



MORPh
Training

**2021 Market Access
Opportunities for engaging,
supporting and developing
PCN, practice and
CCG pharmacists**
*Webinars &
Educational Platform*

“

Working with Morph has been a delightful opportunity. They have adapted to the current challenging times and are able to offer high quality online education. Partnering with Morph is an example of how we can truly be a service to our customers during COVID times.

”

MORPh 2021 Market Access & Sponsorship

Who We Are & the MORPh Training Team

MORPh was launched in 2001 to develop market access tools but quickly developed skills and training networks in primary care pharmacy. We have over **4,000** members on our network who all work in primary care pharmacy with the majority being independent prescribers.

MORPh training is aimed at:

- Providing expert quality training tailored to PCN, practice and CCG pharmacists needs
- Supporting pharmacists in interpreting and implementing policies such as NHSE guidance for DOACs or the PCN DES
- Developing and extending pharmacists scope of competence within a structured framework
- Building confidence with the educational platform and peer support to be able to implement and put into practice
- Develop resilience in the profession to continue and extend capabilities

Market Access Opportunities are:

- Supporting our webinars as a 3rd party provider gives you the opportunity to support, engage and inform
- **20-40 minutes presentation direct to our delegates in a private room**
- Increase awareness with registration email, digital leavepiece or guidance
- Private run throughs for your sales teams, MSLs and KOLs
- Discussions through polls, chat function or through our moderators

Rachel Jeynes
Director

07976 417312
rachel@morphconsultancy.co.uk



Rachel is a pharmacist and sales professional having had 25 years experience in the pharmaceutical industry and the NHS. Initially trained in hospitals, she has led a portfolio career with experience in community pharmacy, primary care pharmacy and sales and marketing within big pharma. She has worked with AstraZeneca, Lilly and Napp.

Helen Liddell
Associate Clinical Director

helen@morphconsultancy.co.uk



Helen is a senior Pharmacist with over 25 years as a Head of Medicines Optimisation or equivalent for a variety of commissioning organisations.

A keen educator and experienced clinical trainer, Helen is currently Chief Pharmacist for a Community provider of pain and rheumatology services and also an HEE Ambassador for Clinical Pharmacists in General Practice.

“*These webinars really are of the highest quality, I think the rep access is brilliant for them and for us. I would have swooned at this chance when I was working in the industry. I think it's better than a face to face event, as this way they “see” far more people and with far greater time. I found their presentations very useful for me too.*”

MORPh 2021 Market Access & Sponsorship

Who We Are & the MORPh Training Team

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Stacey Davidson
*Associate
North West*



Darshan Negandhi
*Associate
London*



Sally Lau
*Associate
Wales*



Emily Kennedy
*Associate
Scotland*



David Birch
*Associate
West Midlands*



Tanvi Kothari
*Associate
London*

MORPh 2021 Webinar Training Programme

for Primary Care, PCN CCG and Practice Based Pharmacists

In 2021 MORPh will be continuing to offer our training as webinars for pharmacists across the UK.

As well as the sessions detailed below, we also work with PCNs and CCGs to provide their training and these can also be supported by the pharmaceutical industry. To make sure you hear about these, please make sure you are signed up to our mailing list.

If you can't see a therapy that you work in, please get in touch! We can put on bespoke webinar training sessions in other therapy areas that don't make up our core group of events.

MORPh Training have worked the following:



Date	Therapy Area	Region(s)
20 th January	Hypertension	London
21 st January	Asthma	West Midlands, East Midlands
26 th January	Bone Health	East, South East, South Central
27 th January	Hyperlipidaemia	Scotland, North East, Northern Ireland
2 nd February	Dermatology	West Midlands, East Midlands
4 th February	PCN Support	Scotland, North East, Northern Ireland
8 th February	Stroke, MI & PAD	East, South East, South Central
9 th February	Hyperlipidaemia	South West, Wales
10 th February	COPD	London
16 th February	Pain Management	East & West Midlands, East, Wales
18 th February	Hypertension	East, South East, South Central
23 rd February	Mental Health	North West, Yorkshire & Humberside
26 th February	Women's Health	South West, Wales
1 st March	Medication Reviews	Scotland, Northern Ireland
2 nd March	Hypertension	North West, Yorkshire & Humberside
3 rd March	Asthma	London
9 th March	Care Homes	London, South East, Central & West

MORPh 2021 Webinar Training Programme

for Primary Care, CCG and Practice Based Pharmacists

Date	Therapy Area	Region(s)
11 th March	Blood Tests and Decision Making	East & West Midlands, East, Wales
18 th March	Bone Health	South West, Wales
23 rd March	Ophthalmology	West Midlands
25 th March	Hyperlipidaemia	West Midlands, East Midlands
30 th March	Gastroenterology	Scotland, NE, NW, Y&H, NI
9 th April	PCN Support	East, South East, South Central
7 th April	Stroke, MI & PAD	Scotland, North East, Northern Ireland
13 th April	Medication Reviews	Wales
15 th April	COPD	North West, Yorkshire & Humberside
16 th April	Hyperlipidaemia	London
21 st April	Mental Health	West Midlands, East Midlands
22 nd April	Dermatology	South West, Wales
26 th April	Hypertension	Scotland, North East, Northern Ireland
29 th April	Women's Health	East, South East, South Central
7 th May	Bone Health	London
12 th May	Hyperlipidaemia	North West, Yorkshire & Humberside
19 th May	Medication Reviews	South East, South Central
26 th May	Hypertension	West Midlands, East Midlands
27 th May	Asthma	Scotland, North East, Northern Ireland
3 rd June	Medication Reviews	East Midlands, East England
7 th June	PCN Support	North West, Yorkshire & Humberside
9 th June	Women's Health	Scotland, North East, Northern Ireland
11 th June	Hypertension	South West, Wales
16 th June	Pain Management	Scotland, NE, NW, Y&H, NI
17 th June	Mental Health	London
21 st June	Hyperlipidaemia	East, South East, South Central
22 nd June	COPD	West Midlands, East Midlands
25 th June	Blood Tests and Decision Making	London, South East, Central & West
28 th June	Dermatology	Scotland, North East, Northern Ireland
30 th June	Stroke, MI & PAD	North West, Yorkshire & Humberside
7 th July	Heart Failure & Angina	London
9 th July	Medication Reviews	South West
14 th July	Bone Health	Scotland, North East, Northern Ireland
21 st July	Anticoagulation in AF and VTE	West Midlands, East Midlands
22 nd July	Asthma	North West, Yorkshire & Humberside
27 th July	Gastroenterology	London, South East, Central & West
29 th July	Care Homes	Scotland, NE, NW, Y&H, NI
5 th August	Women's Health	West Midlands, East Midlands
10 th August	Heart Failure & Angina	North West, Yorkshire & Humberside
11 th August	COPD	South West, Wales
16 th August	Medication Reviews	Yorkshire & Humberside
18 th August	Dermatology	East, South East, South Central

MORPh 2021 Webinar Training Programme

for Primary Care, CCG and Practice Based Pharmacists

Date	Therapy Area	Region(s)
19 th August	Anticoagulation in AF and VTE	Scotland, North East, Northern Ireland
23 rd August	Mental Health	East, South East, South Central
25 th August	PCN Support	London
27 th August	Stroke, MI & PAD	South West, Wales
2 nd September	Bone Health	North West, Yorkshire & Humberside
7 th September	Medication Reviews	North East
9 th September	Ophthalmology	North West
14 th September	Anticoagulation in AF and VTE	London
15 th September	Asthma	South West, Wales
23 rd September	Heart Failure & Angina	West Midlands, East Midlands
29 th September	Blood Tests and Decision Making	Scotland, NE, NW, Y&H, NI
5 th October	Women's Health	London
6 th October	Medication Reviews	North West
12 th October	PCN Support	West Midlands, East Midlands
13 th October	Dermatology	North West, Yorkshire & Humberside
15 th October	Mental Health	South West, Wales
19 th October	COPD	Scotland, North East, Northern Ireland
20 th October	Heart Failure & Angina	East, South East, South Central
25 th October	Stroke, MI & PAD	West Midlands, East Midlands
27 th October	Anticoagulation in AF and VTE	South West, Wales
28 th October	Pain Management	London, South East, Central & West
2 nd November	Gastroenterology	East & West Midlands, East, Wales
4 th November	Medication Reviews	London
10 th November	Bone Health	West Midlands, East Midlands
12 th November	Heart Failure & Angina	Scotland, North East, Northern Ireland
17 th November	Care Homes	East & West Midlands, East, Wales
22 nd November	Anticoagulation in AF and VTE	North West, Yorkshire & Humberside
23 rd November	Asthma	East, South East, South Central
1 st December	PCN Support	South West, Wales
3 rd December	Dermatology	London
6 th December	Heart Failure & Angina	South West, Wales
8 th December	COPD	East, South East, South Central
10 th December	Medication Reviews	West Midlands
14 th December	Stroke, MI & PAD	London
15 th December	Mental Health	Scotland, North East, Northern Ireland
17 th December	Anticoagulation in AF and VTE	East, South East, South Central
20 th December	Women's Health	North West, Yorkshire & Humberside

MORPh 2021 Webinar Training Programme

Pharma Companies that have Supported Previous Webinars

We are grateful for the pharmaceutical companies that have supported all our webinar training sessions so far and we look forward to continued support going forward to allow MORPh to keep our training for for pharmacists but to also give the industry key opportunities to engage with their key customers. Below are just some of the companies that we have worked with:



MORPh Clinical Services

Delivering Outstanding Patient Outcomes

Leadership Team

Amanpreet Khela
MPharm
Operations Director

Pharmacist with a wealth of operational and clinical experience across primary and secondary care, most recently heading up therapy review services spanning top 10 pharma in a range of disease areas prior to joining MCS. Amz also serves as Director of Operations for The Pharmacist Hub and MCS.

Ryan Smith
MPharm MBA
Clinical Services Director

Pharmacist with experience in the commissioning and provision of medicines optimisation services in General Practice. Led the delivery of NHS and pharma funded services to General Practice for a National healthcare provider prior to joining MCS. Ryan serves as Director of Clinical Services for The Pharmacist Hub and MCS.

Therapy Review Service Delivery Model

- Rich experience within leadership team of delivering National programs to the NHS and Pharma
- ABPI and GDPR Complaint
- Competent, confident and resilient primary care pharmacists
 - Registered with the GPhC and have at least 2 years experience in the relevant clinical area
 - Supervised by a Clinical Lead and undergo regular appraisal and CPD
 - Pharmacists have clear policies for all essential requirements, e.g. Safeguarding and Incident Reporting
 - Work to CQC standards
 - Bespoke clinical and SOP training, with project support
- Secure and compliant IT processes in place to connect to NHS IT Systems
- Clinical safety delivered through robust clinical governance processes
- Dedicated portal and project dashboard



Overview of Services & Expertise



MA Strategy
Development



Clinical Service
Delivery



NHS insight
and training for
Pharma



Education Platform
Development



Clinical Training

For more information on **MORPh Clinical Services**, please email: rachel@morphclinicalservices.co.uk

MORPh Educational Content Platform

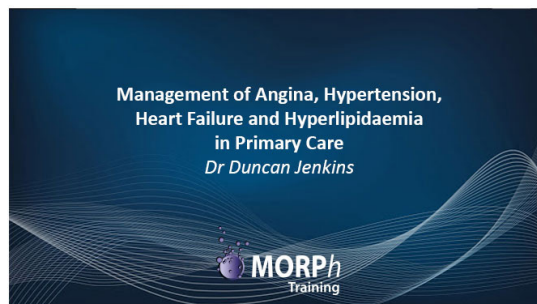
Improve your Reach to Practice, PCN and CCG Pharmacists

Educational Resources Library

This month's featured educational content:

MORPh Training Anticoagulation Webinar with guest speakers xxxxxx and xxxxxx.

Please remember to always check current guidance as this may have been updated since this webinar.



Welcome to the Members Only section of the MORPh website. From here you will be able to access a wide range of educational content from podcasts to video presentations, covering a selection of different therapy areas. Use the buttons below to navigate to therapy area of your choice and from there you will have access to all the content for that.

[Anticoagulation](#)[Deprescribing](#)[Asthma](#)[Med Reviews](#)[Diabetes](#)

MORPh Training have recently launched the Educational Platform, a new 'members only' area of the website that provides additional educational content to pharmacists outside of our webinar programme.

Your educational content will reach a defined audience on the platform, with website visitors of almost 16,500 a year and a membership that is growing by up to 100 new members a week. Your educational content will reach key customers working in primary care and we will provide you with key statistics for any content you have on our platform.

- Support key workers • Increasing pharmacist's scope of competence
- Build your company awareness, brand and therapy area knowledge
- Increasing pharmacist's scope of competence • Improved patient management.

Key Figures

Marketing Reach

Mailing List

4,172

Combined SM Following

1,719

Website Figures (Jan to Aug)

Visitors

10,856

Pageviews

145,938

Pages per Visit

7.08

Educational Platform Figures

(September)

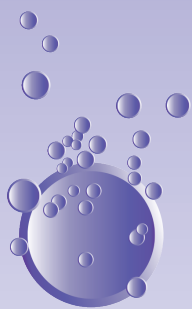
Visitors

2,940

Pageviews

4,614

For more details please email
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MORPh Training

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