

GP Letter - Promoting Pharmacy First – Patient-Facing Assets & Winter Readiness

Dear Colleagues,

As we approach the winter season, we would like to take this opportunity to highlight the Pharmacy First promotional assets available to support your practice and patients. These resources are designed to raise awareness of the service available through community pharmacies and help manage demand across primary care.

Pharmacy First Patient-Facing Assets

We encourage you to display these materials in your waiting areas, digital screens, and practice websites to help inform patients about how they can access care through their local pharmacy.

Key Resources:

- [DHSC Pharmacy First Assets](#) – A wide range of posters, social media graphics, and digital banners are available:
- [Multilingual Pharmacy First Posters](#) - in various languages can be found in the Community Pharmacy England **Pharmacy First promotional resources folder** (click on the 'translated posters' folder to access these).

Winter Preparation – Referral to Community Pharmacy

As part of your winter planning, we also encourage you to review your triage processes and consider referring suitable patients to community pharmacies where appropriate, using the resources listed below. This can help reduce pressure on general practice and ensure patients receive timely care.

Referral Guidance:

- Optum: using the EMIS local services functionality:
https://www.emisnow.com/csm?id=kb_article_view&sysparm_article=KB0076204
- SysmOne: [TPP SysmOne Pharmacy First / Pharmacy Services - BARS Demo for S1 GP practices](#)