

PHARMACY BUSINESS DEVELOPMENT

Scottish Pharmacist Awards 2019/20

Application form - Rules & Guidelines

Entry is FREE

Entry deadline is Wednesday 6 November, 2019

- Please send a high resolution photo of the Pharmacy team or the exterior of the pharmacy with your application form
- Please complete the application form, adhering to the word count for each section

Why enter?

Today's pharmacy businesses have to constantly strive to provide an enhanced service to their patients. For that reason, it's vitally important to consistently introduce innovative marketing strategies, expand the range of services on offer, or provide new services through the expansion or refurbishment of the building itself.

Has your business recently adopted a new corporate identity or business model with a view to improve its delivery of pharmaceutical care? Have you enhanced or raised the profile of the pharmacy through the introduction of a high-spec media campaign?

Who can enter?

This award is open to independent and group pharmacies, which have developed and marketed themselves successfully to improve the delivery of pharmaceutical care through enhanced patient outcomes and improved efficiency.

All entries will be judged by an independent panel of experts, who will be looking for:

- Evidence of an innovative business initiative that has been undertaken in last twelve months
- Evidence of building refurbishment with enhanced patient care and outcomes as the driving force
- Evidence of an innovative media campaign designed to enhance the pharmacy profile and evidence of the impact the campaign has had, ie, statistics of increased footfall etc.

If you have questions, concerns, or just want to speak with one of the Scottish Pharmacist Awards team, please call Aoife Jackson: 028 90 270 940 or email: awards@scottishpharmacist.com

If you are applying online, please complete the form below and ensure you click the 'submit' button for your application.

If you are submitting your application via email, please email the application to,
awards@scottishpharmacist.com

Full Name *

First Name Last Name

Name of proposed nominee if different from the information above

Pharmacy Name *

Title/Position *

Address *

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

Phone Number *

Area Code Phone Number

E-mail *

example@example.com

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PLEASE ANSWER ALL 5 QUESTIONS

1. What were the key challenges for the business that were tackled by this initiative? (300-500 words) *

(300 - 500 words)

2. How did you identify, engage and involve stakeholders? How were people from your business involved in supporting this initiative? (300-500 words) *

(300 - 500 words)

3. What were the main objectives to this initiative and how did you set about achieving them? (300-500 words) *

(300 - 500 words)

4. What impact has the initiative had on the businesses? Note: Judges will expect to see evidence of improved outcomes linked to overall objectives. (300-500words) *

5. Please submit below, in no more than 800 words, your summary of why this submission deserves to win Pharmacy Business Development Award 2019/20:

(300 - 500 words)

(No more than 800 words)

Where did you hear about the Scottish Pharmacist awards? *

Scottish Pharmacist magazine

Newspaper advert

Twitter / Facebook / LinkedIn

Attended the SP Awards in a previous year