

Minutes for Public Council Meeting No. 56
Thursday 15th May 2014
PSI House, Fenian Street, Dublin 2

The Public session of the 56th meeting of the Council of the Pharmaceutical Society of Ireland established under the Pharmacy Act, 2007 was held at 8.33am Thursday 15 May at PSI House, Fenian Street, Dublin 2.

Present: Mr Eoghan Hanly, President, Mr John Corr, Ms Leonie Clarke, Mr Richard Collis, Ms Nicola Cantwell, Dr Ann Frankish, Dr Paul Gorecki, Dr Jean Holohan, Ms Deirdre Larkin, Dr Chantelle Macnamara, Mr Shane McCarthy, Prof Kieran Murphy, Mr Fionán Ó Cuinneagáin, Mr Pat O’Dowd, Mr Keith O’Hourihane, Ms Rita Purcell.

By teleconference:

Mr Jim Brophy (who confirmed his identity to participate by teleconference in accordance with Rule 19(2) of the PSI (Council) Rules 2008 (S.I. No. 492 of 2008)).

PSI Staff: Ms Marita Kinsella, Registrar, Ms Ciara McGoldrick, Mr John Bryan, Ms Damhnait Gaughan, Mr Tony Reilly, Dr Lorraine Horgan, Dr Cheryl Stokes, Dr Cora Nestor, Mr Seirse O hAodha, Ms Lucia Crimin, Ms Muireann McKeown.

Also in attendance: Mr David Jordan, Journalist Irish Pharmacist and Community Pharmacist
Mr Darragh Connolly, Vice President, IPU and Community Pharmacist

The President opened the Public Council Meeting Number 56 at 8.33am.

1. Apologies

Apologies had been received for Prof Ciaran O’Boyle and Prof Caitriona O’Driscoll.

2. Declaration of Interests

Under item 2 of the Council Agenda, the Presidency drew Council members’ attention to their obligations under paragraph 9 of Schedule 1 to the Pharmacy Act 2007, which deals with the necessary disclosure of certain interests by members of the Council. Those requirements are also reflected in the Code of Conduct adopted for Council members which requires that Council members *“be honest and open with regard to conflicts of interest (either real or perceived). Members must not use their position for personal gain in either business, political or social relationships. Therefore, a member who has, or may be perceived to have, such a personal interest in a particular matter under consideration should declare that interest, withdraw from all discussions relating to it and take no part in any vote on such matter.”*

Mr K O’Hourihane addressed the meeting and outlined that he had discussed the issue of conflict with the President regarding Agenda Item 7 *Draft Guidance on Delivery of Prescription-only Medicines from Retail Pharmacy Businesses*. Mr O’Hourihane stated that he provides a delivery service and that he did not consider that this constituted a conflict, but would absent himself if considered necessary. The President stated that many community pharmacists provide delivery services to varying extents, and that to his mind, providing a delivery service and participating in the discussion did not constitute a conflict.

3. Draft Minutes of Public Council Meeting number 53

The President noted that the draft minutes of Public Council Meeting Number 53 had been amended and re-circulated to Council members. No comments on the draft minutes had been received.

Decision: *The minutes of Council meeting number 53 were approved by Council on the proposal of Mr F Ó Cuinneagáin and seconded by Ms L Clarke.*

4. Draft Minutes of Public Council Meeting number 54

The President noted that the draft minutes of Public Council Meeting Number 54 had been circulated previously to Council members. Ms N Cantwell had emailed comments to the Executive in relation to *Council Members' Time – Stands at Conferences*. On the basis of Ms. Cantwell's comments, the draft minutes had been updated and Council had been provided with a hard copy of the revised minutes.

At the meeting, Ms N Cantwell requested that the Action point under the same heading be amended to reflect that Council members were invited to make comments to the Registrar prior to the next meeting in relation to the Communication Strategy.

Action: *The minutes of Council meeting number 54 to be amended as above.
Ms M Kinsella*

Decision: *The minutes of Council meeting number 54, with the above amendment, were approved by Council on the proposal of Ms N Cantwell and seconded by Dr C Macnamara.*

5. Report of the Registrar and Committees

Ms M Kinsella addressed Council. Following feedback received at the last Council meeting, Council had been circulated with the Report of the Registrar and Committees in a Word document form containing updates for the Council from the Advisory Committees and Units of the PSI. Ms Kinsella gave an overview, by means of a presentation, of the key updates and significant points of note for Council from the Report of the Registrar and Committees.

Prof K Murphy joined the meeting at 8.50am.

In relation to *price transparency*, the President enquired if the pharmacy software providers have been contacted regarding the necessity to update pharmacy software to facilitate itemisation of pharmacy medicines' receipts. Ms M Kinsella confirmed that the Pharmacy Practice Development (PPD) Unit had written to the pharmacy software vendors to advise them of the updated information regarding price transparency. The Department of Health and the National Consumer Agency had also been advised of the Council's updated policy. The President stated that it had been brought to his attention that not all software vendors currently provide software that facilitate production of itemised receipts. It was agreed that the Executive would write to all software vendors seeking confirmation that the recommendations of Council in relation to price transparency have been facilitated by their software packages.

Action: *Confirmation to be sought from all software vendors that the recommendations of Council in relation to price transparency have been facilitated by their software packages.
Dr C Nestor*

Regarding the audit of *Fitness To Practise (FTP) functions*, Mr R Collis enquired if the Audit report was available for this meeting. Ms C McGoldrick addressed Council and provided a status update regarding the audit report and confirmed this would be ready to be circulated to Council for its consideration at the next Council meeting.

Action: *FTP Audit report to be circulated to Council in advance of the next Council Meeting.
Ms C McGoldrick*

In relation to the Consultation on the draft contract for the provision of free GP care to all children under the age of 6, Ms N Cantwell asked that this be circulated to Council.

Action: *Response submitted to the consultation the draft contract for the provision of free GP care to all children under the age of 6 to be circulated to Council.
Ms M Kinsella*

In relation to inspections, the Chair of the Inspection and Enforcement (I&E) Committee, Ms L Clarke, addressed Council and outlined that the PSI is currently on target to complete the inspection cycle by year end. Ms Clarke noted for Council that in the context of inspection of hospital pharmacies, certain challenges arise particular to the nature of the environment e.g. hospital pharmacy invoices may be kept in the hospital accounts department rather than the pharmacy. Mr R Collis noted that equivalent standards should apply to both hospital and community pharmacies.

Ms M Kinsella advised Council that the Executive has engaged informally with the Department of Health regarding the regulation of hospital pharmacies.

The President requested that the I&E Committee update the terms of reference of the strategic inspection policy review to incorporate inspection of hospital pharmacies registered with the PSI.

Action:

- 1. Update of the Terms of Reference of the strategic inspection policy review to include inspection of hospital pharmacy.
Ms L Clarke*
- 2. The Executive to communicate formally with Department of Health regarding the regulation and inspection of hospital Pharmacy.
Ms M Kinsella*

Mr S McCarthy addressed Council and enquired if the Internal Auditor's Risk Assessment would be circulated to Council when completed. Ms Kinsella advised that the Risk Assessment would be considered by the Audit Committee at its next meeting and then would be brought to the attention of Council at its next meeting.

Action: *The Internal Risk Assessment to be available for the next scheduled Council meeting on 26 June 2014.
Ms M Kinsella/Dr C Stokes*

6. Draft Guidance on Data Protection for Pharmacists

Dr A Frankish addressed Council. Council had been circulated with the draft Guidance on Data Protection for Pharmacists which addresses issues including data protection in pharmacy practice, patient confidentiality, and custody and disclosure of patients' healthcare records.

It was outlined that the draft guidance had been approved by the Data Protection Commissioners and had been considered by the PPD Committee which had made one further change to Section 4.2 *Disclosure in the Absence of Patient Consent* to clarify when patient information can be shared with healthcare professionals (page 7 of the document).

Mr J Corr joined the meeting at 9.00am.

It was clarified that PSI Inspectors may inspect documents which contain personal data in the course of inspections. Ms R Purcell also clarified that data in relation to adverse reactions can be provided to IMB under section 8 of the Data Protection Act. Council also discussed the disposal/deletion of

data from storage devices used in pharmacies, and Section 4.2 regarding disclosure of information in the absence of patient consent.

Ms D Larkin joined the meeting at 9.10am.

Action:

1. *Draft guidance to be clarified regarding the disposal/deleting of data.*
2. *The Executive is to liaise with Ms R Purcell and regarding the expansion of section 4.2 to include reporting of adverse reactions to IMB under section 8 of the Data Protection Act.*
3. *Draft guidance to be clarified regarding disclosure of data to PSI inspectors
Dr C Nestor*

Council considered whether it would be appropriate to carry out a public consultation on the draft Guidance on Data Protection for Pharmacists. The President invited Council to vote on the carrying out of a public consultation on the Draft Guidance on Data Protection for Pharmacists.

Dr C Nestor advised Council that following the conclusion of the public consultation process, all submissions received will be presented to the PPD Committee for consideration and subsequently to Council for consideration when they are reviewing the draft guidance.

Decision: *A majority of Council members voted in favour of carrying out a public consultation on the Draft Guidance on Data Protection for Pharmacists.*

7. Draft Guidance on Delivery of Prescription-only Medicines from Retail Pharmacy Businesses

Dr A Frankish addressed Council. Council had been circulated with a cover note and draft Guidance on the Delivery of Prescription-only Medicines from a Retail Pharmacy Business. Having reviewed the draft Guidance, Dr Frankish outlined that the recommendation of the PPD Committee to the Council is that the draft guidance should be released for public consultation to allow for input from the public, the pharmacy profession and other stakeholders.

Council discussed the necessity for an appropriate public consultation period (approx 4 weeks) regarding the draft Guidance. In order to allow the consultation responses to be compiled and analysed for review by Council, it was noted that it would be necessary for the draft guidance to come back to the Council for consideration at its proposed meeting in July (see under agenda item 14).

Council members commented on the importance of this draft Guidance and considered that the consultation process should be commenced as soon as possible. Council agreed to issue the draft Guidance on the Delivery of Prescription-only Medicines from a Retail Pharmacy Business for public consultation. The President advised Council that following the public consultation, all submissions received and the draft Guidance document will be considered by the PPD Committee at its meeting to be scheduled in July and subsequently all submissions received and the draft Guidance document will be considered by Council at its proposed meeting at the end of July (meeting date to be confirmed).

Decision: *Council approved the publication of the draft Guidance on the Delivery of Prescription-only Medicines from a Retail Pharmacy Business for a public consultation on the proposal of Mr S McCarthy and seconded by Dr J Holohan.*

8. Irish Institute of Pharmacy (IloP) Steering Group Nomination

Ms M Kinsella addressed Council. Council had been circulated with correspondence between the PSI and the Department of Health, seeking a Departmental nominee to the IIO P Steering Group. The

Department had responded, nominating Ms Kate O'Flaherty, Director of the Health and Wellbeing Programme whose biography had been included in Council documentation.

Decision: *The appointment of Ms Kate O'Flaherty to the Irish Institute of Pharmacy Steering Group was approved by Council on the proposal of Mr K O'Hourihane and seconded by Ms L Clarke.*

9. Preliminary Proceedings Committee

The President addressed Council regarding the appointment of Ms Marian Shanley to the Preliminary Proceedings Committee. Council had been circulated with Ms Shanley's curriculum vitae and it was noted that Ms Shanley is known to Council through her work as the Chair of the National Forum.

Decision: *Ms Marian Shanley's appointment to the Preliminary Proceedings Committee was approved by Council on the proposal of Dr C Macnamara and seconded by Mr K O'Hourihane.*

10. Appointments to the PSI Advisory Committees

The President addressed Council regarding the re-appointment of Ms Leonie Clarke to the Administration and Finance Committee and the Inspection and Enforcement Committee for a period of two years following the conclusion of her term of office. Council had been provided with a short biography of Ms L Clarke who is currently a member of the PSI Council, Chair of the Inspection and Enforcement Committee and is a member of the Administration and Finance Committee.

Decision: *The reappointment for a two year period of Ms Leonie Clarke to the Inspection and Enforcement Committee and the Administration and Finance Committee following the expiration of her term of office on 24 May 2014 was approved by Council on the proposal of Ms N Cantwell and seconded by Ms R Purcell.*

11. Appointment of a Presiding and an Alternate Presiding Officer for the Election of a President and Vice-President at the Council meeting due to take place on 26 June 2014

Ms M Kinsella addressed Council and outlined that Rule 17(3) of the PSI (Council) Rules 2008 provides that at the last meeting of the Council before 22 May each year the Council is required to appoint a Presiding Officer and Alternate Presiding Officer for the election of a President and Vice-President to the Council. The Rules require that at the first meeting of the Council after the 22 May each year the Council is required to elect a President and Vice-President. The election of the President and Vice-President is due to take place at the next meeting of the Council on 26 June. Council will be provided with nomination forms in advance of the next meeting and completed nomination forms must be returned to the Presiding Officer 3 days before the 26 June Council meeting.

Decision: *The appointment of Dr Cheryl Stokes as Presiding Officer and Mr Tom McGuinn as Alternate Presiding Officer was approved by Council on the proposal of Mr K O'Hourihane and seconded by Mr P O'Dowd.*

9.47am The President proposed a 15 minute recess.

10.05am The President re-opened the Council meeting

12. Inspection Policy Project: Strategic Review of PSI Inspection Policy: **(a) Terms of Reference and Project Overview for the Inspection Policy Project Expert Group** **(b) Appointments to the Inspection Policy Project Expert Group**

Ms Clarke addressed Council and provided an update on the inspection policy project. She advised Council that Ms L Crimin will act as project manager for the project and Fachtna Murphy is prepared to act as Chair of the Expert Group. Terms of Reference have also been prepared and were approved by the I&E Committee at its meeting on 8th May. The draft Terms of Reference had been presented to the Inspection and Enforcement Committee for approval at its meeting on 8 May. Council noted the Terms of Reference and agreed a change to the order of the objectives of the Expert Group.

(a) Terms of Reference and Project Overview for the Inspection Policy Project Expert Group.

Since the last Council meeting, meetings have been held with Mr E Hanly, Ms L Clarke, Ms M Kinsella, Mr J Bryan, Ms L Crimin and Mr F Murphy to discuss how the review should be conducted and to prepare draft Terms of Reference for the Expert Group.

Action:

1. The objectives of the Group, as set out in the Terms of Reference, were reordered as set out below:

1. Define the rationale and purpose of the routine pharmacy inspections;
2. Examine current PSI inspection policy;
3. Conduct research into national and international best practice regarding inspection in healthcare and other relevant sectors;
4. Consult with key national stakeholders;
5. Prepare a report based on the findings containing a recommendation for a new inspection policy and a new inspection model for implementation by the PSI.

2. The re-drafted and updated Terms of Reference to be emailed to Council.

Mr J Bryan/Ms L Clarke

The Terms of Reference document also set out the proposed composition of the 8-member Expert Group and the key objectives of the work of that Group.

A suggestion was made by Mr R Collis to invite the Irish Pharmacy Union to nominate a pharmacist to represent community pharmacists on the Expert Group. Council considered that the proposed Expression of Interest process, which would be open to all registered pharmacists, would be the appropriate means to select pharmacists to participate on the Expert Group.

Council agreed to the composition of the Expert Group as set out in the Terms of Reference subject to the following amendment: that persons filling the three pharmacist posts on the Expert Group should be currently working in the following roles:

- Community pharmacist post – A superintendent/supervising pharmacist who may be from an independent pharmacy or from a group of pharmacies
- Community pharmacist post – An employee pharmacist who may be from an independent pharmacy or from a group of pharmacies
(where the superintendent / supervising pharmacist and the employee pharmacist are from a different cohort i.e. from either an independent pharmacy or a group of pharmacies)
- Hospital pharmacist – A superintendent/supervising pharmacist in a hospital pharmacy.

Action:

1. Amendment of the Terms of Reference with regard to the composition of the Expert Group, in relation to the pharmacist members of the Expert Group.

2. Recommendations for appointment to the Expert Group will be brought to Council for approval at the next meeting.

Ms L Clarke

(b) Appointments to the Inspection Policy Project Group

Ms Clarke outlined a proposed process for selection of individuals for the Expert Group; persons with specific expertise in enforcement and regulation, risk management and inspection should be approached directly to invite them to participate in the work of the Expert Group. Council agreed to this approach.

Ms Clarke also outlined a proposed process for selection of pharmacists for the Expert Group. It was recommended to Council that a call for Expressions of Interest be issued to all registered pharmacists to submit an application. A draft copy of the call for Expressions of Interest document and a draft application form had been circulated to Council. Council considered that a similar process should be followed for the appointment of a public interest / patient representative to the Expert Group from the PSI's patient advocate organisation consultation list.

Council agreed to establish a selection committee to review applications from both pharmacists and public/patient interest representative participation on the Expert Group and to select three pharmacists and one public interest / patient representative based on the criteria set out in the expression of interest.

Decision:

- 1. Council agreed that certain individuals with specific expertise could be contacted directly to participate in the work of the Expert Group. Council unanimously approved the following 5-member selection committee:**

- ***President of Council of the PSI – Mr Eoghan Hanly***
- ***Chairperson of the Inspection and Enforcement Committee – Ms Leonie Clarke***
- ***Pharmacist member of Council – Mr Richard Collis***
- ***Non-pharmacist member of Council – Dr Jean Holohan***
- ***Registrar – Ms M Kinsella***

Action:

- 1. Selection Committee to meet in advance of the next Council meeting on 26 June and revert to Council with a recommendation in respect of each of these four vacancies (3 pharmacists and 1 public/patient representative on the Expert Group.
Ms M Kinsella/Ms L Clarke**

13. Irish Institute of Pharmacy Accreditation Process

Mr F Ó Cuinneagáin addressed Council. Council had been circulated with documentation regarding the process for accreditation of continuing professional development (CPD) programmes commissioned by the Irish Institute of Pharmacy (IloP). This process was considered by the Professional Development and Learning (PD&L) Committee at its April meeting and was recommended by the Committee for approval by Council.

Council discussed a potential conflict between Section 9.0 *Appeals Process* and Section 8.5 *Sign-off by Director* whereby the Director would receive the final accreditation report from the Accreditation Team and also consider appeals to decisions.

With regard to the structure and funding of the IloP, it was clarified that the funding from the Department of Health is approved annually on the basis of a workplan and that the PSI is responsible for overseeing the allocation of monies from the Department to the IloP.

The President sought approval on the Irish Institute of Pharmacy Accreditation process document subject to the mechanism for appeals being brought back to Council for approval.

Decision: *The Irish Institute of Pharmacy accreditation process document was approved, subject to the new mechanism for appeals being brought back to Council for approval on the proposal of Ms L Clarke and seconded by Mr K O’Hourihane.*

Action:

1. *The Executive to contact the Executive Director of the IloP and the revised section to be brought back to Council for approval.*

Dr L Horgan

14. Seasonal Influenza Vaccination Training programme 2014/2015: PSI training requirements for 2014/2015.

Mr F Ó Cuinneagáin addressed Council. Council had been circulated with documentation regarding the PSI’s training requirements for the seasonal influenza vaccination training programmes. The training requirements were considered by the PD&L Committee at its meeting held in April and were recommended to Council for approval.

Mr F Ó Cuinneagáin alerted Council to the need to hold an additional Council meeting during the last week in July in order to approve the Seasonal Influenza Vaccination Training Programmes (*ab initio*, Refresher Level 1, Anaphylaxis management including CPR) that will have been processed by the IloP (deadline for closure of the expression of interest process for all training programme providers - 16 May).

Dr A Frankish addressed Council to advise that the PPD Committee had agreed this year that it would conduct a more concise review of the vaccination service undertaken in 2013-2014. It was noted that the PPD Unit is currently undertaking this review which will be presented to Council when complete.

Decision: *The Seasonal Influenza Vaccination Training Programme 2014/2015: PSI Training Requirements for 2014/2015 were approved by Council on the proposal of Dr P Gorecki and seconded by Mr P O’Dowd.*

15. Implementation of new 5-year integrated degree in pharmacy: Terms of reference for new 5-Year Integrated Degree Programme Implementation Steering Group

Mr F Ó Cuinneagáin addressed Council. Council had been circulated with the draft Terms of Reference for the Implementation Steering Group and a hard copy of the Appointment Mechanisms for the appointment of the Implementation Steering Group.

As had been highlighted to Council at its meeting in March 2014, the Chair of the National Forum recommended that an Implementation Steering Group be established to carry through the process of development of the integrated degree and to facilitate the three Schools of Pharmacy in managing preparations for the delivery of the integrated degree programmes.

Mr F Ó Cuinneagáin advised that the specific activities of the Implementation Steering Group had been set out in the Terms of Reference document and would address issues regarding hospital placement support structures and establishment of the Office of Experiential Learning.

The President, on behalf of Council, thanked Ms M Shanley, Chair of the National Forum and the members of the Forum for their contribution to the work of the Forum and for delivering on the terms of reference.

Action: *The Implementation Steering Group to submit a report to Council at December’s Council meeting.*

Mr F O’Cuinneagáin

Decision: *The terms of reference for the new 5-Year Integrated Degree Programme Implementation Steering Group were approved by Council on the proposal of Ms D Larkin and seconded by Mr P O'Dowd.*

Council was also requested to approve the Appointment Mechanisms for the appointment of the Implementation Steering Group. The document sets out a proposed composition of the ten-member group. The document proposed that expressions of interest would be sought from the pharmacist groups who were members of the National Forum for participation on the Implementation Steering Group. The issue of patient representation on the Implementation Steering Group was raised and it was clarified that, in light of the very short duration of the Implementation Steering Group and its project implementation purpose, it had not been proposed to invite a patient representative to participate in this project implementation group. Council was reminded that a patient advocate had been a member of the National Forum for Pharmacy Education and Accreditation, the policy recommendations of which were now the focus of the new implementation group.

Decision: *The Appointment Mechanisms for the appointment of the Implementation Steering Group was approved by Council on the proposal of Dr J Holohan and seconded by Mr S McCarthy.*

16. PSI Internship Programme 2014-2019: Revised policy on eligibility for recognition as a tutor pharmacist or as a training establishment vis-à-vis convictions and sanctions

Mr F Ó Cuiinneagáin addressed Council. Council had been circulated with a tracked version of the policy document following the PD&L Committee meeting in April and a clean version for Council's approval.

In March 2012, Council approved a policy on eligibility for recognition as a tutor pharmacist or as a training establishment with specific reference to convictions and sanctions. At that meeting it was agreed that the policy principles should be reviewed within three years and following an assessment of their operation. The draft policy had been revised to bring the policy into line with the changes agreed by Council to the draft PSI (Education and Training) (Integrated Course) Rules 2014 following submissions made during the public consultation process in early 2014 on the draft Rules.

Decision: *The PSI Internship Programme 2014-2019: Revised policy on eligibility for recognition as a tutor pharmacist or as a training establishment vis-à-vis convictions and sanctions was approved by Council on the proposal of Ms L Clarke and seconded by Ms N Cantwell.*

17. PSI PSI Internship Programme 2014-2015 (Mr F O Cuinneagáin)
(a) Outline of the draft Tutor Training and Accreditation Programme
(b) Outline draft curriculum for the new MPharm (approval in principle)

Mr F Ó Cuinneagáin addressed Council. Council had been circulated with the two draft documents, namely an *Outline of the draft Tutor Training and Accreditation Programme* and an *Outline draft curriculum for the new MPharm* with a document from the RCSI outlining the changes to the National Pharmacy Internship Programme.

(a) Outline of the draft Tutor Training and Accreditation Programme

It was outlined that the main change to the current Tutor Training programme is that the *ab initio* training will be delivered face-to-face rather than online, with refresher training also delivered face-to-face.

(b) Outline draft curriculum for the new MPharm (approval in principle)

With regard to the draft curriculum for the MPharm programme, Council was requested to approve in principle the draft curriculum due to be delivered to all students commencing September 2014. It was outlined to Council that its full approval of the curriculum will be sought from Council at its meeting on 28 August 2014 pending a review by the accreditation panel due to undertake a paper-based review in July-August 2014.

Decision: *The Outline of the Draft Tutor Training and Accreditation Programme and the Outline draft curriculum for the new MPharm (approval in principle) were approved by Council on the proposal of Mr K O'Hourihane and seconded by Ms D Larkin.*

The President thanked Mr F Ó Cuinneagáin.

18. Policy and Procedures for the use of Executive Sessions

The President addressed Council. As requested at the Council meeting held on 27 March 2014, Council had been circulated with a draft document outlining policy and procedures for the use of executive sessions.

Council discussed the role of executive sessions in facilitating it to carry out its functions. It was noted that in accordance with Rules 20 and 23 of the PSI (Council) Rules 2008 (S.I. No. 492 of 2008) an agenda and minutes for Council meetings must be kept.

Agreed Proposal:

- *An executive session will be included as the first item on the Private Council meeting agenda.*
- *Minutes of that part of the Private Council meeting will be taken by the President.*
- *A legal assessor will be available to Council if needed.*

19. Implementation of the PSI's Communication Strategy in 2014

Dr C Stokes addressed Council. Council had been circulated with the Communications Strategy 2012 – *Implementation Plan for 2014*.

Dr C Stokes highlighted to Council:

- The range of communication tools currently utilised by the PSI and the wide variety of stakeholders that the PSI communicates with through these mechanisms.
- The projects the PSI has undertaken to date in 2014 to assess its communication function including the Review of PSI Online and E-Communications which was included as Appendix B. The Review considers the three models of PSI online and e-communication and provides analytical data for each model. Following the analysis the PSI is merging the Pharmacist newsletter and Corporate newsletter and aims to expand the subscription list to the PSI newsletter going forward with the aim of increasing the PSI's profile. The content of the

newsletter is also under review, following the analysis with further articles in relation to Inspection and Enforcement and Learning from Fitness to Practise to be included going forward.

- The website is also under review following the analysis with the aim of introducing a mobile version of the website and updating the functionality and overall look of the website to ensure it is engaging and the information is easily accessible.
- The PSI has engaged with pharmacists through a survey to determine the content and the format of learning events due to take place later in the year for pharmacists and pharmacy owners in relation to the management of complaints and regulatory processes. The results of the survey were previously communicated to Council.
- That content for the touchscreen in the museum is currently being developed.

Council discussed the “open / click rate” on the PSI’s Newsletter, how this compares with the open rate in other similar sectors and how this can be improved. Council also discussed the merger of the Pharmacist monthly newsletter with the Corporate quarterly newsletter.

The President thanked Dr C Stokes for the update.

20. Council Members’ Time

Nothing to report.

The President thanked Council. The public Council meeting ended at 12.00noon

President

Date