



## CATEGORIES & QUESTIONS FOR 2021

### **Pharmacy Business of the Year The Questions**

1. Please provide reasons why you/the nominee should be considered for the Pharmacy Business of the Year Award.
2. Why do customers choose to visit your pharmacy? What is your unique selling point as pharmacy or individual?
3. How have you improved the health outcomes for your local community?
4. How have you combined providing health services to your local community with developing professional relationships to deliver a profitable pharmacy business?
5. How is your pharmacy developing to meet the future needs of the profession and local health needs?
6. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Community Award The Questions**

1. Please provide reasons why you/the nominee should be considered for the Community Award
2. Why do customers choose to visit your pharmacy?
3. What is your unique selling point as a pharmacy?
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Enterprise Award The Questions**

1. Please state why you/the nominee merits the Enterprise Award.
2. How have you improved the standard of healthcare in your community and pushed the boundaries of clinical and professional excellence?
3. Why do you think customers choose to visit the pharmacy? State unique selling point as a pharmacy or individual. (provide any survey feedback available to support)
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Natural Healthcare Pharmacy Award The Questions**

1. What makes your natural healthcare service stand out?
2. Give an example of natural healthcare promotion that has worked well (What was the promotion and what made it a success?)
3. How has your community benefitted from your natural healthcare service?
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?



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### **Pharmacy Assistant Award**

#### **The Questions**

1. Please state why you/the nominee should be considered for the Pharmacy Assistant Award
2. What changes have you implemented to the customer service experience of your pharmacy in order to attract more customers?
3. How do you engage the wider pharmacy team to deliver excellent patient outcomes?
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Pre-Reg Pharmacist of the Year Award**

#### **The Questions**

1. Please state why you/the nominee should be considered for the Pre-Reg Pharmacist of the Year Award?
2. How have you/the nominee's training support prepared you to enter the pharmacy profession?
3. Provide details where you/the nominee have enhanced the team or a process in the pharmacy. What did you do and what was the outcome?
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Innovation Award**

#### **The Questions**

1. Please provide reasons why you/the nominee should be considered for the Innovation Award
2. What has been innovated in the pharmacy
3. How has the innovation benefited the health of your local community
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Local Health Initiative of the Year Award**

#### **The Questions**

1. Please describe the health initiative you launched
2. How did you identify the need and how was it implemented?
3. What were the outcomes of your initiative?
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?



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### **Public Health Pharmacist of the Year Award**

#### **The Questions**

1. Provide details of the public health services offered in the pharmacy?
2. Provide evidence of the outcomes of these services and how they support the health outcomes of your local community?
3. How have you worked with other healthcare providers to enhance the public health services offered in the pharmacy?
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Pharmacy Team Award**

#### **The Questions**

1. Please provide reasons why the team should be considered for the Pharmacy Team Award category
2. Please give examples of how the nominee develops and motivates the team
3. What approaches has the nominee put in place to train and develop the team to support the provision of excellent patient outcomes?
4. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **GP-Primary Care Integration Award**

#### **The Questions**

1. Describe how your pharmacy and the local surgery / primary care organisation worked together.
2. What was the benefit of integrated working to your business?
3. What was the benefit of integrated working to your patients?
4. How are you going to continue to work closely together?
5. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

### **Pharmacy Technology Award**

#### **The Questions**

1. Describe the technology you have introduced into your pharmacy?
2. What benefit has the technology brought to your pharmacy?
3. What learning have you taken from the introduction of something new?
4. How will this enhance your business in the coming months and years?
5. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?



## CATEGORIES & QUESTIONS FOR 2021

Independent Prescriber of the Year Award

### The Questions

1. Please provide details of how you have used the qualification in your community pharmacy?
2. How has this benefited your patients?
3. How has this benefited your business?
4. How do you see the role progressing in the coming years?
5. What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?

**Community Pharmacy Heroes Award**

### The Question

*This category will recognise the great work that community pharmacies are putting in across the entire country to support their local community. Working around the clock, whilst others close their doors, pharmacy is the last man standing to support patients face to face in primary care. The awards is supported by GSK who want to recognise and give thanks to the pharmacy profession*

In 500 words or less explain how you and your pharmacy went above and beyond for your local community during this time of crisis.

What have you learnt from the pandemic experience? How has it impacted your business and the services you provide to the public?



## CATEGORIES & QUESTIONS FOR 2021

### Questions about your business:

How many pharmacies do you own?

Where is your pharmacy situated?

Please tick:

High street

Town suburb

Housing estate

Doctor's surgery

Other (please specify)

On average how many prescriptions do you dispense in a month?

What is your NHS / OTC split?

List professional services you provide in your pharmacy.

List any services you would like / see a need for but do not provide at present

What are the main reasons why you are not providing these services?

Please tick:

No time

Lack of commissioning info

Lack info/ resource on how to implement

Do you belong to any buying group? If yes, please state which group