

Producing a vision for the future of community pharmacy in England – Focus Group Questioning Route

Opening

“Hello everyone, my name is EP (introduce facilitator if applicable). Thank you for agreeing to participate in my study, it is greatly appreciated. I will be conducting our discussion today and take notes (Describe that facilitator’s role would be to observe and take notes if applicable.). You are all invited to discuss your views on how the services provided by community pharmacies (chemists’ shops) should develop in the future. I will be asking you various open questions. There are no right or wrong answers and please feel free to express your own personal views. It is very important for me to learn from your views. Our discussion will be audio recorded. The recording will only be used for research purposes. Names and any information that could reveal your identity will be removed by experts in the University of Bath and checked by myself. No names will be used in my report. Our discussion will last about an hour. I would like to ask you to give everyone the opportunity to express their views. I am here only to assist your conversation. It would be greatly appreciated if you could switch your mobile phones to silent. Is everyone clear about the aim of our small group discussion?”

- Following the opening the researcher will check if participants have read Participant Information Sheet (provide a copy and time to read if they haven’t)
- Ask participants if they have any questions about the study
- Invite participants to sign consent form
- Start recording

Initially participants will be prompted to speak to the person next to them and introduce themselves. Then they will be asked to briefly introduce the person next to them to the rest of the group. (Participants will be offered refreshments before conducting the focus groups to give them the opportunity to get to know each other as well.)

Exercise: Participants will be asked to write down the first three words that they think of when they hear the term “community pharmacy services”. (Participants will be given pen and paper. This exercise may be repeated in the beginning of the second focus group discussion after participants have read the informative material given to them.) Key-words will be noted on a flipchart by the moderator and will aid summary of main points at the end of the focus group discussion.

Questions for first focus group discussion	
Current use	
1. How do you use community pharmacy at the moment?	Probes for current use <ul style="list-style-type: none"> • Different essential, advanced and enhanced services
2. How regularly do you visit your community pharmacy?	

<p>3. What makes you choose the community pharmacy you are going to visit?</p>	<ul style="list-style-type: none"> • How many times per month would they visit a community pharmacy • What is most important for their choice? Convenient access, opening times, individual relationships?
<p>Current awareness</p>	
<p>4. What services do community pharmacies currently provide? What services do you use?</p>	<p>Probes for current awareness</p> <ul style="list-style-type: none"> • Good or bad points – why they use these services and not use others • Satisfied with current quality of services provided? • Briefly mention different routes of commissioning of services • Briefly mention some community pharmacy bodies if needed
<p>5. What do you think of the services provided by community pharmacies at the moment?</p>	
<p>6. What do you know about how community pharmacy services are organised?</p>	
<p>7. Can you think of any organisations or individuals that are involved with community pharmacy?</p>	
<p>8. What are your thoughts about what a policy is? / Can you give me an example of one?/Have you read one?</p>	

Closing

Summarise the main points of the group discussion. Ask if any participant has any comment to add. Provide the informative material to participants and explain what is expected from them. Give the participants the first voucher of their choice. Remind them of the next focus group discussion. Thank participants for their contribution.

<p>Questions for second focus group discussion</p>	
<p>Future use</p>	
<p>1. How useful was in your opinion the informative material you were asked to read?</p>	<p>Probes for future use</p> <ul style="list-style-type: none"> • Any point that they found impressive, surprising • E.g. change in frequency they visit a community pharmacy, use additional services? and reasons why they would make a change
<p>2. Did reading the informative material make you change anything about how you are going to use community pharmacy services in the future?</p>	
<p>Future plans</p>	

<p>3. Now that you are more informed about community pharmacy services and about other people's views, what do you expect to happen in the services that community pharmacies will provide in the future?</p>	<p>Probes for future plans</p> <ul style="list-style-type: none"> • Probes will include different aspects mentioned in health policy review and interviews with stakeholders – eg. Use of technology, long-term conditions management, mental health service provision from community pharmacy, closer collaboration with GPs etc • Why they would like to see the ideal model they mention • Why do they think the ideal model they mention is not happening already • Mention the number of policies that actually included public involvement
<p>4. What would you ideally like to see in community pharmacy services in the year 2030?</p>	
<p>5. Would you be interested in becoming more aware/involved in how policies are made?</p>	

Closing

Summarise the main points of the group discussion. Ask if any participant has any comment to add. Ask if any participant would like a copy of the results. Give the participants the second voucher of their choice. Thank participants for their contribution.