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Press release

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For immediate release

Improved sign-up arrangement to access pharmacy profiles on NHS Choices

NHS Choices has introduced a new, central sign-up system to give pharmacy contractors easier access to their editable online profiles on NHS Choices (www.nhs.uk).

During December, NHS Choices will be contacting pharmacies directly about the new sign-up arrangements. Pharmacies that have not already been fully set up on NHS Choices by their PCT can now send an email request to a central helpdesk. Access to profiles was previously managed by PCTs; this led to delays for some contractors in registering and ultimately, significant regional variation in the proportion of pharmacies signed up to manage their profiles.

For more information on the registration process, contractors should look out for the letter from NHS Choices which is scheduled to arrive in early December or visit www.psn.org.uk/NHSChoices

Lindsay McClure, NHS IT lead at PSNC, said:

“For some contractors, signing up to edit their NHS Choices profiles through PCTs was not an easy process; we are pleased that NHS Choices has listened to our feedback and introduced a simpler and more efficient system. For pharmacies that have not yet signed up to manage their profiles, this should make the process less cumbersome and headache-free.

NHS Choices remains the most popular health website in the UK so the pharmacy profiles are a great marketing opportunity. We are encouraging all pharmacies, if they have not already done so, to take ownership of their profiles and showcase the services they offer.”

Notes for Editors

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