

The Irish  
Pharmacy

# Awards

2024

# Irish Pharmacy Awards 2024

Recognising the importance of continued knowledge, education and sharing of information amongst the pharmacy profession

Ireland's 'Most Trusted'\* pharmacy publication - *Irish Pharmacy News* - are delighted to announce the launch of the annual **Irish Pharmacy Awards 2024**.

Now is the time to recognise that dedication.

The Irish Pharmacy Awards 2024 will be a celebration of success and also a platform of gratitude to community pharmacists and their teams. The awards recognise excellence and innovation and this is the premier opportunity for the industry to show their appreciation.

We look forward to welcoming you all to Clayton Hotel, Burlington Road, Dublin on **Saturday, 25th May 2024**

## Entries are now open:

- Haleon Self-Care Award
- United Drug Business Development (Independent) Award
- Perrigo Superintendent Pharmacist of the Year
- Reckitt Community Pharmacist of the Year
- Uniphar Training & Development Award
- JPA Brenson Lawlor Young Community Pharmacist of the Year Award
- Online Pharmacy Retailer of the Year Award
- BOI Payment Acceptance (BOIPA) Innovation & Service Development (Chain) Award
- Viatris Community Pharmacy Team of the Year Award
- McLernons Independent Community Pharmacy of the Year Award
- OTC Counter Assistant of the Year Award
- Community Pharmacy Technician of the Year Award
- Easolief DUO Business Development (Chain) Award

**Closing Date for Entries: Friday, March 29th, 2024**

**For an Entry Form Contact: Aoife Jackson on:**

**Mobile: 00353 (87) 337 9258/07444757673 Email: [aoife@ipn.ie](mailto:aoife@ipn.ie)**

**Applications can be downloaded from [www.irishpharmacyawards.ie](http://www.irishpharmacyawards.ie)**

## BOOK YOUR TABLE

Over 650 of Ireland's pharmacy industry professionals will join us on Saturday, May 25th 2024 at the Clayton Hotel (Burlington Road) Dublin. Don't miss out on this opportunity to network and celebrate community pharmacy.

This is sure to be a night to remember. Seats and tables are filling up fast. Book your table now to attend Ireland's premier Pharmacy Awards event.

Contact Aoife Jackson via email: [aoife@ipn.ie](mailto:aoife@ipn.ie)





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## Community Pharmacy Technician of the Year 2024

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It is evident that pharmacy technicians are playing an increasingly important supporting role as pharmacists are increasingly spending more time with patient consultations and engaging local stakeholders.

The shift in emphasis from dispensing to healthcare provision has meant that the wider pharmacy team has to pull together – pharmacy technicians capture the essence of this in everything that they do.

The Community Pharmacy Technician of the Year Award will recognise the winner's important contribution to the community pharmacy technician profession. Applications are invited from both the independent and chain sectors.

### How to Enter:

**The judges will be looking for those who can demonstrate promotion of the role of the Pharmacy Technician and those who continue to champion excellence through forward thinking and innovation.**

**The winners' achievements will be an inspiration to those pursuing innovative practice; to those striving to raise standards; and to pharmacists who, through their professionalism, provide models for others within pharmacy.**

### Awards Criteria:

1. Evidence of long-term, consistent dedication and outstanding achievements that have led to the advancement of the profession of pharmacy and public health
2. Evidence of a large variety of skills, attributes and accomplishments
3. Evidence of an individual strong in character, cumulative professional accomplishments and the ability to properly represent and model what pharmacy technicians as a profession encompasses
4. Evidence of an understanding the goals of pharmacy, and significantly contributing to how these goals may be achieved

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## OTC Counter Assistant of the Year Award 2024

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Pharmacists are widely recognised for their invaluable work in the community. But what about the rest of the team? All of the team and especially the counter staff play a critical role in the success of the pharmacy and the service it provides.

Perhaps you are a counter assistant, or know of one who has made a huge impact within their local pharmacy around customer care, delivering health promotion activities or forging links with the local community. Or you/they might have improved safety or efficiency in the dispensing process, taken on delivery of clinical services or management responsibilities, or mentored colleagues.

### How to Enter:

**The OTC Counter Assistant of the Year Award recognises excellence in knowledge and service to retail customers. Nominations for the category can be made through self-nomination, by colleagues or by pharmacy business owners.**

**Judges will be looking to reward those who bring something extra to the consumers experience of the pharmacy setting within a community.**

### Awards Criteria:

1. Clear demonstration of how the nominee/counter assistant has successfully placed customer care at the forefront of their pharmacy
2. The details and rationale for any specific initiatives developed by the nominee for customer care
3. Levels of excellence displayed above and beyond that expected from a counter assistant role
4. Clear evidence of team working and excellent communication between the individual, their peers/colleagues and their patients and local community

# BOI Payment Acceptance (BOIPA) Innovation & Service Development (Chain) Award 2024

\* Open to all pharmacies with more than 3 stores



**BOI**  
Payment  
Acceptance

The Innovation & Service Development Award's principal aim is to reward innovation within the community pharmacy sector. The judging panel will be looking for ways in which a project is both innovative and successful.

This Award identifies individuals and teams working within multiple community pharmacies in Ireland whose ideas or inventions have, or could lead to, improvement in the patient experience in all areas of care throughout their community.

## How to Enter:

**Applications are sought from those demonstrating clear enthusiasm and commitment to the enhancement of community pharmacy in Ireland, exceptional quality above and beyond what is expected and an ability to overcome challenges in pursuit of goals.**

## Awards Criteria:

1. Activities that may involve pioneering new models or systems that improve pharmacists' impact as members of the healthcare team; patient safety and outcomes; patient care in general and other professional development
2. Development of a system or tool for pharmacy that will directly or immediately impact patient care or the profession and/or serve as an example or template for other pharmacy professionals to follow
3. Measurable benefits of your initiative. Please use financial data wherever possible (percentages, ratios, graphic images etc.), as well as other statistics to show how your project has brought added value, profits, customer satisfaction improvements, productivity increases or any other benefit relevant to this award category.

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# United Drug Business Development (Independent) Award 2024

\* Open to all pharmacies with less than 3 stores

The United Drug Business Development (Independent) Award serves to recognise those who have displayed success in terms of sales, training, recruitment, customer service, product development or other areas of business development.

Entries should demonstrate an innovative approach to creating new business, and outline the timescales, objectives and results of the initiative.

## How to Enter:

**Judges will look for a business initiative that stands out in terms of its scale, scope or approach. This award will credit the company that has demonstrated excellent levels of customer service backed by clear standards and adequate monitoring performance.**

## Awards Criteria:

1. Clear demonstration of an identified need and personal rationale along with details of the process of implementation from concept to design, planning and results
2. Evidence will be displayed for plans for further research and development
3. Evidence of a sound business plan, sales and marketing strategies
4. Strong leadership skills with the ability to drive the business forward Innovation and ambition





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## Easolief Duo Business Development (Chain) Award 2024

\* Open to all pharmacies with more than 3 stores

**Easolief DUO**

The Easolief Duo Business Development (Chain) Award serves to recognise those who have displayed success in terms of sales, training, recruitment, customer service, product development or other areas of business development.

Entries should demonstrate an innovative approach to creating new business, and outline the timescales, objectives and results of the initiative.

### How to Enter:

**Judges will look for a business initiative that stands out in terms of its scale, scope or approach. This award will credit the company that has demonstrated excellent levels of customer service backed by clear standards and adequate monitoring performance.**

### Awards Criteria:

1. Clear demonstration of an identified need and personal rationale along with details of the process of implementation from concept to design, planning and results
2. Evidence will be displayed for plans for further research and development
3. Evidence of a sound business plan, sales and marketing strategies
4. Strong leadership skills with the ability to drive the business forward Innovation and ambition

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# McLernons Independent Community Pharmacy of the Year Award 2024

This Award Category is open to all pharmacies with 3 or less stores. The McLernons Independent Community Pharmacy of the Year Award seeks to recognize excellence within the independent community pharmacy sector.

Independent pharmacies across Ireland have long been the backbone of community services, but must continuously look for new ways to be innovative, delivering high quality patient care and pharmacy offerings to rival the increasingly competitive force of the larger multiples and chain stores.



The judging panel will be looking for ways in which entries are both innovative and successful.

This Award identifies pharmacy stores and their teams who have demonstrated dedication towards their customer-base in all areas of care throughout their community.

## How to Enter:

**Applications are sought from those demonstrating clear enthusiasm and commitment to the Independent community pharmacy business in Ireland, exceptional quality above and beyond what is expected and an ability to overcome challenges in pursuit of goals.**

## Awards Criteria:

1. Measurable benefits your pharmacy has brought to the community; with evidence to show how you have brought added services or value to your customers; productivity increases or other benefits relevant to this Award
2. Evidence of strong team working, clear goals and achievements
3. Demonstration of how your independent pharmacy has had an impact on the community it serves
4. Evidence of how your way of working, within an independent, rivals the larger multiple stores to bring the same benefits to patients



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## Haleon Self-Care Award 2024

**HALEON**  
For Health. With Humanity.

The Haleon Self-Care Award recognises community pharmacy's commitment to tackling health inequalities and serves to reward achievement in the development and implementation of health promotion, self-care and community wellbeing strategies/initiatives.

It is designed to encourage excellence in the production and dissemination of accessible, well-designed and clinically balanced patient support.

### How to Enter:

**The Award will be presented to the team or individual who can demonstrate a significant positive impact on the experience of those who use Pharmacy services. This may be through campaigns, promotions or initiatives which have identified a need within the community to address certain health issues.**

### Awards Criteria:

1. Evidence of long-term, consistent dedication and outstanding achievements that have led to the advancement of the profession of pharmacy and self-care
2. Evidence of how you/your team have researched and identified a need within the self-care market and how you have met this need for the enhancement of patient care
3. Examples of entries may include evidence of the impact your self-care offering has had on the community you serve/ improved your links with allied healthcare professionals or organisations and/or tackled a health inequality through self-care initiatives and promotions

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## Uniphar Training & Development Award 2024

The Uniphar Training & Development Award will recognise an outstanding pharmacy individual, team or project that has made significant contribution to the education, training and development of the profession in Ireland. Judges will be looking for innovative practice, across projects that may have upskilled a pharmacy team, led to an increase in productivity, or motivated and inspired peers and colleagues.



Perhaps you've developed an innovative training programme to upskill your team(s)? Maybe you've introduced an initiative to celebrate your best-performers that has led to an increase in productivity? Or are you a trainee pharmacist tutor who has found new ways to inspire and motivate their trainees to reach their full potential? The judges will want to see how you have put your people and their skills at the heart of what you do and the impact this has had on the business and your patients.

### How to Enter:

**Judges will be looking for pharmacies that can showcase a commitment to cultivating exceptional skills and that can demonstrate a positive impact on business goals and a return on investment.**

### Awards Criteria:

1. Evidence of training, education and/or support initiatives undertaken by the pharmacist/pharmacy team
2. Demonstration of how your training and development initiative(s) developed, utilised and/or motivated your pharmacy team(s)
3. An ability to show what impact your training and development initiative(s) had on patients
4. Examples of how this training and development initiative has impacted your pharmacy/ies



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## OTC Retailer of the Year Award 2024

Customer purchases of OTC products have consistently risen, for many reasons. The convenience of treating a condition with an OTC product is appealing to the typically busy person, who seeks to avoid a lengthy and expensive GP visit in favour of meeting the demands of home and work. In addition, patients in the information age have an increased level of awareness about health.

The over-the-counter market continues to thrive as manufacturers continue to think of new promotional and packaging ideas and as the general public take a greater interest in their own health and wellbeing. Pharmacies are increasingly witnessing heightened footfall as GP visits decrease

Pharmacy staff are the focal point for helping customers select appropriate OTC medicines, suggest diagnostic testing and accessory products and must be aware of when to refer individuals to the pharmacist. Knowledge of the market is essential; seasonal products and accessories; the use of displays and front of shop expertise and judges will want evidence of excellent merchandising strategies.

### How to Enter:

**Judges will look for a pharmacy business, either independent or multiple, that stands out in terms of their OTC retail offering, whether this be through the introduction of new initiatives, growth of scale, scope or approach. This Award will credit the pharmacy that has demonstrated excellent levels of customer service backed by clear standards and adequate monitoring performance across the OTC market.**

### Awards Criteria:

1. Demonstration of identifying key promotional opportunities to add value for the customer such as health promotion events and displays
2. A showing of continuous working with manufacturers and suppliers to plan yearly promotional calendars to meet pharmacy profit goals
3. Implementation of innovative strategies to competitive pricing
4. Examples of education for staff on new products and conveyance to customers as to efficacy and usage

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## Perrigo Superintendent Pharmacist of the Year 2024

Superintendent pharmacists have overall responsibility for setting out the standards and policies for the provision of pharmacy services by their organisations. The role of Superintendent Pharmacist is a key position carrying full time responsibility and accountability.

This Award will be looking to recognise those individuals who are serving as key drivers for the implementation of enhanced and excellent pharmacy care within the community they serve. Judges will be looking for applications from those that are focused on establishing a framework for achievement of a high quality, safe and consistent service for the benefits of the patient, as well as facilitating the development of the professional role of the pharmacist.



### How to Enter:

**Judges will be looking for applications from those that are focused on establishing a framework for achievement of a high quality, safe and consistent service for the benefits of the patient, as well as facilitating the development of the professional role of the pharmacist.**

### Awards Criteria:

Applications are invited from independent and multiple Superintendent Pharmacists who can demonstrate one or more of the following:

1. Understanding patient needs when delivering healthcare in the community
2. Examples of great patient experience and care, innovation and ambition
3. Best practice in delivering professional services and patient reviews
4. Encouragement of staff education in patient health and wellbeing advice
5. Strong leadership skills with the ability to drive the business forward



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## JPA Brenson Lawlor Young Community Pharmacist of the Year Award 2024

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### JPA Brenson Lawlor

The JPA Brenson Lawlor Young Community Pharmacist of the Year Award recognises rising talent – those individuals who despite being in the early stages of their pharmacy careers are already demonstrating that they can make a difference to the pharmacy profession and the companies for whom they work and the communities they serve.

#### How to Enter:

**This award is open to pharmacists aged up to 30 - at the date of entry submission - who are working within any pharmacy, multiple or independent, where their involvement has been greater than six months. It is the individual qualities that will be evaluated, rather than those of any of the projects worked on.**

#### Awards Criteria:

1. Judges will want to see effective communication skills with both staff and customers
2. Demonstration of a commitment to mentoring or other leadership activities
3. Operation within their own pharmacy liaising with key staff members and management and developing key communication skills
4. A dedication and commitment to furthering the profession into the future

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## Reckitt Community Pharmacist of the Year 2024

The Reckitt Community Pharmacist of the Year Award seeks to recognise a community pharmacist who is defining the future standard of pharmacy practice by his or her professional practice and/or by advocacy in the pharmacy industry.

Judges will be looking for those who demonstrate leadership and exemplifies the evolution of the pharmacy profession towards an expanded role in health care. The winner will be able to show significant contributions to the pharmacy industry overall resulting in meaningful improvements in the quality of patient care and improved delivery models and pharmacy's role on the health care team. Applications are invited from both the independent and chain sectors.



### How to Enter:

**To be eligible, a nominee must have been practicing for at most 5 years. Those working under the age of 30 should apply for the Young Community Pharmacist of the Year category.**

### Awards Criteria:

1. Evidence of long-term, consistent dedication and outstanding achievements that have led to the advancement of the profession of pharmacy and public health
2. Evidence of a large variety of skills, attributes and accomplishments
3. Evidence of an individual strong in character, cumulative professional accomplishments and the ability to properly represent and model what pharmacy as a profession encompasses
4. Evidence of an understanding the goals of pharmacy, and significantly contributing to how these goals may be achieved



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## Viatrix Community Pharmacy Team of the Year Award 2024



This Award will be given to the community pharmacy team that demonstrates the best combination of team spirit and enhancement of patient care at all levels.

The judges will be looking for those who encourage and support each other and those who have collectively demonstrated innovation and forward thinking.

### How to Enter:

**The key to any successful pharmacy is Teamwork and this award recognises the power and potential of a focused and unified approach to healthcare initiatives. Teams can be based within one organisation or spread over multiple organisations; but they must comprise individuals working towards the same objective or goal.**

### Awards Criteria:

1. How the team has demonstrated their ability to deliver clear benefits to patients; and/or staff members through working together efficiently and effectively
2. How the team has worked together to achieve its objectives over the past twelve months
3. Projects that the team has successfully managed which demonstrate excellence in quality, innovation, productivity and prevention
4. A clear display of the principles underpinning their success as a team

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