

Email Communication Policy:

HSCB to Community Pharmacies

Purpose

Emails from Integrated Care to Community Pharmacies should be used for:

1. Communications from Integrated Care (including from DOH) about the Business of Community Pharmacy e.g. drug alerts, shortages, product recalls
2. Governance
3. Community Pharmacy Service Delivery and Commissioned Services

Integrated Care holds lists of Community Pharmacy email addresses solely for this purpose and only emails which meet one or more of the above criteria should be sent from the local office “HSCB Pharmacy” accounts to Community Pharmacies.

Action for Community Pharmacy

Community Pharmacies are expected to check the Inbox of their designated email address at least once on each working day for communications from ‘HSCB Pharmacy’ accounts.

Action for HSCB/Integrated Care

Designated administrative staff in the Integrated Care offices will be able to access the “HSCB Pharmacy” accounts and the group email lists it contains. Other email addresses will not be used to send group emails to Community Pharmacies. Pharmacies will therefore be able to sort their email by sender and identify a complete list of emails from ‘HSCB Pharmacy’ to all Community Pharmacies.

This does not preclude sending individual emails from Integrated Care staff to specific Pharmacies.

- Mailing lists will not be exchanged or given out to other departments/organisations.
- Email addresses must all be within the BCC field to prevent the addresses being displayed to everyone on the list.

- Emails should have a clear, relevant and meaningful subject title to improve their open rate.

Both PHA and Trusts have their own websites to which Community Pharmacies should have access and documents should be stored there. Links to relevant documents can be shared with Community Pharmacies via Intranet or email as appropriate. When the content of the message asks Community Pharmacies to do something differently, particular attention will be paid as to whether the author has consulted with Integrated Care and Community Pharmacies/CPNI appropriately.

Emails which will not routinely be forwarded from Integrated Care include those from:

- NPA / UCA / Pharmaceutical Society/ CPNI / etc. These professional organisations all have databases of members and can email individuals/contractors directly. Emailing non-members of Associations is advertising. Links will be provided to each of the above on the Primary Care Intranet under A-Z Useful Links.
- Voluntary organisations e.g. Stroke Association, Parenting NI. These organisations may work with PHA/ Board etc. on various projects/services but we have no mechanism or staff to quality assure each email or differentiate between numerous organisations that will each have their own communication strategy. (Stakeholder communication for key projects and campaigns involving partners etc, and where the PHA or HSCB is leading, is normally included in the communications plan developed by PHA or HSCB Communications). Where the project/service is directly sponsored by the Board this can be reviewed against Criteria 1-4.

This policy will be updated as the practicalities of ensuring email traffic from this office is more appropriate become apparent.