

THE PHARMACY



In association with  
 precision  
marketing group

**MVP AWARDS**

**18 May 2011**

**IMPERIAL WAR MUSEUM, LONDON**

**PHARMACY  
WINNERS 2011**





## PHARMACY WINNERS 2011



# Is pharmacy ready for a strong future?

## Yes it is.

### We reveal the winners!

#### THE WINNERS FOR 2011

Excellence in pharmacy business: The MVPs

**NHS reform and new working partnerships with GP commissioners mean that pharmacies and their staff need to stand out as effective and impressive healthcare professionals. This evening we meet a selection of the people who are just that – the winners of the Pharmacy MVP Awards 2011.**

**We start with a new award. And it's an important one – the Entrepreneurial Assistant of the Year. The 'entrepreneurial' part of this recognises those who are making the most of the opportunities this rapidly developing role can bring, making a huge difference to the scope of what pharmacy can offer. Many congratulations to our first Assistant of the Year.**

**Our Most Valuable Pharmacist category winners this year come from different settings across the scope of community pharmacy – each of the four pharmacists and their teams has excelled for a different reason.**

**We are extremely proud to welcome each winning pharmacy as guests here at the Pharmacy MVP awards this evening. Do ask them about their work.**



**Carolyn Scott, editor P3  
The Pharmacy MVP Awards**



## PHARMACY WINNERS 2011



# The MVP Entrepreneurial Pharmacy Assistant

In association with *Training Matters*



**WINNER: THE CO-OPERATIVE PHARMACY, PILSLEY**  
Anna Patman

**'I have single-handedly turned the performance of our OTC sales around in my branch by utilising my retail skills'**

Anna Patman worked in a large department store before joining the village-based Pilsley branch of The Co-operative Pharmacy.

Among other things, she quickly set to work to reorganise the merchandising of the store, bringing in new planograms and planning sale-driving promotions. It worked. Things moved from a negative position on OTC sales in 2009 (around £2000 below budget) to 14.5 per cent increase in 2010.

Her branch manager says her experience in the retail sector has done her proud, citing her personable, and thoughtful attitude, plus her ability to link sell, as factors in her success. 'She has quickly got to know the local population and her friendly, caring attitude towards our customers is shown in our customer loyalty.' Anna has also trained to work in the



dispensary and helps recruit patients for medicines use reviews and the prescription collection service.

Now she can add 'award winner' to her list of achievements. 'At the beginning of my employment I had no idea of what a community pharmacy really did!' says Anna. 'I remember on my first day feeling totally overwhelmed but I soon built a fantastic relationship with my colleagues and customers alike.'

**Our comment: 'Proof that OTC sales in pharmacy can be grown aggressively and that the results of expertise and a willingness to make changes can reap substantial rewards.'**



## PHARMACY WINNERS 2011



# Most Valuable Pharmacist from an Independent Pharmacy

In association with P&G Pharmacy Care



**WINNER: MR PICKFORD'S PHARMACY, LEICESTER**  
Mukesh Lad and team

### **'We made a promise that we're always here to help.'**

Mr Pickford's Pharmacy does things differently in its four pharmacies in the Leicester area. Superintendent pharmacist Mukesh Lad describes the company's 'promise' to customers: that pharmacy staff are 'always here to help', and that their phone calls, for example, will be answered in four rings. The commitment to customer service doesn't stop there. Advice point desks located in the middle of the shop allow customers to be seen quickly, in addition to going up to the counter as usual. 'It works', says Mukesh. 'If someone is standing there, one of us will go over and talk to them and find out what they need.'

Another success has been offering free tea and coffee one morning every two weeks or so. 'It helps to bring a welcoming atmosphere, gives us time to get to know our customers better, and can even be an opportunity to talk through people's medicines.' There are also public notice boards in the



pharmacies that anyone from the community can use to advertise events or services – emphasising their position as a hub of the community.

Behind the scenes, he is particularly proud of 'Mukesh's monthly message' to staff that goes in pay slips, highlighting key issues such as 'How can we help our customers better?' The company has also invested in developing its own IT solutions to increase efficiency.

**Our comment: 'This independent community pharmacy is clearly looking to the future and is not afraid of doing things differently to get results.'**



## PHARMACY WINNERS 2011



# Most Valuable Pharmacist from a Small or Medium Chain Pharmacy

In association with *Pharmacy Magazine*



**WINNER: BADHAM PHARMACY, GLOUCESTERSHIRE**  
Peter Badham and team

### **'It's a good time to be expanding – pharmacy has a great future.'**

Badham Pharmacy has had a very successful year, reports pharmacist and owner Peter Badham. 'We've succeeded in an expansion programme when everyone else is cutting back.'

The chain had six pharmacies two years ago but now has doubled in size. 'It's a good time to be expanding. I think pharmacy has a great future.' The company turnover was up 13 per cent year on year, with an increase of 11 per cent gross profit – despite the effect of Category M clawback he says. Stock holding was reduced by five per cent in a bid to increase efficiency.

Several years ago they achieved Investors in People accreditation; he thinks the first pharmacy in Gloucestershire to do so, with a strong focus on staff training. The pharmacies offer a range of services tailored to the needs of each local community.

It's very much a family firm involving three generations – Peter's mother, wife and son. He praises 'a great team



of hard working, loyal staff, who really want to make a difference' and everyone's efforts to be an active part of the communities they serve. Peter is a parish councillor and served as governor of a local school. 'It is all about putting something back and adding value to the service we offer', says Peter.

'We continue to take on more staff and to expand. We've had a very successful 12 months.'

**Our comment: 'Family pharmacy businesses are alive and strong in this thriving example. Good decisions and a proactive approach means this regional chain is expanding fast.'**



## PHARMACY WINNERS 2011



# Most Valuable Pharmacist from a Supermarket Pharmacy

In association with McNeil



**WINNER: TESCO PHARMACY, MALDON, ESSEX**  
Shiv Bagga and team

**'Two people died of swine flu in our area and people were worried. I felt that we just had to get people vaccinated.'**

Shiv Bagga is no stranger to community pharmacy. Before joining Tesco Pharmacy he ran his own independent pharmacy and is an active participant in local pharmacy issues.

When concerns about swine flu started to surface again last winter, he and the team started thinking about how they could help. The pharmacy wasn't offering flu vaccination as a service, but when a woman whose 40 year old sister had died of swine flu happened to come into the pharmacy Shiv decided that he really needed to act, particularly for at-risk patients.

Demand for flu vaccination in the area was greater than was being met and with swine flu all over the national newspapers, the situation was only going to get worse. He managed to get in quickly to secure vaccine supplies, and liaised with the local PCT. Between them, they decided to go ahead with



widespread advertising. 'Surgeries were sending people to us', says Shiv. 'I was really pleased that we did what we did'. Tesco Maldon vaccinated 655 at-risk and private patients and targeted a group of 30 poultry farm workers. They also supplied a local surgery with vaccines for their at-risk group. 'It was great. There was a sense of real achievement for the team and for the pharmacists. 'Delivering services is what I enjoy', adds Shiv.

**Our comment: 'It's no good waiting for services to be commissioned from you – securing them to the benefit of patients is what's needed, as this pharmacy did with no hesitation.'**



## PHARMACY WINNERS 2011



# Most Valuable Pharmacist from a National Chain Pharmacy

In association with Reckitt Benckiser



Reckitt  
Benckiser

**WINNER: LLOYDSPHARMACY, WHITCHURCH, BRISTOL**

Lisa Fisher and team

**'The business has grown and we feel very proud. But there's no point working here if you like an easy time!'**

Lloydspharmacy in Whitchurch, Bristol is on a site with a GP surgery. Pharmacy manager Lisa Fisher says that communication with the practice is excellent: 'We support one another.'

Bristol PCT had poor statistics for asthma sufferers and both the surgery and the pharmacy wanted to focus on it. The pharmacy now carries out respiratory MURs, including the testing of inhaler technique. It's a necessary project: '99 per cent of people have it wrong and money spent on hospital admission is shocking!,' says Lisa.

The pharmacy is also active in smoking cessation services and is the first point of call for repeat dispensing. 'We have got to keep driving the NHS side,' she adds.

As a cluster team manager for Lloydspharmacy, Lisa gets involved in other projects. She has pioneered a



scheme for the checking of dosette trays from other pharmacies – 'It needs experience and you can't stop the checking half way through'. She wants to grow the CDS hub and add one more accredited checking technician in the future.

Lisa feels the pharmacy is now well positioned. 'The team all give 100 per cent. The business has grown and we feel very proud, but there's no point working here if you like an easy time!'

**Our comment: 'This pharmacy shows excellent all round performance and a great attitude to getting things done, and then going on to do some more!'**



**PHARMACY  
WINNERS 2011**



# Now vote by text to choose the winning overall Pharmacist

**TEXT 60066 TO INDICATE YOUR CHOICE**  
using your mobile phone

**We now invite you, the audience at the  
Pharmacy MVP Awards evening 2011, to vote for  
the winner of this year's overall  
Pharmacist award.**

**Choose from one of the four pharmacy teams  
and their category winning initiative outlined in  
this booklet.**

**Text P3 followed by a space followed by:**

<b>LAD</b>	<b>to vote for Mukesh Lad and team</b>
<b>BADHAM</b>	<b>to vote for Peter Badham and team</b>
<b>BAGGA</b>	<b>to vote for Shiv Bagga and team</b>
<b>FISHER</b>	<b>to vote for Lisa Fisher and team</b>

**to 60066**

**Texts charged at your standard network rate only**

**Thank you for your participation in the Live  
Pharmacy MVP vote.**