

Check before you tick

Help patients avoid a prescription penalty charge.

About the campaign

This September, NHS England and NHS Business Services Authority are launching a new campaign, 'Check Before You Tick'. The campaign will help patients understand their eligibility for free NHS prescriptions and how to claim correctly. It will also highlight the possible consequences of making an incorrect claim – a penalty charge of up to £100.

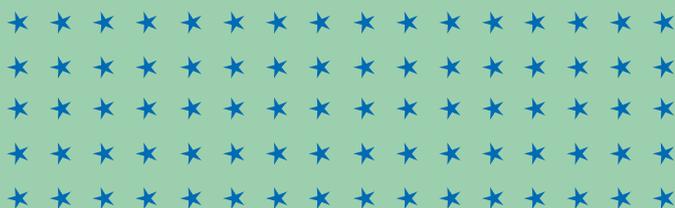
Mistaken or fraudulent prescription claims cost the NHS an estimated £237 million each year. The NHS is significantly increasing the number of claims checked each month, so it's important that we raise awareness of the need to check for entitlement using the improved online eligibility checker.

The campaign aim is simple: we want to stop people mistakenly claiming free prescriptions, by:

- Alerting patients that they should not assume that they are eligible and that they must check before they claim.
- Increasing awareness of the penalty charge of up to £100.

The campaign will also encourage people who pay for their prescriptions to take advantage of other means of reducing costs, such as prepayment certificates and the NHS Low Income Scheme.

Pharmacy staff already play a key role in checking prescriptions and this campaign will help to support you.



Check before you tick



The campaign audience

The campaign has been developed based on insights from the audience, and will particularly focus on those patients who are making benefit related claims. These patients felt they needed more support to understand that they are not automatically exempt. Key audiences are:

Primary: People on benefits

- People mistakenly assume that all benefits entitle them to free prescriptions; this isn't the case. This group is also the least likely to have their penalty charge rescinded.

Secondary: Pregnant women and mothers of children under 1

- Pregnant and new mothers are eligible to claim free prescriptions, but often they do not realise they need a valid Maternity Exemption Certificate. Without a valid certificate, they could receive a penalty charge of up to £100.

When the campaign will run

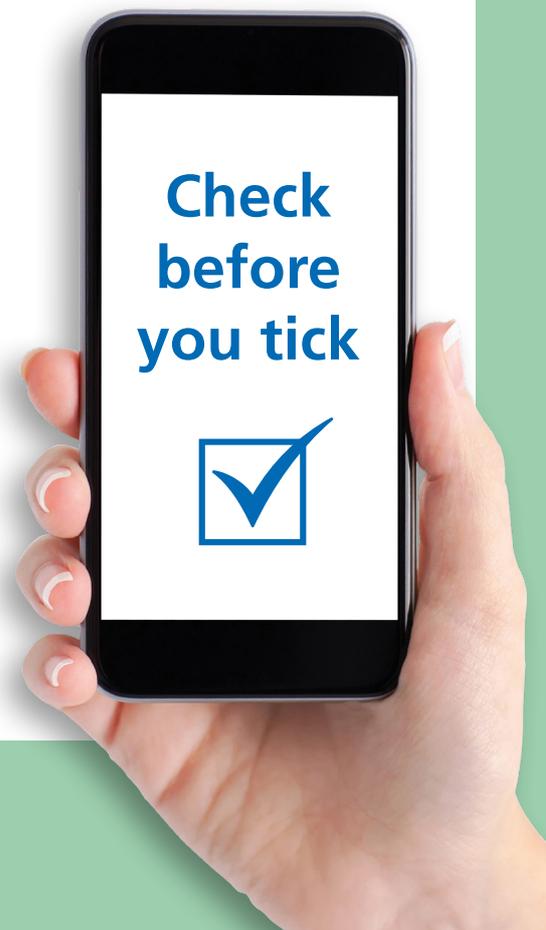
The campaign will be launched on 10 September and will run for 14 weeks in England. The campaign will be using a mixture of radio, video on demand and social media. In key areas there will also be additional media including pharmacy bags and outdoor adverts.

While the campaign will only be running for 14 weeks, this message is relevant all year round, so we encourage you to continue to display elements of this toolkit throughout the year.

About the online eligibility checker

The campaign will be encouraging patients to use an online eligibility checker. The checker will ask users to answer a few questions and will help them assess whether they should be paying for their prescriptions. It's easy to use and takes less than 5 minutes to complete.

The online eligibility checker can be found here:
services.nhsbsa.nhs.uk/check-for-help-paying-nhs-costs/start

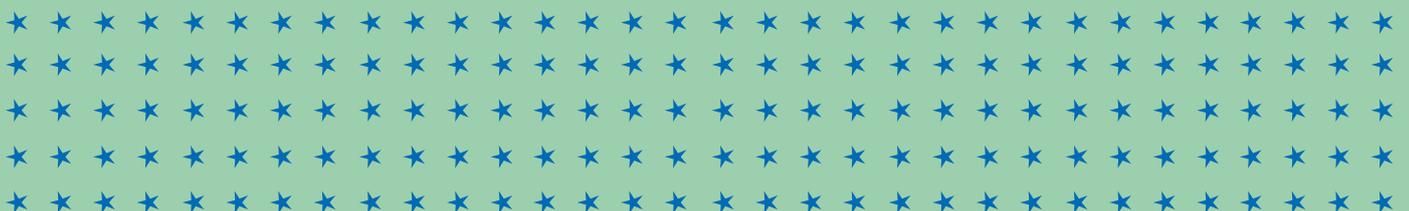


What can you do to help your patients avoid a penalty charge?

- Display the materials included in the toolkit in your pharmacy.
- Encourage patients to check their entitlement prior to making a claim/completing the declaration on the prescription.
- Remind all staff that there is a contractual responsibility to ask to see proof of eligibility when assisting patients with the exemption status on the back of a prescription. Where appropriate, this should include delivery drivers asking this question when they are delivering medicines to a patient's own home.
- Remind those collecting prescriptions on someone else's behalf to check the eligibility of the person they are claiming for before they tick.
- Advise patients who are unsure of their entitlement to pay for their prescription(s) and provide them with an FP57 along with information on how to claim a refund later. More information can be found at www.nhs.uk/healthcosts
- Inform the person claiming exemption from payment of NHS prescription charges (where evidence is required but not provided) that the NHS checks.
- Advise patients on Universal Credit who meet the eligibility criteria to tick the income-based Jobseeker's Allowance box on the back of the prescription. A prescription form with a tickbox for Universal Credit will be ready soon.
- Signpost patients currently paying for their prescriptions that they may benefit from buying a prescription prepayment certificate or applying for the NHS Low Income Scheme, where appropriate.
- Ensure that the appropriate messages are given to those collecting prescriptions that have been sent electronically to the pharmacy.

What can you do to be prepared for this campaign?

- Make sure all staff are familiar with the eligibility criteria and if necessary update the relevant Standard Operating Procedure. Use the free prescription eligibility table detailed in the booklet included.
- Know about the Prepayment Certificates Scheme and ensure you have FP57 forms available.
- Remember, for the professionally registered, there are CPD activities that you may find useful to support you in having challenging conversations with patients. Activities include the Centre for Pharmacy Postgraduate Education (CPPE) e-learning pack on 'Dealing with Difficult Discussions'.
- You may already be displaying the 'prescriptions poster', we would ask you to replace this with the new poster included in this toolkit.



What this toolkit contains:



1 x window cling
- To be placed in your window with the messaging facing out onto the street and in eye line of your patients.



1x counter card
- To be placed on the counter in close proximity to where your patients would complete the prescription form.



1 x poster
- To be displayed in areas of high visibility and in the eye line of your patients.



1 x wobbler (staff facing)
- To be placed behind the counter as a prompt for staff to remind patients to check eligibility before they tick.



2 x wobblers (customer facing)
- To be placed in area visible from the counter where your patients would complete their prescription form.



2 x booklets
- 1 x booklet should be kept behind the counter as a reference guide for staff and to aid conversations with your patients. The second booklet should be placed in an area which can be easily accessed by your patients.

Additional resources can be downloaded from the campaign resource centre:
campaignresources.phe.gov.uk

Additional 'PECS' booklets are available in a format for customers to take away.
Please contact: pcse.enquiries@nhs.net or call **0333 014 2884** to order whilst stocks last.

