

BOOTS & NHS PHARMACY FIRST SCHEME

A Communications Improvement
Proposal



Launching a service is not the same as communicating a service

- The Problem ○
- The Insight ○
- The Solution ○
- Impact ○
- Conclusion ○

EMILIO

THE PROBLEM

GP services under pressure

Long waiting times

Pharmacies are underused

Patients choosing inefficient pathways



NHS PHARMACY FIRST



Launched in January 2024 across England

Pharmacists can treat *7 common conditions*
without a GP appointment

Completely free

No appointments necessary

Over 1 million consultations delivered at Boots

80% of population lives within 10 minutes of a
Boots store

URINARY TRACT INFECTIONS

SINUSITIS

SORE THROAT

EARACHE

INFECTED INSECT BITES & STINGS

IMPETIGO

SHINGLES

INSIGHT

WHY ARE WE STILL BOOKING GPs AT FIRST INSTINCT?

Communication is passive



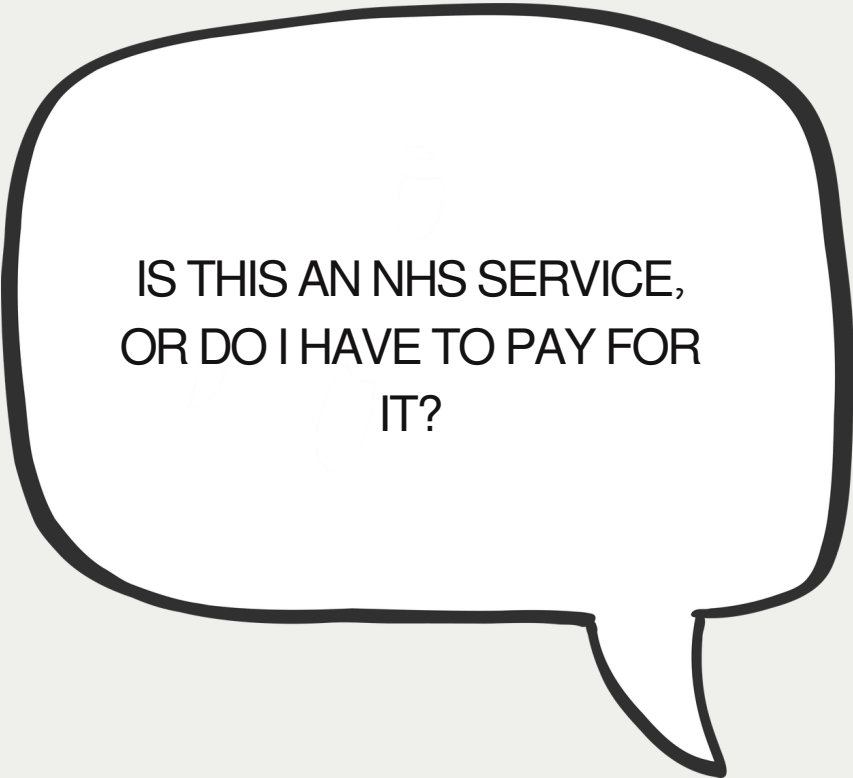
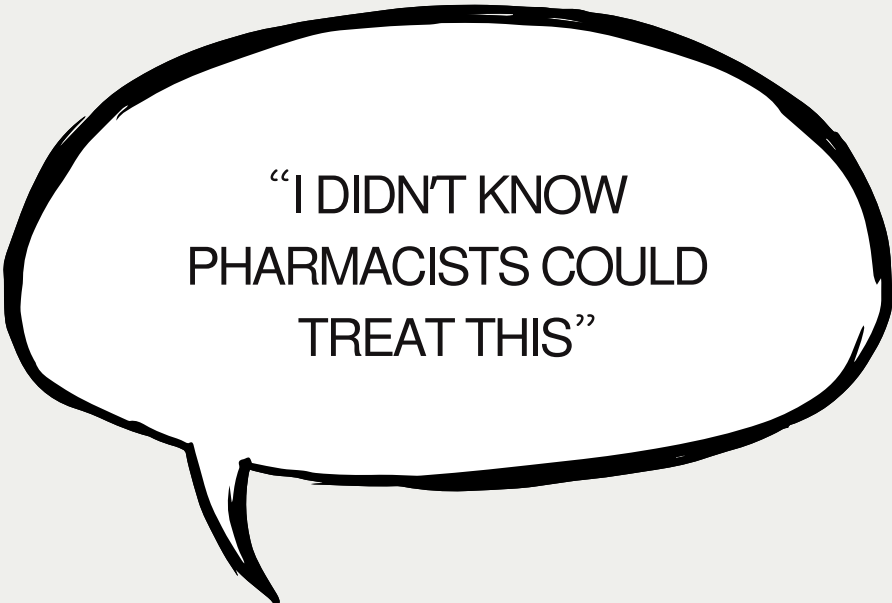
Low awareness



Broken patient journey



Default to GP



INSIGHT

WHY ARE WE STILL BOOKING GPS AT FIRST INSTINCT?

Communication is passive



Low awareness



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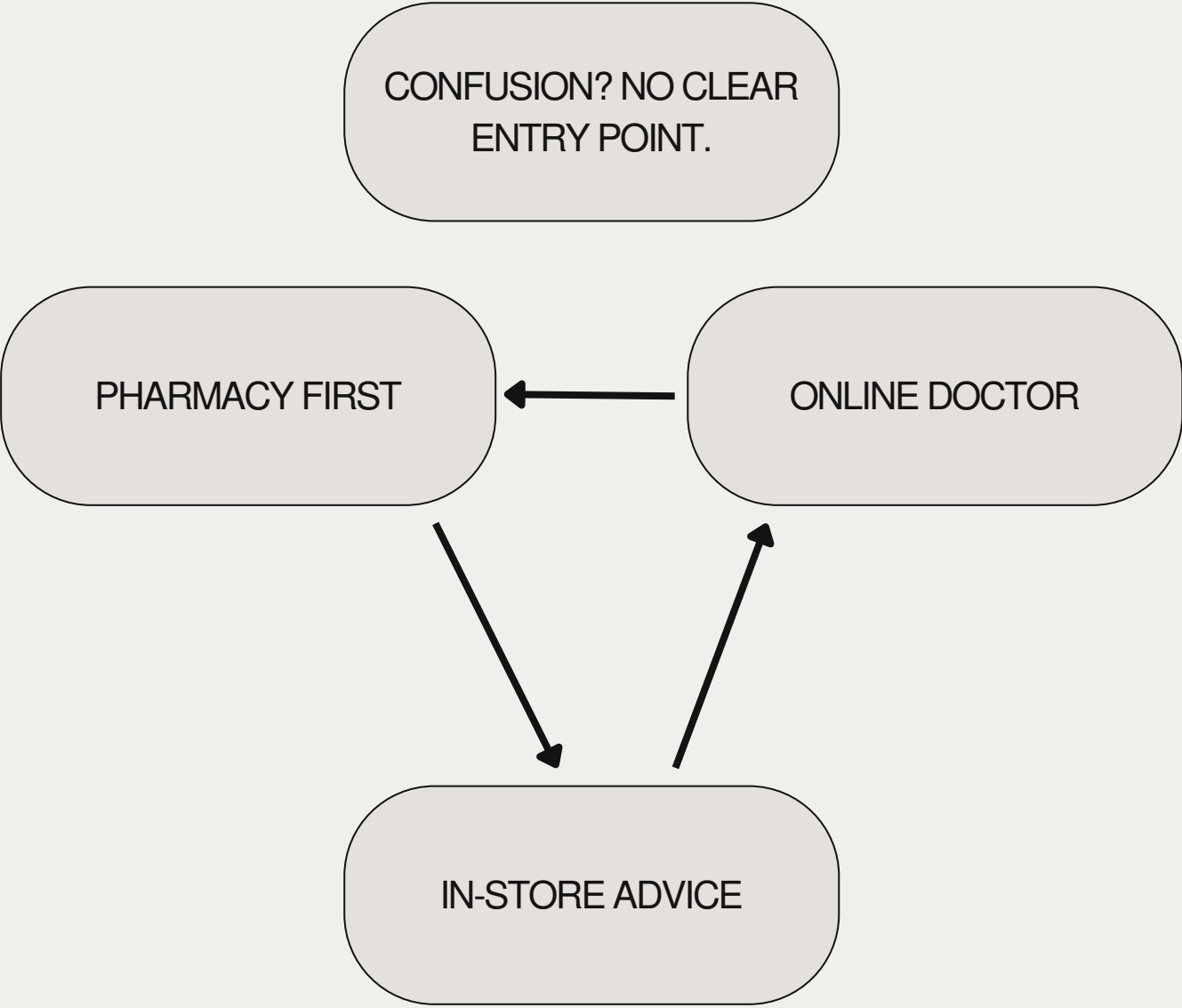


Default to GP

GAP

WHAT BOOTS IS CURRENTLY DOING?

- Retail brand presence
- Health Hub concept
- Seasonal health campaigns
- Information about services
- Online consultations
- In-store Pharmacy First



Multiple services but no clear front door

INSIGHT

WHY ARE WE STILL BOOKING GPS AT FIRST INSTINCT?

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Low awareness



Broken patient journey



Default to GP

GAP

WHAT BOOTS IS CURRENTLY DOING?

- Retail brand presence
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OPPORTUNITY

Transform existing services into a connected, guided patient journey

WHERE CURRENT CAMPAIGNS FALL SHORT



NHS

New ways your pharmacist can help you

Your pharmacist can now treat you or give you medicines for some illnesses without you having to see a doctor first.

Pharmacists can now help if you have:

- an earache and you may have a high temperature
- a dry, scratchy or sore throat
- a urinary tract infection (UTI) which can feel like a burning or a pain when you pee

See your pharmacist Help us help you

- sinusitis which can be a blocked or bunged up nose
- shingles which can give you a rash and make you feel unwell
- impetigo which can give you an itchy rash
- infected insect bites which can be red and sore

You can still speak to your doctor but your pharmacist will often be able to help. You do not have to book an appointment.

Find out more at nhs.uk/thinkpharmacyfirst

See your pharmacist Help us help you

UK Government

THIS EARACHE IS GETTING WORSE

PHARMACY

NHS

Think pharmacy first

Earache? Your pharmacist can now provide treatment or some prescription medicine, if needed, for seven common conditions, without you seeing a GP.

Subject to age eligibility, including 1-17 years old for earache prescription medicine. Service available at majority of pharmacies.

You're never too far from a Pharmacist | 60" TV Ad | Boots UK

Boots UK

You're never too far from a Pharmacist

Watch on YouTube

THE SOLUTION

Integrated Care Navigation System

Simple Patient Journey

1. Scan QR code or open Boots app
2. Choose your symptoms
3. Assess urgency & condition
4. Be directed to the right care instantly to:
 - **Pharmacy First** (same-day, in-store)
 - **Online Boots Doctor** (paid, within 24 hours)
 - **GP or urgent care** (if needed)



“FIRST STOP, BOOTS.”

Before booking a GP, get treated today. Free. No appointment.

Delivered through six integrated communication pillars

GUIDING PATIENTS TO THE RIGHT CARE

☐ DIGITAL INTERCEPTION

NHS booking journey prompt
Redirect before GP appointment

☒ GP SURGERY PARTNERSHIP

Redirecting appropriate patients
Reinforce Pharmacy First as default

BUILDING AWARENESS & TRUST

IN-STORE
EXPERIENCE

QR codes

Symptom-
based signage

SOCIAL MEDIA
EDUCATION

“What can
pharmacists
treat?”

NHS CREDIBILITY

Clinical
reassurance

COMMUNITY
OUTREACH

GP endorsement

Local outreach

COMMUNICATING RESPONSIBLY IN HEALTHCARE

IS THIS CLINICALLY ACCURATE?

DOES IT MAKE EVERY AUDIENCE
FEEL INCLUDED AND RESPECTED?

DOES IT CLEARLY TELL PEOPLE WHAT TO DO
IF THEIR SYMPTOMS ARE SERIOUS?

DOES IT BUILD TRUST THROUGH EVIDENCE
RATHER THAN JUST ASSERTION?

**Severe or urgent
symptoms?**

Call 111 or go to
A&E

KEY RISKS & REPUTATIONAL CONSIDERATIONS

What does Boots need to be aware of?

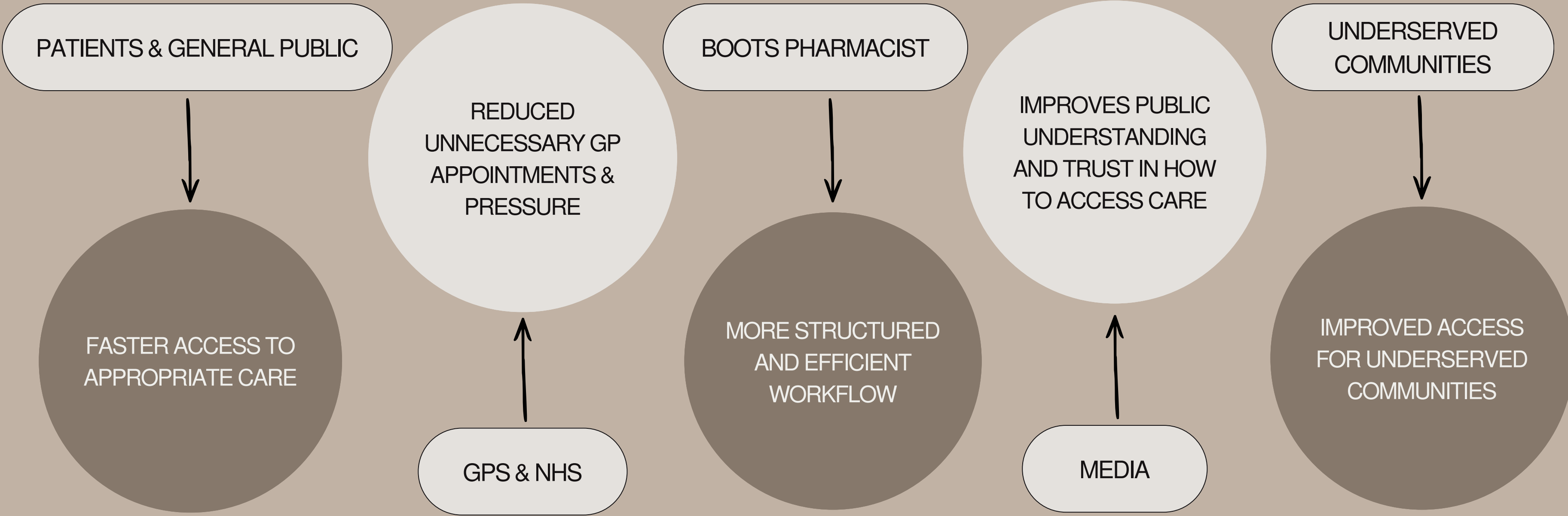
EXTERNAL RISKS

- Commercial perception
- “Fobbed off” perception
- Misinformation
- Health inequalities

INTERNAL RISKS

- Patient safety
- Data privacy
- Pharmacist capacity
- Geographical inconsistency

THE IMPACT



CONCLUSION

BOOTS DOES NOT LACK SERVICES,
IT JUST LACKS A CLEAR FRONT
DOOR

**THANK
YOU FOR
LISTENING**