

+Pharmacy Show

For all that pharmacy demands

WE'RE BACK

FULL SHOW
PREVIEW
INSIDE!

WHAT TO EXPECT IN 2025:

- **2 BRAND NEW** theatres
- **NETWORKING ZONE**
- 300+ Suppliers
- 150+ Educational sessions

SAVE THE DATE

12-13 October 2025
NEC Birmingham

Scan to register
your **FREE** two-day
pass today





Empowering your pharmacy to deliver outstanding care

Stand E35



For over 20 years, Optum have been the trusted clinical software provider for community pharmacies. Delivering technology that helps manage workload, enhance patient care, and support business growth in a constantly evolving healthcare landscape.

And as pharmacy evolves, we’re evolving with it. By focusing on what matters most – saving time, simplifying processes and supporting sustainability – we’re building digital solutions designed to support your pharmacy. Through smarter dispensing workflows, enhanced clinical services and data-driven decision making, our connected technology empowers better patient care and helps your pharmacy thrive – both today and into the future.

ProScript Connect®



Trusted by over 5,700 community pharmacies across the UK

PharmOutcomes®



Trusted by over 90% of community pharmacies in England

Patient Access®



With over 18 million users, Patient Access is the UK’s leading independent patient services app

We’re not just imagining the future of pharmacy – we’re already delivering it.

Visit us at **stand E35** or scan the QR code to learn how we can support your pharmacy.



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Healthcare business isn't just about who you know. It's about who you don't.

Looking to expand your business? Perhaps it's not the people you know, but the ones you don't that can help. As part of a large global bank, but with a local team of healthcare specialists, we could support you to navigate your daily business challenges. Let us connect you to the people you need to know.



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Welcome to The Pharmacy Show

The Pharmacy Show will open its doors again on 12-13 October 2025 at the NEC Birmingham. With two days of strategic and practical learning opportunities, hundreds of products and solutions, and numerous opportunities for networking - all based on what you need, we cannot wait to welcome you back.

The Pharmacy Show programme (see pages 9-19) has been tailored to ensure that you can take away and implement your learning immediately. We have been working hard to deliver you an educational programme of the highest quality, led by the very best people within the sector.

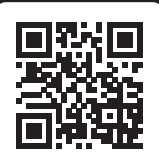
BUILD YOUR ITINERARY
The Pharmacy Show has something for every member of your team. With ten theatres of valuable content, there is plenty to choose from over the two days. Explore the programme on **pages 9-19**.

MAKE YOUR SUPPLIER WISH LIST
Who's on your must-see list for **the Pharmacy Show**? Whether you've been before or you're visiting for the first time, we've got you covered. Discover our list of exhibitors on **page 22**.



Check out the latest sector innovations and new products. Speak to experts and suppliers on the exhibition floor to find answers to your everyday challenges

REGISTER FOR YOUR FREE TWO-DAY PASS NOW





Your Frequently Asked Questions

CONFERENCE HOURS
Sunday 12 October: 09:00 - 18:00
Monday 13 October: 09:00 - 16:30

Who can attend The Pharmacy Show?
Any member of a pharmacy team and any registered healthcare professional can attend the event free of charge. Commercial professionals can attend for a fee.

How do I register?
Visit **thepharmacyshow.co.uk** or call us directly on **+44 (0)20 8176 1921** to register.

Interested in exhibiting at the event?
Join over 300 exhibitors at this year's event, email us at **g.tyson@closerstillmedia.com** or call **+44 (0)207 348 4903** to discuss exhibiting at the largest pharmacy event in the UK.

How do I obtain my certificate of attendance?
Certificates will be available four weeks after the event and will be sent to you via e-mail.

Will there be any onsite events taking place?
Yes, we are excited to welcome **RX Advisor's live vaccination training**, as well as the return of the **Practical, Clinical and Consultation Forum** with **Meducate**, which you can find out more about on **page 7**. Our **networking drinks reception** returns on **Sunday 12 October at 18:00 in the Main Show Café**.

Is there a mobile app?
Yes, we have an official app where you can find our **floor plan, exhibitor list, conference programme** and much more! **"The Pharmacy Show"** Available soon on the App Store & Google Play.



Running a pharmacy has never been more challenging: from rising costs to complex regulations and fierce competition. That's why we're launching **the Pharmacy Owners Forum**: a dedicated space to help current and future owners succeed.

Why attend?

- ✓ **Stay ahead** with actionable insights into the latest pharmacy trends and business models
- ✓ **Get practical advice** from experts and experienced owners on real-world challenges
- ✓ **Improve efficiency** with strategies to cut costs and streamline operations that you can implement tomorrow
- ✓ **Plan for growth**, whether you're expanding or opening your first pharmacy
- ✓ **Connect with peers** who understand your business and can help you grow

More than just a theatre, The Pharmacy Owners Forum is your go-to hub for smart solutions and valuable connections.

If you're focused on success, the Pharmacy Show is where you need to be.



The Pharmacy Show is proud to announce a brand-new collaboration with MORPh Consultancy and to introduce the **MORPh Clinical Theatre** – a dedicated space designed to deliver insightful, practical sessions tailored to the needs of clinical and community pharmacy professionals in primary care.

MORPh is a leading organisation supporting pharmacy professionals in primary care, providing high-quality education, resources, and networking opportunities for pharmacy teams. Together, we're shining a spotlight on the vital role GP pharmacists play in delivering outstanding patient care across the NHS.

Why you should attend?

If you're a GP pharmacist or part of the primary care pharmacy workforce, this is your chance to:

- ✓ Gain valuable, practice-focused knowledge
- ✓ Connect with peers and sector leaders
- ✓ Be inspired to make a greater impact in patient care

Don't miss this exciting new feature – register today and be part of it!



Meducate Academy's interactive workshops are designed to equip pharmacists with practical communication and clinical skills to better manage difficult patient interactions.

Running across both days of the event, each 45–60 minute session focuses on real-world challenges pharmacists face, offering tools and strategies you can apply immediately.

These include:

- ✓ Effectively handle referrals, tests, and the risk vs benefits of physical examinations
- ✓ Quickly building rapport using active listening, minimal encouragers, and open and closed questions
- ✓ Utilise de-escalation techniques to manage challenging situations
- ✓ Conduct focused consultations and examinations with precision and accuracy
- ✓ Tackle diverse clinical scenarios with confidence

Spaces are limited and will be prioritised to registrants first **BOOK YOUR FREE TWO-DAY PASS AND WORKSHOPS HERE!**



Since 2015, Rx Advisor and the Pharmacy Show have trained over 1,000 healthcare professionals through their **CPD-accredited vaccination course**.

Designed for pharmacists, pharmacy staff, and other healthcare professionals, the course covers:

- ✓ Injection techniques (IM, SC, ID)
- ✓ CPR & basic life support (incl. AED use)
- ✓ Anaphylaxis management
- ✓ Vaccine updates & disease knowledge

Training combines **online learning** with a **hands-on workshop** at the show, giving you both knowledge and practical skills.

Advance your expertise and deliver safer, more effective patient care.

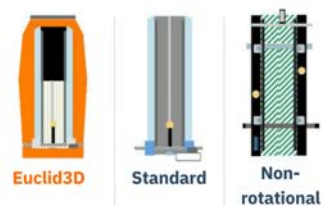


THE MOST ADVANCED DISPENSING ROBOTS



THE Euclid3D DIFFERENCE!

Key features and benefits of each gripper arm



Why Avonnex? ASK OUR AVONNEX COMMUNITY STAND D35



Advanced Automatic Loader

- Throw boxes in the Loader and walk away
- Accurate expiry date stocking using OCR technology
- Up to 300 items/hour stocked



Advanced Dispensing Exits

- Real-time dispensing information
- Safely share with multiple users
- Reduce dispensing errors



KEYNOTE THEATRE

Editorial Partner **pharmacy**

09:30 - 10:10

The 10 year plan - what does this mean for pharmacy?

Janet Morrison, Chief Executive Officer, Community Pharmacy England
Ian Strachan, Pharmacy Group Owner, Strachan's Chemists, Board member of Independent Pharmacies Association (IPA)
Olivier Picard, Chair, National Pharmacy Association (NPA), Founder and CEO of Newdays Pharmacy Ltd
Malcolm Harrison, Chief Executive Officer, The Company Chemists' Association (CCA)



10:25 - 10:55

Pharmacy finances and contract - cards on the table

Dr Leyla Hannbeck, Chief Executive Officer, Independent Pharmacies Association (IPA)
Michael Niblock, Director of Finance, Pharmacy Care Plus
Andy Harwood, Director, Pharmacy Seekers
Peter Kelly, Director, Sandoz Pharmaceuticals



11:10 - 11:40

Weight management advertising regulation update

Roz Gittins, Chief Pharmacy Officer and Deputy Registrar, General Pharmaceutical Council (GPhC)
Taylor Meanwell, Compliance Executive, Committee of Advertising Practice



11:55 - 12:35

UK Pharmacy Professional Leadership Advisory Board - unified and collaborative leadership in pharmacy

Mahendra Patel, UKPPLAB Independent Expert Member, UKPPLAB
Shilpa Shah, CEO, CPNEL
Claire Anderson, President, Royal Pharmaceutical Society
Amy Laffin, Vice President/Interim President, APTUK
Graham Stretch, President, PCPA
Ellen Williams, Director of Regional Pharmacy Training, Pharmacy Workforce Development South



12:50 - 13:20

Building a strong future for independent community pharmacy

Henry Gregg, CEO, NPA



13:35 - 14:05

The new direction of travel for community pharmacy - who is onboard?

Dr Leyla Hannbeck, Chief Executive Officer, Independent Pharmacies Association (IPA)
Sam Patel, Executive Director, Day Lewis



14:20 - 14:50

Pharmacy Technicians - leadership, the landscape and future horizons

Amy Laffin, Vice President/Interim President, APTUK



15:05 - 15:35

Modernising the community pharmacy contract

Jill Loader, Associate, Primary Care Commissioning



15:50 - 16:20

RPS Royal College update

Jonathan Burton, Chair - Scottish Pharmacy Board & Assembly Member, RPS



16:35 - 17:05

CPE Update

Janet Morrison, CEO, Community Pharmacy England



17:20 - 17:50

How to engage with local MPs

Zoe Long, Director of Communications, Corporate and Public Affairs, Community Pharmacy England
Shilpa Shah, CEO, CPNEL
Reena Barai, Owner, S G Barai Pharmacy



BUSINESS THEATRE

Editorial Partner

10:30 - 11:00

Session details TBC

11:00 - 11:45

Being a woman entrepreneur in pharmacy: challenges and advice
Waheedat Owodeyi, Superintendent Pharmacist, Pharmacyexpress
Ifesi Anyamene, Superintendent Pharmacist and Director, Fieldway Pharmacy
Sukhi Basra, Vice Chair, NPA
Rifat Asghar-Hussain, Superintendent Pharmacist, Evergreen Pharmacy, Board Member, IPCN

12:00 - 12:30

Future Pharmacy: helping independents build services
Louise Baglole, Director of Professional Services, NPA

12:45 - 13:15

Self-testing and your pharmacy
Chelsea Tooze, Director of Global Quality & Regulatory, 2San

13:30 - 14:00

What does the UK's blueprint for pharmacy actually mean for me?
Minesh Parbat, Chief Pharmaceutical Officer and Clinical Director for Pharmacy and Medicines Optimisation, NHS Shropshire, Telford and Wrekin ICS
Jay Badenhorst, Director of Pharmacy, PDA

14:15 - 14:45

Consumer health and private clinical services
Sarwar Alam, Assistant Editor, Pharmacy Business

15:00 - 15:30

Session delivered by Boots

15:45 - 16:15

Community pharmacy funding masterclass
Mike Dent, Director of Pharmacy Funding, Community Pharmacy England

16:30 - 17:00

Session delivered by Positive Solutions
Ian Lynch, Senior Technology Consultant, Positive Solutions
Matt Ellis, Product Manager, Positive Solutions

PHARMACY OWNERS FORUM

Sponsored by

10:30 - 11:00

How I launched my aesthetics journey
Dervis Gurol, Superintendent Pharmacist and Independent Prescriber, Sussex Pharmacies, Director, IPCN

11:10 - 11:40

From new owner to building a pharmacy portfolio: administrative and legal 101
Thorrun Govind, Healthcare Lawyer (Brabners), TV Health Expert

11:50 - 12:20

Hub and Spoke Unpacked: Structure, Set-up and Standards Simplified
Richard Hough, Partner and Head of Healthcare, Brabners
Ashley Kilgas, Chief Commercial Officer, Centred Solutions

12:30 - 13:00

Understanding your rights and obligations as a pharmacy owner
Dervis Gurol, Superintendent Pharmacist and Independent Prescriber, Sussex Pharmacies, Director, IPCN

13:10 - 13:40

Expansion blueprints: identifying, acquiring, and successfully expanding into new pharmacy locations
Sri Kanaparthi, Owner, Vigo Pharmacy
Mitesh Patel, Owner, Medicine Clinic Pharmacies

13:50 - 14:20

Session delivered by Alphega
Neil Scobie, Head of Member & Engagement, Cencora
Mandeep Mudhar, Head of Alphega Pharmacy UK

14:30 - 15:15

Advertising private services: key legal, safety, and business advice
Thorrun Govind, Healthcare Lawyer (Brabners), TV Health Expert
Trevor Gore, Associate Director, Institute for Collaborative Working
Ahsan Bhatti, Owner, Apothecare Group

15:25 - 15:55

Private services 101: unlocking the revenue potential of your private pharmacy services
Waheedat Owodeyi, Superintendent Pharmacist, Pharmacyexpress

16:05 - 16:35

Online pharmacy 101
Ahsan Bhatti, Owner, Apothecare Group
Sri Kanaparthi, Owner, Vigo Pharmacy

16:45 - 17:15

Upskilling your workforce to deliver more NHS and private services
Simon Harris, Owner, Cadbury Heath Pharmacy & Health Clinic Bristol

CLINICAL THEATRE

10:30 - 11:00

Session delivered by Weleda

11:15 - 11:45

Headache management
Alastair Buxton, Director of NHS Services, Community Pharmacy England

12:00 - 12:30

Session details TBC

13:00 - 13:30

Emergency contraception: how do we incorporate and maximise this service in community pharmacy
Shilpa Shah, CEO, CPNEL

13:45 - 14:15

Session delivered by CIG

14:30 - 15:00

Pharmacy First and Frimley in focus: a blueprint for delivering collaborative, integrated community pharmacy services
Yinka Kuye, Head of Pharmacy, Primary Care Transformation, NHS Frimley Integrated Care System
Caroline Pote, NHS Frimley Integrated Care Board
Caroline Martinez, Community Pharmacy Integration Project Manager, NHS Frimley Integrated Care Board

15:15 - 15:45

Session details TBC

16:00 - 17:00

NPA masterclass - How to make your pharmacy services ready for the NHS 10-year plan revolution
Sanjeev Panesar
Baldev Bange

17:15 - 17:45

Governance and quality control around extended prescribing services
Jonathan Burton, Chair - Scottish Pharmacy Board & Assembly Member, RPS
Emma Anderson, Pharmacist Independent Prescriber, Clinical Services Director
Ahsan Bhatti, Owner, Apothecare Group

PUBLIC HEALTH & WELLBEING FORUM

Editorial Partner

09:40 - 10:10

Service innovation through pharmacy workforce transformation: medicines optimisation in special schools
Nirusha Govender, Associate Director for Pharmacy Workforce, Quality & Safety, NHS Kent and Medway ICB

10:20 - 10:50

Session details TBC

11:00 - 11:30

From treatment to prevention: operationalising the prevention agenda as a pharmacist
Danny Bartlett, Managing Director/Founder, Primary Care Clinical Excellence Ltd

11:40 - 12:10

Session delivered by Precision Biotics

12:20 - 12:50

How to generate innovative locally commissioned services
Dalveer Johal, Chief Operating Officer, CPNEL
Rachel Parker

13:00 - 13:30

Safely prescribing during Ramadan
Samira Osman, National Director Ramadan Education, British Islamic Medical Association

13:40 - 14:10

Session details TBC

14:20 - 14:50

Helping you get better sooner – affordable urgent care from Paydens
Phil Neal, Pharmacist Training and Development Manager, Paydens
Oluwatamilore Lawal, Private Services Manager, Paydens Pharmacy

15:00 - 15:30

Local services commissioning
Robert Severn, LPC Support Manager, Company Chemists' Association

15:40 - 16:10

Session delivered by Elenzia

16:20 - 16:50

Empowering pharmacists: advancing self-care and health literacy for better patient outcomes
Trevor Gore, Board Member, Self Care Forum
Ade Williams, Superintendent Pharmacist and Clinical Lead, Bedminster Pharmacy

17:10 - 17:40

Health inequalities: tokenisim, accountability and ownership
Siobhan Hemans, Pharmacy Integration and Medicines Assurance Pharmacist, Core20PLUS5 Ambassador, NHS Herefordshire and Worcestershire

PRIMARY CARE PHARMACY

Editorial Partner

INDEPENDENTcommunitypharmacist

10:20 - 10:50

Evaluating prescribing confidence among fourth-year pharmacy students

Shurti Patel, Senior Lecturer in Pharmacy Practice & Senior Clinical Pharmacist, University of Hertfordshire & Oakwood Medical Centre

Hollie Ryder, Senior Lecturer in Pharmacy Practice, University of Hertfordshire

UH

11:00 - 11:30

Managing medicines in people with swallowing difficulties

Karoline Brennan, Senior Medicines Advice Pharmacist, NHS Specialist Pharmacy Service

Jen Smith, Medicines Advice Pharmacist, NHS Specialist Pharmacy Service

Specialist Pharmacy Service

11:40 - 12:10

Integrated Neighbourhood Teams

Vicki Roberts, Service Development Manager, Community Pharmacy England

Community Pharmacy England

12:20 - 12:50

Real world challenges in community pharmacy and general practice

Ian Jones, Director, PMA

Sukhi Basra, Vice Chair, NPA

Tracy Dell, Practice Manager, Trainer & Independent Consultant

PMA
SNPA
NATIONAL PHARMACY ASSOCIATION

13:40 - 14:10

Preparing for the left shift: embedding cultural change and shaping strategy with system partners

Luvjit Kandula, Director of Strategy and Transformation, Community Pharmacy Greater Manchester

Alison Scowcroft, Community Pharmacy Clinical lead, Community Pharmacy Greater Manchester

NHS
Greater Manchester

14:20 - 14:50

Supporting pharmacists to deliver earlier diagnosis for suspected bowel cancer patients

Claire Coughlan, Clinical Lead at Bowel Cancer UK, Nurse Consultant in Colorectal Cancer, Lewisham and Greenwich NHS Trust

15:00 - 15:30

Integrated Neighbourhoods and the role of pharmacy and general practice

Ian Jones, Director, PMA

Michael Lennox, NPA Integration Lead, National Pharmacy Association (NPA)

Tracy Dell, Practice Manager, Trainer & Independent Consultant

PMA
SNPA
NATIONAL PHARMACY ASSOCIATION

15:40 - 16:10

Reexamining the patient pathway: creating a community pharmacy-led pathway

Darshan Negandhi, Clinical pharmacist and trainer, Morden PCN, GPPharm-Assist

16:20 - 16:50

Churchill Fellowship - the role of Canadian & USA community pharmacies as healthcare hubs

Aileen O'Hare, Churchill Fellow, Churchill Fellowship

the CHURCHILL fellowship

17:00 - 17:30

Bridging the gap between community pharmacy & primary care: a Pharmacy Technician's role

Alet Ransom, PCN Pharmacy Technician, NORA

TECHNOLOGY THEATRE

Editorial Partner

10:40 - 11:10

What's next for community pharmacy IT: progress, priorities, and possibilities

Dan Ah-Thion, Policy Manager & CP ITG Secretariat, Community Pharmacy IT Group

Matt Armstrong, Chair, Community Pharmacy IT Group

Community Pharmacy IT Group

11:20 - 11:50

Inventing and driving sustainability using Nature's Smart Fibre Technology

Josie Morris MBE, Managing Director, WoolCool

WOOLCOOL®

12:00 - 12:30

Leveraging social media: a pharmacist content creator's journey with WHO and YouTube health

Yasir Sacranie, Director, Micropharm

MicroPharm®

12:45 - 13:15

One solution, every pharmacy: how Meditech automation adapts across the UK

MEDITECH

13:25 - 14:10

Live demo: AI powered weight management services

Saam Ali, Chief Executive Officer, Pharmacy Mentor

pharmacy mentor

14:20 - 14:50

Session delivered by CLEO Systems

CLEO systems

15:00 - 15:30

Session details TBC

15:40 - 16:10

Resources and training opportunities in digital healthcare for pharmacists

Amna Khan Patel, Clinical Fellow, NHS England

NHS

17:00 - 17:30

Data analytics and service improvement

Amit Patel, CEO, Community Pharmacy South West London

Community Pharmacy South West London

PROFESSIONAL DEVELOPMENT & CAREERS THEATRE

Sponsored by

C+D

10:30 - 11:00

Pharmacy workforce development Q&A: the value of a pharmacy faculty and how we can help

Farzana Mohammed, ICS Pharmacy Faculty Workforce Project Lead, Herefordshire and Worcestershire ICB; Gail Hall, Pharmacy Workforce Lead, Joined Up Care Derbyshire; Sharon Coane, Pharmacy Workforce Lead, NHS Birmingham and Solihull ICB; Claire Hand, Pharmacy Integration and Workforce Lead, NHS Shropshire, Telford and Wrekin ICS

NHS
Herefordshire and Worcestershire
NHS
Birmingham and Solihull
Integrated Care System
Shropshire, Telford and Wrekin

11:10 - 11:40

The Pills 2025: the journey of a contractor

Nana Ofori-Atta, Clinical and Custom Content Editor, C+D

Abimbola Alaba, Managing Director, Mitcham Pharmacy

C+D

11:50 - 12:20

The increasing clinical role of a pharmacist: are we losing our identities and strength as a profession?

Dany Ros, Trainee Advanced Clinical Practitioner, Pembroke Medical Group; Mohammed Omar Sarwar, Pharmacy Manager, Newcastle Inner West PCN Lead, Independent Prescriber, Omar Healthcare; Helen Kilminster, PCN Deputy Clinical Director, Citrus Health PCN; Jay Badenhorst, Director of Pharmacy, PDA

pda
PEMBROKE MEDICAL GROUP

12:30 - 13:00

Addressing burnout and managing wellbeing: best practices for building a healthy and happy workplace

Danielle Hunt, Chief Executive, Pharmacist Support

Melissa Cochrane, Wellbeing Development Manager, Pharmacist Support

PHARMACIST SUPPORT

13:10 - 13:40

Practical advice for building a portfolio career

Sarina Mughal, Pharmacy Director & Head Pharmacist, Harrods; Maria Nasim, Chief Pharmaceutical Officer's Clinical Fellow 23/24, NHS England; Nirusha Govender, Associate Director for Pharmacy Workforce, Quality & Safety, NHS Kent and Medway; Shurti Patel, Senior Lecturer in Pharmacy Practice & Senior Clinical Pharmacist, University of Hertfordshire & Oakwood Medical Centre

NHS
England
NHS
Kent and Medway
UH

13:50 - 14:20

Reflective pharmacy practice: an introduction to reflective models

Saba Ahmed, Pharmacist, Joint Pharmacy Professional Development, Book Author & Associate Healthcare Management Lecturer, DHB Bradford College & Arden University

Bradford College
ARDEN UNIVERSITY

14:30 - 15:00

Workforce wellbeing

Jay Badenhorst, Director of Pharmacy, PDA

pda

15:10 - 15:40

The Pills 2025: building a platform

Nana Ofori-Atta, Clinical and Custom Content Editor, C+D

Jane Msumba, Clinical Pharmacist, Pharmschools

C+D

15:50 - 16:20

Not just a seat: the women (and allies) who extended the table

Sukhi Basra, Vice Chair, NPA; Sehar Shahid, Board Director for Scotland, NPA; Sanjay Ganvir, NPA Board Member; Sanjeev Panesar, NPA Board Member

SNPA
NATIONAL PHARMACY ASSOCIATION

16:30 - 17:00

The art of persuasive buy-in

Harpreet Chana, Founder & CEO, The Mental Wealth Academy

THE MENTAL WEALTH ACADEMY

17:10 - 17:40

Professional development & support in community pharmacy: what's out there?

Jonathan Burton, Chair - Scottish Pharmacy Board & Assembly Member, RPS

THE PRACTICAL, CLINICAL, AND CONSULTATION FORUM

In Association With

Meducate

10:00 - 11:00

Effective communication with a challenging patient during an Ear, Nose and Throat (ENT) Demonstration

Bob Spour, Director, Meducate Academy

Mark Reynolds, Executive Clinical Lead, Meducate Academy

Greg Hobbs, Associate Clinical Educator, Meducate Academy

Meducate

11:15 - 12:15

Ear, Nose and Throat (ENT) | Hands on practical workshop

Bob Spour, Director, Meducate Academy

Mark Reynolds, Executive Clinical Lead, Meducate Academy

Greg Hobbs, Associate Clinical Educator, Meducate Academy

Meducate

13:00 - 14:00

Effective communication with a challenging patient during a cardio examination

Bob Spour, Director, Meducate Academy

Mark Reynolds, Executive Clinical Lead, Meducate Academy

Greg Hobbs, Associate Clinical Educator, Meducate Academy

Meducate

14:15 - 15:15

Cardio examination | Hands on practical workshop

Bob Spour, Director, Meducate Academy

Mark Reynolds, Executive Clinical Lead, Meducate Academy

Greg Hobbs, Associate Clinical Educator, Meducate Academy

Meducate

15:30 - 16:30

Effective communication with a challenging patient during a Manual blood pressure measurement

Bob Spour, Director, Meducate Academy

Mark Reynolds, Executive Clinical Lead, Meducate Academy

Greg Hobbs, Associate Clinical Educator, Meducate Academy

Meducate

16:45 - 17:45

Manual blood pressure measurement | Hands on practical workshop

Bob Spour, Director, Meducate Academy

Mark Reynolds, Executive Clinical Lead, Meducate Academy

Greg Hobbs, Associate Clinical Educator, Meducate Academy

Meducate

MORPH CLINICAL THEATRE

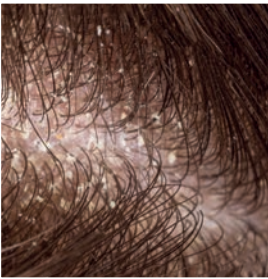
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MORPH

Sessions coming soon!



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KEYNOTE THEATRE

Editorial Partner

10:15 - 10:45

Emergency contraception in Wales: a case study

Poonam Kerai, Contractor Services (Engagement) Pharmacy Technician, Community Pharmacy Wales
Aled Roberts, Associate Director Contractor Engagement, Community Pharmacy Wales



11:00 - 11:45

Chief Pharmaceutical Officer's keynote

David Webb, Chief Pharmaceutical Officer, NHS England
Ali Sparke, Director for Dentistry, Community Pharmacy and Optometry, NHS England



12:00 - 12:30

Community pharmacy patient safety group

Morag Punton, Policy and Programmes Manager, CCA



12:45 - 13:15

Pharmacy First: where next?

Kirsty Armstrong, Pharmacy Integration Lead, NHS England
Rob Hebdon, Senior Policy Lead - Pharmacy Clinical Strategy, NHS England



13:30 - 14:00

Foundation Training in 2025/26 - The experiences of trainees, Designated Supervisors and DPPs

Atif Shamim, Pharmacy Dean for London, NHS England
Nick Haddington, Chair of English Pharmacy Deans, NHS England



14:15 - 14:45

Independent Prescriber Pathfinder Programme update

Anne Joshua, Interim Deputy Director of Pharmacy Commissioning, NHS England



15:00 - 15:30

Pharmacy Technicians - professional practice update

Liz Fidler, Senior Professional Advisor Pharmacy Technician Practice, NHS England



15:45 - 16:15

Closing panel: What does community pharmacy look like in 2035?

Janet Morrison, CEO, Community Pharmacy England
Rebecca Bastable, Membership Director, Association of Pharmacy Technicians UK
Dr Leyla Hannbeck, Chief Executive Officer, Independent Pharmacies Association (IPA)



Programme correct at time of upload

BUSINESS THEATRE

Editorial Partner

09:50 - 10:50

NPA Masterclass - How data can turbo charge your business

11:05 - 11:35

Healthbuddi - turn the fat jab fallout into pharmacy profit: £200 commission. No inventory. Fully supported

Paul Barrington Chell, Medical Director, Healthbuddi Life Sciences

11:50 - 12:20

Hub and spoke update

Gordon Hockey, Director, Legal, CPE

13:20 - 13:50

Medicine shortages and supply chain resilience

Morag Punton, Policy and Programmes Manager, CCA

14:50 - 15:50

Toxic work culture: where do we draw the line - broken back or broken spirit?

Siobhan Hemans, Pharmacy Integration and Medicines Assurance Pharmacist Core20PLUS5 Ambassador, NHS Herefordshire and Worcestershire

Gemma Wareing, Pharmacy Integration and Medicines Assurance Pharmacist, NHS Herefordshire and Worcestershire

Mark Pitt, Director of Defence Services & General Secretary PDA Union, PDA

PHARMACY OWNERS FORUM

Sponsored by

10:30 - 11:00

Key performance indicators for success across multiple locations

Raza Ali, Owner, Orchard Pharmacy

11:10 - 11:40

Session delivered by Blacks Solicitors

11:50 - 12:20

IPCN as a cooperative model for independent contractors

12:30 - 13:00

Alternative sources of funding

Lindsey Fairbrother, Superintendent Pharmacist & Owner, Good Life Pharmacy

14:00 - 14:30

Managing workload to take on more services

Harpreet Chana, Founder & CEO, The Mental Wealth Academy

14:45 - 15:15

Session delivered by NPA

15:30 - 16:00

Weight management services - a private clinic model

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CLINICAL THEATRE

10:30 - 11:00

Prescribing perspectives: a structured approach to safely provide weight management medicines

Emma Barnes, Regional Manager, West Midlands, CPPE

11:15 - 11:45

How to harness the important role of pharmacy technicians

Sam Chidlow, Policy and Programmes Manager, Company Chemists' Association (CCA)

12:15 - 13:15

Weight, hormones and her

Sukhi Basra, Vice Chair, NPA

13:30 - 14:00

Utilising pharmacies to administer more NHS vaccines

Nick Thayer, Head of Policy, Company Chemists' Association (CCA)

14:15 - 14:45

CVD risk assessments in community pharmacy

Jagjit Chahal, Cardiovascular Disease Prevention Lead Pharmacist, Barts Heart Centre

15:00 - 15:30

Pharmacy Technician - education and scope of practice

Phil Jones, Education Director, APTUK

15:45 - 16:15

The changing landscape of contraception: the evolving role of pharmacists

Anna Maxwell, CEO & Founder, Maxwellia

PUBLIC HEALTH & WELLBEING FORUM

Editorial Partner

10:50 - 11:20

Requirements to make consultations and pharmacies more inclusive: the tangible benefits for your pharmacy

Dipa Kamdar, Senior Lecturer in Pharmacy Practice and Inclusivity Lead for Pharmacy, Kingston University

11:30 - 12:00

SleepRx Sprint: a 30-minute interactive challenge on longer-term insomnia for community pharmacy

Adrian Zacher, CEO, British Society of Pharmacy Sleep Services

12:10 - 12:40

Prescribing consideration for trans and gender diverse people

John Leggett, Specialist Oncology Pharmacist, Barts Health NHS Trust, UK Cancer & Transition Service

12:50 - 13:20

Session delivered by Tympa Health

13:30 - 14:00

Daffodil Standards: community pharmacy offering the best End of Life care

Darrell Baker, Fellow of Royal Pharmaceutical Society and RPS Faculty, Project lead (Daffodil Standards), Royal Pharmaceutical Society/Marie Curie UK

14:10 - 14:40

Session details TBC

14:50 - 15:20

Learning Disabilities and how to communicate with people around this

Shy Teli, Chief Pharmaceutical Officer's Clinical Fellow, NHS England

15:30 - 16:00

Research presentation - Session details TBC

Sarah Sharman, Senior Pharmacy Technician, Chesterfield Royal Hospital NHS Foundation Trust



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PRIMARY CARE PHARMACY

Editorial Partner

10:30 - 11:00

The 10-Year Plan and the impact on general practice and pharmacies

Ian Jones, Director, PMA
Minal Bakhai MBE, Director for Primary Care and Community Transformation, NHS England
Michael Lennox, NHS Integration Lead, National Pharmacy Association

12:00 - 12:30

Bridging the divide between GPs and pharmacists for better patient outcomes in primary care

Baba Akomolafe, Superintendent Pharmacist, Christchurch Pharmacy and Clinics
Dr Dupé Akomolafe, Director, Christchurch Health Centre

12:45 - 13:15

Community pharmacy and Primary Care Networks: achieving success by choice vs success by chance

Mike Maguire, Clinical Lead, Medicines and Pharmacy, NENC ICB

13:25 - 14:10

How do we work within the system to provide improved reductions in health inequalities?

Ash Soni OBE, Director/ Superintendent, Copes Pharmacy Ltd

14:20 - 14:50

SleepRx Sprint: a 30-minute interactive challenge on obstructive sleep apnoea (OSA) for community pharmacy

Adrian Zacher, CEO, British Society of Pharmacy Sleep Services

15:00 - 15:30

Building trust – partners in healthcare: how general practice and pharmacies are transforming healthcare

Ian Jones, Director, PMA
Sukhi Basra, Vice Chair, National Pharmacy Association
Louise Baglole, Director of Professional Services and Development, National Pharmacy Association
Stacey Chapman, Chief Operating Officer, PMA

15:40 - 16:10

Session delivered by Community Pharmacy Wales

TECHNOLOGY THEATRE

Editorial Partner

10:55 - 11:25

An update on the NHS App

Nishali Patel, Clinical Lead, Digital Medicines, NHS England
Katherine Haynes

11:40 - 12:10

Session delivered by Titan PMR

13:55 - 14:40

How AI can be implemented in primary care and community pharmacy

Yasmin Karsan, Clinical Safety Officer and Medical Device Consultants, Digital Clinical Safety

14:55 - 15:15

Built to fit: custom Meditech solutions for every pharmacy space

Sanj Clare, Tamworth Pharmacy
Sunil Chandarana, May and Thompson
Chetan Vekaria, Carter

15:30 - 16:00

Session delivered by Community Pharmacy Wales

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10:30 - 11:00

Session details TBC

Nana Ofori-Atta, Clinical and Custom Content Editor, C+D
Simmy Daniel, Programme Delivery Lead, NHS North East London

11:15 - 11:45

How to talk to your racist uncle: Dealing with abuse and difficult situations at work

Samantha Quayle, Head of School (Pharmacy), NHS England

12:45 - 13:15

The Pills 2025: pharmacist in the LPC

Nana Ofori-Atta, Clinical and Custom Content Editor, C+D
Dalveer Johal, Chief Operating Officer, CPNEL

13:30 - 14:00

Advancing practice for pharmacy technicians: a four pillars approach

Karen Thomas, Education Supervisor, Centre for Pharmacy Postgraduate Education

14:15 - 14:45

Beyond the dispensary: pharmacy careers in unique contexts

Kaniksha Aggarwal, Founder, Prison Pharmacy Connect
Anisha Patel, Founder and Host, Pharmacist Diaries Podcast

15:00 - 15:30

Session delivered by Community Pharmacy Wales

15:45 - 16:15

Session delivered by APUTK

Amy Laffin, Vice President/Interim President, APTUK
Phil Jones, Education Director, APTUK
Dalvinder Moman, Lead Pharmacy Technician - Healthcare Capability Manager, Boots UK

THE PRACTICAL, CLINICAL, AND CONSULTATION FORUM

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Effective communication with a challenging patient during an Ear, Nose and Throat (ENT) Demonstration

Bob Spour, Director, Meducate Academy
Mark Reynolds, Executive Clinical Lead, Meducate Academy
Greg Hobbs, Associate Clinical Educator, Meducate Academy

11:15 - 12:15

Ear, Nose and Throat (ENT) | Hands on practical workshop

Bob Spour, Director, Meducate Academy
Mark Reynolds, Executive Clinical Lead, Meducate Academy
Greg Hobbs, Associate Clinical Educator, Meducate Academy

13:00 - 14:00

Effective communication with a challenging patient during a cardio examination and manual blood pressure measurement

Bob Spour, Director, Meducate Academy
Mark Reynolds, Executive Clinical Lead, Meducate Academy
Greg Hobbs, Associate Clinical Educator, Meducate Academy

14:15 - 15:15

Cardio examination and manual blood pressure measurement | Hands on practical workshop

Bob Spour, Director, Meducate Academy
Mark Reynolds, Executive Clinical Lead, Meducate Academy
Greg Hobbs, Associate Clinical Educator, Meducate Academy

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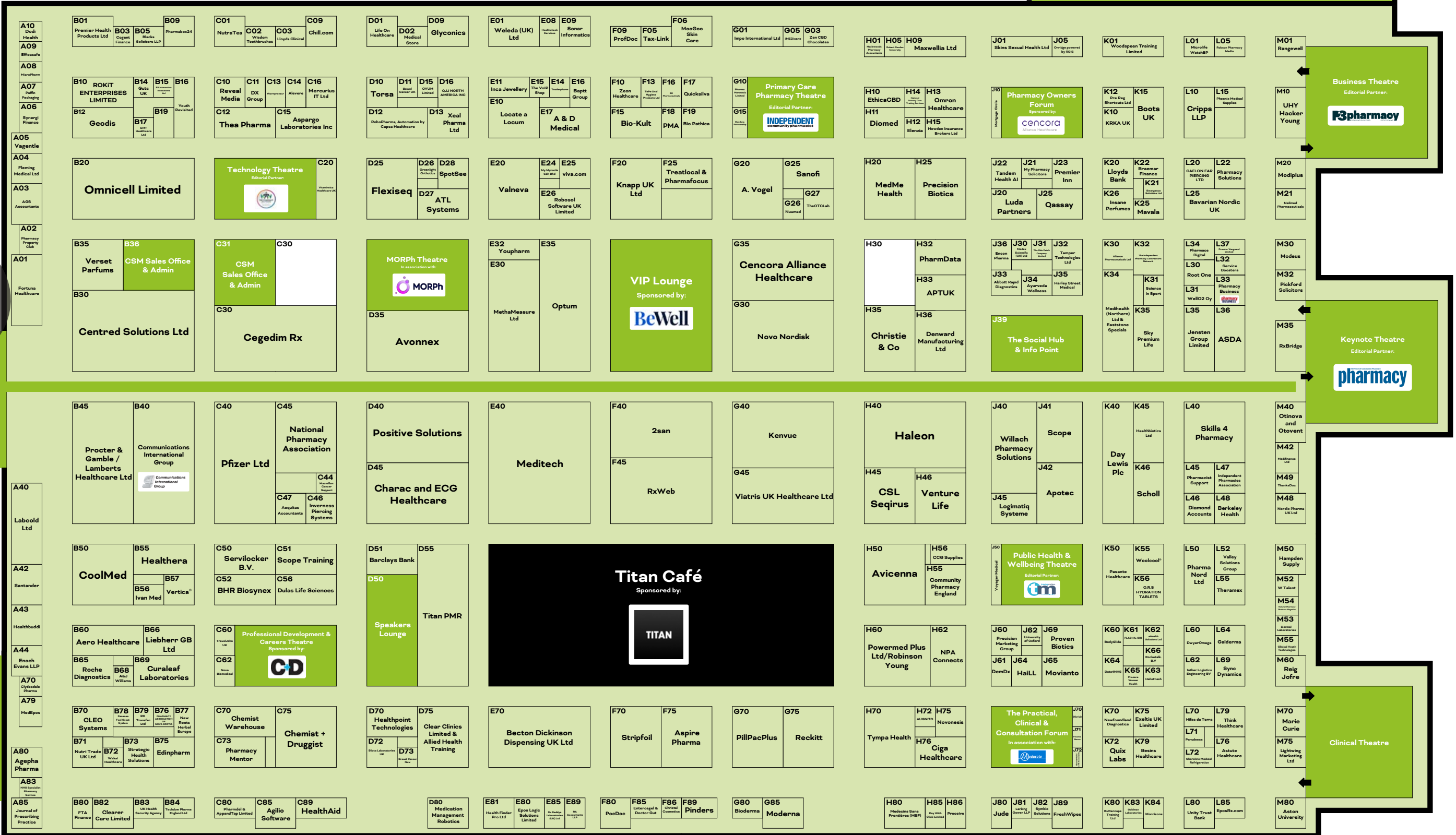


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Reference:
Elliot et al, BMJ Qual Saf. 2021 Feb;30(2):96-105.

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Bringing High-Profit, In-Demand Aesthetic Treatments to Pharmacies: Meet CryoPen and imedpen at the Pharmacy Show 2025

With aesthetics continuing to boom across the UK, many forward-thinking pharmacies are now adding high-demand skin treatments to their service offering. This October at the Pharmacy Show, Ivanmed is proud to showcase two standout devices helping clinics and pharmacies nationwide boost revenue while delivering exceptional patient care: CryoPen and imedpen x.

CRYOPEN

How does it work?

The CryoPen offers a fast, precise, and non-invasive solution for removing benign skin lesions like skin tags, warts, cherry angiomas, age spots and more. The device uses a powerful, targeted jet of nitrous oxide to freeze and destroy unwanted tissue with millimetre accuracy—without affecting surrounding skin.

Key benefits for your pharmacy

As the NHS continues to restrict access to minor skin lesion treatments, pharmacists are perfectly placed to fill this gap. Many pharmacies have already reported seeing a full return on investment within just a few months of offering CryoPen treatments.

- Treatments take just seconds
- Minimal consumable cost (as low as £1-£2 per treatment)
- Treatment fees typically range from £50-£300 per session
- 5-year device warranty
- Full UK-based training and support
- Private customer support group with over 800 users

IMEDPEN X:

Expand into Microneedling Safely and Profitably

The UK-designed imedpen x is Ivanmed's 6th-generation microneedling device, created following years of hands-on experience, user feedback, and industry insight. Designed with both performance and safety in mind, the imedpen x features an advanced Cartridge Recognition System (CRS), smooth low-noise operation, and an ergonomic grip—making it user-friendly for practitioners and comfortable for clients.

Why pharmacies are adding microneedling:

- ✓ Affordable start-up costs
- ✓ High client demand for skin rejuvenation treatments
- ✓ Strong profit margins on each treatment
- ✓ CPD-accredited training available

Supporting Pharmacies Every Step of the Way

At Ivanmed, we don't just supply devices—we become your long-term partner. We provide comprehensive training, marketing support, and ongoing aftercare to help ensure your new aesthetic services are a success.



Whether you want to start with lesion removal or expand into skin rejuvenation treatments, our team is here to support you.



Pharmacist Support, our profession's charity, has published its 2024 Impact Report, highlighting a year of transformation, growth and resilience as it marks the conclusion of its five-year strategy and sets its sights on the future with the launch of a new strategic plan for 2025-2030.

2024 saw the charity deliver expanded services and respond to increased need across the pharmacy profession - especially around mental health, financial support and wellbeing.

They saw a 23% rise in counselling referrals, delivering 439 funded sessions, and a 15% increase in Listening Friends support, with 62 individuals receiving peer support. The charity launched a new Urgent Support Grant and awarded an additional £192,000 in general grants and £35,000 in student bursaries. Furthermore, 2024 saw the successful debut of the 'A Dose of Wellbeing' podcast and continued expansion of the ACTNow campaign, engaging over 3,000 participants.

For their wellbeing expertise, the charity received two prestigious awards: the Charity Learning Consortium Excellence

in Workforce Wellbeing Award and the Culture Pioneer Wellbeing Award.

Pharmacist Support was also delighted to formalise partnerships with many organisations across the sector who are keen to support pharmacy mental health and wellbeing, including the PDA, RPS, Alliance Healthcare, AAH, Teva UK, Day Lewis and Boots, growing awareness and fundraising impact.

"This final year of our five-year strategy has seen us deliver more support than ever before and be recognised nationally for our work on wellbeing" said Esther Sadler-Williams, Chair of Trustees. "Receiving two major awards in 2024 is a testament to the dedication of our staff, volunteers and partners. As we close this chapter, we're proud of what we've achieved - particularly in how we've responded to the growing needs of the profession - and excited

to launch our new strategy, which builds on this momentum and sets out a bold vision for the next five years."

Looking ahead to the next five-year strategy, Pharmacist Support aims to build on the foundation of the past five years with a strong focus on raising awareness of the charity and wellbeing across the profession, building partnerships that expand reach and impact, delivering tailored support that reflects the evolving needs of the pharmacy workforce, and ensuring sustainability through digital innovation and vital fundraising.

To read the recently published Impact Report and to see how you and your organisation can help our profession's charity to make a lasting impact, please visit the Pharmacist Support website.

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Come and meet our team and learn how the CryoPen and imedpen x can grow your pharmacy business.



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Regulatory definition of NHS managers must include all those responsible for providing NHS services

The government have responded to the consultation on proposals to regulate NHS managers, and they have committed to begin to do so through the Health Care Professions Council (HCPC). This is a welcome development; however, the PDA highlights that unless the definition of NHS managers includes those responsible for all NHS services, it will not improve patient safety in all areas.

The Pharmacists' Defence Association (PDA) represents more than 40,000 members, including pharmacists who practice in each part of the health system. While many thousands are employed by NHS employers, thousands more are employed by others, including many private businesses that provide NHS services, such as those who own multiple GP practices or multiple community pharmacies. In those businesses, very senior managers can make decisions that impact patient safety in tens, or even hundreds, of locations and therefore have consequences for many thousands of patients.

However, for managers, it seems that the

government's intention is to limit regulation to only those who are employed by the NHS. The PDA believes that this is a mistake and calls on the government to ensure that the scope of such regulation is suitably broad. The PDA's argument is very easily supported by the following example: NHS structures are constantly changing, even now in the early shaping of NHS England's ten-year plan, where the precise involvement of organisations from the private and third sectors is not yet clear. It is recognised that such changes may include some services transferring from NHS providers to other organisations. In such a scenario, the employer of those

senior managers could change from being employed by an NHS employer to being employed by another.

It defies any sensible logic to claim that a manager needs to be regulated while employed by the NHS, but if their employer changes, they would no longer need to be regulated, despite doing a similar role. The PDA reiterates their call for the regulation of NHS managers to include any part of the health system where NHS services are delivered, regardless of the employer of those individuals.

Look out for what the PDA will be up to at the Pharmacy Show



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Pick Up Your **FREE COPY** of Natural Pharmacy Business Magazine at the Pharmacy Show

Natural Pharmacy Business - the UK's only magazine solely focused on supporting pharmacy professionals with credible, evidence-based guidance on natural health products - is delighted to be exhibiting at this year's Pharmacy Show. Visitors to the stand can claim a **FREE COPY** of the latest issue.

Now in its 13th year, Natural Pharmacy Business is both fully referenced and CPD-accredited. Each issue is packed with insights from industry-leading experts, empowering pharmacists with practical knowledge to enhance product understanding and boost retail sales in the growing natural health sector.

"We are thrilled to offer complimentary copies of Natural Pharmacy Business at The Pharmacy Show," said James Rix, Marketing Director at Target Publishing. "It's a fantastic opportunity for pharmacy teams to stay ahead of the curve in the natural health market and discover fresh ideas for improving patient outcomes."



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The Importance of UK Pharmacies and the New NHS Plan

Pharmacies have long played a vital role in the UK's healthcare system, offering accessible and often immediate support to millions of people. With the increasing pressure on the NHS, particularly on GP services and A&E departments, community pharmacies have been rightly recognised as an essential frontline resource. The UK government's new NHS plan, particularly the "Pharmacy First" scheme, reflects this shift in focus by empowering pharmacies to take on a broader range of clinical services.

The NHS "Pharmacy First" initiative, rolled out across England in 2024, has been a transformative step, reducing the burden on general practices and hospitals. Under this plan, pharmacists can now treat a wider range of common conditions such as sore throats, earaches, urinary tract infections (UTIs), impetigo, and many more, without the need for a GP appointment, allowing patients to receive faster treatment while freeing up valuable time for doctors to focus on more complex health issues.

One of the key strengths of community pharmacies is accessibility. With more than 11,000 community pharmacies across the UK, most people live within walking distance of one. This convenience means patients can receive medical advice and treatment at times that suit them, including weekends and evenings. In underserved or rural areas, pharmacies often serve as the first, and sometimes only, point of contact for healthcare.

Pharmacists are highly trained professionals who are increasingly involved in clinical care. Providing services such as blood pressure checks, vaccinations, smoking cessation support, and medication reviews and with the additional training under the new NHS plan, they are becoming even more central to primary care delivery. This in turn helps to decentralise the NHS, making care more community-focused and less dependent on already overstretched hospitals and GP surgeries.

The new NHS plan also includes funding to support pharmacy infrastructure and digital improvements. This includes the development of electronic referral systems between GPs and pharmacists, making the process smoother and ensuring continuity of care. Investment in training is also a priority, equipping pharmacists with the knowledge and tools needed to safely manage new responsibilities.

Importantly, this shift also improves patient outcomes. Faster access to treatment reduces the risk of complications, especially for conditions that can escalate without timely intervention. It also empowers patients to take control of their health by using local, trusted resources.

UK pharmacies are becoming a cornerstone of the modern NHS. The new Pharmacy First scheme not only acknowledges their importance but actively builds upon their strengths to create a more resilient, efficient, and patient-friendly healthcare system. As the NHS continues to evolve to meet growing demand, community pharmacies are poised to play an even more critical role in delivering accessible, effective care to people across the country.

We look forward to seeing you at the Pharmacy Show in October to share the very latest developments.



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Pharmacy Business - A driving force for the recognition of community pharmacists as leaders in primary care



Through its multitude of media platforms, Pharmacy Business tells the stories of hard work, dedication and innovation of a sector that often goes unheard.

Pharmacy Business has championed community pharmacy for over 25 years to ensure it is recognised for the vital role it plays in the nation's health and wellbeing.

Through its quarterly magazine, website, social media platforms, webinars, and podcasts, Pharmacy Business is at the heart of the issues affecting community pharmacies.

Every day, the pharmacy business team publish written and video content on breaking news stories, in-depth features, investigations, interviews with pharmacists, wholesalers and manufacturers, industry leaders and politicians.

With the NHS 10 Year Plan outlining a path for pharmacists to become integral to a Neighbourhood Health Service, Pharmacy Business is determined to highlight and promote the skills and clinical expertise that community pharmacist possess that makes them ideally placed to take pressure of GPs and A&E services.

We continue to find innovative ways to support community pharmacy.

Our highly-successful recent 'Modern Pharmacy Practice' four-part webinar series took a deep dive into Tech & AI; service delivery and development; consumer healthcare; and skills mix – with panellists and delegates taking away knowledge and actionable insights that they can utilise in their businesses.

The glittering annual Pharmacy Business Awards is a platform for the very best talent in the industry to showcase their talent and outline the reasons why they

should be an integral part of primary care.

We also provide a platform for pharmacists and their teams to voice concerns, share success stories, and showcase innovations at our annual Pharmacy Business Conference.

Pharmacy Business is more than just a publication; we are a trusted partner for pharmacy owners, making sure their voices reach the highest levels of the sector and the government.



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