

## Welcome to our June edition of Forte Your Practice Matters Bulletin

**W**ith restrictions gradually easing, there is light at the end of the tunnel and normal life is starting to revert.

Here at Forte we continue to grow our membership base and we are delighted to welcome our 800th member - Tadley Medical Partnership based at Holmwood Health Centre in Hampshire. Growth in our membership means we are able to continue to secure competitive discounts and offer the best support to you, our members. You can find out more on the latest commercial opportunities especially designed for Forte members, plus the supply chain arrangements that are available to you via Alliance Healthcare in this edition.

With your support in mind, we are pleased to announce a new member offer with Orridge - the leading supplier of stocktaking services to dispensing doctors! They provide a full stock category breakdown, removal of out of date lines, plus stock data and value by location fridge and controlled drugs cabinet. The service is available to you for as little as £200+ VAT! Speak to your Business Development Manager for more information.

Keeping up with the pace of the evolution of new online technologies and running a dispensary can be challenging, but to help you navigate this we have

an interesting article on pharmaceutical services planning in an online world from guest writer Ailsa Colguhoun (page two), so be sure to check it out.

In this edition we also found out from Laura Allen, Manor Farm Medical Centre, on dispensary life during a pandemic. Plus there is a meet the team feature with Ryan Newell and Tom Fowler. We are always looking for feedback on our articles, so please feel free get in touch. Equally if you have any practical experience or advice to offer other Forte readers, please let us know by sending an email to [info@forte.uk.com](mailto:info@forte.uk.com).



*We are constantly improving and evolving our website [www.forte.uk.com](http://www.forte.uk.com) to aid you as much as possible. If you have any ideas about how we can better serve you via our website, please feel free to contact us with your ideas at: [info@forte.uk.com](mailto:info@forte.uk.com)*

As ever our team of BDMs continues to be on hand to support you either in person or virtually via Microsoft Teams or FaceTime. Please just reach out to your BDM and they can arrange what works best for you.

Till next time, please stay safe and healthy.

*The Forte Team*

Follow us on



At the end of last year, Alliance Healthcare launched its very own LinkedIn page where you can find out news on our Forte business as well as what's happening from around Alliance Healthcare. To follow us, scan the code above or visit our page here: [www.linkedin.com/company/alliance-healthcare-unitedkingdom/](http://www.linkedin.com/company/alliance-healthcare-unitedkingdom/)

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# PHARMACEUTICAL SERVICES PLANNING IN AN ONLINE WORLD

*Local health planning needs to bridge the digital divide.*

Health and wellbeing boards (HWBs) in England find themselves with an extra six months in which to prepare their local pharmaceutical needs assessment (PNA) – a process that allows local health and wellbeing service coordinators to reconsider the adequacy of their pharmacy network according to changing local demography. In view of COVID-19, the deadline for producing the 2021 PNA has now been extended to October, with a view to introduction from April 2022.

For dispensing practices – GPs that dispense medicines in rural locations where pharmacies are not viable – PNAs are important documents because they set out in black and white the areas in which a dispensing practice can actually operate (the ‘controlled locality’) and they acknowledge the services that a dispensing practice offers - albeit that when assessing the need for a new pharmacy that may replace a GP dispensing service, this aspect of the PNA does not carry as much weight in England as it does in Wales.

Since their introduction in England in 2015 (and in Wales in 2022), PNAs have brought some much-needed stability to the pharmacy/dispensing GP network, even though provisions to allow pharmacies that offer ‘unforeseen benefits’ have continued to exert downward pressure on the dispensing GP network in England. In 2019-20, such applications were the most commonly-used in controlled areas where dispensing GPs operate – accounting for eight of the nine pharmacy applications in these areas.

However, as English authorities tussle with their pharmacy network planning, they may benefit from pausing to consider the effect on their planning of online pharmacies. Due to their operation in a virtual rather than terrestrial neighbourhood – and limitations on the services they offer - online pharmacies fall outside the jurisdiction of the PNA and, thus, effectively drive a coach and horses through the PNA planning process. Before COVID, demand for digital prescription services was growing but relatively insignificant. However, lockdown has changed all that: in the period from pre-lockdown to latest figures available at the time of writing (3 January 2020 – 2 April 2021) there has been a 30 per cent increase in use of the electronic prescription service in England, a process that allows people to digitally nominate pharmacies, including mail order businesses, to fulfil their prescriptions. Latest [figures](#) show that of the top 10 pharmacies nominated to handle EPS scripts, two online only operators alone accounted for just

over one million EPS nominations, and collectively grew their business by over 3,800 nominations in just one week.

Online pharmacy Mypharmacy.co.uk has reported that between 2018 to February 2020, the business observed steady year-on-year growth of around 10 per cent. However, during the lockdown period March 2020 - July 2020 the business reported an increase in online sales of 50 per cent, with a 45 per cent increase in customer numbers.

More evidence for the move online is available from [The Health Foundation](#) that shows that during the first lockdown, some 45 per cent of UK adults ordered a repeat prescription online and 21 per cent used email/text/app for communicating with a healthcare professional.

A recent paper from consultant [Deloitte](#) concludes: “The pandemic is rapidly changing our behaviour toward online channels, and the shifts are likely to stick post-pandemic”. Convenience and greater choice are just two reasons why consumers will continue to shop online, adding to fears that [Amazon Pharmacy](#) may be about to launch in the UK.

## Rural roadmap

It’s a moot point whether lockdown healthcare practices will continue throughout, and after, the lockdown recovery period in rural areas where the demographic is older and where digital illiteracy and/or lack of connectivity is more prevalent than in urban areas.

In a recent [rural proofing toolkit](#), Rural England suggests that traditional dispensing GP services such as prescriptions delivered to village shops for remote collection may present a solution to the unique challenges of delivering healthcare services in remote and rural areas, where technology, for whatever reason cannot fill the gap. Mohammed Yasir, who runs a traditional bricks and mortar pharmacy in Lancashire alongside the mypharmacy.co.uk online business, agrees that face-to-face pharmacy services have a role moving forward, albeit in a more customer-centric, service-focused way.

Many of the unique services offered by dispensing GP practices – home/remote prescription delivery services, patient’s dispensed medication reviews – are often subsidised by the income provided by the GP dispensing service. For this reason, PNA planners may wish to take note of the unique role these services play in rural communities, when they start to consider the adequacy of their local pharmaceutical network.

EPS nominations (England only)	3 January 2020	3 July 2020	2 April 2021	January-April change (%)
Total number set	33.14m	38.31m	42.73m	+29
Total no. of active operators	11,550	11,445	11,306	-2
Total no. set for top 10 providers	789,231	1.18m	1.56m	+98
Total no of providers with over 1000 nominations set	10,434	10,714	10,757	+3



# MEET FORTE SALES EXECUTIVE, TOM FOWLER



As a Forte member, one of your many benefits is the dedicated support of your Business Development Manager, who is there to support you with your dispensary business needs. Working alongside our Business Development Managers is our team of Forte Sales Executives, one of which is Tom Fowler. You may not have met him as he only joined in autumn 2020, but you've probably spoken to him. Here, Tom shares his typical day and what made him choose to join the Forte Team.

## **What was your very first job?**

My first taste of the working world was with M&S in the food only stores as a Christmas temp. Very busy but a good experience and it taught me a lot of how to work with customers. My first full-time role was as a Hospital Support Advisor with Phoenix Healthcare before joining Alliance Healthcare in 2020.

## **What does a typical day look like for you?**

My day normally starts with following up with any emails and requests that have come in overnight. I will then move on to my daily calls with the customers that I look after to ensure they have sufficient supply of the medicines that they require on a daily basis.

I also work with Natalie Roach, Business Development Manager, and support her with the member discount schemes which are hugely beneficial for our customers.

There are also meetings where we review progress and priorities as well as check-in with each other as we cannot physically be together at the moment.

## **What made you choose to work as part of the Forte Telesales Team?**

I wanted to experience the dispensing doctor market as previously I worked in hospital and pharmacy markets. Being part of Forte is helping me to develop my skillset and further my career. It's also a very enjoyable role and I work with a dedicated and hardworking team.

## **What do you enjoy the most about your job?**

Talking to my customers and building relationships with them. There is never a dull moment and it can be quite fast-paced.

## **What are the challenges you face at the moment in your role?**

We are working at home at the moment due to the COVID-19 restrictions and I miss the buzz and interaction of the team around me. But I keep a routine and ensure that I go for a walk every day.

# WHY JOIN FORTE? All the great things our FREE FORTE website can offer you!

## Have you visited FORTE.UK.COM yet?

Our website offers a comprehensive online space for everything you could need to help manage your account when you become a Forte member, offering you **complete transparency** and a **streamlined ordering system**.



## Not joined up yet? Here's what you're missing out on!

- ▶ **Simplified Ordering** – flexibility to order via both your Full Line and Short Line accounts at the click of a button
- ▶ **Industry News** – to keep you up-to-date with the ever changing dispensing doctor market including digital copies of our Your Practice Matters Bulletin
- ▶ **Useful Info** – service updates, Medical Directory, statement guides, supply chain arrangements, E-missings and more. Everything you could need to know about your service and supply from Alliance Healthcare
- ▶ **Help and Support** – direct contact with Alliance Healthcare Customer Service, Forte Membership Team and your Business Development Manager

# Forte membership brings free access to our website FORTE.UK.COM and all its benefits.

Log in to **MY ACCOUNT**, our exclusive members area where you will be able to find everything related to your Forte membership including:

- **Account info**

Showing you all your practice, Forte commercial and MDS scheme information



- **My Reports**

Purchase, PA item, MDS rebates, Quarterly Enhanced Discount and RWD reports to help you manage your purchasing and profitability with complete transparency



- **AH Portal**

Link to AH Portal access for Full Line ordering, your practice statements, invoices, returns and more



- **E-Consultancy**

Your independent practice advisor



- **Inbox**

Important communications sent directly to our members regarding membership and market



# A DAY IN THE LIFE OF A DISPENSARY MANAGER DURING A PANDEMIC



*The past year has certainly been challenging, forcing everyone to adapt their everyday lives. But with restrictions easing life is starting to resume to some form of normality. There is still a little way to go until we can fully revert to our pre-Covid days, but there is light at the end of the tunnel. Here Laura Allen, Dispensary Manager at Manor Farm Medical Centre, shares what dispensary life has been like during an extraordinary year.*

Like many of my fellow Dispensary Managers and their teams, the last 12 months has been far from typical. No one could have envisaged the speed and scale that COVID evolved and I've certainly never experienced anything like this in my career.

## **Staff safety**

Keeping our staff safe is a top priority and we have introduced a number of safety measures, such as enhanced cleaning regimes and hand sanitiser stations to make our dispensary COVID-secure.



## **Patient communication and increased demand for our services**

Throughout COVID, we have spent a lot of time speaking to patients and encouraging them to not order their medications too early or double quantities. The pandemic has tripled our workload, meaning larger deliveries and longer turnaround times. Home deliveries have also soared as we have many vulnerable patients shielding. Throughout, we have worked tirelessly to ensure that medicines reach our patients and will continue to do so.

## **Supporting the team**

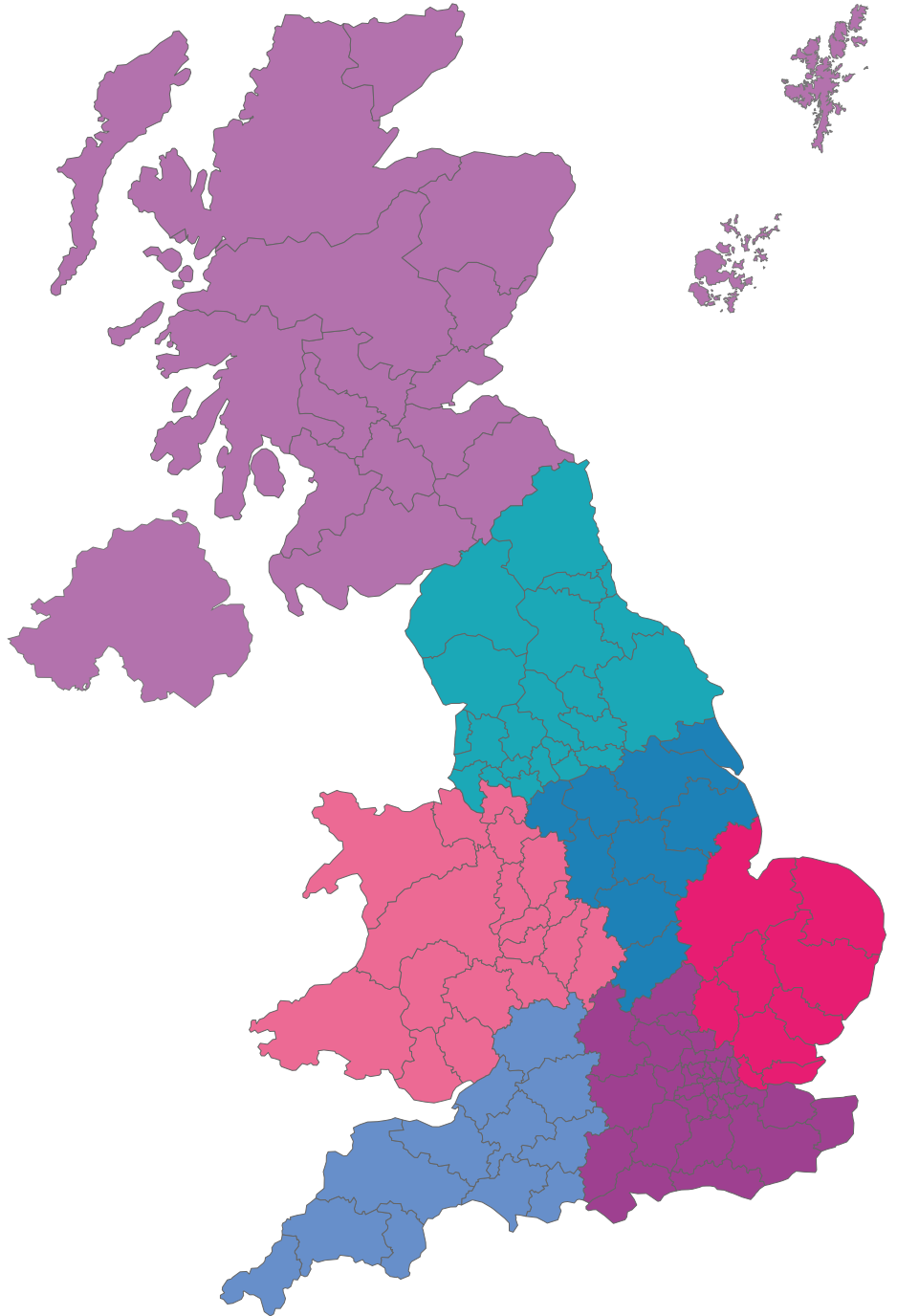
Despite the challenges, we have worked together as a team. We've laughed, cried and fully supported each other. We are a family and I think it's safe to say, we have had our own kind of lockdown.

I am sure we are not the only dispensary team to feel the pressure. But the end is in sight and I would say to all my fellow dispensary colleagues don't let frustrations build. If something needs changing, change it and most importantly ask for help when you need it.

# CONTACT US

Streamline your practices product ordering and save valuable time and money.

Please contact one of our BDMs directly.



**Howard Foulkes**



Contact Howard on  
**07891 117210**

**Ryan Newell**



Contact Ryan on  
**07896 565946**

**Joanne Aspinall**



Contact Joanne on  
**07887 056232**

**David Wood**



Contact David on  
**07904 807216**

**Steve Smith**



Contact Steve on  
**07875 280596**

**Natalie Roach**



Contact Natalie on  
**07891 117347**



# MEET THE TEAM

## Ryan Newell

Business Development Manager for Essex, Suffolk, Norfolk and Cambridgeshire



### 1. What was your first ever job?

I had a paper round, which I only did so I could pay to go and watch my beloved Gillingham Football Club. It covered my bus fare, Mars bar, can of pop, match ticket and a programme; less than £5 – where did those days go?

### 2. What was your favourite TV show as a child?

Cockleshell Bay.

### 3. What car do you dream of owning?

Aston Martin DB9 – it looks good while sitting in traffic at the Dartford Crossing.

### 4. What are you afraid of?

Ostriches – I had a very traumatic experience while living in South Africa.

### 5. Where is your ideal holiday destination?

Rovinj, Croatia. There's rum, sun and relaxation.

### 6. If you weren't working with Dispensing Doctors, what would you have been?

A politician.

### 7. What's your favourite meal?

Steak and it has to be rare.

### 8. Which three guests (living or dead) would you invite to a dinner party?

Tyson Fury, he's today's best heavyweight; Mohamed Ali, the greatest ever heavyweight; and Andy Hessenthaler – an absolute legend at Priestfield (Gillingham Football Club stadium)

### 9. What is your biggest challenge in life?

Convincing my partner that Gillingham Football Club is the greatest football team in the world. I'm still working on it.

### 10. What superpower would you have?

Time Travel. To be able to go back in time and spend longer with loved ones no longer with us would be amazing.



## MDS available via Alliance Healthcare

MDS only available via Alliance Healthcare	
SUPPLIER	NOTES
Alk Abello	
Amco	
Astellas	Net Price Off Invoice
Bayer	
Beiersdorf	
Boehringer Ingelheim	Spiriva & Spiolto
Eisai	
Eisai Aricept	
Flynnpharma	
Gedeon Richter	
Kora Healthcare	
Leo Pharma	
Lundbeck	
Medical Developments	
MedRX	
Neoceuticals	
Nutricia	
Venture Healthcare	

MDS available via Alliance Healthcare and other wholesalers	
SUPPLIER	NOTES
A Menarini	
Abbott Nutritional	
Agamatrix	
Alliance Pharma	
Almirall	
Aspire	
B Braun	
Chiesi	
Cipla	

Clement Clarke	
Daiichi-Sankyo	
Ethypharm	
Farmigee	
Ferndale	
Forum	
Forum (Takeda)	
Galen	
Glenmark	
Kyowa Kirin	
Logixx	
Mentholatum	
Mylan	
NAPP	
Qdem	
Recordati	
Ridge Pharma	Manufacturer Pay
Roche Diabetes	
Scope Ophthalmics	
Stirling Anglian	
Teva (Braltus, Duoresp & Qvar & Axasain & Zacin & Olatuton)	Manufacturer Pay
Thea	
UCB	
Thornton & Ross	
Visufarma	
NUALTRA	
MEDICOM	
Roche	
BD	

### MDS available via Alliance Healthcare and NWOS Spend

#### SUPPLIER

Smith & Nephew

For further information please contact your BDM or visit [www.forte.uk.com](http://www.forte.uk.com)

# MANUFACTURER UPDATE



## MDS New

MARCH 2021

Supplier	Product	PIP Code	MDS Discount
NUALTRA	ALTRAPLEN COMPACT BANANA	394-9526	VARIOUS%
NUALTRA	ALTRAPLEN COMPACT HAZEL CHOCO	394-9534	VARIOUS%
NUALTRA	ALTRAPLEN COMPACT STARTER PACK	395-0870	VARIOUS%
NUALTRA	ALTRAPLEN COMPACT STRAWBERRY	381-1452	VARIOUS%
NUALTRA	ALTRAPLEN PROTEIN STARTER PACK	408-5981	VARIOUS%
NUALTRA	ALTRAPLEN PROTEIN VANILLA	381-1486	VARIOUS%
NUALTRA	ALTRASHOT STARTER PACK	405-0068	VARIOUS%
NUALTRA	ALTRASHOT STRAWBERRY	404-2263	VARIOUS%
NUALTRA	ALTRASHOT VANILLA	404-2271	VARIOUS%
NUALTRA	FOODLINK COMPL BANANA FIBRE	405-6024	VARIOUS%
NUALTRA	FOODLINK COMPL CHOCOLATE FIBRE	405-6032	VARIOUS%
NUALTRA	FOODLINK COMPL NATURAL FIBRE	405-6156	VARIOUS%
NUALTRA	FOODLINK COMPL STRAWBERRY FIBRE	405-6040	VARIOUS%
NUALTRA	FOODLINK COMPL VANILLA + FIBRE	399-0074	VARIOUS%
NUALTRA	FOODLINK FIBRE STARTER PACK	408-0651	VARIOUS%
NUALTRA	FOODLINK COMPL CHOCOLATE TUB	406-6874	VARIOUS%
NUALTRA	FOODLINK COMPL STRAWBERRY TUB	406-6882	VARIOUS%
NUALTRA	FOODLINK COMPLETE BANANA	399-0041	VARIOUS%
NUALTRA	FOODLINK COMPLETE BANANA TUB	406-6858	VARIOUS%
NUALTRA	FOODLINK COMPLETE CHOCOLATE	399-0066	VARIOUS%
NUALTRA	FOODLINK COMPLETE NATURAL	399-0058	VARIOUS%
NUALTRA	FOODLINK COMPLETE NATURAL TUB	406-6866	VARIOUS%
NUALTRA	FOODLINK COMPLETE STARTER PACK	405-8954	VARIOUS%
NUALTRA	FOODLINK COMPLETE STRWBERRY	399-0033	VARIOUS%
NUALTRA	FOODLINK COMPLETE VANILLA	405-1363	VARIOUS%
NUALTRA	FOODLINK COMPLETE VANILLA TUB	406-6890	VARIOUS%
NUALTRA	NUTRICREM CHOCOLATE ORANGE	394-9666	VARIOUS%
NUALTRA	NUTRICREM MINT CHOCOLATE	408-6039	VARIOUS%
NUALTRA	NUTRICREM STARTER PACK 4 FLAV.	409-0858	VARIOUS%
NUALTRA	NUTRICREM STRAWBERRY	381-1437	VARIOUS%
NUALTRA	NUTRICREM VANILLA	381-1445	VARIOUS%
NUALTRA	SWALLOWEZE CLEAR	403-2124	VARIOUS%
NUALTRA	SWALLOWEZE SACHETS 48 X 1.6 G	409-0866	VARIOUS%
NUALTRA	ALTRAJUICE 1 X 200ML APPLE	413-5562	VARIOUS%
NUALTRA	ALTRAJUICE 1 X 200ML BLACKCURRENT	413-5547	VARIOUS%
NUALTRA	ALTRAJUICE 1 X 200ML ORANGE	413-5570	VARIOUS%
NUALTRA	ALTRAJUICE 1 X 200ML STRAWBERRY	413-5554	VARIOUS%
NUALTRA	ALTRAJUICE 1 X 200ML STARTER PACK	413-7105	VARIOUS%
NUALTRA	FOODLINK COMPLETE COMPACT 7X 57G STRAWBERRY	410-7421	VARIOUS%
NUALTRA	FOODLINK COMPLETE COMPACT 7X 57G CHOCOLATE	410-7413	VARIOUS%
NUALTRA	FOODLINK COMPLETE COMPACT 7X 57G BANANA	410-7447	VARIOUS%
NUALTRA	FOODLINK COMPLETE COMPACT 7X 57G NUTURAL	410-7439	VARIOUS%
NUALTRA	FOODLINK COMPLETE COMPACT 7X 57G VANILLA	410-7462	VARIOUS%
NUALTRA	FOODLINK COMPLETE COMPACT 7X 57G STARTER ACK	410-7454	VARIOUS%
MEDICOM	LATANOPROST + TIMOLOL 50 MICROGRAM/ML + 5 MG/ML EYE DROPS BAK 2.5ML (POM)	121-7124	30%
MEDICOM	LATANOPROST 0.005% W/V EYE DROPS BAK 2.5ML (POM)	408-2582	30%
MEDICOM	CARBOMER 980 0.2% EYE GEL PF 10G (CE)	399-9786	18.50%
MEDICOM	CARMELLOSE 0.5% EYE DROPS PF 10ML (CE)	398-4572	18.50%
MEDICOM	HYPROMELLOSE 0.3% EYE DROPS PF 10ML (CE)	398-4564	18.50%
MEDICOM	SODIUM HYALURONATE 0.2% EYE DROPS PF 10ML (CE)	399-9760	18.50%
MEDICOM	SODIUM HYALURONATE 0.2% + CARBOMER 980 0.2% EYE DROPS PF 10ML (CE)	415-8358	18.50%
MEDICOM	EYELID WIPES 20X2.25ML (CE)	404-7577	18.50%
MEDICOM	CARMELLOSE 0.5% EYE DROPS PF 10ML (CE)	415-7590	18.50%



MARCH 2021

Supplier	Product	PIP Code	MDS Discount
GALEN	THORENS O/SOLN 10.000IU/ML	397-9580	25%
GALEN	THORENS 25 000 IU CAPSULES	416-4158	25%
GALEN	THORENS 25 000 IU CAPSULES	416-4166	25%
THEA	OTRIVINE ANTISTIN	020-5682	20%

APRIL 2021

Supplier	Product	PIP Code	MDS Discount
ROCHE	ACCU-CHECK INSTANT	417-0759	29.50%

MAY 2021

Supplier	Product	PIP Code	MDS Discount
BD	BD VIVA 4MM	398-9415	20.00%
BD	BD VIVA 5MM	398-9423	20.00%
BD	BD VIVA 6MM	404-6090	20.00%
BD	BD VIVA 8MM	398-9431	20.00%

## MDS Amendments

MAY 2021

Supplier	Product	PIP Code	MDS
BOEHRINGER	SPIRIVA RESPIMAT 2.5 MICROGRAM, INHALATION SOLUTION WITH DEVICE (TIOTROPIUM)	411-3601	5%
BOEHRINGER	SPIRIVA RESPIMAT 2.5 MICROGRAM, INHALATION SOLUTION REFILL CARTRIDGE (TIOTROPIUM)	411-3619	15%
BOEHRINGER	SPIOLTO RESPIMAT 2.5 MICROGRAM/2.5 MICROGRAM, INHALATION SOLUTION WITH DEVICE (TIOTROPIUM/OLODATEROL)	411-3627	5%
BOEHRINGER	SPIOLTO RESPIMAT 2.5 MICROGRAM/2.5 MICROGRAM, INHALATION SOLUTION REFILL CARTRIDGE (TIOTROPIUM/OLODATEROL)	411-3643	15%

**NEW**

## Dual agreement with Alliance Pharma 10 April 2021

As of 10 April 2021, Alliance Healthcare continues as one of the selected wholesale partners to supply the Alliance Pharma portfolio to all pharmacies and dispensing doctors in the UK. The other wholesaler in this agreement is Phoenix (previously AAH).

# WE ARE PROUD TO ANNOUNCE A NEW FORTE MEMBER OFFER WITH ORRIDGE

The leading supplier of stocktaking services to Dispensing Doctors

**SPECIAL MEMBERS' OFFER—Stocktake Price £200 +VAT**



Orridge's specialist Dispensing Doctor division has been in operation for over 50 years and they are proud to boast that they have some of the most highly trained and experienced stocktakers providing services to Dispensing Doctors, pharmacies, hospitals and medical service providers. Orridge has guaranteed Forte members a great price on stocktakes.

All Dispensing Doctors require an annual independent stock valuation for accounts/auditors, but also if a GP retires or a new GP should join the practice.

- **Full stock category breakdowns**
- **Removal of out of date lines**
- **Stock data/value by location Fridge, CD cabinet**

Orridge offer the latest in barcode scanning technology for stocktakes as this method is preferred by auditors and accountants allowing us to provide line by line reports of all stock scanned if required.

An emergency stocktake can also be essential should there be any suspicion of irregular activities or an unexpected drop in dispensing income or for any insurance purposes. Rest assured Orridge will undertake your stocktake with a minimum of disruption and to the highest of standards therefore we chose to work with Orridge.

For further details on Orridge stocktakers, please email [dave.brittle@orridge.eu](mailto:dave.brittle@orridge.eu).

**ORRIDGE**  
the Company that Counts

[www.orridge.co.uk](http://www.orridge.co.uk)