

HAVE A LOOK AT
WHAT OUR
SOCIAL MEDIA
FOLLOWERS
SAID...

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TOP 20
EXHIBITORS

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FLOORPLAN
2020

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WATCH THE
OFFICIAL
2019 SHOW
VIDEO!

SEE PAGE 18



Pharmacy Show

18-19 October 2020 • NEC Birmingham

For all that pharmacy demands

in association with 

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to **survive and thrive**

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step of the way

 www.thepharmacyshow.co.uk  @pharmacyshow  The Pharmacy Show Network Post-show newspaper - January 2020

PRIMARY CARE NETWORKS IN 2020: HOW WILL THEY HELP BOOST PATIENT OUTCOMES?

The new primary care networks and associated GP and Community Pharmacy contracts will change the face of pharmacy forever. Pharmacists will require an increase in clinical training and additional support as they take more responsibility for patient outcomes.

The Primary care Network (PCN) is the cornerstone of the new five-year GP contract and both GPs and community pharmacies are rewarded for engaging. A PCN consists of groups of general practices working together with a range of local providers – including across primary care, community services, social care and the voluntary sector. The changes will support General Practice when there is a serious shortage of GPs, but the stated goal is to obtain greater collaboration across general practice and the wider NHS to deliver more integrated and personalised care.

The additional funding will help to stabilise general practice and will significantly increase the workforce, bringing in a range of new roles. There are already a significant number

of clinical pharmacists working in general practice, but that number is set to increase to support the PCN in the delivery of the PCN directly enhanced services, the first five of which are due to start in April 2020 (see Box 1). The number of pharmacists required is huge, perhaps 7,500, so PCNs may consider joint appointments, rotations and other innovative arrangements to attract the right people.

Pharmacists should consider the wider links in the system as they begin to deliver these services. For example, the structured medication review service is an obvious opportunity for pharmacists to be involved with delivery. They will be expected to have a prescribing qualification

Continued on p2 ▶

GP directly enhanced services

- Structured medication reviews
- Enhanced health in care homes
- Anticipatory care
- Personalised care
- Supporting earlier cancer diagnosis
- CVD prevention and diagnosis
- Tackling neighbourhood inequalities

THE PHARMACY SHOW IS THE LARGEST UK EVENT DEDICATED TO THE PHARMACY PROFESSION

With over 9,200 attendees, the Pharmacy Show 2019 has proven once again to be an essential reference point for pharmacy professionals both in the UK and internationally.

The UK's best-attended pharmacy event opened its doors at the Birmingham NEC exhibition centre last 6-7 October, welcoming a high-profile audience of over 9,267 attendees, a 200 top-class speaker line-up and 400 exhibiting organisations.

The two-day free-to-attend event brought together a full agenda of thought leadership sessions throughout eight different theatres, including a programme of educational platforms, panel discussions and keynote speeches.

The *Community Pharmacy Contractual Framework* was one of the main topics to be addressed. **Simon Dukes**, CEO at Pharmaceutical Services Negotiating Committee – PSNC, took the stage in the Keynote Theatre, explaining the five-year settlement and what it means for the community pharmacy in the UK.

This year's edition featured for the first time the **RB for**

Health Self Care Zone, designed to give pharmacists and their teams the tools needed to improve and promote self-care within the community. The area further confirmed the Pharmacy Show as the supporting platform to access educational content.

The event hosted over 400 suppliers from 9 countries, presenting their solutions and services. These are some of the exhibitors taking part in the show: **Alphega Pharmacy**, connecting independent pharmacist to improve health and wellbeing; **Bollore**, leading expertise in transport and logistics; **Emis Health** supplying PMR software to over 5000 community pharmacies; and **Pfizer** discovering, developing and providing over 170 different medicines, vaccines and consumer healthcare products.

Delegates attending the Pharmacy Show stressed how beneficial the event is to the profession, thanks to the full



**JOIN US FOR TWO SHOW STOPPING DAYS ON
THE 18TH-19TH OCTOBER 2020 AT NEC BIRMINGHAM**

Learn more about the event and get in touch to be involved:

www.thepharmacyshow.co.uk/newsp or call 0203 978 1667 // 0207 013 4992

...THE PHARMACY SHOW IS THE LARGEST UK EVENT DEDICATED TO THE PHARMACY PROFESSION

◀ Continued from p1

range of innovations and technologies showcased, as well as the high quality of content offered. "The talks are not only interesting, but I also find them motivational and inspiring. The Pharmacy Show is also a perfect place to see all the new technologies available", reported Eleanor Magennis, Pharmacy Manager - Slane Pharmacy.

Garry Tyson, Event Director for the Pharmacy Show, giving his insight about the last edition, has commented: "The 2019 Pharmacy Show brought together the industry and profession at its most critical period. With the future of community pharmacy very much at the heart of the show, one thing was clear; it's time to survive and thrive and come together. With no join-up professional leadership, health reforms and a new CCPF announced – the resilience of the profession in 2019 proved how great Pharmacy is!".

To support the journey to strive and drive, The Pharmacy Show will return on **18-19 October 2020**.

About CloserStill Media:

CloserStill Media specialises in global professional events, within the technology, medical and healthcare markets. The healthcare portfolio includes some of the UK's fastest-growing and award-winning events, such as the Clinical Pharmacy Congress, Health Plus Care, Best Practice and The Respiratory Show. CloserStill delivers unparalleled quality and relevant audiences for all its exhibitions. It is an awarded leading innovator. With its teams and international events, it won multiple awards, including Best Marketer – five times in succession – Best Trade Exhibition, Best Launch Exhibition, and Rising Star – two years in series – among others.

For more information, visit www.closerstillmedia.com

For media queries or to arrange media interviews with companies and speakers, please contact:

CloserStill Media – The Pharmacy Show Team

Email: the-pharmacyshow@closerstillmedia.com

Sign up to the Pharmacy Show e-news:

www.the-pharmacyshow.co.uk/enews

... PRIMARY CARE NETWORKS IN 2020: HOW WILL THEY HELP BOOST PATIENT OUTCOMES?

◀ Continued from p1

and advanced assessment and history taking skills. This service, however, is expected to signpost patients to healthy living pharmacies and align with the New Medicines Service and the yet to be implemented Medicines Reconciliation Service. Pharmacists will take a central role in medicine safety and ensuring that patients get the best from their medicines and working across traditional boundaries is essential.

The community pharmacy consultation service aims to manage patients with a minor ailment or require an emergency supply of medicines. As this service expands, pharmacies will be able to take referrals from General Practice. There are an estimated 20 million appointments in General Practice that do not require a GP and a selection of these could be electronically referred from General Practice to Community Pharmacy. The range of patients managed in Community Pharmacy will increase over time.

Integration between General Practice and Community Pharmacy will increase to deliver clinical services on a joint basis. Many pharmacies already measure blood pressure, but in the future, regular management of cholesterol and measurement of cardiac rhythm will be commissioned by the PCN as part of their DES. A PCN that integrates with community pharmacy can more than double the points of contact with its population. This may not be the only opportunity for PCNs to drive

services with employed pharmacists in association with community pharmacists. There will be no reason why a PCN could not commission a variety of services from community pharmacies.

Pharmacists may play an important role in tackling inequalities. Their position in and relationships with their local community provides an understanding of public health and social care needs.

Clinical training requirements for all pharmacist will increase and joint training across. Primary care will become commonplace. Pharmacists in all sectors are expected to take on more clinical roles, delivering more one to one care for patients in a variety of places. As pharmacists push forward the boundaries in both clinical service delivery and service management, we must ensure that there are always the training programs available to support pharmacists expanding their scope of practice.

Today, pharmacists are doing more than ever and the new scope of practice is always expanding. It is an exciting time to be a pharmacist and the new contracts offer plenty of opportunities.

IntelliCold® Pharmacy Refrigerators from LABCOLD™



medical & scientific refrigeration

If you're looking for a long lasting pharmacy refrigerator packed with innovative technology, backed by a 5 year warranty choose Labcold.

The Labcold IntelliCold® range is designed from the ground up for the safe storage of temperature sensitive pharmaceuticals and uniquely features:

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- Automatic 24/7 data recording
- Optional micro SD card to transfer data from fridge to PC
- Second temperature probe that can be placed anywhere in the refrigerator
- Choice of glass or solid door across the range
- Choice of digital or key lock on all models
- Optional manufacturer's calibration certificate from our UKAS temperature calibration laboratory #8898



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5
YEAR WARRANTY

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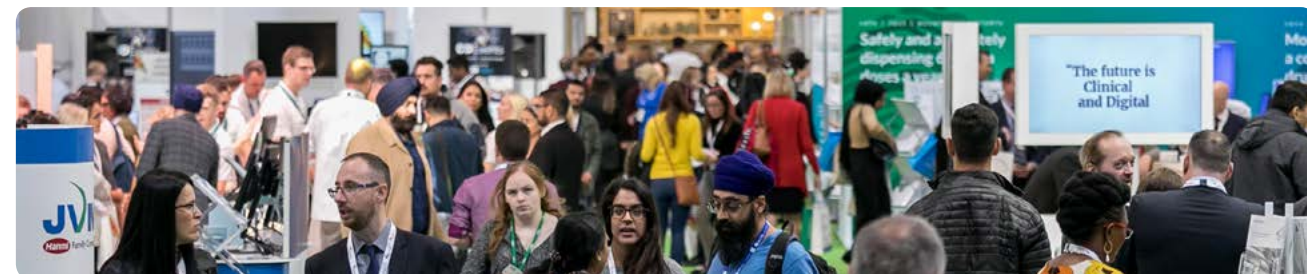
*Calls may be recorded for training and quality control purposes.

PXXXX.1-V1

NUMARK+

a PHOENIX Pharmacy Partnership member

Have a look at what our social media followers said about the event



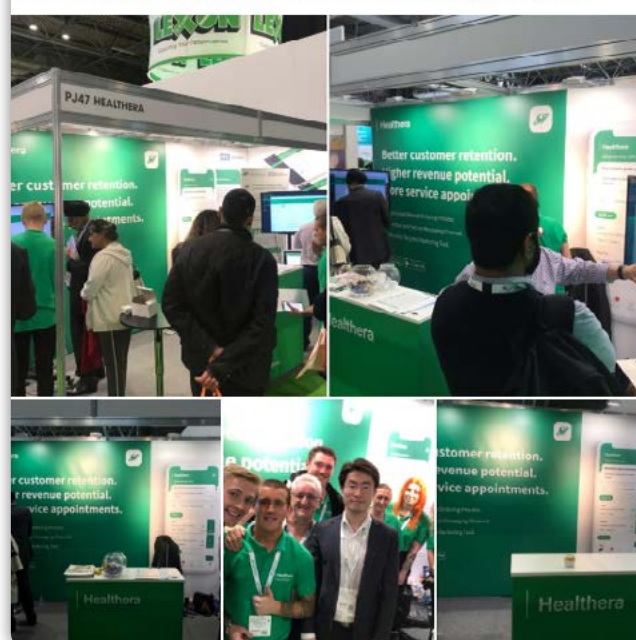
"I come every year. The Pharmacy Show is a great place to get up-to-speed with what's new, what's already happening and what's about to happen. There's a good mix of people, a nice mix and match of distributors with different types of products and services. You really get a feel for the entire pharmacy sector and its diversity."

INDERPAL DEHELE, LECTURER - UNIVERSITY OF BIRMINGHAM

Quintus Liu • 2nd
CEO at Healthera - We are hiring!
1mo • Edited

What an exhilarating two days at The Pharmacy Show 2019. The energy and enthusiasm of our customers always amazes me, and this year we've set a record for on-show signups. We have also picked 5 pharmacies to win a free year of Healthera Edition to be announced shortly!

#PS2019 #thepharmacyshow #dreamteam #healthtech #pharmacy #nhs



Sandra Carnall
@Sandra_Cegedim
1mo

He's right. This years @thepharmacyshow has been incredible and it's all down to the hard work and dedication of our amazing teams, both at the show and back in the office where the magic happens! Thank you so much for making @Cegedim_Rx an amazing company to work for and with.
twitter.com/Adam_CegedimRx...

Adam Dennett @Adam_CegedimRx
What an incredible team we have here at @Cegedim_Rx

Wow 🤩 The most successful show ever and I owe it all to this incredible team who have worked immensely hard.

The energy and passion is infectious.

I cannot thank all of you enough for your amazing work.

Take a bow



"The talks are not only interesting, but I also find them motivational and, I could say, inspiring even. It's also a really good place to see all the new technology available."

ELEANOR MAGENNIS, PHARMACY MANAGER- SLANE PHARMACY



94% of visitors were satisfied with the Pharmacy Show this year

"We have seen very good quality leads, and have been able to see the major trends in pharmacy. Over the last few years, it has been one of the best shows in regards to leads, period. Fun, interactive and broad."

WETSKE VAN BREDA, MARKETING MANAGER - NEWLAND



59% of visitors have not been to any other events in the last 2 years



94% of delegates would recommend Pharmacy Show to a colleague



Over **85%** of the 2019 floorplan was booked onsite at the show



93% of visitors said the Pharmacy Show was important for their profession

"A steady stream of people, real conversations and everyone has been very receptive. We found this year's show very insightful and very useful, not only did we achieve all of our objectives, we surpassed expectations. We gained a much better understanding of the industry."

LUCY EDEN & ERICA MODEN, LIBERTY FLIGHTS

"People are very interested and I am delighted. It is one of the busiest shows we have been to. We have really enjoyed the atmosphere here, there's been a lot of people, we have been able to meet new customers and reconnected with old. It has been busy with great potential."

HEATHER SMALL, SALES, GRAHAM ANTHONY

"There's a lot of variety and lots of learning, there are lots of products available for safety in pharmacy. I feel like the main benefit for me in attending The Pharmacy Show is how much it can broaden my knowledge: the session topics, distributors and quality of people have just ticked all the boxes for me."

SHILPA PUTTINI, CLINICAL PHARMACIST- GP SURGERY



Ashley Martin is a family run business with over 35 years experience. We specialize in pharmacy retail design & development through-out the UK & Ireland.



www.ashleymartin.com



O'DWYER'S PHARMACY - TIPPERARY



AFFORDABLE



QUALITY CRAFTSMANSHIP



REPUTATION



EXCELLENT BACK-UP SERVICE

Chloe Spring • 2nd
Marketing Manager at Invatech Health Ltd
1w • Anyone

The Pharmacy Show 2019 hugely exceeded my expectations. I mean I knew that there would be interest around Titan PMR but I didn't truly appreciate how much excitement there would be around an innovative PMR system in the industry.

The thing is Titan PMR isn't just a PMR. It gives you the tools to gain control over the whole process whilst simultaneously allowing the pharmacist to take a step back and focus on clinical services.

There's built-in analysis that tells pharmacists for example, which prescriptions or which month earned the most money, as well as staff analysis giving pharmacists the key insights needed to future-proof their business.

Learn more about Titan here: <https://lnkd.in/dy7ABkw>

#Invatech #Titan #PMR #TitanPMR #PMRreimagined #pharmacyfuture #EPS #pharmacy #innovation #tech #pharmacyforward #pharmacyunited #communitypharmacy #TPH2019

David Owen • 3rd+
Validation, Quality & Engineering Support for the Pharmaceutical, Biotechnology a...
2mo

Had a great time at The Pharmacy Show today meeting some new contacts and seeing amazing companies doing impressive stuff in the industry. Very proud to say that VQ Life Sciences play a small part.

Saam Ali • 3rd+
CEO at Pharmacy Mentor | Marketing Strategist | Business Consultant
1mo

Electrifying.

The Pharmacy Show nailed it. I want to thank them for a superb exhibition.

I've never seen so many awesome pharmacy products and services in one place.

HELLO AGAIN AND THANK YOU

Thanks for coming to see us at our stand



To see the full benefits of selling our range, find out more at OKeefesCo.co.uk

A game-changer for pharmacies as Titan PMR receives NHS accreditation

TITAN.

A ground-breaking Patient Medication Record (PMR) system is now available to pharmacists across England and Wales, following the first industry accreditation from the NHS in more than a decade.

Titan is an entirely new, innovative, cloud-based PMR solution capable of managing end to end workflow within pharmacies, to speed up the user experience for patients and practice owners alike.

Titan was accredited with Electronic Prescription Service (EPS) R2 accreditation in August 2019 and launched at the Pharmacy Show 2019 and is now available for use at all pharmacies in England and Wales.

PMR technology in the pharmacy sector has changed very little since the 90's and the barrier to entry for new providers has been extremely challenging since the NHS introduced electronic prescriptions in 2005 which involves complexity of NHS systems architecture.

With potential to mirror Xero's impact on accounting, or that of Uber on taxi hire, Titan is a single tool offering a full paperless workflow system for every pharmacy, with safe medicine dispensing and management, control over business activities and reporting, and potential for full integration with other pharmacy applications.

The launch of Titan is the culmination of three years' work by a significant team of developers, driven and influenced by pharmacy experts, alongside a multi-million pound investment, at Invatech Health based on Stapleton Road in Easton, Bristol.

The award-winning company was set up 5 years ago and, under the guidance of CEO Tariq Muhammad, has since created an enviable reputation with pharmacists for increasing business growth through providing care home services efficiently.

Before setting up Invatech, Mr Muhammad has pioneered a number of services in the pharmaceutical sector including successful chain of regional pharmacies in the 1990s,

aimed at optimising the expertise of pharmacists in the face of a sector increasingly dominated by major high street retailers. He also established one of the largest centralised pharmacies in England and was the first to introduce an electronic medicines management system into UK care homes.

Mr Muhammad believes Titan can help revitalise the pharmacy sector, freeing up pharmacists' time and enabling them to direct more attention on newly commissioned patient services, designed to relieve the burden from the shoulders of under-pressure GPs and the wider NHS.

He is initially targeting some 6,000 independent and small group pharmacists in England, although the company has had interest from larger corporates with tendering processes already underway.

"The small chains and independents are the ones which will most benefit from Titan and are the type of pharmacy I'm passionate about helping. They have been greatly deprived from the advances in technology seen in other sectors and neither have had the resources to optimise their businesses like the larger chains," said Mr Muhammad.

"Technology in pharmacy hasn't moved with the times –



most pharmacies have chaotic back offices, using systems which were developed 16 years ago. It's all done manually, making a production line which is incapable of meeting the expectations of customers while pharmacists' skills are wasted putting labels on boxes when they could be helping patients.

"We're fundamentally different to all other PMRs – ours is not a single station, it's an entire operating system and a multi-device platform. It's offering a new way of life for pharmacists.

"Titan is operating on a cloud-based Amazon Web Service and that, alongside the way we work with our application programming interface (API), is a first for the sector.

"We believe the processes we've created can save 80% of the pharmacist's time, freeing them up to do better work, consultation, administering medicines – all the work which they wanted to do when they started pharmacy.

"Titan is the "how" to the problem that everyone in our sector recognises. It can help to deliver the vision that everyone wants, while bringing benefits across the NHS and the health sector."

Mr Muhammad said that, with pharmacies spending an around £500 per month for their PMR systems, the potential for Titan was significant.

"We're making it affordable for all pharmacists," he said, "and we have exciting ideas for how we can develop our pricing structure to make it bespoke for the needs of individual businesses.

"Titan's going to be a winner for everyone, for pharmacists and for patients, and we're excited, as well as passionate, about its potential."

The largest international event for pharmacy professionals in UK

2019 NUMBERS SPEAK FOR THEMSELVES



Visitors:
9200+

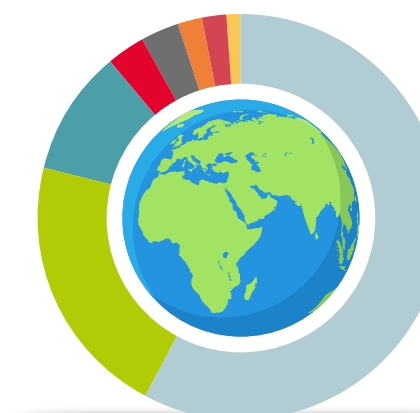


Exhibitors:
400+



Expert Speaker:
200+

VISITING COUNTRIES TO THE PHARMACY SHOW 2019



CONTINENT	
WESTERN EUROPE.....	58%
AFRICA.....	21%
EASTERN EUROPE.....	10%
NORTH AMERICA.....	3%
SOUTH EAST ASIA.....	3%
CENTRAL & SOUTH AMERICA.....	2%
MIDDLE EAST.....	2%
AUSTRALIA & PACIFIC.....	1%

WHO VISITED IN 2019?

INDEPENDENT
PHARMACY
53%

MULTIPLE
PHARMACY /
GROCERY CHAIN
25%

PHARMACY
WHOLESALE /
DISTRIBUTOR
13%

MANUFACTURER
9%

**+7% IN INDEPENDENT
PHARMACIES FROM 2018**

**+3% IN PHARMACY
OWNERS FROM 2018**

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Contiplan 25 (CON25) PIP Code: 405 7162

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gama
healthcare

TOP 20 EXHIBITORS

BAYER
PE35

Over 8 years Pharmacy experience with Bayer PLC and a passion for Community Pharmacy. Barry is determined to support the industry through the tough times faced by Pharmacies with the NHS cuts to prescriptions.

CDRX
PB40

CDRx is more than just a CD register. It gives you peace of mind with its compliance keeping accurate running balances, responsible pharmacist logs, near miss logs, dispensing error logs and more. With built in features and integrations for patient feedback and advertising. Sign up for a FREE trial at the show. www.cdregister.co.uk

CELTIC WIND CROPS
PH72

In the last three years Celtic Wind Crops have established ourselves as a trusted producer of quality CBD and Hemp products. Quickly becoming the biggest seller in Ireland and a High Street name in the UK, we're stocked in Pharmacy, Health Stores and recommended by therapists.

Fully vertically integrated – with traceability back to the fields in Ireland; our unique cold pressed process sets our products apart from any others. They remain 100% natural and as well as CBD, contain all the plant's goodness - over 150 Naturally Occurring Compounds, working synergistically, to create the entourage effect. Our organic/vegan friendly products are grown without herbicides/pesticides/fungicides and completely non-GMO

With four new ranges of products to be launched, a PR company engaged to compliment significant marketing for 2019/20, these are exciting times.

Fully licensed and regulated, please visit us at stand PH72 to fully understand just why we are unique.

CEUTA HEALTHCARE
PJ35

Ceuta Healthcare is 25 years old! We continue to deliver full business solutions to our clients: strategy, sales, trade marketing, consumer marketing, logistics, customer services and financial management – across brick and mortar customers and online. Members of the PAGB, H&BA and IGD, and accredited with Investors in People Gold and OTC Salesforce of the year 2019. We are proud of our people and the brands we represent, and continue to focus the changing market and continuous learning through our TMD Academy.

DAY LEWIS
PK35

The Day Lewis Group is an award-winning family business, consisting of one of the largest independent pharmacy chains in the UK and Europe. Founded by the late Kirit Patel MBE and his brother JC Patel in 1975. The business is now under the leadership of siblings, Jay, Rupa & Sam.

The Group remains a family-owned entity today, having grown from one pharmacy in Southborough to owning and managing over 280 pharmacies in the UK today. Day Lewis employs over 2600 people and has a major presence in the South of England, from Cornwall to Greater London. The company also has the management rights to the pharmacy concession in Harrods, the world famous department store in Knightsbridge, London.

As well as a strong retail pharmacy base, the Group contains a central distribution division, with warehouses equipped with Knapp automation, in order to supply over 4500 pharmaceutical products to its retail pharmacies.

DENWARD
PF35

Denward Manufacturing Ltd has been supplying the pharmacy sector for over 50 years with a range of specialist equipment & services. We have developed an unrivalled understanding of our customers needs for high quality, compliant products that can be supplied quickly and efficiently at great prices. We are constantly innovating with special focus being given to the development of products to support day to day regulatory processes saving time, delivering compliance and allowing our customers to concentrate on running their businesses.

To take advantage of our “Exclusive Show Offers” on our New Cloud Based Electronic Controlled Drug Register, Cold Chain automated environment monitoring system and Pharmacy Refrigeration by Lec Medical please visit our stand. We will also be showcasing our New Original Packaging Trolleys, Controlled Drug and Medicine Cabinets plus a range of essential Pharmacy Equipment. We look forward to seeing you, stand PF35.

INBODY
PH21

InBody body composition analysis is essential to completely understand health and weight as traditional methods of assessing health, such as BMI, can be misleading. Going beyond your weight, body composition analysis breaks down your body into four components: fat, lean body mass, minerals, and body water.

InBody measures your body composition and displays it on an organized, easy-to-understand Result Sheet. The results help you understand where your fat, muscle, and body levels are at and act as a guide to help you achieve your goals: whether that is fat loss, muscle gain, or a transformation of body composition to improve health and wellness. InBody provide accurate and reproducible body composition analysis, which has been clinically validated in over 2500 research papers. Along with InBody BPBIO blood pressure devices, InBody can offer a complete health and wellness screening package to pharmacies.

Three Pears:

CYCLAX - SKINCARE PIONEERS IN 1896 - REVIVED AND REFRESHED IN 2019

This historic skincare brand was born in London's Mayfair in 1896 and became a globally famous and well-loved Great British brand.

Cyclax Skincare has now been transformed by new owners, Three Pears Brands, with new branding, formulations, products and ranges all backed up by trade websites, marketing support and great range availability.

Cyclax were at the Pharmacy Show for the first time to focus on signposting the new brand ranges to buyers from retailers and wholesalers both in the UK and in selected countries worldwide.

The emphasis is on a British brand with a fantastic legacy, reinvented and redesigned for today's modern skincare market with more to come with a new Cyclax Sun range for next year already planned, designed and formulated.

For more visit <https://www.threepearsbrands.co.uk>

LABCOLD LTD
PC01

See Labcold's new controller for their popular IntelliCold® pharmacy refrigerators, developed for the safe storage of vaccines, pharmaceuticals, reagents and samples at this year's Pharmacy Show.

Featuring a touch screen using the same technology as a smart phone screen, this controller locks after 30 seconds so buttons can't be pressed accidentally and is completely flat so is easy clean and improves infection control.

To meet MHRA wholesale regulations, IntelliCold pharmacy refrigerators are now all fitted with a second 'wandering' temperature probe that can be placed anywhere in the chamber of the fridge or in a simulated load.

As you would expect, they fully meet the requirements of the DH Green Book in that they have minimum/maximum temperature recording with a reset, high/low alarms, fan assisted cooling, digital temperature display showing both probes, a choice of glass and solid doors and a choice of key or digital locks across the range.

Pharmacy Show
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For all that pharmacy demands

METHAMEASURE
PB40

Methameasure is a safe, fast and accurate way to dispense methadone saving you valuable time, money and giving peace of mind. Patient fingerprint and photo recognition, controlled doses, reduced paperwork and fully compliant. See how much you can save by talking to our staff. www.methameasure.co.uk

NIZORAL
PH56

Thank you to all those who visited the Nizoral® stand over the course of the show – we hope you got the chance to enjoy our fun photo booth!

Nizoral® is a medicated solution containing the active ingredient ketoconazole, and is clinically proven to put an end to dandruff. Over 50% of people are affected by dandruff and it is often accompanied by symptoms such as a flaky, itchy and red scalp. Compared to conventional anti-dandruff shampoos that only act on the surface, Nizoral® treats the root cause of dandruff – the fungus Malassezia furfur, resulting in freedom from dandruff for up to 3 months.*

Malassezia furfur occurs naturally in the microflora of the outer layer of every person's scalp, however excessive growth of this fungus leads to dandruff, itching and redness of the scalp. Factors such as stress, extreme weather conditions and an inadequate diet, can all lead to an excessive growth of Malassezia furfur.

*when applied every 1-2 weeks after initial treatment period.

PHARMA FINDER
PJ30

Launched at Pharmacy Show 2019, Pharma Finder was one of the most visited exhibitors receiving an overwhelming response from pharmacists and wholesalers alike.

Pharmafinder.co.uk is connecting wholesalers and pharmacies in a simple, easy to use web based platform, offering a comprehensive price comparison and ordering from multiple sources in a single transaction as well as bulk orders, repeat orders and a source of information on current stock.

Pharmafinder.co.uk – a FREE resource – allows the pharmacy to source the right products at the right price, efficiently, conveniently and with total control and confidence.

Reaching a wider market, wholesalers can showcase their services, uniting with pharmacies in the common objective of delivering cost effective medicines and maximum availability.

This 'must see' exhibitor thanks all those who attended and reminds you that if you missed the show, registration remains FREE! Contact Pharma Finder now!

Pharma Finder is the price comparison website.

RXWEB
PD20

RxWeb is the UK's only web-based PMR system designed to be the digital foundation for your pharmacy. The system caters to all pharmacy types and sizes including independents, groups, corporate chains and internet pharmacies due to its flexibility, speed, security and cost-savings.

The system provides users with intuitive workflows to streamline the whole dispensing process, manage day-to-day operations and supervise managerial activities. RxWeb modules include:

- Dispensing
- Ordering
- Patient Communications
- Clinical Services
- Care Homes
- Hub and Spoke
- Head Office
- Reporting

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For all that pharmacy demands

TOP 20 EXHIBITORS CONTINUED...

- Integrations
- RxWeb FMD

RxWeb is the best user-friendly system. It is very simple and straightforward to generate labels and repeat dispensing. It saves a lot of time compared to other systems available in the market. I would definitely recommend RxWeb to anyone.” Anish Sudhamani – Plymouth Healthcare Limited

RxWeb provides users with access to real-time data anytime and anywhere as well as the use of virtual remote management. Customers benefit from one single contract, automatic updates and backups, up to 6 terminals per site and access to the RxWeb N3 servers all at no additional monthly cost.

Contact us today to understand how RxWeb can save you money and boost your cash flow:

Web: www.rxweb.co.uk
Email: sales@rxweb.co.uk
Phone: 01280 824 600 (Option 2, Option 1)

TAX-LINK
PG18a

We hope you enjoyed the show and were able to meet Tax-Link Chartered Accountants and Tax Advisors.

If not, get in touch and we will tell you what we can do for you.

We have built a wealth of knowledge and experience with community pharmacies and can offer pro-active tax planning and a reduction of accountancy fees, allowing you more time to do the things you love.

If you missed the opportunity to sign up with Tax-Link at the show, no problem! We will extend our offer of the first month's fees to be waived if you sign up within a month after the event.

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PK31

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Wesleyan Bank also launched its new guide to 'Buying a Pharmacy' on stand PK31 which explains the ten key stages of buying a pharmacy, from finding the right opportunity to funding the acquisition, due diligence and more. To request your free copy, email: bankcommercialsales@wesleyan.co.uk. call: 0800 980 9348 or visit wesleyan.co.uk/pharmacy for more information.

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The cornerstone of all Olgani products is hand-harvested unprocessed Sea Salt. The benefits of this ingredient, with its distinctive taste, are imprinted on our entire range. Sea salt has for centuries held a worldwide tradition of use in oral care, acting as a natural preservative that helps to keep oral microbiota in balance. Sea salt stimulates saliva production which provides vital minerals for enamel remineralization. Adequate amounts of saliva acts as a natural rinse removing food particles, thus reducing dental plaque formation. Sea salt alkalizes the oral cavity which helps to neutralize acids attacking tooth enamel while facilitating better mineral absorption.

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- Charcoal & Cocoa wit added minerals offers natural tooth enamel whitening, toxin removals & tooth sensitivity prevention.

All Olgani products are free of fluoride, SLS, parabens or other artificial preservatives, glycerine, sorbitol, dyes, titanium dioxide, abrasive agents and synthetic emulsifiers.



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Lipid Formulated Ibuprofen: Improving pain relief choice in Pharmacy

For joint pain there are already many treatment options available without a prescription in pharmacy, so do pharmacists need another one? This was the question that pharmacist Angela Chalmers posed to an audience at The Pharmacy Show on 6th October 2019 at the NEC.

FLARIN

She went on to share several reasons why pharmacists might be on the lookout for another pain relief option for their patients: for around half of patients, over the counter options do not provide enough relief; for around one in three, there are concerns about damage to the stomach lining caused by NSAIDs such as ibuprofen – especially those who are taking them over longer periods where this is a worry for 8 in 10, and for others the issues relate to side effects experienced from using combination products such as those containing codeine.

So, what can pharmacists recommend to address these concerns and challenges? In addition to lifestyle advice, they can now offer a product called Flarin which is available from pharmacy counters in many pharmacies. Flarin is a novel formulation of ibuprofen where the ibuprofen has been encased in lipids. Flarin has been shown to significantly reduce the incidence of gastrointestinal adverse events¹ which are associated with standard ibuprofen capsules as its unique lipid formulation helps shield the stomach from damage. Flarin has been proven to deliver the same levels of joint pain relief as prescription strength ibuprofen (2400mg/day) but at an over the counter dose (1200mg/day).¹

So how does Flarin achieve this? Dr Robin Bannister, one of the scientists behind the development of Flarin, reminded

the audience how lipids have been previously used in medicines to improve bioavailability and went on to discuss how the technology has been applied to Flarin to create a formulation of ibuprofen which delivers improvements in both gastrointestinal tolerance and efficacy. He shared pre-clinical data which show how lipid formulated ibuprofen is more anti-inflammatory in preclinical model systems than high strength prednisolone, used to treat colitis, and a monoclonal antibody treatment used to treat rheumatoid arthritis.

Dr Bannister reminded the audience how lipid encased drugs are absorbed through lipid channels, forming micelles which are ultimately transported via the lymphatic system and provide the basis for Flarin's superior pain relief profile.

He also demonstrated how Flarin shields the stomach from damage: in a simple experiment he showed how Flarin's lipid ibuprofen is kept away from the stomach walls by remaining within the lipid layer whereas ibuprofen liquid capsules appear to precipitate their contents onto the stomach lining.

Dr Bannister finished his presentation by sharing the findings from the FLARE study, a landmark clinical trial where 1200mg/day of lipid ibuprofen (Flarin) was shown to be as effective as prescription-strength ibuprofen (2400 mg/day) at reducing joint pain¹. In addition, taking two capsules (400 mg) of Flarin three times a day for five days gave 86% of patients improvement in their flare-ups (including a reduction in stiffness and swelling).

1. FLARE: Bierma -Zeinstra SMA, Conaghan PG, Brew J et al. Osteoarthritis Cartilage. 2017 25; 12: 1942–1951

Flarin 200 mg soft capsules. Ibuprofen. For the relief of rheumatic or muscular pain, pain of non-serious arthritic conditions, backache. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at <http://www.mhra.gov.uk/spc-pil/index.htm> Legal category: P. MA holder: infirst Healthcare Ltd, Central Point, 45 Beech St, London EC2Y 8AD.



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The Future of FMD with Newland

It's been over 9 months since the European Commission's deadline for the FMD. If you're not quite compliant yet, you're not alone. Newland took part in the Pharmacy Show in October to talk to pharmacies about struggles they are facing with compliance. As a proven expert on FMD barcode scanning, they guided visitors through the hardware that connects to the software that would help them on their way.

So, what is the FMD (Falsified Medicine Directive)?

The goal of the FMD regulations is to track and verify the authenticity of pharmaceuticals that are being distributed into and throughout the European Union. Most importantly, it is aimed to improve the safety of patients by decreasing the risk of receiving counterfeit or tampered with medication.

For pharmacies, it means they are required to scan 2D barcodes to verify medicines against the NMVS. For many, that translates to a need for new hardware that can read 2D barcodes.

What barcode scanners do you need for FMD compliance?

Newland is the main partner of major FMD software houses like EMIS Health, Cegedim Rx and FMD IT. They offer barcode scanners for pharmacy solutions of all shapes, sizes and budgets.

At the start of the journey – nearly two years ago – the main concern was how pharmacies could budget for an enforced change in software and hardware. Not only did the change need to be technically sound, but technically sound with a

sympathetic price point for the end user. Newland was able to tick the boxes from the hardware side with a well performing 2D scanning solution that was close to the same price point that pharmacies were used to paying for 1D scanners.

By the time we had approached the deadline and, in February, passed it, the market had become more accepting of the change. As their appreciation for the directive evolved so did their taste in scanning perception. More demands were being placed on the scanning performance to include other functions in the pharmacy. Especially in POS applications that add a wider variety of code types and sizes. Customers were also looking to neaten up the workspace and looked to wireless scanning solutions. Newland were able to provide a range of solutions to suit the increased demand that included: bluetooth scanners, megapixel high performance readers and highspeed hands free solutions.

Looking Forward with Newland

The Pharmacy show came at the perfect time for Newland to showcase the evolution of FMD scanning and focus on the next stages. Although there are a few late adopters of

FMD – which we are well placed to advise – the majority of the visitors are now looking to see what exciting things they can do with drug tracking. One of the next steps in pharmacy include Android and windows mobility solutions. Hardware that's already being lined up by our partners to track drugs in pharmacy but also delivering drugs to care homes or to patient's residence. Newland's hardware is suitable from the high street to bedside.

FMD might have seemed like it added more unnecessary process and expense, but the reality is, it has added clarity to supply. Out of it there have been wonderful innovations that make patient care more efficient and accountable.

To those who are looking for FMD hardware or your looking for new ways to provide patient care, visit our website at newland-id.com and select your region for a list of partners who are capable of supporting you. Alternatively, you can email info@newland-id.co.uk directly and we can guide you in the right direction.

New ideas and Newland – the perfect match. See you next year...



Connecting Online Players with Brick-and-Mortar Pharmacies

Like many other sectors, the world of pharmacies is undergoing some fascinating transformations, evolving to fit the needs of 21st century clients. With home deliveries becoming a key differentiating factor in the last few years, 79% of all pharmacies have started to offer the convenience of home delivery. Moreover, 84% of pharmacists have reported an increase in demand for home delivery in the past year.



With housebound patients, as well as those who might not be able to make it to the pharmacy during weekdays due to longer commutes and 9 to 5 opening hours, home delivery is a positive change for all.

However, for pharmacies this might be more of a headache, adding to their already full workload. With hours spent planning the deliveries, and then potentially trying to execute them with the help of their staff, having a premium service that matches clients' expectations is no easy feat. And the struggle exists both for online pharmacies and more traditional, brick-and-mortar establishments.

By combining the strengths of these two types of pharmacies, Stuart believes that a winning, no-headache model can be created. By working for years as a trusted delivery partner for online and brick-and-mortar pharmacies, Stuart has been able to connect the two to support each other's growth.

By empowering smaller independent pharmacies to become dispensaries for internet pharmacies, their convenient locations would allow the former to act as mini-warehousing solutions for the online players, giving them better, quicker and more efficient last mile delivery coverage. By acting as distribution centres for internet pharmacies, which are usually based outside of urban centres, independent chemists are able to generate new revenue streams, expanding their last mile offering and

optimising the use of their retail space.

Not only would this collaboration increase revenue for both establishments, thanks to a commission-based model, but it would also allow for pharmacies to build a better and faster experience for end-customers and patients. By centralising medicine in a single location, both the online and independent pharmacies would be able to offer same-day delivery to all of their customer base, exceeding their expectations and giving them a seamless experience.

By plugging into an on-demand delivery provider like Stuart,

pharmacies can use the simple dashboard to schedule deliveries for same-day or next-day drop-off to their patient's doorstep. Thanks to integrated GPS tracking and DBS checked independent couriers, the medications can be quickly shipped around urban centres across the UK at the click of a button and in a secure way. And by building a network of pharmacies, patients will be getting a better and quicker service. Collaboration through technology will help catapult even the smallest local pharmacies to the forefront of the patient's mind, allowing them to provide a five-star service across all channels, online and offline.



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Primary Care Networks – Will they be the game – change for community pharmacy?

There are around 1,300 geographical networks of GP practices covering populations of approximately 30,000-50,000 people in England. Of course, nothing is this simple and some PCNs will be bigger, some smaller and some will stretch over traditional CCG boundaries. Where the GP practices will retain their own contracts, there will be a new network contract. It is through this contract that the NHS hopes to deliver important aspects of the NHS long-term plan and they plan to invest significant amounts of new money through these PCNs.

It is all about size, and the thinking behind the PCN is simple. A single practice may not be large enough to have the capacity and expertise to deliver everything on their own. Encouraging practices to work together, means that they can share expertise and resources and bring in a wider set of staff roles than would be available in a single practice.

Practices will sign a network agreement, a legally binding agreement between the practices setting out how they will work together. Networks can use this agreement to set out wider objectives and record the involvement of other partners including community pharmacies. Although they will be encouraged to work with local partners, it will depend a lot on the willingness of those partners to engage and explain what they can do.

Funding is already available to support the infrastructure of the PCNs and over time significantly more money will be available to support NHS national and local objectives. The networks will be required to deliver five national service specifications, starting in April 2020: structured medication reviews, enhanced health in care homes, anticipatory care (with community services), personalised care and supporting early cancer diagnosis. A further two services will start by 2012 including cardiovascular disease case-finding and locally agreed action to tackle inequalities.

There is no clear direction to involve community pharmacies as partners, although many people suggest that they will.



Money will definitely be available for PCNs to employ their own pharmacist and NHS England expects a PCN to employ up to six pharmacists over the next 5 years. But what should community pharmacies do to ensure that they are trusted partners within the network and are paid to deliver additional clinical services?

Co-operation will be the buzzword for success. Local Pharmaceutical Committees (LPC) should start the process of mapping pharmacies to their networks and ensuring that this information is discussed, agreed and distributed. It would be sensible for the group of community pharmacies

to come together and discuss how they will work together and how they will engage with the network. Each network will have an accountable clinical director appointed by the members of the network. It would be sensible for the LPC to facilitate that introduction of the lead community pharmacist to the clinical director and begin the conversation around what they could do and would want to do to support the network in their first five national services.

The community pharmacies could start with discussing the services that they currently provide such as the NHS Urgent Medicine Supply Advanced Service (NUMSAS) and the NHS 111 Digital Minor Ailment Referral Service (DMARS). The PCN may want to support the expansion of the DMARS to include their GPs as a source of referrals. The opportunities seem endless, but always remember that they are not mandated. If you are looking for simple advice then consider this:

- If you are considering developing private clinical services then go ahead and see how they might fit into PCN objectives later on
- Form your own community pharmacy network within the boundaries of the PCN, talk about what you can collectively deliver and make contact with the PCN clinical director – co-operate and collaborate.

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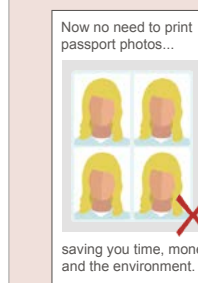
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‘SLOW BUT STEADY START’: ONE MONTH INTO THE NHS 111 REFERRAL SERVICE

Article provided by C+D. It has been a “slow but steady” start to the CPCS, with just a small number of referrals since it went live in October.

Over 10,000 pharmacies have signed up to the Community Pharmacist Consultation Service (CPCS), which sees pharmacies receive £14 for each consultation they complete following an NHS 111 referral for minor illnesses and urgent medicines supply, since it went live on October 29.

However, pharmacists have told C+D that they have only received a few referrals in the first month of the service, and in some cases, have not been able to complete the consultations, because of IT glitches or patients not turning up for their appointments.

Low number of referrals

Rob Severn, chair of the Nottinghamshire local pharmaceutical committee (LPC), said his LPC “is working with NHS 111 and other interested parties” to understand the reasons behind contractors in his area receiving so few referrals, with the aim of “increasing the uptake”.

Olivier Picard, who owns and manages Newdays Pharmacy in Reading, told C+D that his pharmacy has only received five referrals since October 29, all of which were on Saturdays.

“NHS 111 referrals occur primarily out-of-hours (OOH),” he explained. “Our opening hours are 9am-6pm during the week – the same as the local GP – and we are open 9am-2pm on a Saturday.”

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“NHS 111 referrals occur primarily out-of-hours (OOH),” he explained. “Our opening hours are 9am-6pm during the week – the same as the local GP – and we are open 9am-2pm on a Saturday.”

“Because patients have access to the GP during our opening hours, they only end up calling NHS 111 when the GP is closed [on a Saturday],” Mr Picard suggested.

Sadik Al-Hassan, manager of Well Pharmacy in Kingswood,

Bristol has received three referrals since the CPCS launch date; one for an emergency supply, “for a care home patient who needed an antipsychotic medicine, because they had damaged one of [the tablets] and they just needed one to continue the course”, he explained.

The two minor illness referrals his pharmacy processed were for thrush and stomach pain, Mr Al-Hassan said.

Inappropriate referrals from NHS 111

In some cases, pharmacists received NHS 111 referrals from patients in need of a controlled drug, which – with the exception of phenobarbital or phenobarbital sodium to treat epilepsy – cannot be supplied under this service.

Mr Picard said a patient needing pregabalin was sent to his pharmacy. After explaining to the patient that he could not dispense the medicine he needed, Mr Picard called NHS 111 back to ask a doctor to issue a prescription.

“Eventually, I managed to talk to a doctor, and they issued one. But the OOH doctor who issued the prescription made the patient go to the OOH centre to collect it,” he said.

It would have been easier if the patient had been directly referred to an OOH doctor, rather than the pharmacy, in this case, Mr Picard said.

Hitesh Patel, chief officer at City and Hackney LPC, said contractors in his area have also reported cases where they received inappropriate requests for strong painkillers, including controlled drugs, from patients.

“They get upset when the pharmacy turns them away,” he said.

However, in other cases, patients decided not to turn up for their appointments at the pharmacy. Mr Patel believes

this could be one of the reasons why pharmacists have reported not being able to conclude the consultations with their patients on Sonar – the IT system London contractors are using for the CPCS.

“A couple of contractors [told me] that when they’ve chased the patient, they found that they had managed to find a GP appointment and [decided to go to] the GP for their minor illness problem,” he said.

“Are patients ready for this type of service yet?,” Mr Patel questioned.

NHS 111 and pharmacy misunderstandings

A locum pharmacist who works in Shropshire, who has asked to remain anonymous, told C+D they have only dealt with two CPCS referrals for minor illnesses.

In one of the two cases, the pharmacy staff had misunderstood which email address the CPCS referrals were sent to, therefore failing to identify the referral for several hours, the pharmacist said.

Then, when the referral was picked up “NHS 111 call handlers had listed the daughter’s phone number instead of the patient’s”, they explained.

When the pharmacy contacted the patient 18 hours later, they had “left the area and could not attend the appointment”, the pharmacist added.

(Link to full story on C+D website: <https://www.chemistanddruggist.co.uk/news/slow-steady-start-one-month-nhs-111-referral-service>)



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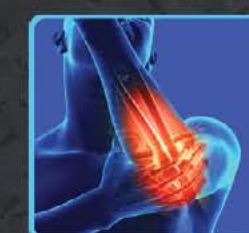
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¹ – Rojas, Antifungal susceptibility of *Malassezia furfur*, *Malassezia sympodialis*, and *Malassezia globosa* to azole drugs, 2014

² – Faergemann J. Treatment of seborrhoeic dermatitis off the scalp with ketoconazole shampoo. A double-blind study. Acta Derm Venereol (1990); 70: 171-172.

³ – Pierard GE, Anese JE, Pierard-Franchimont C, DE Doncker P. Prolonged effects of anti-dandruff shampoos - time to recurrence of *Malassezia* ovals colonization of skin. Int J Cosmet Sci 1997;19(3):111-117

Nizoral Dandruff Shampoo. Contains ketoconazole. Thornton & Ross Ltd., Lintwate, Huddersfield, HD7 5QH, UK. Cassis cation P. Used for the prevention and treatment of the scalp conditions dandruff and seborrhoeic dermatitis. Information about this product, including adverse reactions, precautions, contra-indications, and method of use can be found at: <https://www.medicines.org.uk/medic/products/6764/dandruff>



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