

Key Role and Responsibilities

Lambeth Together Clinical and Care Professional (CCP) Lead

Medicines Optimisation and Long Term Conditions

Medicines Optimisation (MO) is an area of activity key to clinical, operational and financial effectiveness and efficiency of the Integrated Care System. Long Term Conditions such as diabetes, hypertension, atrial fibrillation, heart failure, asthma, COPD drive a significant proportion of medicines use in our local population. To ensure we obtain best value from medicines, reduce health inequalities and improve outcomes for local people, we need to: identify disease earlier; support prevention and evidence-informed non-pharmacological interventions; reduce overprescribing and; promote adherence to medicines.

The primary responsibility of the role is to provide clinical input and strategic support to improve the quality and safety of prescribing in Lambeth as part of NHS South East London. The post holder will be expected to take a leadership role in advising how to improve, maintain and monitor standards of prescribing, medicines optimisation and long term condition optimisation across general practice, community pharmacy and key services (diabetes, cardiovascular and respiratory) commissioned locally. Focus will be on understanding the health inequality needs, ensuring accuracy of data and implementing solutions to improve service offering and measurable outcomes that have meaning for local people.

The post-holder will work with other medicines and Long Term Condition CCPLs in Lambeth to support general practice, community pharmacy and relevant local services to champion and implement MO and prescribing initiatives, as well as acting as a clinical champion for the delivery of effective and efficient service models. Although the focus of the role is in Lambeth it will involve working with CCPLs across South East London.

Role-specific objectives include:

Long Term Conditions:

- Community diabetes service implementation – have a good working understanding of the current service, the commissioning landscape, service developments and needs, current national and system priorities
- Cardiovascular – describe and demonstrate understanding of the current priorities around hypertension optimisation including improving BP control at population level, addressing inequalities, implementing diagnostic pathways, integrating community pharmacy services into PCNs, lipid optimisation, anticoagulation management
- Respiratory – describe and demonstrate understanding of the current priorities around asthma and COPD quality assured diagnostics pathways, environmental impact of inhalers and strategies to reduce associated carbon footprint, disease control & optimisation,
- Stakeholders/partners – knowledge of DICT/GSTT diabetes team, HF team, GSTT pharmacy, IRT, relevant consultant pharmacists, PCN CDs, SEL and regional clinical networks, PH teams
- Understand the role of practice and community pharmacists in supporting recovery and addressing inequalities/access/optimisation of long term conditions through the use of medicines and prescribing

Medicines Optimisation:

- Improve health outcomes for the people of SE London through successful implementation of decisions made for the use of medicines
- With the Associate Director for Medicines Optimisation reduce health inequalities as they relate to medicines and prescribing
- Achieve financial balance in prescribing budgets
- Maintain credibility of the Medicines Optimisation programme with clinical colleagues
- Increase awareness and understanding of the Medicines Optimisation agenda
- Provide clinical leadership to the medicines optimisation team engaging with stakeholders as appropriate, including:
 - Promoting, communicating and disseminating learning from, information about and benefits of MO and prescribing initiatives across primary care;
 - Ensuring the borough medicines optimisation team are kept up to date on current issues relating to prescribing raised by clinical colleagues;
- With the Associate Director for Medicines Optimisation, develop a professional network with Clinical Directors of PCNs and practice GP prescribing leads
- Taking lead responsibility for bringing a clinical and operational perspective to decision affecting medicines management services within borough to SEL Integrated Medicines Optimisation Committee (IMOC) and trust Medicines Management Committee where applicable and maintain 80% attendance at these meetings.
- Promote parity of esteem for integrated working approaches at any available opportunity or at any event where interface prescribing issue is raised.
- Reviewing medicines based on evidence, clinical monitoring, efficacy and side effects for the best interest of the patients and the clinicians.
- Offer clinical leadership on the development and implementation of medicines optimisation QIPP plans, supporting the development and monitoring of a performance framework;
- Provide clinical support and advice on the development and implementation of national and local prescribing policies and guidance;
- Provide clinical support into the development and authorisation of Patient Group Directions as appropriate;
- Provide clinical support as required into the medicines aspects of service developments and service redesign;
- Contribute to the vision for improving Medicines Optimisation across a range of cross cutting programmes of work and challenge processes and existing practices across all parts of the health and care system. For example:
 - service developments & service redesign;
 - long term condition clinical pathways;
 - digital health programmes;
 - public health, health inequalities & patient experience

- Work with other borough clinical MO leads and borough Associate Directors for MO to contribute actively to the MO agenda through:
 - Preparation for, attendance at and contribution to:
 - borough medicines optimisation committee where applicable
 - SEL Integrated Medicines Optimisation Committee
 - Champion representative, diverse and meaningful patient engagement in MO work
 - Support MO QIPP initiatives across primary and secondary care
 - Support communication and implementation of MO guidance, initiatives, programmes across the health and care system
 - Support practice engagement activity as agreed locally
- Promoting the medicines optimisation agenda and encourage adherence to SEL medicines optimisation strategy at patient/member practice communication and engagement events.
- With the Medicines Optimisation team, support practices that require improvement by giving peer support and constructive feedback and sharing good practice
- Signing up to become Antibiotic Guardian and supporting Antimicrobial Stewardship to reduce the risk of antimicrobial resistance

Main responsibilities

The following are the key requirements identified for this role and the approaches needed for them.

Contacts and relationships

- Positively engage with external agencies and act as advocate for the organisation
- Actively look for potential opportunities with key contacts to improve overall service delivery and performance
- Connect and build trust with colleagues and patients across traditional boundaries - developing strong networks and relationships that work in service of patients over organisations, places or professional groups.

Clinical/service decision-making

- Make sound operational and clinical judgements that ensure safe and effective service provision
- Listen with compassion to the needs, hopes and challenges of those they work with and serve, using this understanding to actively involve others in the decisions that affect their lives.
- Support the borough lead to gather, verify and assess all appropriate and available information to gain an accurate understanding of the situation.

Service delivery and outcomes

- Ensure that the needs of service users and their carers are at the heart of our decision making and service delivery.
- Catalyse and embed ways to test and share new and innovative ideas and approaches that improve how we design and deliver care to our patients and population
- Ensure that service delivery is person centred, outcomes focussed and protective of individual service users' dignity
- Support medicines and LTC team to ensure that services meet all relevant quality standards, specifically CQC, ICB and all relevant NICE guidelines
- Support the effective and efficient deployment of resources to achieve agreed outcomes and targets
- Work as a team member developing and maintaining effective working relationships
- Keep up to date with relevant policies and procedures

Creativity and innovation

- Encourage and test new ways of working together, collaborating and learning from each other to achieve our collective ambition to improve the health and wellbeing of our population
- Seek out and embrace different ideas, perspectives and challenges - being able to adapt and change course by continually learning from others around them.
- Takes an innovative and creative approach to solving problems
- Considers innovation in the workplace an ongoing responsibility and welcomes change as an integral part of both individual and organisation development
- Acts as a positive role model for innovation and a facilitator for change

Planning and organising

- Develops practical and realistic plans to achieve outcomes/objectives
- Considers the wider implications with regards to skills, resources in achieving plans/ outcomes/objectives
- Ensures appropriate resources and levels of capability to deliver priorities
- Takes responsibility for delivery of plans, outcomes and objectives which may involve coordinating and organising others

Communication

- Actively contribute to a culture of positive communication
- Support the borough lead to deliver presentations and training internally to staff and externally to partners/ agencies, where appropriate
- Support the borough lead with CQC inspections, service developments and other relevant tasks

Financial Management

- Effectively manage resources within your control.

Personal development

- Continually develop own clinical knowledge and practise with respect to service speciality
- Maintain professional registration relevant to the role (e.g. GMC, GPhC, NMC, etc.)

Equality and Diversity

- Act in ways that support equality and value diversity
- Help to develop and maintain an organisational culture that supports equality and diversity.

