

### Our aim

CPPE are here to support you in your professional development. We have a professional and knowledgeable customer services team available to take your calls and live chat queries as well as pharmacy professionals who are available on email to support you with any clinical queries you may have. We are proud of the service we deliver and this has been recognised by a Gold Customer Services Excellence® award.

### Why addressing concerns is important

On rare occasions the queries we receive may be a cause for concern. If we experience any behavior that suggests there is a risk to patient safety or could affect the public's confidence in pharmacy we have a professional responsibility to take action, in line with the [General Pharmaceutical Council's \(GPhC\) guidance](#) (Standard 8).

The [GPhC In practice: Guidance on raising concerns](#) document states that “*the quality of care that people receive is improved when pharmacy professionals learn from feedback and incidents, and challenging poor practice and behaviours*”. In line with our organisational values of openness and honesty we have developed this document to give you guidance on what to do if you have a concern about a pharmacy professional, whether that is in relation to their wellbeing, professional behaviour or practice.

### Standards for pharmacy professionals

The [GPhC Standards for pharmacy professionals](#) describe how safe and effective care is delivered and outline the expectations of the public and other healthcare professionals with regards to pharmacy. These standards apply to pharmacy professionals and to CPPE, as one of the main pharmacy educational providers.

### Addressing concerns about professional behaviour

Pharmacy professionals have responsibility to demonstrate professional behaviour at all times in-line with the General Pharmaceutical Council professional standards. Our expectation is that our interactions with you will be professional and respectful. We work closely in partnership with the pharmacy profession and understand the challenges that day-to-day practice can bring. There can be many reasons that lead to demonstrations of anger, rudeness or unprofessional behaviour. In these cases we will raise our concern with you directly and request that you take some time out and come back to us later to resume the conversation in a professional manner. We have a zero tolerance policy if customers use abusive or foul language. In these circumstances we will remind you of the zero tolerance policy and terminate the call.

### Addressing concerns about professional practice

There are instances where we may have genuine concerns about the safety of patients in relation to a pharmacy professional's practice or a particular pharmacy. Although this is rare we still have a responsibility to raise concerns which are in the public interest.<sup>1</sup>

# CPPE Addressing concerns

## Policy (external)

### Addressing concerns about personal well-being

There may be times when we have concerns about a person's wellbeing - if someone appears extremely stressed or upset, or tells us something which may raise alarm bells for us in terms of their mental health. We will raise this directly with you in an appropriate manner and signpost you to a trained professional who can support you in the best way. We can provide you with the contact details for [Pharmacist Support](#) or direct you to the [Samaritans](#).

### Reference

- 1) General Pharmaceutical Council. *Raising concerns*. 2018. [www.pharmacyregulation.org/raising-concerns](http://www.pharmacyregulation.org/raising-concerns)