


NMS will only be successful if the benefits of the service are conveyed convincingly to the people who will deliver, use and refer into the service. Here are some ideas about the messages you might wish to convey and the appropriate language to use:

# NMS communications grid

Who to communicate with	What to communicate to them	Language you may wish to use when introducing the service
<p>People who will use the service and those around them</p> <ul style="list-style-type: none"> <li>- Patients</li> <li>- Carers / Families</li> <li>- Patient groups</li> </ul>	<ul style="list-style-type: none"> <li>• This service will help you get the best use out of your medicines</li> <li>• This is a conversation about solving medicines problems</li> <li>• This is a free (NHS) service</li> <li>• This will be convenient for you (esp. if telephone delivered)</li> <li>• This is not about going behind the back of your GP or questioning his / her judgement – it's about making the best use of the medicine s/he has prescribed for you.</li> </ul>	<p>".....I see you've been put onto a new tablet. Would you like to sit down and have a chat about it? I [the pharmacist] can tell you about the medicine and how it will work to help you manage your condition. We'll talk about any side effects and how you can deal with them. "</p>
<p>People who will refer into / signpost the service &amp; receive referrals from pharmacists</p> <ul style="list-style-type: none"> <li>- GPs</li> <li>- Practice nurses</li> <li>- Hospital pharmacists (inc for targeted MURs)</li> </ul>	<ul style="list-style-type: none"> <li>• This will help your patients to make better use of the medicines you have prescribed for them</li> <li>• This will improve safety (ADRs)</li> <li>• This will not generate unnecessary paperwork for you</li> <li>• This will help you achieve QOF points</li> <li>• The benefits of the service have been demonstrated in robust proof of concept research</li> </ul>	
<p>People who will recruit into the service and / or deliver it</p> <ul style="list-style-type: none"> <li>- Pharmacist employees</li> <li>- Locums</li> <li>- Support staff</li> </ul>	<ul style="list-style-type: none"> <li>• This service will help your patients</li> <li>• This service will make good use of your skills and bring you satisfaction</li> <li>• You don't need to feel intimidated by this task – it merely builds on what you already do</li> <li>• This service is of strategic significance for community pharmacy</li> </ul>	

\* With thanks to the care advisors at Diabetes UK who helped us to craft these words