

Maximise your Pharmacy's Potential

**ONLY 25
PLACES**
Book early

A one-day seminar for pharmacists to improve productivity and maximise the business opportunities offered by the Government's Pharmacy White Paper

In association with



balance

MONDAY 24 NOVEMBER 2008

VENUE: LUDGATE HOUSE, 245 BLACKFRIARS ROAD, LONDON SE1 9UY

Facilitators

- Mike Holden, chief officer of Hampshire & Isle of Wight LPC
- Deborah Evans, practising community pharmacist and performance coach

Attend the seminar and learn how to:

- **Recognise and build on your business strengths**
- **Prioritise areas for development in your pharmacy**
- **Find a successful business model for you**
- **Identify opportunities in the Pharmacy White Paper**
- **Create a bespoke action plan for your business**

Maximise your Pharmacy's Potential

Community pharmacy is an intensely competitive business and one that has seen cash flow and operational challenges as the government recovers excess purchase profits with little or no warning.

But there are new opportunities ahead in the government's white paper vision for pharmacy. Attend C+D's Business Seminar and find out how you can gain a competitive advantage and maximise your pharmacy's potential by getting your business ready now. Changing what you do and how you do it is essential for survival.

The format of the seminar will be practical and hands on. You will examine issues from your own business and you will leave ready to create a powerful and unique action plan for your business. The seminar will show how a clearly defined business strategy, motivated staff and a focussed approach to reaching your objectives, will pay dividends.

The facilitators:

- Mike has extensive experience of multiple group management and independent ownership plus a strong desire to make a difference in the profession. He is chief officer of Hampshire & Isle of Wight LPC and associate director of pharmacy development consultancy balance
- Deborah has worked in the community pharmacy environment since qualifying including 12 years in the pharmaceutical industry in senior sales and marketing roles. Passionate about developing people and achieving high performance through leadership and coaching, she is managing director of balance

This one day seminar will cover:

- Pre-course information on reviewing your business, to identify your business objectives, what makes your business succeed and what is getting in the way of making it even more successful
- An overview of the pharmacy landscape, key policy drivers and why you need to change what you do
- An effective tool for creating positive change within your organisation
- A planning technique to set a future direction for your business which reviews the environment, strengths, weaknesses, opportunities and threats, uncovers your competitive advantage and what is critical to success.
- An insight into different business models and which applies to your pharmacy
- An action planning framework for making change happen

Full day seminar including refreshments and lunch: £195 + VAT (£229.12)

Programme

9.30am Registration

10am Introduction and overview of the pharmacy landscape

- The key policy drivers
- Why you need to adapt your business
- Q&A on the Government's blueprint for pharmacy

11am Group exercise

- Review your business objectives and identify ideas for development
- What makes your business succeed?
- What is getting in the way of it being even more successful?
- What ideas do you want to implement?

12pm Your business

- How to analyse your business
- How to define a direction and implement it
- Identifying what makes your business unique
- Identifying what opportunities you can exploit
- Understand competitive advantage

1pm Lunch

2pm Business models

- What different business models are there?
- Which business model is right for you?
- Key features of different models
- Pros and cons for each
- Your current business model
- Future proofing your business model

3.30pm Change management

- Learn how to put this learning into practice
- Tools to help you deliver change in your business
- Recognising where to focus to make the change happen
- Making it happen and ensuring you keep on course

4.30pm Questions and summary

- The day's learning plus actions and top tips to take away

5pm Close

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Booking form

Yes! I would like to attend the 'Maximising Your Pharmacy's Potential' seminar. Full day seminar including refreshments and lunch: £195+ VAT (£229.12) per delegate place

Title _____ First name _____

Surname _____

Pharmacy _____

Address _____

_____ Postcode _____

Daytime Telephone _____

Email _____

Number of places required _____ I enclose a cheque for £ _____
made payable to CMP Information.

OR please charge my credit card for £ _____

Card type _____

Card number _____

Expiry date _____ Issue no. (debit cards only) _____

Signature _____

Please send your completed booking form to: Elaine Steele, C+D, Riverbank House,
Angel Lane, Tonbridge, Kent, TN9 1SE or call 01732 377621 to book your place

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