

Community Pharmacy North East Central (CPNEC) is delighted to announce the appointment of Jamie Rotherham to the role of Services Support coach.

The role

The primary focus of the role will be to progress the development of community pharmacy services to maximise the benefit for patients, practices and pharmacies. To achieve this, the role will include:

- Engaging with GP practices and community pharmacies
- Supporting GP practice staff with implementation of services and ongoing maintenance of service engagement
- Supporting community pharmacy staff with implementation of services and building links with local practices to facilitate any service challenges.
- 1-1 engagement with individuals exploring successes and helping to breakdown barriers around delivering the service successfully.

Jamie

Jamie has over 25 years community pharmacy experience. During that time, he has held several posts at Boots, has worked in a regional manager capacity and became superintendent pharmacist of a successful independent group. Whilst in that position he was also subcontracted to the medicine optimisation team working in GP surgeries across the North East, providing prescribing support.

Since 2017 Jamie has been a contractor in Ferryhill, Co Durham and has recently been appointed as a member of CPNEC.

A particularly good communicator and excellent listener, Jamie prides himself on his ability to build a strong network with key stakeholders and has a proven track record in this regard; demonstrated most recently by his pharmacy's success with GPCPCS. The relationships and communication channels developed with local surgeries have contributed to an impressive performance. The pathways he established have benefited other contractors as they provide a clear template for success.

Jamie is passionate about people and their potential to deliver strong outcomes; he is a firm believer that great things can be achieved with understanding, appreciation for others roles and a determination to get things right.

Jamie is keen to engage and help shape feedback on the service as well as support and coach individuals and teams to overcome any barriers to the service there may be. He would also love to engage with practices and contractors who are having great success with the service to share ideas with others and to celebrate success across the area .

Please do not hesitate to contact Jamie on **07877108991** or email jamie.coach1@icloud.com

Time commitment: between 8 and 16 hours per week.

Jamie will be in post until February 2025 at which time the situation will be reviewed.

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