



NPA PRESS RELEASE

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NEW CONTRACT: NEW DIRECTIONS! Launch of the complete NPA guide to the new pharmacy contract

The new pharmacy contract will fundamentally alter community pharmacy practice – and represents the biggest change in community pharmacy practice in over 20 years. The NPA recognises that getting the very best from the new contract, whilst a huge opportunity is nonetheless, a considerable challenge – and so to support its membership through this crucial change process the Association has launched "*New Directions – the complete NPA guide to the new pharmacy contract.*" This substantial NPA member resource identifies and examines the important issues, opportunities and options – mapping out the route towards implementation. It provides everything community pharmacists need to start getting to grips with the new contract.

The "*New Directions*" toolkit is divided into easy-to-use sections – each one of which can be used in its own right and which collectively form a step-by-step guide to the new Essential, Advanced and Enhanced services. The overall contents – NPA tip boxes, guidance and standard operating procedures – are tailored towards providing concise and practical information. A comprehensive self-assessment toolkit has been included, which will help members to assess how ready their pharmacy is to implement the new contract, identify what needs to be done and monitor progress.

NPA Chief Executive, John D'Arcy, commented: "Throughout its planning and production, our core objective has been to provide a robust, timely and authoritative resource to help our members understand fully the implications of the new contract –

and to hit the ground running when it comes into force in April. *'New Directions'* provides everything they need to maximize the opportunities associated with the new contract – and in so doing secure their professional and commercial future. We are grateful to GSK UK for their generous sponsorship of the design and printing of the *'New Directions'* toolkit."

One copy of the New Directions pack is available at no cost to each NPA member in England and Wales upon request – and distribution is handled by GSK.

Linda Crane, Director of Commercial Operations, GSK UK, said: "We are delighted to be working with the NPA on *'New Directions'*, helping to prepare UK pharmacists for their increasing roles under the new contract. We believe that GSK and pharmacists share a common goal of improving patient care through medicines, and our increased investment in medicines support services in 2005 will put patient care at the centre of pharmacy business."

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Notes to editors

1. One copy will be supplied free of charge to NPA members in England and Wales, on request
2. GSK will be helping to distribute *New Directions*, which can be obtained at no cost by calling the +Plus Customer Contact Centre on 0800 221441 (8am-6pm, Mon-Fri), or emailing customercontact@gsk.com
3. GSK has already registered over 750 requests for *New Directions* from pharmacy customers.

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