

24 March 2026 (#15)

## **Community Pharmacy features on patient appointment booklets at surgeries/health centres**

Many contractors will receive requests to promote community pharmacy services in practice booklets.

The LPC would urge contractors to ensure the commitments being made by the marketing organisation accurately reflects the processes and procedures at the surgery.

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It was great speaking with you about \*\*\*\*\* and your focus on attracting more customers.

Due to a rise in enquiries, we're looking to partner with a trusted pharmacy, and would like to invite you to feature in the patient appointment booklets at;

### **\*\*\*\*\*Surgery**

These booklets are handed directly to patients, families, and carers every single day — putting your services in front of 1,000–2,000 people every month who are already making healthcare decisions.

### **Why this works:**

- High visibility — your pharmacy and clinics are seen multiple times a day across the local community.
- Builds trust — you're seen alongside the GP, positioning you as the local healthcare destination of choice.
- Proven results — pharmacies using this approach consistently see more customers, increased clinic booking

& repeat business.

All design and monthly artwork updates are completely free —  
keeping your feature fresh and up to date.

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### **CP BSOL - Contractor Information**

For contractor guidance, service updates, local resources, and information to support patients, please visit the CP BSOL website.

[Visit CP BSOL Website](#)

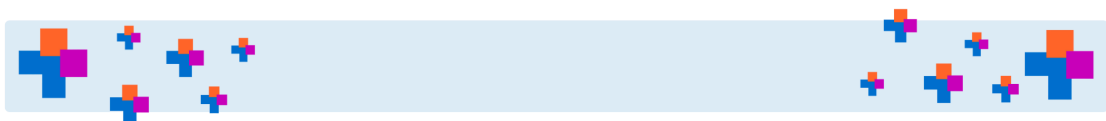
### **Community Pharmacy Birmingham & Solihull**

Representing community pharmacy contractors across Birmingham and Solihull in partnership with the [NHS Birmingham and Solihull Integrated Care Board](#) and nationally with [Community Pharmacy England](#).



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