5	Satisfaction Rate:	25	answered	6
	Variance:	0.25	Std. Error:	0.2			skipped	2

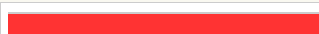
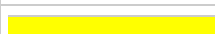
Tell us why: (3)		
1	10/06/2019 09:55 AM ID: 119052698	Offers support if patients are struggling with their medications.
2	10/06/2019 10:28 AM ID: 119059203	Although it does not need to be - it's offering practical help.
3	16/06/2019 16:58 PM ID: 119651335	Could be improved via better clarity and appropriate language style.







11. Is there plenty of space between paragraphs so the page looks clean and uncluttered?							Response Percent	Response Total
1	Yes						83.33%	5
2	No						16.67%	1
3	On one but not the other						0.00%	0
<b>Analysis</b>	Mean:	1.17	Std. Deviation:	0.37	Satisfaction Rate:	8.33	answered	6
	Variance:	0.14	Std. Error:	0.15			skipped	2
Tell us where you think improvements could be made: (2)								
1	10/06/2019 09:55 AM ID: 119052698	Layout is good						
2	16/06/2019 16:58 PM ID: 119651335	May help to include label above text box along the lines of "INFORMATION FOR PHARMACIST"						

12. Is there sufficient contrast between the background and the text colour used?							Response Percent	Response Total
1	Yes						85.71%	6
2	No						14.29%	1
3	On one but not the other						0.00%	0
<b>Analysis</b>	Mean:	1.14	Std. Deviation:	0.35	Satisfaction Rate:	7.14	answered	7
	Variance:	0.12	Std. Error:	0.13			skipped	1
Tell us where you think improvements could be made: (2)								
1	09/06/2019 13:01 PM ID: 119012222	A coloured heading would draw attention to the document and highlight what it is about.						
2	09/06/2019 13:32 PM ID: 119012960	All text in black and no graphics so document is unlikely to draw attention the introduction of colour if only as a header would make it more appealing						

13. What do you think of the images/photos used? Are they appropriate?							Response Percent	Response Total
1	Yes						60.00%	3
2	No						40.00%	2



13. What do you think of the images/photos used? Are they appropriate?							Response Percent	Response Total	
3	On one but not the other						0.00%	0	
<b>Analysis</b>	Mean:	1.4	Std. Deviation:	0.49	Satisfaction Rate:	20	answered	5	
	Variance:	0.24	Std. Error:	0.22			skipped	3	
Tell us where you think improvements could be made: (7)									
1	07/06/2019 20:55 PM ID: 118804631	Could be a little better. But it is ok has it is.							
2	09/06/2019 13:01 PM ID: 119012222	N/A							
3	09/06/2019 13:32 PM ID: 119012960	N/A							
4	10/06/2019 09:55 AM ID: 119052698	The section relating to contacting the pharmacy has simple, eye catching graphics							
5	10/06/2019 10:28 AM ID: 119059203	No graphics used to comment on							
6	10/06/2019 17:35 PM ID: 119123690	Very few images are used and the documents would be more eye catching if more images are used.							
7	16/06/2019 16:58 PM ID: 119651335	none							

14. Is the resource offered in an alternative format?							Response Percent	Response Total
1	Yes						16.67%	1
2	No						83.33%	5
3	On one but not the other						0.00%	0
<b>Analysis</b>	Mean:	1.83	Std. Deviation:	0.37	Satisfaction Rate:	41.67	answered	6
	Variance:	0.14	Std. Error:	0.15			skipped	2

15. Do you have any other comments you would like to make about this resource?							Response Percent	Response Total
1	Open-Ended Question						100.00%	6



15. Do you have any other comments you would like to make about this resource?			Response Percent	Response Total
1	07/06/2019 20:55 PM ID: 118804631	It would be fine if i received this letter.		
2	09/06/2019 13:01 PM ID: 119012222	I did not think the beginning of the letter read well and would suggest wording such as "To support you in better managing your blood pressure we detail below some useful information and also offer you the opportunity to attend a free ...." I cannot see the point in making the comment about teaming up with different health professionals. In the first paragraph it states "bring your high blood pressure down to a target level" but I think it would be better to say "to an acceptable level".		
3	09/06/2019 13:32 PM ID: 119012960	It is unclear who this is intended for. Is it a general medication review service or intended for those with high blood pressure? The text seems to suggest it is a review of all medication but the letter to the pharmacist refers to blood pressure. It would benefit from a heading in a contrasting colour which clearly states what the purpose is.		
4	10/06/2019 09:55 AM ID: 119052698	First paragraph: 1. Replace patients to better manage their BP - replace patients with "you" and their BP with "your BP". 2. Paragraph 2 - remove therefore at beginning of sentence - difficult to understand if English is not your first language and also used in box for patient to show pharmacist (page 2) 3. Move (chemist) from where it is now ("What to do next" at the bottom of the page) to the first use of Community Pharmacy in second paragraph. 4. Paragraph 3 - change "address any concerns" to "help with any concerns". 5.Paragraph 3 bullet point 4 - reads "more readily available" - change to "easier to access"		
5	10/06/2019 17:35 PM ID: 119123690	The document needs to be available in different formats so that people with literacy problems are also aware of the services offered.  Also, the current presentation ( all text) makes the document quite a dry read. It would benefit from more emphasis on the benefits to the patient of using such a service.		
6	16/06/2019 16:58 PM ID: 119651335	No evidence of alternative formats.		
			answered	6
			skipped	2

