

## Facilitator/Discussion Brief

### Supporting service user feedback on changes to prescription ordering services in Shropshire, Telford and Wrekin

#### Background

One of the ways that people in Shropshire, Telford and Wrekin can order prescriptions will soon be changing; From the end of November 2025, patients will no longer be able to call or e-mail the Prescription Ordering Direct (POD) service to order medicines. At NHS Shropshire, Telford and Wrekin (NHS STW), we want to hear people's views about the plans and find out how we can help patients manage the change.

Other ways to order medicines will still be available, like the NHS App for people who are able to use it. [You can find out how to order prescriptions here.](#)

Some patients might choose to order medicines directly through their GP practice if they don't have access to digital technology, and this will still be an option too.

Before the change takes place, we would really like to find out:

- How will the change affect people ordering prescriptions in Shropshire, Telford and Wrekin?
- Which alternatives they will use after POD has closed?
- How we could support people to order prescriptions in different ways, if they used POD before?

Your support will help the people in your community have their voices heard. Their feedback will directly inform how the planned change to prescription ordering is managed to ensure a smooth transition.

#### The Ask

As someone working closely with community groups who may use the POD service, we are asking for your help to:

- Let service users know about the opportunity to provide feedback
- Support them in completing the survey **or** facilitate informal conversations to capture key reflections — see suggested questions below.

We appreciate that you know the people you work with best. You can use your professional judgement to adapt this approach in ways that are appropriate, respectful, and empowering.



Ambition



Compassion



Optimism



Focus

## Purpose of the Discussion

We want to understand:

- How people order prescriptions now?
- How will they order prescriptions after the POD service stops?
- How can we support them to overcome any barriers during the change?

## Facilitator Guidance

Before the Discussion

### 1. Familiarise Yourself:

- Review the survey questions if you are supporting someone to answer the survey **or** review the questions listed below for informal conversations.
- Understand the data protection requirements and the demographic information to be recorded (optional but encouraged as it enables us to check that we have heard from people with a range of demographics).
- Note that participation is **voluntary** and **anonymous**.

### 2. Prepare the Environment:

- Choose a calm, private space if possible.
- Allow time for people to reflect and share openly.
- Let them know they can stop or skip questions at any time.

### 3. Be Mindful of Support Needs:

- Some topics may be sensitive. Have reassurance and support options available if needed.
- Know how to respond if a safeguarding concern arises.

During the Discussion:

### 4. Introduce the Purpose:

- Explain the aim: to communicate the planned change and learn how to help people manage with a new process for ordering prescriptions.
- Reassure the person their views are important and will be used to shape change.
- Confirm they're happy to take part and remind them it's optional and anonymous.

### 5. Support Completion of the Survey:

- Assist with reading questions aloud if helpful.
- Encourage them to use their own words in free-text responses.
- Offer to complete the survey on their behalf (with their answers), if preferred.

### 6. Facilitate Informal Conversations:



Ambition



Compassion



Optimism



Focus

If you feel the individual or group would respond better to a conversation, please use the guide below, and template in appendix 1, to help you facilitate a discussion.

- Ask questions about:
  - **Ordering prescriptions.** How does the person or group order prescriptions at the moment? Do they use POD? Are they aware of the planned change?
  - **Awareness of other options.** Does the person or group know about prescription ordering using the NHS app. Are they able to order prescriptions through their GP practice?
  - **Barriers to using other options for ordering.** Is there anything that prevents the person or group from ordering prescriptions using an option other than POD?
  - **Help and support.** What support would the person or group need to help them use an option other than POD for ordering prescriptions?

We understand that conversation time will be limited, and we don't expect all the above questions to be covered. Focus on the topic areas that are most important to the person or group.

**Encourage reflections on:** The quality of care they received, whether they felt safe, respected, and supported and suggestions for making the services better

#### 7. Data Protection Reminder:

- Avoid recording any personal or identifiable information
- Participation is confidential and voluntary
- Participation can stop at any point

## Survey Access and Support

The survey can be accessed online here [www.smartsurvey.co.uk/s/NHSSTWPOD/](http://www.smartsurvey.co.uk/s/NHSSTWPOD/)

## Who Should Participate

- People who use the Prescription Ordering Direct (POD) service to order medicines, either by phone or e-mail.
- Family members and carers of those who have used POD services.
- Professionals and volunteers who support people who use POD services.

The survey is anonymous, and responses will help ensure diverse representation, guiding future improvements and decision-making. Only if we have safety concerns about a person or others, the interviewer (you) may need to inform the appropriate designated safeguarding lead. If possible, discuss these concerns with the person and the need to share this information.

If you or the person needs the survey in another language or format, or need help to complete it, please call **01952 580300** or email [stw.communications@nhs.net](mailto:stw.communications@nhs.net).

**Please note the deadline for all feedback is Sunday 9 November 2025.**

Thank you for taking the time to support this important engagement. By helping people share their experiences, you're making a real contribution to improving future services.

For questions or support with facilitating discussions, please contact:

[stw.communications@nhs.net](mailto:stw.communications@nhs.net)

## Appendix 1. Discussion Form

| Subject of discussion  | Summary of discussion |
|--|-----------------------|
| <b>Awareness and usage</b><br><br>Use questions to find out if the person or group has used Prescription Ordering Direct (POD).<br><br>If not, how do they order prescriptions usually?  |                       |
| <b>Digital access and confidence</b><br><br>Use questions to find out if the person or group has access to digital tools like the NHS app.<br><br>Have they ever used the NHS App and do they feel confident using it to manage prescriptions? |                       |
| <b>Barriers</b><br><br>Use questions to find out what are the barriers that would stop people using the NHS app to manage their prescriptions.   |                       |
| <b>Help and support</b><br><br>Use questions to find out what would help people overcome barriers to use the NHS app to manage prescriptions.  |                       |



Ambition



Compassion



Optimism



Focus

|   |  |
|---|--|
|   |  |
| <p><b>Alternative options</b></p> <p>Use questions to find out which other options people would prefer to use to manage prescriptions (e.g. through their GP practice or repeat dispensing via a pharmacy)</p>          |  |
| <p><b>Anything else to add.</b></p> <p>Use questions to find out if there is anything else the person or group would like us to consider supporting them with the planned change to prescription ordering services.</p> |  |

Please send completed forms back to [stw.communications@nhs.net](mailto:stw.communications@nhs.net) by Sunday 9 November 2025.

Paper copies can be posted free of charge to FREEPOST NHS ST&W.

