

# In Focus

United  
Kingdom  
Clinical  
Pharmacy  
Association

## Do you find it difficult to get to UKCPA conferences?

Why not have your say on where we hold them? The current UKCPA member survey gives you the opportunity to vote on which location you would prefer the November 2012 Conference to be held.

You can complete the survey by following this link:  
[http://www.surveymonkey.com/s/UKCPA\\_conferences](http://www.surveymonkey.com/s/UKCPA_conferences)



We will also be sending you a short survey on awards so look out for that as well. We would like to know what we can do to make our awards relevant and appealing, and how to help you apply for them.

Many awards include free conference attendance so you can save money too!

## UKCPA General Committee announces logo design competition

The UKCPA General Committee has made the decision to update the UKCPA logo. They are inviting UKCPA members, and their friends and colleagues, to design a new logo for the Association.

The winner will not only have their logo design worked up by professional graphic designers to become part of UKCPA history, but they will also receive a prize of full residential conference attendance at the UKCPA November 2011 conference where the new logo will be officially launched.

### Deadline for entries:

6pm on 1st August 2011

### Designs should be sent as:

.png, .jpg, .tif or .pdf files

**Email designs to:** [general.secretary@ukcpa.com](mailto:general.secretary@ukcpa.com).

For entry criteria and terms please see the Latest News section of the [UKCPA website](#)

We have uploaded photos from the UKCPA/GHP Joint Conference 2011 onto our Facebook page.

Come and have a look!

Search for UKCPA on [www.facebook.com](http://www.facebook.com)



[www.ukcpa.org](http://www.ukcpa.org)

June 2011

"The UKCPA promotes expert practice in medicines management for the benefit of patients, the public and members by establishing standards, workforce development and advancing innovation in all health care settings.

The UKCPA encourages Excellence, Leadership and Partnership"

# How do you keep your patients safe?

## Because you keep learning.

Try out our webinars and Masterclasses this summer.

**7 July 2011, 7-8pm**

Care of the Elderly Group webinar: **Bridging the gap between primary and secondary care**

FREE

**14 July 2011, 7-8pm**

Respiratory Group webinar: **Managing cystic fibrosis patients**

FREE

**7 September 2011, 7-8pm**

Webinar: **Portfolio building**

FREE

**8 September 2011**

Pain & Respiratory Groups Masterclass: **Palliative Care**

Members £60, Non Members £135

**13 September 2011**

Cardiology Group Masterclass: **Introduction to Cardiology**

Members £60, Non Members £135

**23 September 2011**

Critical Care Group Masterclass: **Advanced Practitioner Meeting**

Members £125, Non Members £195

**28 September 2011**

Care of the Elderly Group Masterclass: **Management of Parkinson's Disease and Dealing with Dysphagia**

Members £125, Non Members £195

Register for UKCPA webinars FREE at

[www.rpharms.com/webinars/ukcpa-series.asp](http://www.rpharms.com/webinars/ukcpa-series.asp)

For more information on Masterclasses visit the UKCPA website [www.ukcpa.org](http://www.ukcpa.org)

### What previous delegates have said:

"I've had a really informative day and feel inspired to go back to my department and make a difference"

"I would strongly recommend to others"

"An invaluable way of keeping up to date in the company of leading practitioners"

"Very interesting and helpful talks by enthusiastic speakers who are quite clearly experts in their field"

Join us on [Facebook](https://www.facebook.com/UKCPA) and [Twitter](https://twitter.com/UKCPA) to get up-to-date information on events, activities, news and developments at UKCPA. Introduce friends and colleagues and take a look at photos from our conferences and symposia.

[facebook.com](https://www.facebook.com/UKCPA) | [twitter.com/UKCPA](https://twitter.com/UKCPA) | [twitter.com/UKCPAChair](https://twitter.com/UKCPAChair)



# Spotlight on: Anna Murphy

## We want to celebrate our members

and their professional achievements. In this issue of **In Focus** we interview **Anna Murphy**, winner of the inaugural UKCPA/GHP/GSK Clinical Leadership Award and Consultant respiratory pharmacist at University Hospitals of Leicester NHS Trust.

### How long have you been a UKCPA member?

Over 10 years. I set up and have Chaired the UKCPA Respiratory Group since 2001.

### What made you realise that you wanted to become a pharmacist?

My chemistry teacher in 6<sup>th</sup> form arranged for me to have work experience with a hospital pharmacist, and I realised that this was the career I wanted to pursue.

### What challenges have you faced so far in your career and how did you overcome them to get to where you are today?

In my Directorate Lead post in Leicester I realised I was moving away from direct patient care, which I loved, and further into management. I wanted to set up a consultant role for pharmacists, like nurses had, which still involved patient contact. Luckily, I had a very forward thinking pharmacy manager who agreed, and in 2001 I was offered the post of Consultant Pharmacist where I now spend 50% of my time with patients.

### Describe your job in three words?

Challenging, rewarding and enjoyable.

### What keeps you motivated in your job?

My patients.

### In your opinion, what are the biggest challenges facing the profession today?

Changes in the NHS. We need to engage with the NHS to move forward and promote our profession, backed up by good evidence.



**Pictured:** Anna Murphy receiving her award from GSK representatives and Dr Chris Green, Chair of UKCPA

### What is your advice for aspiring pharmacists?

Never forget why you're a pharmacist: talk to your patients.

### What is, in your opinion, the best pharmacy-related book of all time and why?

Well, I could say *Asthma In Focus* by Anna Murphy, but the truth is that it's the BNF!

### Tell us something people don't know about you.

I have been known to do a rendition of the Shirley Bassey favourite *Hey Big Spender!* I'm also a regional Ladies Darts Champion.

### What is the best thing about being part of UKCPA?

The networking, support and opportunities to work as a team. It's great to be part of a force which can help shape the future. Being the Chair of the Respiratory group has given me opportunities to link with other practitioners, professionals and organisations such as the British Thoracic Society, all with the credibility of UKCPA behind me.

### If you were trying to persuade a young student to enter the world of clinical pharmacy, what would you say?

It's an excellent career pathway which offers different challenges as well as giving you the flexibility and scope for future careers. Importantly, it's a career where you can make a difference.

## UKCPA award two winners in the BPSA Research Poster Awards

UKCPA are proud to be sponsors of the practice section of the BPSA Research Poster Awards. The posters were presented at the BPSA Annual Conference in Portsmouth in April 2011. Two worthy BPSA members were clear winners in this category.

**Salma Iqbal** explored the opinions of patients to determine their understanding of the Medicines Use Review (MUR) service. Salma conducted 23 semi-structured interviews with patients. Thirteen patients said they found the MUR beneficial and they were more informed about their medication as a result. A further five patients said the MUR was reassuring as it confirmed existing knowledge of their medicines. However, only three patients could recall all the recommendations made by the pharmacist. Possible reasons for this may include the lack of reinforcement of recommendations within the consultation, their clarity and whether patients considered the advice relevant. Salma suggested

that patients' understanding of the service could be improved either by national advertising or clearer explanations from individual pharmacists.

**Katie Allison** also focussed on patients and their views on cost effective generic statin switches. Overall, patients were happy to accept the switch when given sufficient support, and the ability to report side effects. They were happy with the manner in which switching was carried out. However a number did raise concerns about wanting more information about the drugs and the overall process and about the uncertainty of the repercussions the switch would have on the quality of healthcare. Only 32% agreed with switching for financial reasons, with older patients being most concerned about this. Katie concluded that the number of patients commenting on side effects suggests that better selection methods are needed to avoid multiple switching for patients.

## Hot discussion topics this Summer

The UKCPA online message boards are busier than ever. Here is just a small sample of topics that got you sharing your expertise over the last few weeks:

### Education & Training

- Patient consent for care plans and case studies

### Emergency Care

- Medicines reconciliation policies

### Infection Management

- antibiotic prophylaxis for Caesarean pre- or post-umbilical cord clamping?
- MRSA skinwash for neonates
- Vancomycin: recent experiences with new dosing schedules

### Women's Health Network

- methotrexate for ectopic pregnancies
- policies/protocols relating to insulin pump use during labour and delivery

### Neurosciences

- Shared care guidelines for Apomorphine and Rotigotine
- Dosing protocols for intraventricular gentamicin for pseudomonal ventriculitis
- Switching botulinum usage (Botox and Dysport) to Xeomin.

As a UKCPA member you can sign up to any message board. Go to the UKCPA website to see how your colleagues responded to these queries and discussions.

[www.ukcpa.org](http://www.ukcpa.org)

## Got a spare ten minutes?

The internet is an infinite source of advice and thought-provoking information. Here are some which are worth a quick look:

Do you struggle to get things done? Find yourself distracted by an overflowing email inbox? Try reading these [snippets of advice](#) on how to focus on tasks and become more productive.

Need to network at meetings and conferences but find it difficult to strike up a conversation? Try these 12 tips on '[Networking for Shy People](#)'.

Would you like to motivate your team, improve their performance and allow them more personal satisfaction at work? This [fantastic animated video clip](#) tells us that money is not a motivator at work, but challenge, mastery and

making a contribution lead to better performance. And this is evidence-based!

Another great animated video clip from the Royal Society for the encouragement of the Arts (RSA) on how our current education systems [stifle creativity and intellectual growth](#).

**TED talks:** TED is a nonprofit organisation devoted to 'Ideas Worth Spreading'. It started out in 1984 as a conference bringing together people from three worlds: Technology, Entertainment and Design. Since then its scope has become even broader. Along with its global conferences, it has short talks by inspiring and eminent speakers in the areas of science, technology, design and global issues, amongst others. There are almost 1000 talks on the website to choose from. [www.ted.com](http://www.ted.com)

## Smart phone apps: not just for fun and games

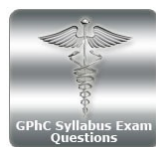
Do you have a smart phone or tablet? They are getting increasingly common and new Apps are being developed every day. Here are some which you may find useful:



### The British National Formulary

Get access to your indispensable BNF without having to carry the book around with you on the ward. The current version is BNF 61, so you'll have to keep updating your App when new versions are released.

*£26.49 from iTunes Store.*



### GPhC Syllabus Exam Questions

Pass this one on to your pre-registration students. This app has over 500 questions for pre-reg's to prepare for their registration exam with feedback and timer to simulate actual exam.

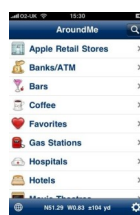
*£2.99 from iTunes Store*



### BBC News

Get the latest breaking news arranged in categories which you can personalise in order of preference. Plus videos of news stories.

*FREE*



### Around Me

Travel a lot to conferences and meetings? This app tells you the nearest banks, taxis, parking, pubs, coffee shops and so on.

*FREE*



### Manage your Direct Debits

Keep track of which Direct Debit payments (like your UKCPA membership!) are due to leave your account, and when they are due to be paid with advance automatic reminders from the Direct Debit Control Centre.

*FREE*



### 1Password

An award winning app which stores your passwords and usernames. Ironically, but understandably, you need a password to access the app.

*£5.99 from iTunes Store*

Do you have any smartphone apps which you find useful for work which you'd like to share with UKCPA members? Why not let us know on the [UKCPA IT Discussion Board?](#)