

Statistics at NHSBSA
Prescription Cost Analysis (PCA) –
England. User Engagement Strategy

Document Release Note

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Prescription Cost Analysis - England User Engagement Strategy	v001	A user engagement strategy for Prescription Cost Analysis – England Statistics

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About this document

This is the NHS Business Services Authority's (NHSBSA) policy and procedure on user engagement in relation to the production of the Prescription Cost Analysis (PCA) – England publication

This document will be reviewed and refreshed annually to ensure that it remains current and relevant. Additional updates will be made following significant developments of relevance to the PCA England statistics including following public consultations, amendments to relevant internal and external guidance or regulations.

Information in this document has been organised as follows:

Chapters:

Introduction

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Section 1: Introduction

In line with the United Kingdom Statistics Authority (UKSA) Code of Practice for Statistics the NHSBSA strives to provide accurate, timely, relevant and easily accessible statistics to all our users. The statistical publications we release will be of high quality, worthy of trust, and of value to support understanding of the important issues.

We recognise the importance of engaging with our customers/users to ensure that our statistical publications meet their needs. Our customer service commitment and customer engagement procedures for all of our Statistics publications are set out in the Statistics at NHSBSA Customer Service and User Engagement Policy.

This document details our engagement strategy for the publication of Prescription Cost Analysis England (PCA) Statistical publication specifically.

PCA is an annual publication, usually released in April each year, which provides details of the number of items and the Net Ingredient Cost (NIC) of all prescriptions dispensed in the community in England. PCA provides a national level annual summary of prescriptions dispensed, highlighting the high level changes from the previous year and providing the detail for each item prescribed. The PCA England statistics have, and continue to be, used to help inform policy and monitor the outcome of policy relating to community pharmacy and prescribing practice. In addition these statistics are utilised by academic and applied health researchers, pharmacy contractors and the pharmaceutical industry.

Section 2: Our Customers

Our Statistics at the NHSBSA Customer Service and User Engagement policy identifies broad customer/user groups of our statistics. The PCA England statistical publication specifically has customers/users in the following groups:

- Ministers and officials in Government departments including the Department for Health and Social Care, and NHS England & Improvement
- Policy advisors for Community Pharmacy and Primary Care
- Analysts in Government Departments and Arm's Length Bodies
- Primary Care and Community Pharmacy Commissioners
- Commissioning Support Units (CSUs)
- The media and external commentators
- Academics and Applied researchers in the fields of health and social care research including pharmacy and pharmaceuticals
- The pharmaceutical industry including business analysts and strategists in manufacturing and sales
- Businesses offering data analytics and business intelligence solutions for the healthcare and pharmaceutical sectors
- Non-profit organisations providing data analytics and business intelligence solutions for the healthcare sector and the public
- Members of the public.

We recognise that this list is neither exhaustive nor fixed and that there are potential customers/users of the PCA England statistics not captured here. As part of our customer engagement activities we will continue to develop our understanding of who our customers/users and potential customers/users of the PCA England Statistics are and the customers/users of NHSBSA statistics more widely. We will also seek to enhance our understanding of how customers/users use the PCA Statistics so that we can ensure the publication continues to meet their needs.

Given the diverse nature of our customer/user base we recognise that it will include a number of distinct customer types each with their own goals, behaviours and motivators. Just as we build our statistics products to ensure they are responsive to different customer/user needs we also communicate and engage with our customers/users in a variety of ways. This helps us to ensure that all of our customers/users can receive updates from us and share their views with us and thus that we meet our commitment to securing a breadth of interaction across the full spectrum of our customer/user base. The specific mechanisms and communication channels are set out in the next section of this document.

Section 3: PCA England Customer Engagement Plan

Engaging with our Existing Customers

As detailed in our Customer Service and User Engagement policy we recognise that our customers/users will have different needs and we therefore use a range of methods to communicate and engage with them. In line with this we use a variety of methods to engage with our PCA England statistics customers/users, specifically:

- Communicate with external customers/users via our website and social media channels
- Customers/users can contact us by phone, email and mail
- Meet regularly with internal customers/users
- Hold bi-annual public user groups
- Hold bi-annual engagement sessions for think tanks, professional associations and charities in the pharmaceutical and prescribing sector
- Hold bi-annual engagement sessions for individuals from the media and commentators
- Conduct public consultations when significant changes are planned.

Details of these methods and what we do in response to communications from users are provided below.

We meet internal PCA England statistics customers/users on a regular basis to discuss their needs and requirements. This group includes NHSBSA statisticians and data analysts as well as analysts and policy advisors from the Department for Health and Social Care and NHS England and Improvement.

Regular communication with our external PCA Statistics customers/users will be via the NHSBSA website and social media channels. These communications will notify customers/users of the latest PCA England statistics releases, upcoming engagement events, public consultations and any other news.

PCA Statistics customers/users can contact the NHSBSA statistics team at any time with questions or queries, to request support or just to let us know who they are and how they use the PCA England statistics. Contact can be made via:

- Email to the NHSBSA Statistics mailbox (nhsbsa.statistics@nhs.net) telephone (0191 203 5050)
- Postal Mail: Lead Official for Statistics , NHS Business Services Authority, Stella House, Goldcrest Way, Newburn Riverside, Newcastle upon Tyne, NE15 8NY
- Social Media Channels including twitter.

These contact details are available on the NHSBSA statistics webpage and are included in the Customer Service and User Engagement Policy document.

Alternatively customers/users can contact the lead statistician for the PCA publication, these contact details can be found on the NHSBSA statistics homepage as well as the PCA Publication itself.

Communication channels (including email, mail, social media and telephone) will be checked regularly (at least every 48 hours) and, where appropriate, an NHSBSA statistician will respond to customers/users on an individual basis.

We will hold bi-annual public user group events for the PCA Statistics Publication. As the PCA Statistics Publication is released in April each year the events will be scheduled to take place in April, shortly after the latest release, and in October, allowing time for any feedback to be considered and implemented prior to the subsequent publication. These groups will be hosted on an appropriate web-based platform allowing customers/users to join the session remotely. The details of these user groups will be promoted in advance on the NHSBSA Statistics homepage, via the NHSBSA twitter account and on StatsUserNet.

Where any significant changes to the methodology or format of the statistics is planned there will always be a public consultation beforehand. An initial consultation is planned to take place in 2020 to inform improvements to the PCA Publication following the transition from NHS Digital to NHSBSA. Details of the planned consultation are included in the next section of this document.

We recognise that many customers/users may not come directly to the NHSBSA to access PCA England statistics but rather are presented with them via third parties such as the news media, charitable organisations and other commentators. For this reason we invest time in engaging with these groups that disseminate statistics to wide audiences. We maintain a register of media contacts and commentators in the areas of statistics, prescribing, health and pharmaceuticals as well as key think tanks, professional associations and charities with interests in pharmaceuticals and prescribing.

We hold bi-annual engagement sessions for each of these two groups. These engagement sessions will be hosted on an appropriate web-based platform allowing attendees to join remotely. The details of these sessions will be promoted in advance on the NHSBSA Statistics homepage, via the NHSBSA twitter account and on StatsUserNet. Where individuals in these groups have provided consent to be contacted about news and updates we will send them invites to the sessions.

All feedback, queries and requests received will be documented and the record stored on the secure NHSBSA server¹. These records will be reviewed and consolidated periodically, at a minimum this will be done bi-annually prior to the bi-annual user groups taking place, so that any emergent themes or issues which would benefit from further exploration can be discussed during the user groups.

Members of the NHSBSA statistics team will then meet to discuss the feedback received via both the user groups and other communication channels, and use it to guide any planned amendments or improvements to the PCA England statistics methodology, format of the publication or wider service provision.

¹ Individual records will be stored in line with internal data governance policies and General Data Protection Regulation

A summary of the feedback received and subsequent actions taken or planned will be published on the NHSBSA website.

Feedback that includes information regarding who our customers/users are, what they use the PCA England statistics for and any user needs or pain points will be used to help develop, update and maintain a customer map and a series of user profiles. These will be used as tools to help support and enhance business understanding of our customers/users.

Engaging New and Potential Customers

The mechanisms described above should ensure that existing, known customers/users are able to receive communication from, and reach out to, the NHSBSA Statistics team in a way and at a time that suits them. Additional activities will be conducted in order to continue to identify existing and potential customers/users of the PCA England statistics. These include:

- Review of FOIs, data requests and data analytics initiatives
- Google alerts
- Meetings with NHSBSA colleagues

We will regularly review Freedom of Information (FOI) requests, chargeable and non-chargeable Data Requests and Data Analytics Initiatives to look for common trends and individuals making repeat requests in order to identify individuals who may be interested in the PCA England statistics. Where these individuals have provided consent for the NHSBSA to contact them we will then reach out to them to explore their needs and requirements and how these might be addressed by the PCA England Publication or the wider NHSBSA statistics service.

Google alerts will be set up to facilitate monitoring of media publications relating to the PCA England statistics and prescribing data. This will allow us to identify commentators drawing on the PCA England statistics and/or writing about prescribing. Similarly Google Scholar alerts will be set up to facilitate monitoring of academic publications in order to identify academic and applied researchers with interests in prescribing and prescribing cost. Where contact details are available we will reach out to the individuals identified to explore their needs and requirements.

We will regularly collaborate with colleagues in the NHSBSA Insight directorate and Prescriptions Services teams to identify additional potential users that may emerge through their on-going work including User Research, Customer Insight and Stakeholder Engagement.

The knowledge gained from these activities will be used to update our customer/user map and user profiles.

Section 4: PCA England Public Consultation 2020

To facilitate the smooth transition of the PCA England statistical publication from NHS Digital to the NHSBSA the initial publication will maintain the existing format and methodology. A public consultation will then be conducted to inform developments and changes ahead of the subsequent PCA Publication in 2021.

The dates of consultation period will be released in due course.

The consultation will be announced to customers/users via the NHSBSA Website, the NHSBSA twitter account, and a media release statement.

During the consultation period customers/users will be able to provide their views via a number of different methods:

- Stakeholders including representatives from the Department for Health and Social Care, NHS England and Improvement and Public Health England will be invited to a stakeholder workshop. Where stakeholders are not able to attend this workshop we will offer one to one sessions with a member of the NHSBSA Statistics Team so that they are able to share their views.
- Customers/users will be able to join public workshops hosted on an appropriate web-based platform allowing customers/users to join the session remotely. The details of these user groups will be promoted in advance on the NHSBSA Statistics homepage, via the NHSBSA twitter account, NHSBSA Information Services newsletters and on StatsUserNet.

Customers/users will also be able to submit their contributions by:

- Filling out an online form which will be available on the NHSBSA website throughout the consultation period
- Emailing their responses to the consultation questions to the NHSBSA statistics mailbox (nhsbsa.statistics@nhs.net)

In writing by mailing them to:

Lead Official for Statistics
NHS Business Services Authority
Stella House
Goldcrest Way
Newburn Riverside
Newcastle upon Tyne
NE15 8NY

We will respond to the consultation by providing a summary of all responses, the actions we will take, and the rationale for those actions. This response will be published on the NHSBSA website.

Further details of the Public Consultation will be released in due course.

Section 5: Contact Us

Feedback is important to us; we welcome any questions and comments relating to this document.

Please quote 'Prescribing Cost Analysis User Engagement Policy' in the subject title of any correspondence.

You can contact us by:

Email: nhsbsa.statistics@nhs.net

Telephone: 0191 203 5050

You can also write to us at:

NHSBSA - Statistics
NHS Business Services Authority
Stella House
Goldcrest Way
Newburn Riverside
Newcastle upon Tyne
NE15 8NY

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