Twelve patients used the pharmacy referral service, all of whom were male. The average length of the pharmacy consultation was 13 min, with an average of 3 days between consultation and hospital chest X-ray. People who used the pharmacy referral service found it acceptable and considered the use of pharmacies as part of the pathway to be broadly feasible. Factors that might be a barrier to use were seen as low awareness that the pharmacy referral service existed and concerns about whether pharmacists were qualified to deliver the service. Factors that might help this service were viewed as the approachability and easy access to pharmacists. A well-publicised, multifaceted awareness campaign was recommended.

This study showed that a community pharmacy referral service for lung symptoms was considered an acceptable alternative pathway for lung cancer diagnosis in deprived communities. Wider implementation of the service would require workforce capacity and training to be addressed to ensure optimum utilisation and promotion of the service.