

A Patient and Public Guide to Dudley's Pharmaceutical Needs Assessment 2025

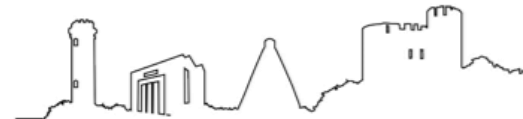
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Overview of PNA process 1

- Every 3 years, Dudley's Health and Wellbeing Board must produce a report that describes the pharmaceutical needs of the people who live in Dudley.

“Pharmaceutical needs” are things or services that people want or need from their pharmacy (e.g. prescription medication, advice on minor illnesses, hay fever tablets or makeup)

- This report looks at:
 - The law and what it expects from pharmacies
 - The local people of Dudley (e.g. age, gender, illness)
 - Where pharmacies are, what times they are open and what services they provide
 - Surveys from local people and pharmacies
 - Whether there's anything more pharmacies could do to help local people

Overview of PNA process 2

- Dudley Council began working on this in autumn 2024 with the help of people who work for the NHS
- Local people and pharmacies filled out surveys that asked about local pharmacies
- The survey results, combined with NHS data built up a picture of what pharmacies in Dudley can or should offer
- The Health and Wellbeing Board published the report in late June 2025 for people to comment on
- People had 60 days to read the report and get in touch if they wanted to make any feedback
- The Council then looked at this feedback and updated the report. The final version is published at the end of September 2025

Dudley Pharmacies (March 2025)

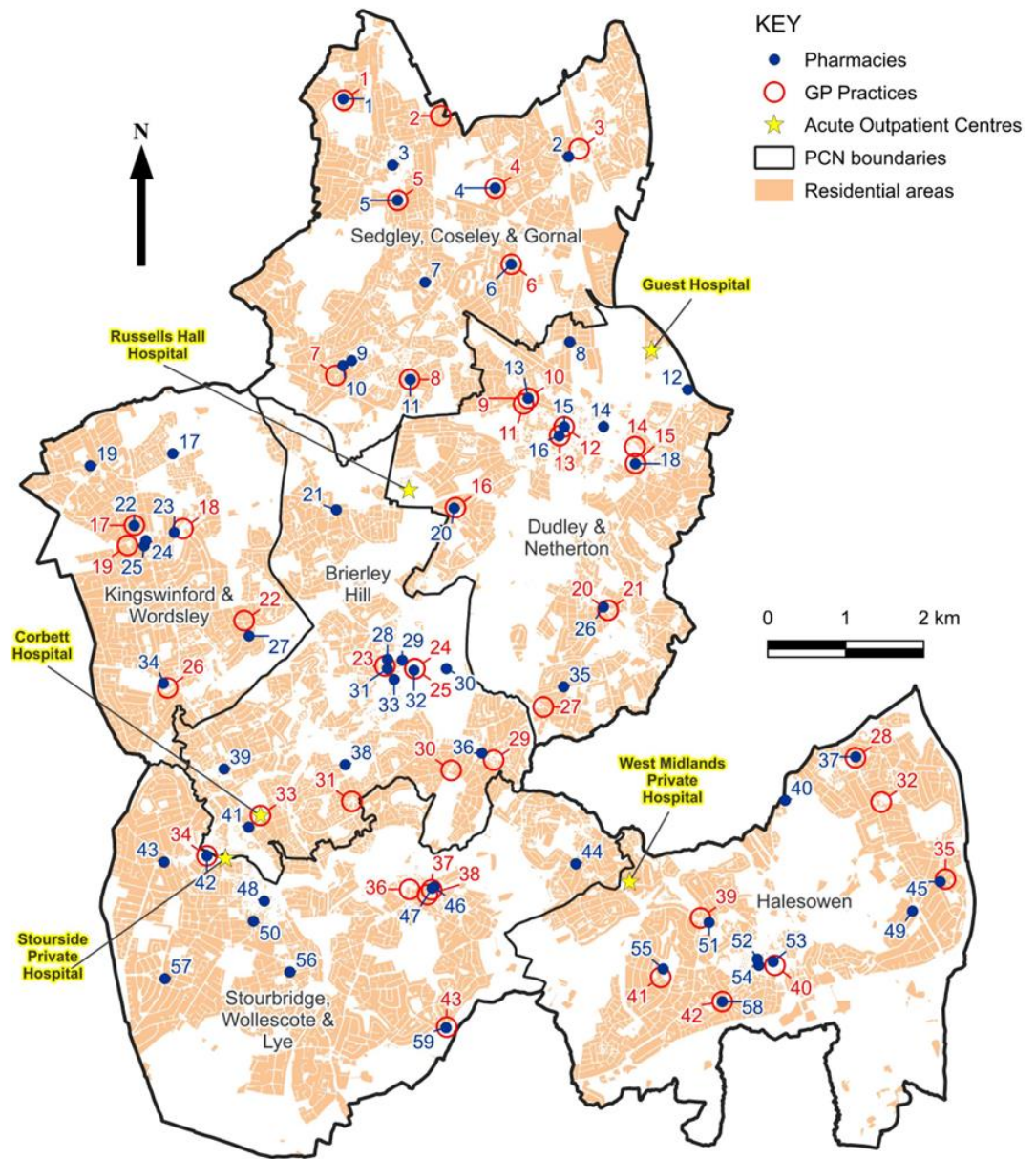
- 62 pharmacies in total
- 58 community pharmacies
- 1 Local Pharmaceutical Services (LPS) contract (The Priory Community Pharmacy)
- 1 dispensing appliance contractor (DAC)

“DACs” help people find things such as stoma pouches, catheter bags, laryngectomy/tracheostomy tubes and compression bandages

- 2 distance selling pharmacies (who use the internet to send items through the post)

Map of Dudley's pharmacies

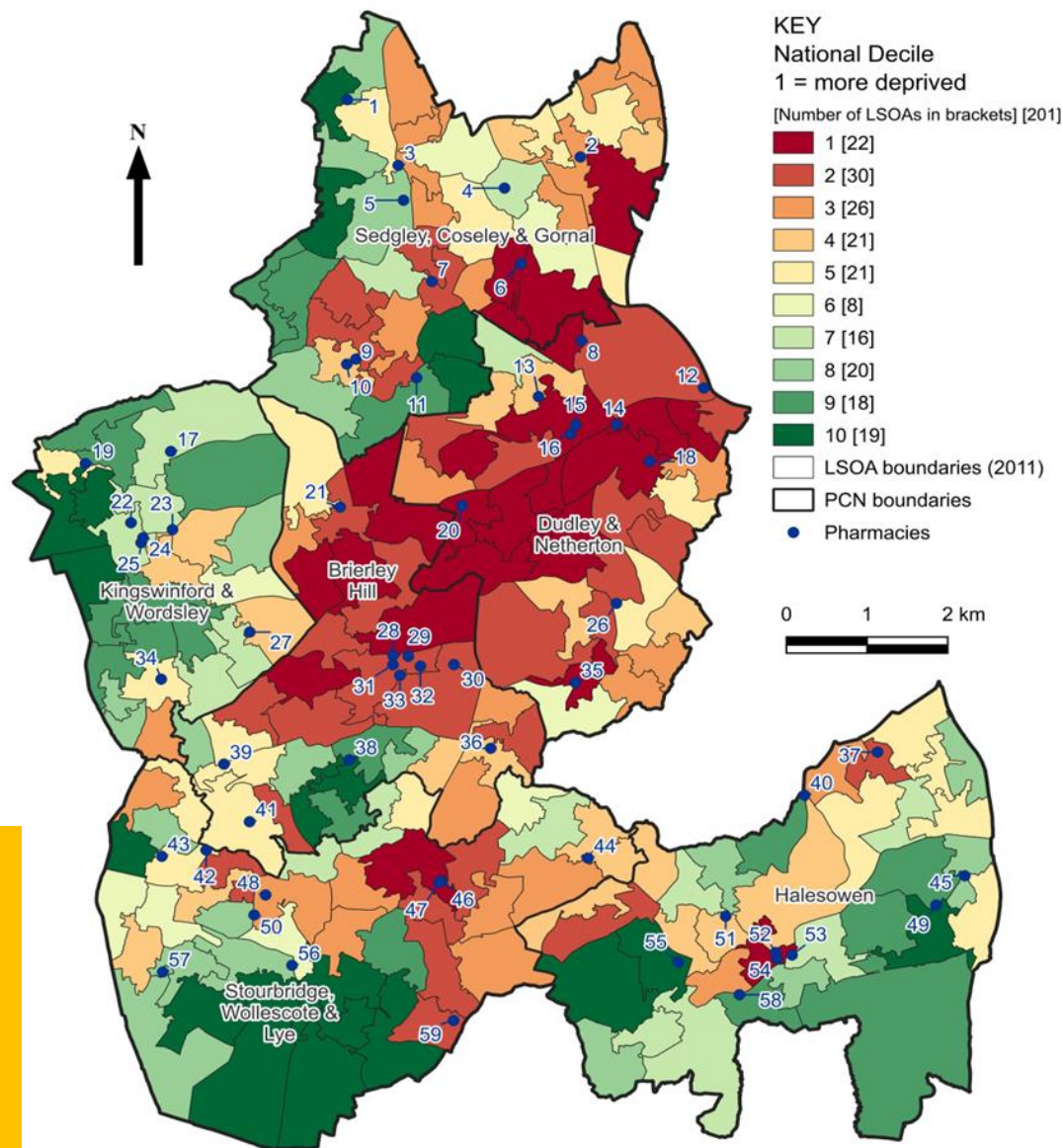
This map shows a good spread of pharmacies, GPs and hospitals throughout Dudley. The shaded areas show where people live.



Map of Dudley showing areas of deprivation and pharmacy locations

The red on the map shows areas of high deprivation, paler colours are in the middle range, the green shows areas with lower levels of deprivation

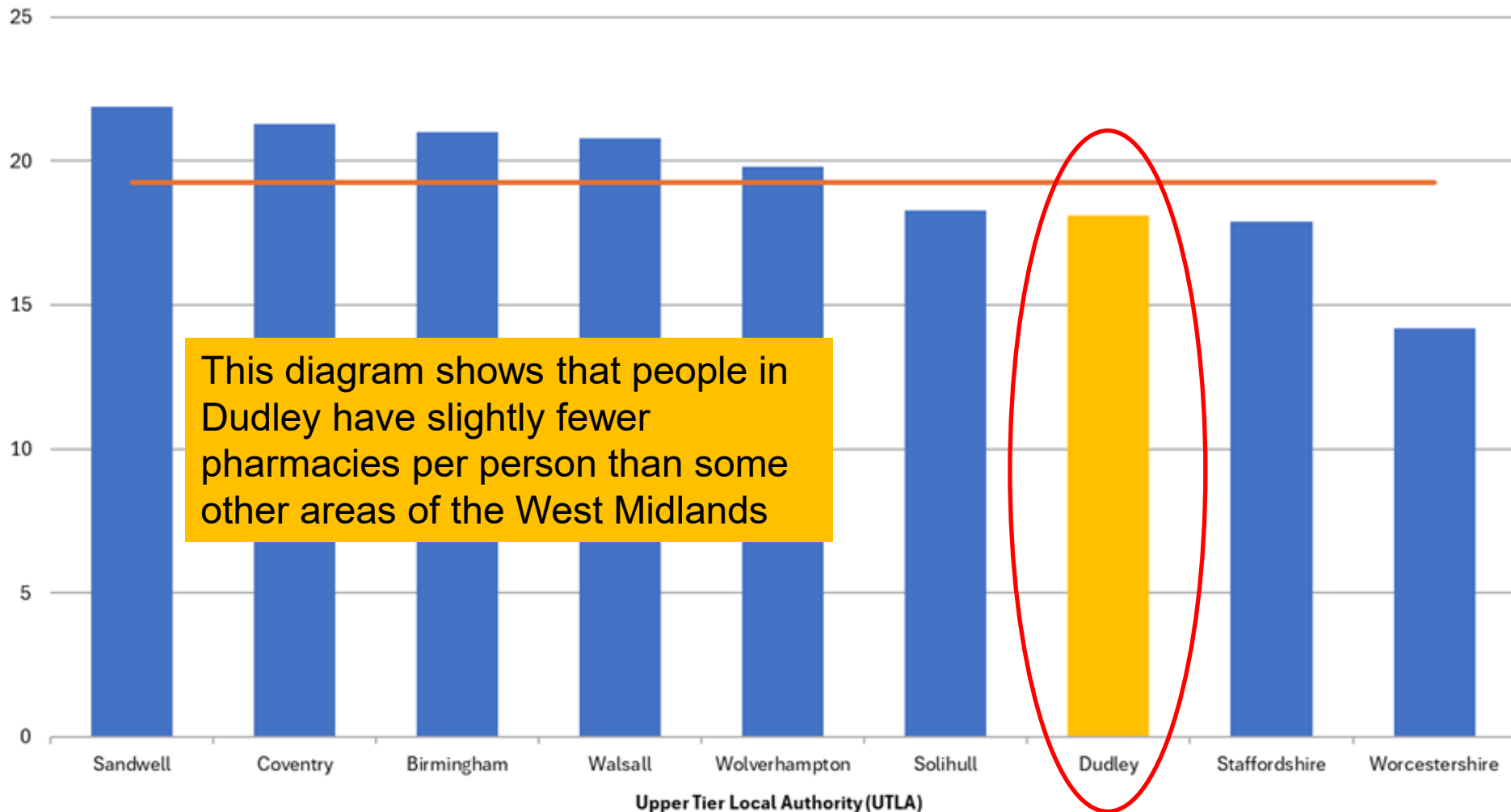
“Deprivation” in this context refers to being disadvantaged though having more limited access to things considered essential to health and wellbeing. These can include job opportunities, decent housing, good education or healthcare services which people need to help them live a happy and healthy life.



Pharmacy Access

Pharmacies per 100,000 Population, Dudley and geographically close Local Authorities

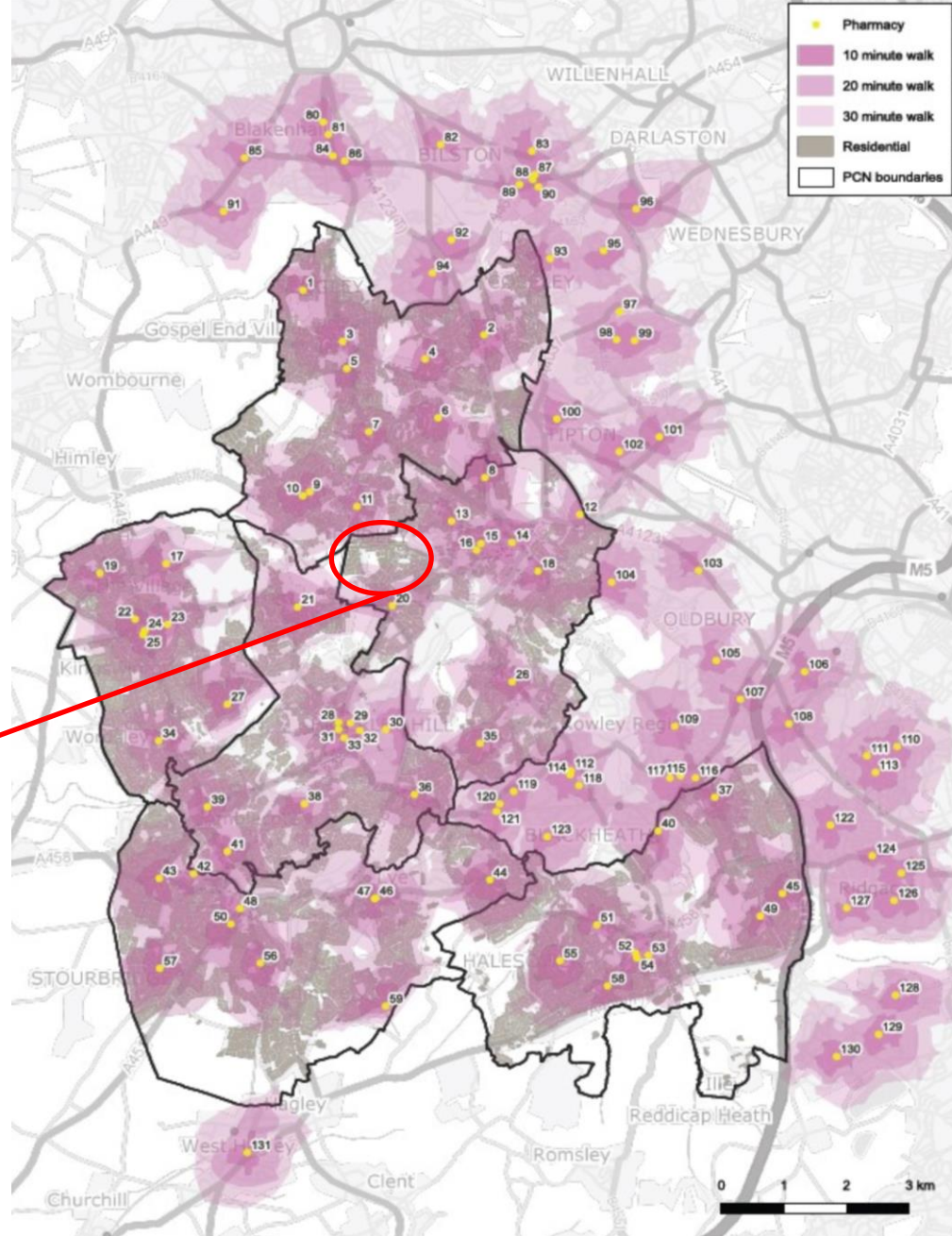
(Source: ODS Data Search and Export, NHS England / Mid-Year Population Estimates 2023, ONS)



Showing walking times to pharmacies within Dudley and neighbouring areas on top of residential areas, helps find areas that are not within easy walking distance to a pharmacy.

Russells Hall Estate

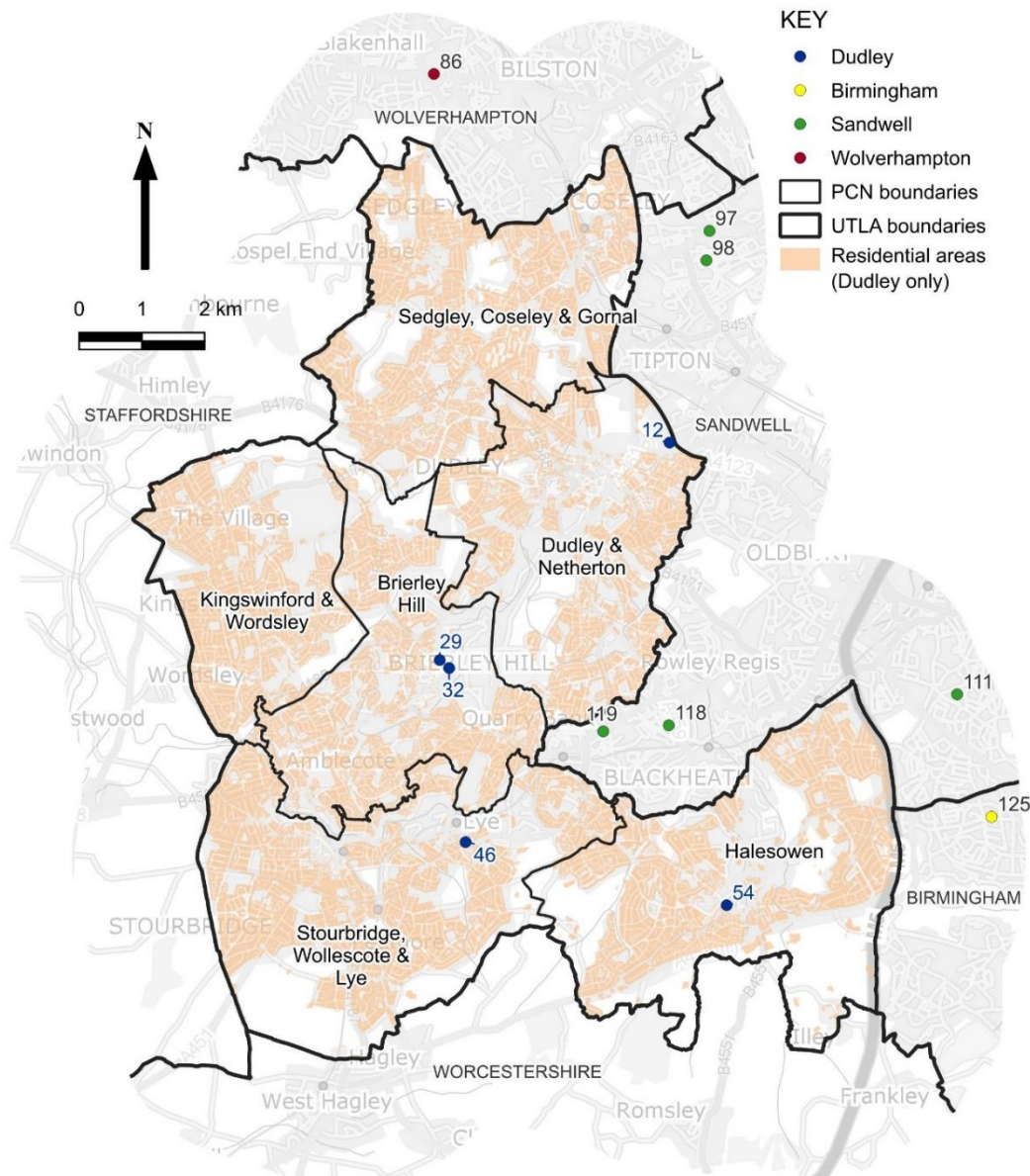
The darker purple areas on the map show where people have a short walk to reach a pharmacy from their home. Pale pink areas show where people have a longer walk to a pharmacy from their home, and white areas are more than 30 minutes' away at a slow walking pace.



Source: ODS Data Search and Export, NHS England / LLPG, Dudley MBC
Produced by: GMIS Unit, Dudley MBC
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Opening Hours

This map shows where there are pharmacies which are open for 72 hours or more per week.



Source: ODS Data Search and Export, NHS England / LLPG, Dudley MBC / Consolidated Pharmacy List; Contractor Details, NHS Business Services Authority / PNA 2025 Pharmacy Contractor Questionnaire / Office of the West Midlands. Produced by: Public Health Intelligence Team, Dudley MBC.
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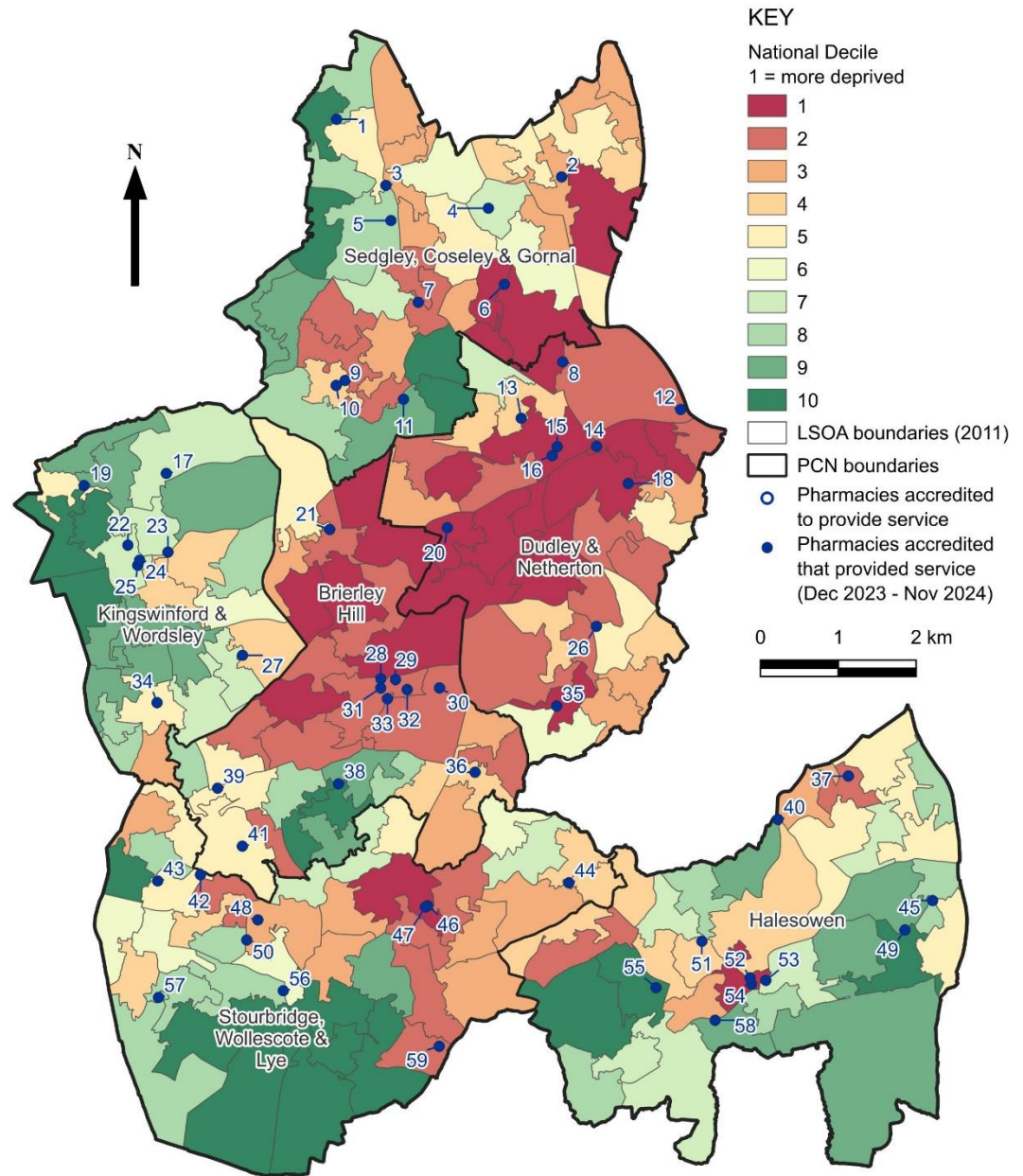
Summary of pharmacy services

- Our local pharmacies are open to provide services when most people need them.
- We have found that some people living in Dudley (Russell's Hall Estate) have a lack of access to pharmacy services.
- To fix this issue, as well as improving access for our whole population, we need to focus on the opening hours of pharmacies in Dudley situated close to the Emergency Treatment Centre (based at Russell's Hall Hospital).

New Medicine Service

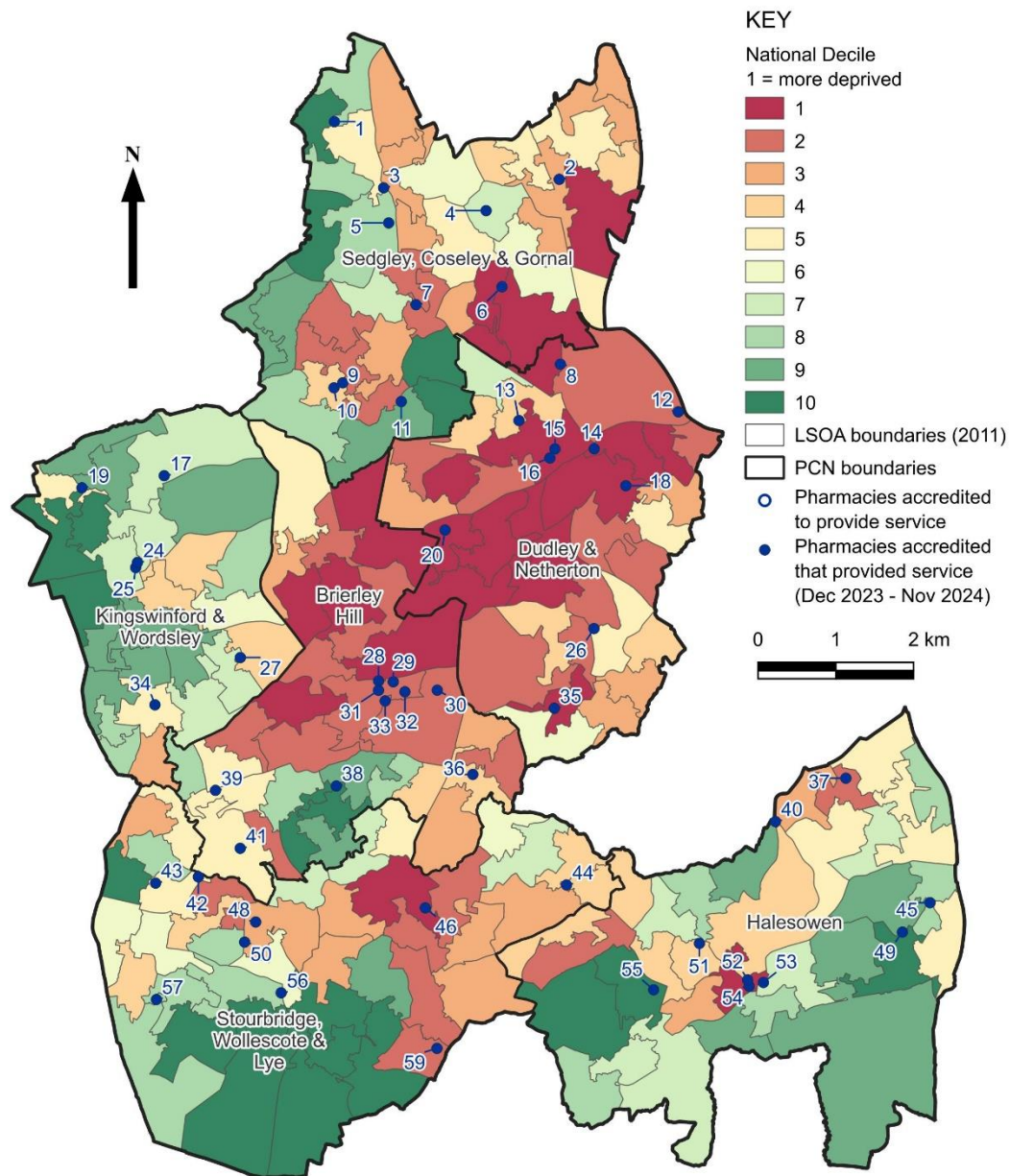
This map shows that 100% of pharmacies in Dudley have a service to help support patients with information about their new medication.

“New Medicine Service” is a service that patients can access from their community pharmacy when prescribed a certain new medicine. This will enhance your normal conversation with the pharmacist to promote best outcome and safety with your medicine(s).



Seasonal Flu Vaccination

This map shows that more than 91% of pharmacies in Dudley give flu vaccines to the public



Other advanced pharmacy services

- Pharmacy First

“Pharmacy first” is a service that treats people for a range of simple and common problems like sore throat, ear infections, insect bites and urinary tract infections without having to make a GP appointment.

- Pharmacy contraception service

“Pharmacy contraceptive service” provides women with oral contraception (“the Pill”) and enables them to start it without having to see their GP first

- Lateral flow device service

“Lateral flow device service” helps the most vulnerable patients to get diagnosed if they may have COVID-19 so they can be promptly treated

Other advanced pharmacy services

- Appliance Use Review (AUR) and Stoma Appliance Customisation (SAC)

“AURs” are services to help people use their appliances in the best way.
“SACs” are services to help tailor or fix stoma appliances

- Hypertension Case Finding

“Hypertension Case Finding” is where pharmacists find and help people who have high blood pressure working with your GP.

- Smoking Cessation services

“Smoking Cessation services” are services which help people stop smoking

Local services

- Three services commissioned
 - Minor Ailments Service (MAS)
 - Community Urgent Eye Care (CUES)
 - Specialist Palliative Care Drugs Supply Service (SPCDS)

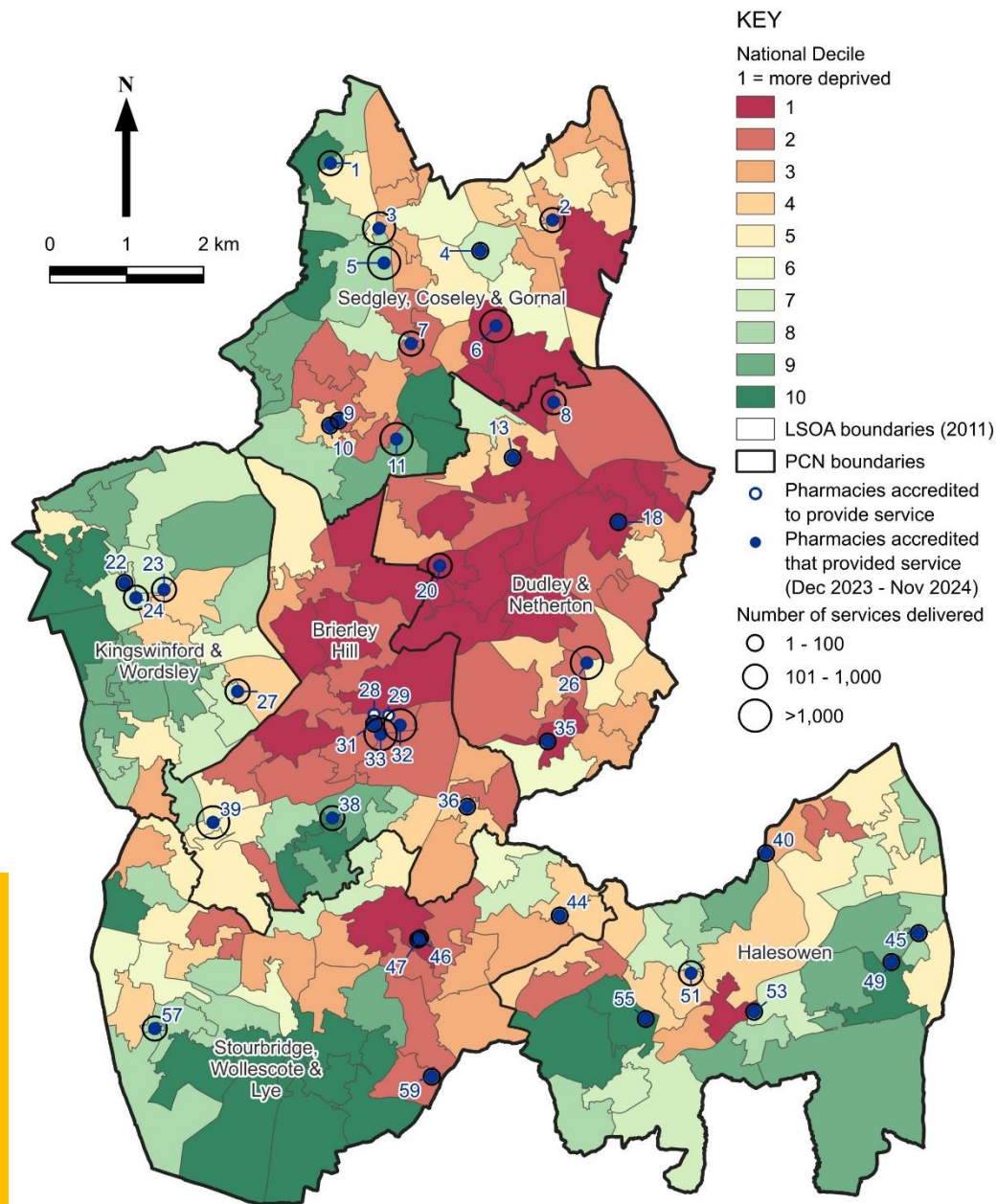
“Palliative Care” is the care of people who are reaching the end of their life and/or who have complex care needs.

- Access to the service considered is good across Dudley

Minor Ailments Service (MAS)

This map shows that there's good access to the Minor Ailments Service in Dudley. More than 66% of pharmacies offered this service in 2024.

“MAS” are same day consultations with your community pharmacy team (“walk in or telephone) where if you are eligible for free NHS prescriptions, if a medicine is appropriate, this can be supplied if needed. You will get self care advice as well to keep you well.

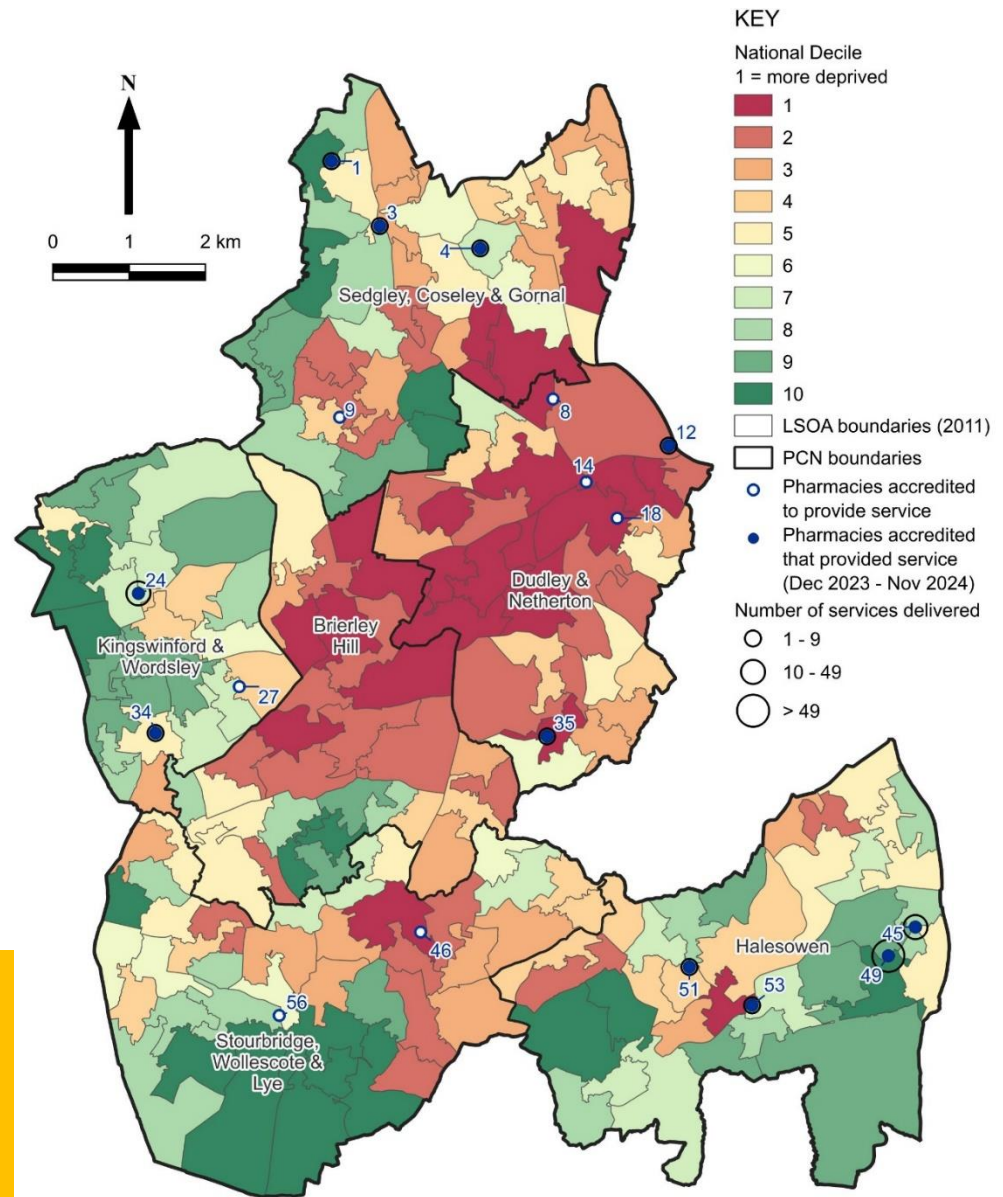


Community Urgent Eye Care

This map shows that more than 30% of pharmacies signed up to deliver Community Urgent Eye Care.

Few pharmacies actually delivered this service in the year to November 2024. There ought to be improvement in the awareness of and access to this service.

“Community Urgent Eye Care” is a service where patients can self refer for help and advice from your participating optician with a range of acute eye conditions. An optician may then prescribe an eye drop that can be dispensed by your pharmacy.

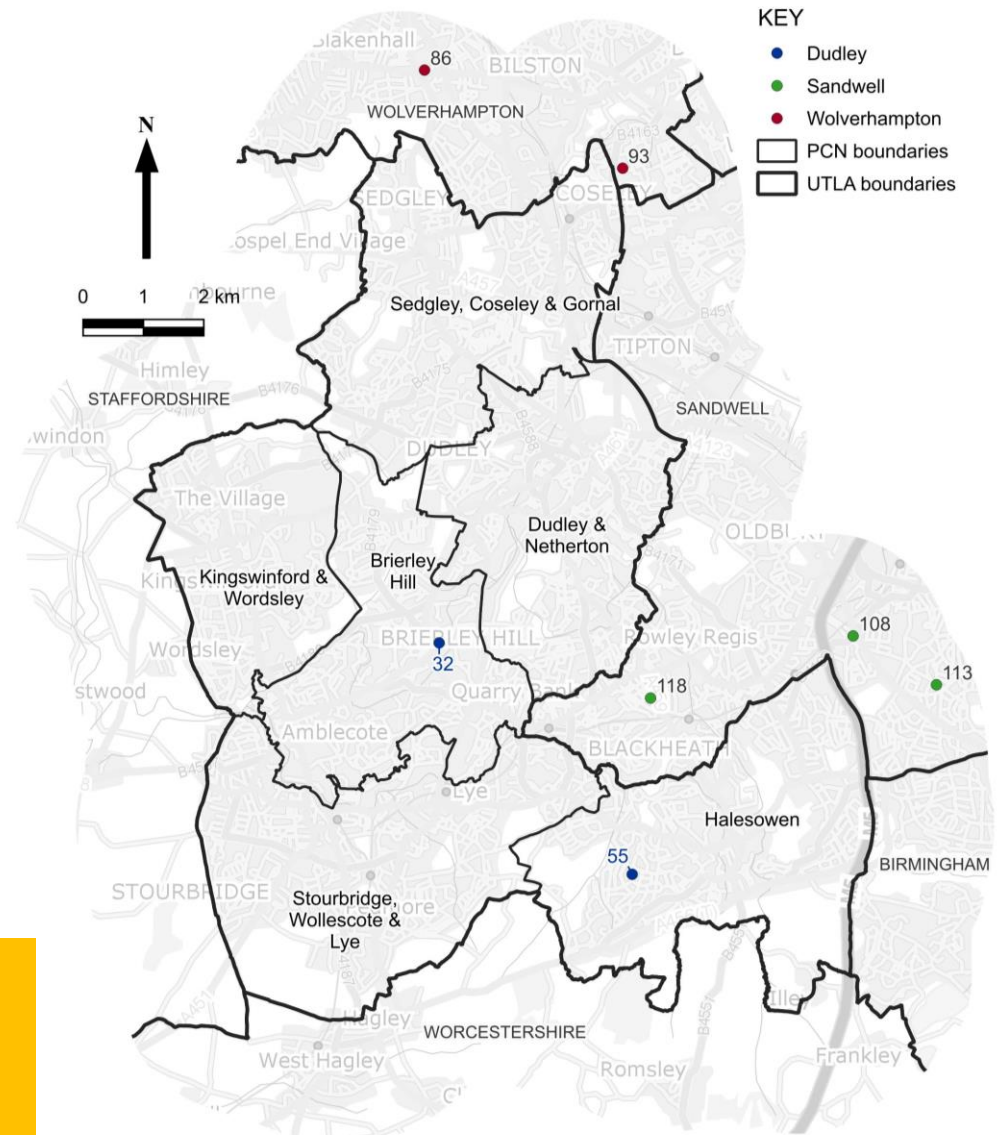


Specialist Palliative Care Drugs Supply (SPCDS) Service

This map shows the two pharmacies in Dudley which provide this service to people at the end of their lives, and those pharmacies providing near the Dudley border.

There is good access to these pharmacies – no gaps identified.

“SPCDS service” are several community pharmacies within the Black Country who will stock key medicines that are needed for patients who are considered end of life by their doctor.



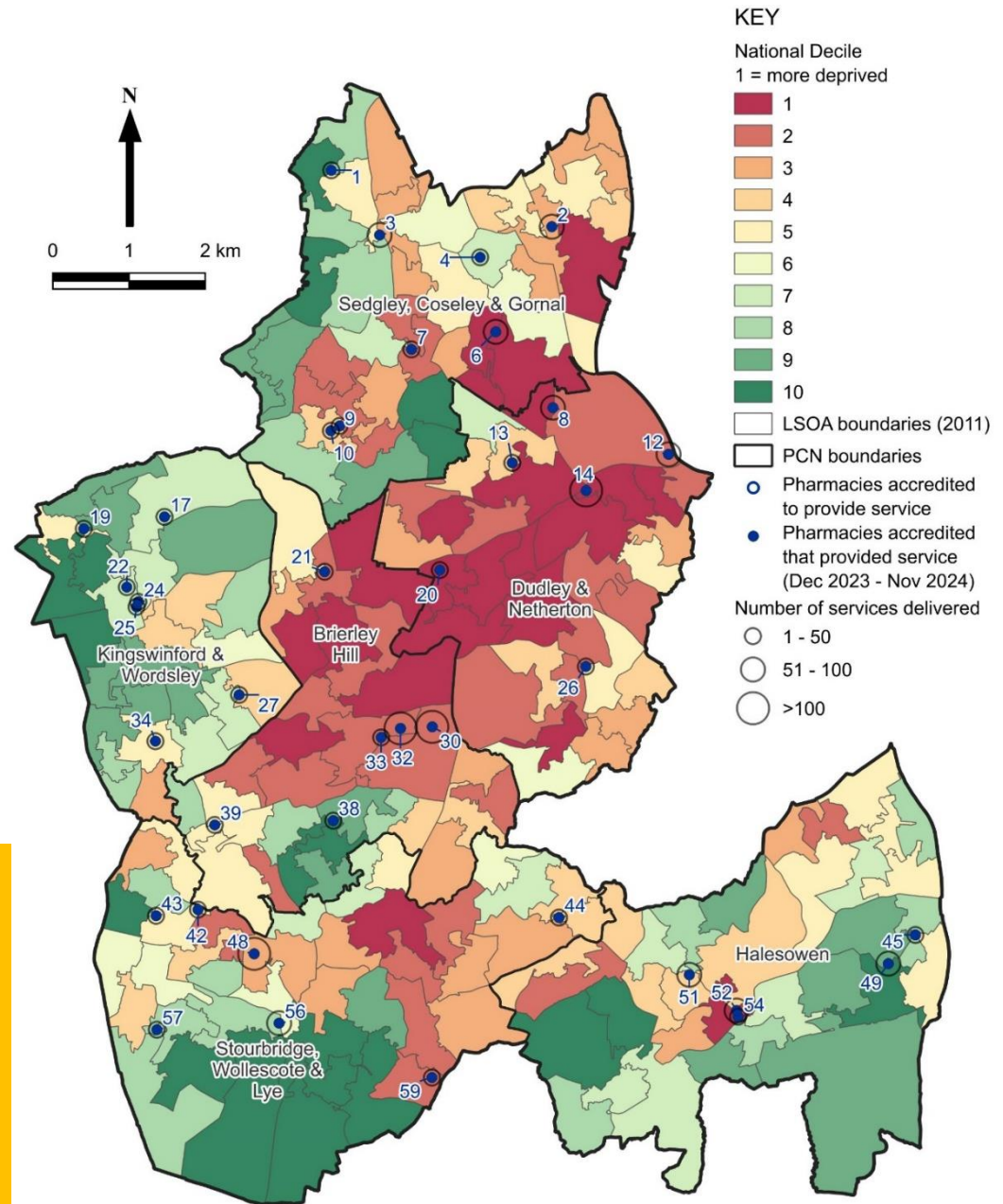
Local Commissioned Services – DMBC Public Health

- Pharmacies in Dudley provide a range of public health services.
- Pharmacies can choose if they want to provide public health commissioned services.
- Our data shows that most of the pharmacies in Dudley provide public health commissioned services, with only three providing no public health services at all.

Emergency Hormonal Contraception

This map shows that pharmacies provision of Emergency Hormonal Contraception was good across the borough, especially in areas of higher deprivation where more teenage pregnancies tend to occur.

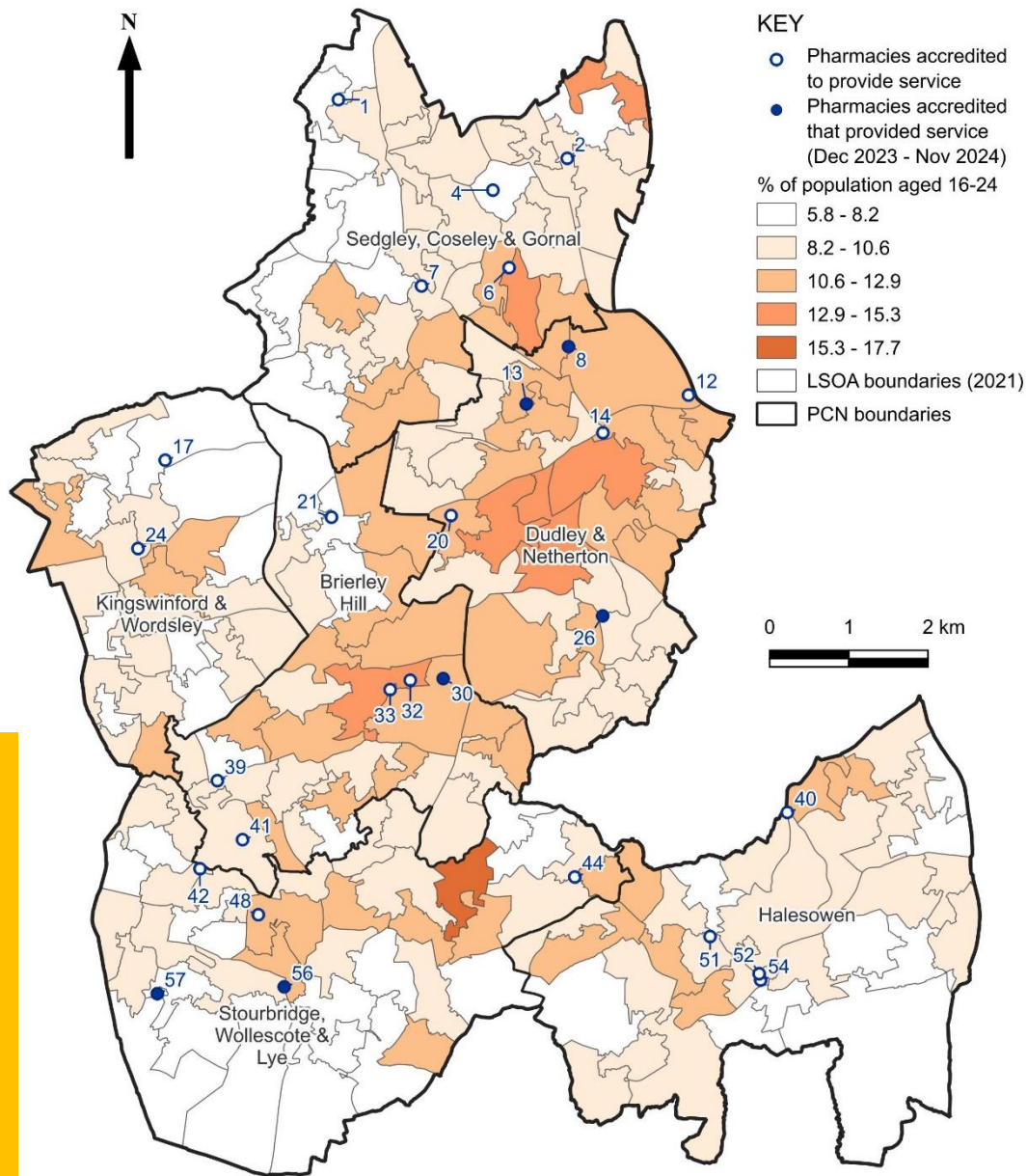
“Emergency Hormonal Contraception” is a service provided by community pharmacy teams where females who may have had unprotected sex or a barrier method failed can access advice and a medicine to avoid an unwanted pregnancy.



Provision of Chlamydia screening

This map shows that people aged 16-24 in Dudley have poor access to chlamydia screening services from pharmacies.

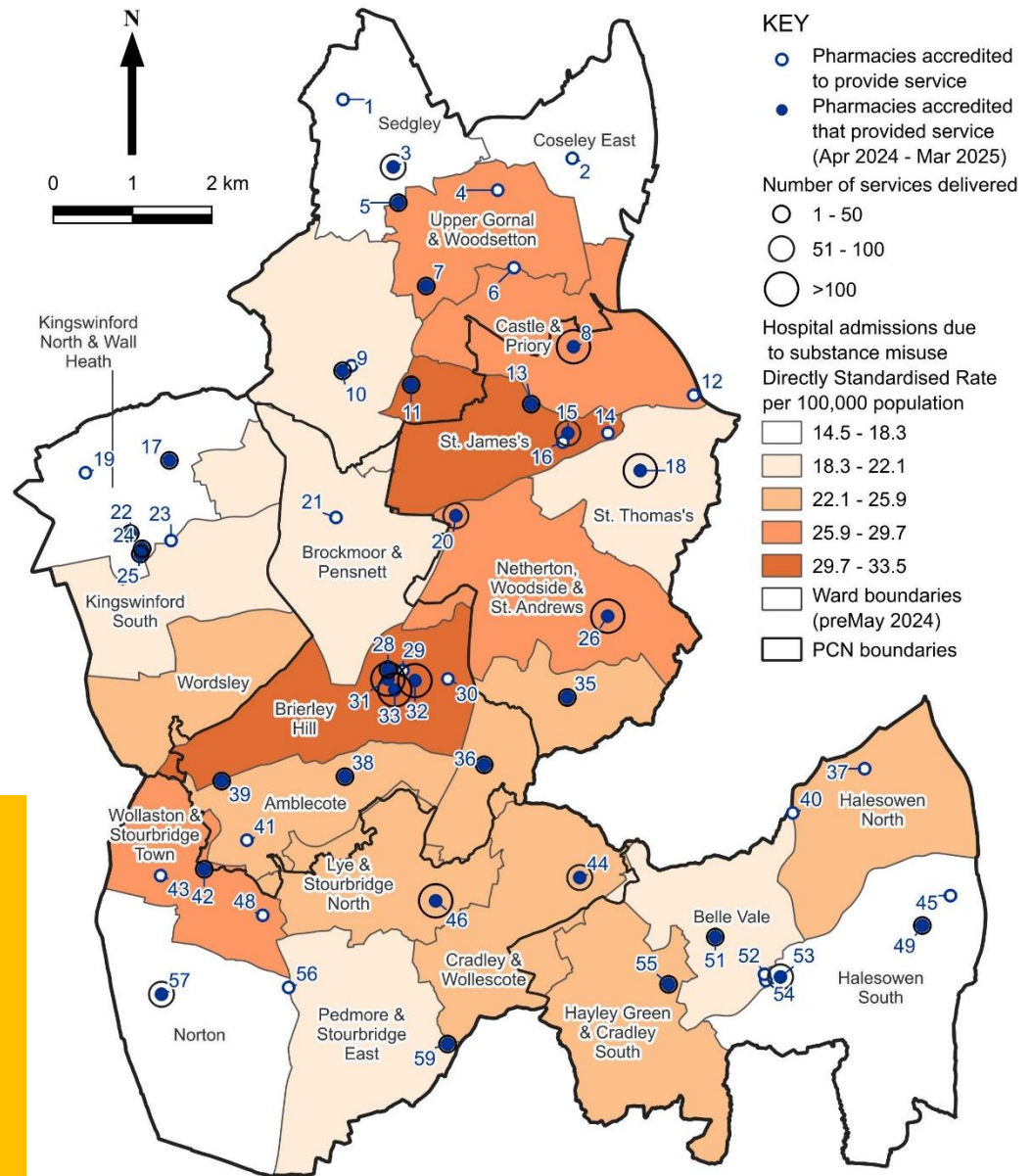
“Chlamydia Screening” is a testing kit that is available from your pharmacy (for patients aged 16-24) to detect for Chlamydia which is a sexually transmitted disease. A positive test can then support effective treatment with antibiotics which will reduce sexual transmission.



Supervised consumption of controlled substances

Dudley provides good access to supervised consumption of controlled substance services. There were low numbers of hospital admissions for substance misuse.

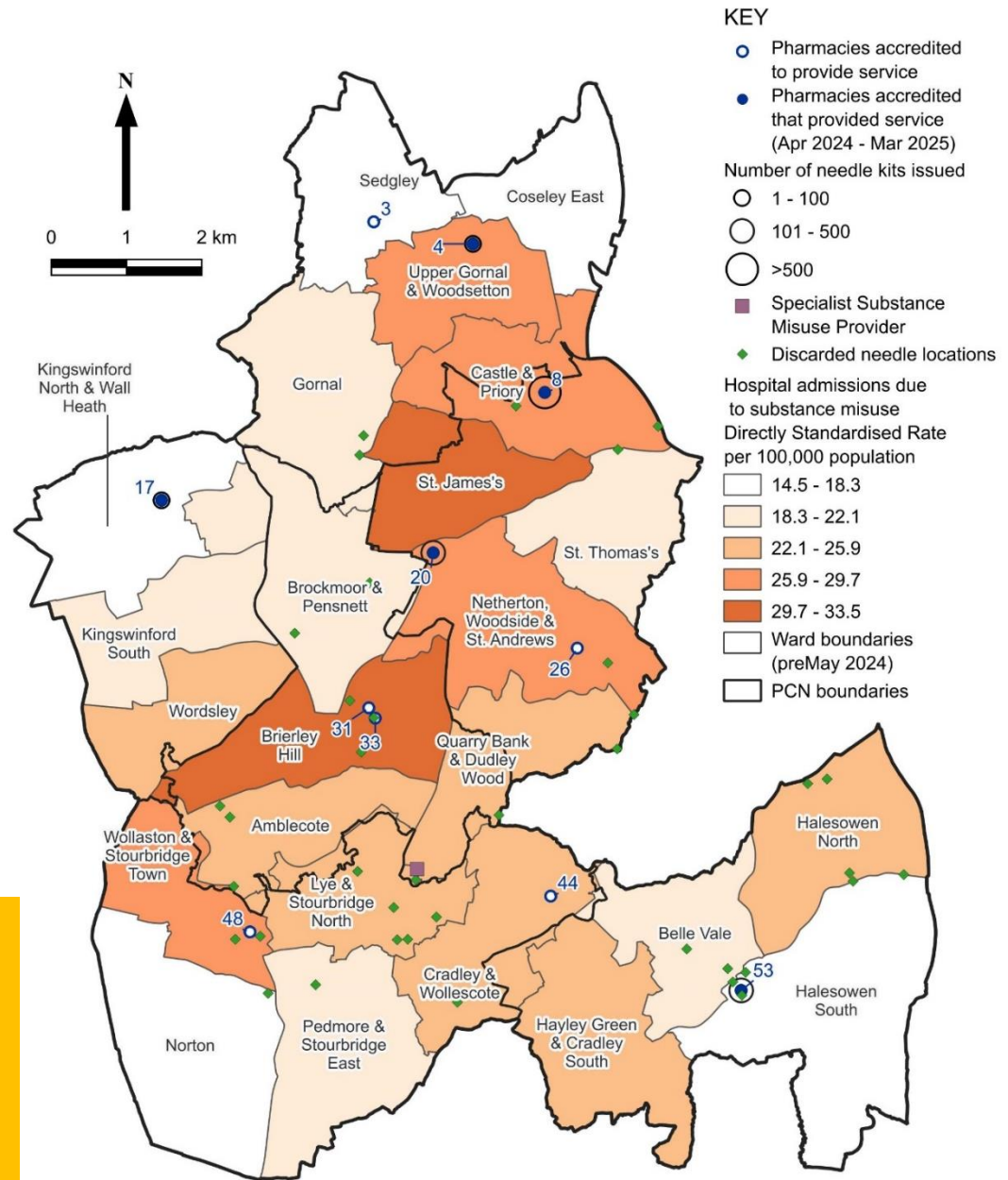
“Supervised consumption” of prescribed medicine(s) through community supports those members of our population struggling with drug addiction. This service supports a road to recovery for affected individuals by fostering regular contact in a non-judgemental environment.



Needle Exchange Services

This map shows generally good access to needle exchange services in Dudley. Some areas such as Brierley Hill, Lye and Halesowen were lacking in access with discarded needles being found here.

“Needle Exchange Service” is a service available through community pharmacy where those individuals who inject drugs through addiction behaviours can swap contaminated needles for clean needles. This helps to promote safe injecting behaviour while minimising unwanted disposal around the borough.



Other public health services reviewed included

- Alcohol harm reduction
- Healthy start vitamins (early years programme)

“Healthy start vitamins” are mostly given out in antenatal clinics at the maternity unit at Russells Hall Hospital so not many people need to collect them from pharmacies and explains why not many pharmacies offer this service.

Gaps in public health services

- Some of the services delivered by pharmacies may look unequal, but may actually be acceptable for the people they're serving given we all have a choice of visiting any pharmacy unlike a doctor's practice, where you are registered with only one.
- Dudley Council surveys have shown that if the public health need arises, there are available pharmacy premises to support new services.
- Pharmacy services also need to be considered in the context of other providers of the same service.

Who did we engage with?

- Statutory consultees have to be invited to meetings to help develop this report
- Pharmacy contractor survey
 - We asked pharmacies to tell us about the services they offer or could consider offering
- Public Engagement survey
 - We asked the public their opinion of local pharmacies
- Synthesis of online reviews of pharmacies
- Statutory formal 60 days consultation
 - This is planned to start on 30th June 2025

“Statutory consultees” are organisations or companies that the law says must be consulted about the PNA. These include local pharmacies, Healthwatch and local NHS organisations such as hospitals. But anyone is welcome to comment using the survey.

Public survey findings 1

- Fairly representative of local people
- Most people used pharmacies near their home or near their GP practice, around once a month
- Most people walked or drove to their pharmacy
- Preferred opening hours were weekdays between 9am-6pm
- People mostly used pharmacies to collect prescriptions, buy over the counter medications, seek advice about medications or get support with long term conditions.

Public survey findings 2

- Majority didn't use some of the health and wellbeing services available
- Most common preventative services included flu and COVID vaccinations, blood pressure/blood glucose/cholesterol checks
- Positive feedback included friendly, helpful staff, convenience, opening hours, consultation rooms
- Negative feedback include medicines being out of stock, delays in prescriptions, long waiting times, inconvenient opening hours for some working people, limited facilities for people with disabilities (e.g chairs) and insufficient privacy

Online reviews of pharmacies 1

A researcher picked out comments from online reviews of local pharmacies across popular platforms (e.g. Google reviews). This is a novel and potentially useful way to find out people's opinions. Most positive comments were about good customer service (e.g. fast, friendly, helpful, professional, polite etc). People said they liked pharmacies which had a good location, a good range of quality products and longer opening hours (including being open at lunchtimes).

Online reviews of pharmacies 2

Examples of poor customer service included long waits and queues, lack of stock, errors in dispensed medicines or medicines that were out of date, not answering the telephone, unprofessional behaviour, not following stated opening hours (e.g. closed for lunch or pharmacist not available) and lack of confidentiality.

There was generally good feedback for the Pharmacy First scheme and medicines being available without the need to see a GP first, but disappointment when pharmacies could not offer it despite it being advertised.

Implications of public engagement

- This information has been fed back to Community Pharmacy Black Country (formerly Dudley Local Pharmaceutical Committee). This organisation supports all of our Dudley community pharmacy teams.
- Feedback provided includes customer satisfaction, environment, medication services, confidentiality and clearer communication (phone or virtual consultations).
- Good potential for further use of online review gathering in future services evaluation (free and publicly available).
- From this feedback, pharmacies can learn how they can improve their service to you in the future.