



# John Bell & Croyden

WIGMORE ST, LONDON



## *Top to toe* **RELAUNCH**

---

*Looking after London's health and wellbeing*

# FOREWORD

---

## CORMAC TOBIN *Managing Director – Celesio UK*

---

Our vision was to create a modern and distinctive pharmacy destination, combining technology and innovation to meet the health and wellbeing needs of every Londoner, commuter and visitor.

We have reinvigorated John Bell & Croyden to become a store that truly assaults the senses, with inspirational and unique solutions to healthcare.

Our ambition was also to augment the important role of pharmacy in easing the burden and pressures that the NHS is experiencing.

Pharmacists are highly qualified health professionals who are capable of far more than dispensing medicines.

The introduction of the pioneering First Care Walk in Clinic allows pharmacy to bridge the gap between care in the community and the NHS, and will reduce the number of people going to doctors whose time is better spent dealing with more complex needs.

For those not seeking the expertise of our pharmacy team, we offer an emporium of wellbeing - from vitamins through to non-invasive cosmetic treatments. Our unique strength is in our knowledge and dedication to providing the very best health and beauty treatments for our customers.

This includes always having the latest and most exclusive products, medications, technology and advice, with focal points which demonstrate our expertise from skin analysis to the latest mobility aids.

We want John Bell & Croyden to become central to customers and patients managing their own health and wellbeing – offering an exquisite experience, accentuated with our individual, expert consultation.

With centuries of knowledge, care and service, John Bell & Croyden is a uniquely British institution and the finest pharmacy in the World.

We are going to set a pattern for others to follow.



Cormac Tobin



## A NEW ROUTE *to health and wellbeing for Londoners*

One of the oldest and most celebrated pharmacy stores in Britain is planning to reinforce its international reputation with a multi-million pound relaunch that will set a new benchmark for others to follow.

John Bell & Croyden, the Queen's pharmacy, which has existed for more than 200 years, has reinvented itself as a huge one-stop health and wellbeing emporium. Following a £4 million refit it is aiming to recreate a pharmacy experience more commonly seen in continental Europe where patients regularly engage with their pharmacists, as a first stop for illnesses.

At the same time, John Bell & Croyden will provide a holistic range of other health and wellbeing services unavailable under one roof anywhere else in Britain.

It will offer unparalleled access to a range of advice and services for Londoners, tourists and visitors, and the capital's three million hard-pressed commuters who are uniquely badly hit by the crisis in access to NHS GPs.

Along with help with minor injuries, minor ailments and the maintenance of health and wellbeing, it will offer pharmacist led healthcare consultations. It will also offer easy access within the store to a range of professionals allied to medicine, including osteopaths, dental hygienists, chiropodists and podiatrists able to help with lower limb biomechanics, and trichologists specialising in hair growth problems.

Alongside all this will be innovations such as highly trained experts able to advise on diet and nutrition to maintain health, prevent obesity, and to offset the effects of chronic illness.

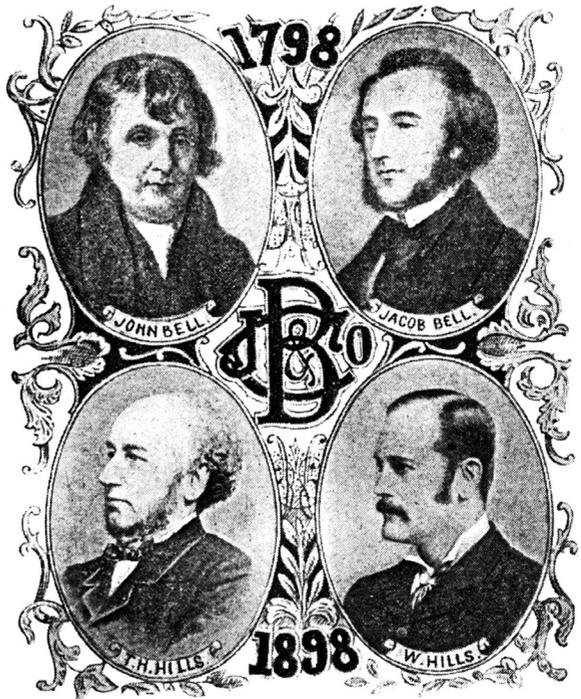
There will also be a large department carrying a new generation of science-backed skin health treatments, making the store a destination for unbiased skin analysis and recommendations from advisors not employed to promote specific brands.

A further addition is a large department, showcasing room sets, with the latest innovations to assist independent living. Expert advisors will again be on hand to provide information to help people with restricted mobility live more easily in their own homes.



# A HISTORY *of excellence*

John Bell & Croyden has occupied its current West End site on the corner of Wigmore and Welbeck streets since 1912. The new version of the emporium follows a long tradition of the company leading the pharmaceutical profession. John Bell's original pharmacy, set up in 1798, was at 338 Oxford Street, in what was already the thriving Marylebone neighbourhood of London. John's son Jacob, who embraced Quaker religious ideals of equality and access to healthcare for all, developed the business during the nineteenth century and became a patron of the arts, socialising with leading social reformers such as the novelist Charles Dickens who lived nearby, and acclaimed painters such as Edwin Landseer, now best known for creating the four lions that dominate Trafalgar Square.



Jacob Bell was concerned that any untrained shopkeeper could open a business and call themselves a pharmacist because there were no recognised qualifications. He laid the foundations for the Royal Pharmaceutical Society (RPS) in 1841, to ensure pharmacies were only operated by a fully trained practitioner, and also set up and edited the *Pharmaceutical Journal* to ensure news of latest research and medical discoveries was fully shared among members of the profession.

As the Harley Street community of doctors began to flourish later in the nineteenth century, John Bell amalgamated with Charles Croyden & Co to become John Bell & Croyden. It was open from 8am to 11pm, but staff were given time off for recreation, church attendance and pharmaceutical training. The firms' colleagues from the most highly qualified pharmacist to the newest trainee assistant, have enjoyed an unrivalled reputation for professional excellence ever since.

## A HISTORY *of excellence*

The store received its first Royal warrant for supplying King George V in 1909 and has since held Royal warrants from the Queen Mother, the Queen, the Duke of Edinburgh and Prince Charles.

It now supplies a variety of Royal families and aristocracy around the world, alongside celebrity customers. In addition, numerous premier league soccer players and international athletes receive healthcare advice and supplies from the store's pharmacists, as they dispense hundreds of thousands of other prescriptions for Londoners, commuters, British visitors to the capital and overseas tourists.

In 1997 the business became part of the Celesio Group which also owns the LloydsPharmacy chain.

The group is committed to setting new standards for consumer healthcare as a means of reducing the burden carried by the NHS.

"We are about health, wellbeing and authoritative advice and support," said Celesio's managing director Cormac Tobin. We aim to set a pattern for others to follow."



## MEETING *a need*

As the population ages and the number of people with long term conditions grows, the NHS is under increasing pressure. Add to this a shortage of GPs, there is an urgent need to develop new solutions. For London commuters the problem is even worse. Many are faced with either taking time off work or waiting hours in a hospital A&E for basic advice and medicines.

The revised patient led proposition of John Bell & Croyden aims to show other pharmacies in London and elsewhere, how to position themselves as the first port of call for all healthcare requirements. The aim is to raise awareness of what pharmacy can offer and to create an inviting, reassuring environment which people will want to visit and therefore make managing their health easier. Mirroring the European model where consumers opt for the calm, caring and confidential environment of specialist pharmacies.

A key part of the John Bell & Croyden offer will be a quick access 'FirstCare' walk-in pharmacist-led clinic, offering both a walk-in and appointment service for the treatment of any kind of minor or routine healthcare issue, from a team of up to five fully trained professionals.

Pain management, is also catered for. During the free consultations pharmacists provide advice on medication regimes and lifestyle to try and ease the level of pain patient's experience. The service has been accredited by the Royal Pharmaceutical Society, and 46% patients have said their pain levels have improved after receiving the service.

There is a wide range of the latest equipment for home monitoring of conditions such as high blood pressure and blood sugar levels, and with specialist advisors on hand we are able to enable support more people with chronic long-term illnesses to take control of their own health. Although all the products will be on display, John Bell & Croyden expects to operate at the intersection between an actual and a virtual store, with much of the purchasing taking place online.



---

## PRESENTING *an answer*

---

The new John Bell & Croyden comprehensive health and wellbeing proposition has come at the right time. Britain is facing an acute shortage of family doctors with 400 unfilled GP posts across the country. Many are leaving because of retirement and burn-out caused by having to see up to 60 patients a day, who are often suffering from conditions that could easily be dealt with by pharmacists. Earlier this year figures obtained by Pulse, the doctors' news magazine, showed 61 GP practices nationwide have closed altogether within the past two years. More than a third of them were in London where 52,000 people have been left without access to a surgery.

In the past, doctors have been worried about pharmacists taking greater responsibility for diagnosis and prescribing for minor conditions because of the possibility of error, but the John Bell & Croyden initiative has received a positive reaction response from the British Medical Association (BMA), the professional body that represents Britain's 200,000 doctors.

There is already discussion about allowing patients to consent to pharmacists having access to their medical records and the BMA believes doctors and pharmacists will inevitably work more closely together.

"I think this is undoubtedly the way forward, doctors welcome this kind of thing, the principal is absolutely fine and I think we should encourage it more," said Richard Vautrey, deputy chairman of the BMA's GP committee.

He pointed out that pharmacists are beginning to run NHS funded minor ailment schemes round the country following Pharmaceutical Services Negotiating Committee (PNSC) negotiating the contract. The Royal Pharmaceutical Society (RPS) has also called for larger scale development of such schemes to reduce pressure on GPs and hospital A&E casualty departments.

Research published earlier this year showed outcomes are just as good whether people are treated by pharmacists, GPs or A&E departments, but RPS president Ash Soni, pointed out that pharmacy care is three times cheaper than GPs and five times cheaper than hospital A&E.

If all minor ailments were treated in pharmacies the research shows the NHS would save £1.1bn a year, however many pharmacies do not offer it and consumers are unaware where to go. "This hit and miss approach means both public and professionals are unclear about the treatment pharmacies can provide, which drives patients straight back to overburdened A&E services," Soni said.

---

## LONDONER'S *views*

---



A survey of more than 1,000 adults including a mix of London residents and commuters, conducted on behalf of John Bell and Croyden in August this year, reflected a growing resentment about the particular problem over lack of access to healthcare in the capital, with 71% saying it was unfair that it is harder to see a doctor in London than elsewhere in the country.

The survey also showed a continuing lack of awareness of what is available through pharmacies, with almost one third of respondents (31%) saying they would still try to see a doctor even for a minor illness or complaint.

Of those who would not go to a pharmacist, 36% said it would not occur to them to do so and a further 7% said they were completely unaware that pharmacists could give healthcare advice.

At the other end of the scale, 15% of those questioned said they felt they would get better, more considered advice from their pharmacist than from their doctor.

---

## THE JOHN BELL & CROYDEN *offer*

---

John Bell & Croyden has developed and expanded its FirstCare Walk In Clinic in response to this, and the comfortable spacious surroundings of the new store will provide an optimum environment for people to receive free healthcare advice or longer consultations for an affordable £35 per consultation.

Many people are unaware that as well as providing expert diagnosis of skin, eye, digestive system and respiratory infections and allergies; some pharmacists are able to prescribe medicines not available over the counter.

Yvonne Muorah, is one such independent prescriber as well as John Bell & Croyden's superintendent pharmacist. Yvonne is also the lead practitioner in the FirstCare Walk In Clinic. "There is often a disconnect between us and the public in that they are not aware of what we can offer. People are missing out on treatment they could easily receive and hopefully this report will help to put that right," she said. "People don't realise that as well as diagnosing conditions and prescribing treatments we can help them learn more about what they are taking and why, to optimise their treatment and their use of medicines."

For those who are comfortable with self-care and wish to access more information, the new incarnation of John Bell & Croyden will be fitted with touch screen health points so customers can immediately access regularly updated advice on 3,000 different conditions.

The health and wellbeing emporium will also offer immediate treatment for cuts, grazes, burns, blisters, insect bites and stings or sprains and strains. Flu and pneumonia inoculations, plus vaccinations and health advice for travel anywhere in the world, are also available. There is also a recognised urgent repeat medication supplies (URMS) service for people who have run out of regular supplies of a specific drug and need medication urgently.

Most authorities share the view of John Bell & Croyden's pharmacists that people are healthier and happier when they take full responsibility for their own wellbeing rather than relying on doctors, and the government is now committed to promoting this approach: "Many people wish to be more informed and involved with their own care, challenging the traditional divide between patients and professionals and offering opportunities for better health through increased prevention and supported self-care," said NHS England chief executive Simon Stevens in his Five Year Forward View.

Sandra Gidley, the former Lib Dem MP and chair of the RPS English Pharmacy Board, has also welcomed the John Bell & Croyden expansion. "More pharmacists should take prescribing qualifications," she said. "If people went to their pharmacy first that would free up a great deal of GP time to be spent on more complex needs.

"Travel vaccines, sexual health issues, long term condition management of things like diabetes and asthma can often be dealt with much more cheaply and conveniently by a pharmacist than by trying to make an appointment with a local surgery."

---

## HEALTH AND WELLBEING *means good skin*

---

As well as the four specialist clinics offering osteopathy, chiropody, dental hygiene treatment and trichology, the new-look John Bell & Croyden is offering free skin analysis, and a unique independent expert advisory service around skin health and maintenance.

Research shows that various skin conditions are on the rise in the UK, with one in 12 adults – almost six million – suffering from eczema, an increase of 40 per cent over the last decade.

For those with specific dry skin needs within the store there is the only dermatologist-recommended Eucerin Skin Clinic outside Germany, a resource run by skin specialists trained by the company in Hamburg to offer creams and lotions to those identified as needing more targeted intervention.

Maintaining healthy skin during the aging process is also a key area for many people and there is a growing research investment in the mechanisms of skin ageing. This is feeding through into a new generation of effective products containing a bewildering range of active ingredients which are not always understood by consumers.

John Bell & Croyden is offering an unprecedented variety of more than 60 specialised brands catering for a huge range of specific requirements, and highly trained unbiased staff will be on hand to explain the ingredients and relative benefits of different products.

While most department stores selling a range of different skincare brands have staff to sell specific brands, John Bell & Croyden's range has been selected by dermatological experts, and staff will be equally knowledgeable about all of them. "There is no question we are seeing a growing number of knowledgeable customers - both men and women, who are more discerning, and more likely to read scientific publications before they buy," said Rob Winfield. "This is leading big manufacturers to raise their game, as well as providing an opportunity for products from smaller, laboratory-based niche brands to gain market share.

"We have assessed the products available and we firmly believe these smaller brands have much to offer and that is why we are keen to pass on that knowledge to customers."

It is a view shared by the Skin Health Alliance (SHA), an independent not-for-profit organisation working with international dermatologists, researchers, and skin scientists to promote healthy skin. They say increasing numbers of consumers are seeking guidance and advice about which products have the best scientific validation.

"Innovation and research are at the forefront of today's skincare," said Matthew Patey, the SHA managing director. "Brands right across the cosmetic spectrum are looking at new technologies to provide consumers with skincare that is effective and meets people's needs and expectations.

"Over the past two decades the public has become increasingly knowledgeable and people are making informed choices about the products they use."

## HEALTH AND WELLBEING *means good nutrition*

---



Alongside John Bell & Croyden's new offer of science-based skincare products, will be a range of nutritional supplements that will boost skin radiance, health, and wellbeing from within, as well as providing additional support to those already receiving medication for chronic conditions from cancer and heart disease to diabetes and arthritis.

Advice on the use of such products will be offered in free 20-minute consultations with highly trained specialists who will on request, work alongside customers' doctors, to ensure supplements are compatible with other prescribed medications.

Evidence that supplements and naturally occurring compounds can affect health is gaining increasing recognition and support from the mainstream medical establishment in the UK.

A significant body of research now shows that poor diet is linked to chronic conditions such as heart disease, diabetes, obesity and cancer. Cancer Research UK reports that one in ten cancer cases could be prevented by eating a healthy diet. Good diet together with regular physical activity also helps to maintain a healthy body weight, which in turn reduces the risk of diet-related chronic disease.

Supplements can be equally useful for people with bone and joint problems, irritable bowel or Crohn's disease, or for those who are being supported in a major lifestyle change such as giving up smoking, or losing weight.

---

Elisabetta di Saverio, a research scientist with a background in food science, human nutrition and the effects of diet on gene activity, is leading the John Bell & Croyden team of nutritional therapists who will help consumers make the best choices from the ever-expanding range of nutritional supplements on offer.

Such products need to be used under expert supervision. While some of them may boost the health of people with long-term conditions, if used incorrectly they can also seriously interfere with the efficacy of pharmaceutical medicines.

Elisabetta, who recently added a master's degree in nutritional therapy to her portfolio of qualifications, is committed to making the best choices tailored to the requirements of individual patients.

"My primary interest is in researching the mechanisms whereby what we eat changes our DNA," she says. "We are constantly evolving because of ageing but also because of external factors which are principally diet and nutrition.

"There are literally thousands of multivitamins and supplements on the market and we are trying to ensure people avoid harm, or wasting their time and money on products that will have no effect.

"It is extremely satisfying when you find the main problem in a patient with multiple apparently unconnected symptoms and make all their symptoms go away but it is never easy.

"I wouldn't feel safe in giving advice to people without my background in biochemistry, anatomy and physiology, but people often don't really know what medications they are already taking so you have to be extremely careful and work with their doctor."

The drive by John Bell & Croyden to improve understanding of the use of supplements has been welcomed by the British Nutrition Foundation which has also set up an initiative of its own to supply online training courses to pharmacists around the country, to improve their knowledge of the products on offer.

"Pharmacists are perfectly placed to help advise the public on diet and health as well as issues such as weight management, because they are probably the most readily accessible group of health professionals," said Helena Gibson-Moore, a BNF nutrition scientist.

"There is a vast amount of health information available on the internet and from media, however not all of it is evidence based.

"Nutrition is an important science with an evidence-base of scientific literature to support recommendations and guidelines. It is important that consistent messages are provided,"

Elisabetta and her team are keen to be in the vanguard of this movement.

# HEALTH AND WELLBEING *means independence*



As a larger and larger proportion of Britain's population moves into the 70 to 100 age bracket, demand has rocketed for accessories and gadgets to help elderly people stay independent in their own homes.

For the busy London commuter seeking to care for an elderly relative often hundreds of miles away, it can be hard to find out what practical aids are available.

This is a further new area of demand identified and catered for by the new wellbeing store. Part of the store has been turned over to a home-style display area to showcase the latest innovations in supported living, alongside a full range of mobility scooters, wheelchairs and basic walking sticks and crutches.

"John Bell & Croyden is an exceptional store," said Deborah Stone, founder of the MyAgeingParent.com website set up to provide a one-stop information service for concerned adult children.

"Although these accessories are available on the internet and through the NHS, there are few opportunities to actually see what the equipment looks like, how heavy it is and how it works.

"People may want to buy better accessories for their own parents. These things are not cheap and if you're investing you need someone who knows what they're talking about to advise you."

## HEALTH AND WELLBEING: *where next?*

---

John Bell & Croyden is set to re-affirm its internationally held position at the forefront of pharmaceutical innovation, but it is also leading the way in the use of scientifically driven complementary treatments such as nutritional therapy and skin maintenance.

As the store takes the initiative in meeting these new trends in healthcare and wellbeing, we can expect other pharmacies to follow suit. Before launching the John Bell & Croyden FirstCare initiative Celesio UK had already begun trialing a similar project in a LloydsPharmacy working within the A&E department of North Manchester General Hospital which sees over 100,000 patients a year.



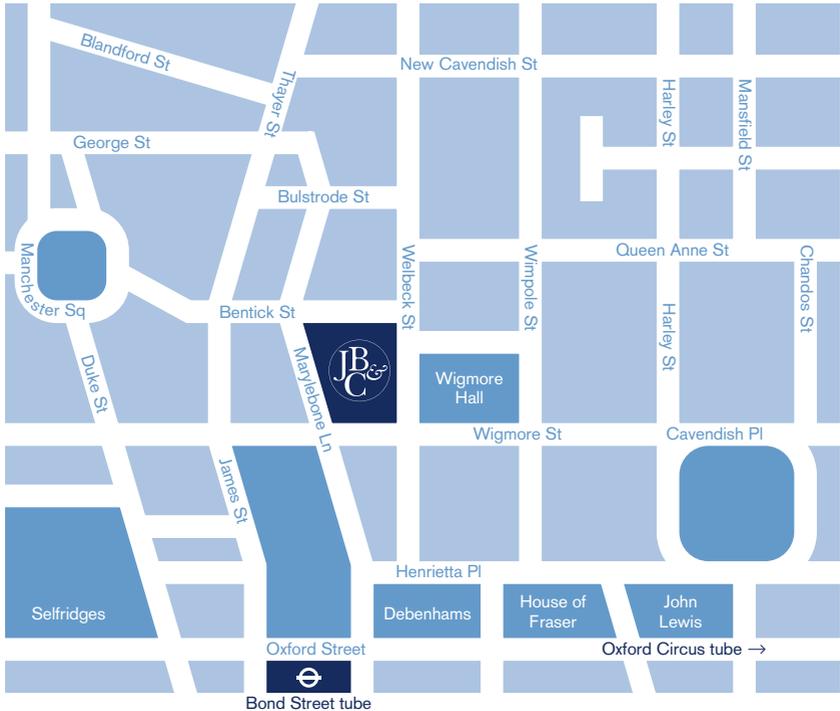
Full analysis of the cost saving is still underway, but the pilot scheme has been deemed a success and other proposals to ease the NHS burden are in the pipeline. Lessons learned from the Manchester experiment will be fed into the John Bell & Croyden project as it adapts and evolves in line with the different demands of the West End of London.

One impending change is unstoppable. People are beginning to recognise the NHS cannot meet all their needs. We are all living longer and to avoid spending the latter decades of life burdening others while constrained by chronic ill-health and reduced mobility, we need to take better care of ourselves.

Basic conditions will have to be managed by individuals, but in addition to that, people will need more support and advice to better understand wellbeing as an essential element of health maintenance.

From its unique position at the heart of one of the world's greatest cities, John Bell & Croyden is planning to take a key role in spreading this philosophy. The reasoning is simple. If people learn to take better care of themselves they will not only have more enjoyable lives, but there will be fewer sick people and the NHS will be in a better position to look after those who need it most.

# How to FIND



## OPENING HOURS

Monday–Friday 8:30am–7pm

Saturday 9:30am–6pm

Sunday 11am–5pm

**FirstCare**  
WALK IN CLINIC



CLICK & COLLECT

HEALTHCARE . PHARMACY . SKINCARE

