NHS Business Services Authority
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.

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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 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.

PCA is an annual publication, usually released in June 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 includes individuals 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 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 base we recognise that it will include several 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 needs we also communicate and engage with our customers/users in a variety of ways. This helps us to ensure that all 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 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. *Please note, our phone line is not currently manned due to home working during COVID-19.*
- Meet regularly with internal customers/users
- 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)
- 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 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.

All feedback, queries and requests received will be documented and the record stored on the secure NHSBSA server[1].

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 and wider service provision.

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 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 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.

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

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 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 personas.

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

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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