Modern Community Pharmacy Practice
From Vision to Profit

Modern Community Pharmacy Practice is a movement to inspire and support you in creating and realising your vision for a more profitable pharmacy business. *From Vision to Profit* is the strategic business planning model which, by focusing on matters that are in your control, will enable you to put in place the required actions.



The model

1. **Team:** The model begins with developing the right climate in which the required culture is developed in your team through effective leadership. This will ensure that you develop a shared vision and plan which is owned and thus implemented by the whole team. Once you have a plan you must then develop the necessary skill-mix, competences and confidence within your team to execute your plan.
2. **Services:** Your service portfolio can no longer be dependent on NHS funded contractual ones. A hybrid model is required with more profitable private services to address local unmet or poorly met needs. These must be underpinned by good clinical governance and deliver a high quality, safe patient experience and outcomes.
3. **Technology:** Integrated technology is an essential enabler of modern pharmacy practice. This must embrace an effective PMR; a clinical management system that facilitates the delivery and capture of clinical consultations and prescribing; a patient engagement App that enables good communication and appointment bookings linked to an excellent website; and digital screens and social media campaigns that promote what you do to build growth.
4. **Self-care**: Your over-the-counter healthcare business must be viewed as a service in itself. This requires a shift from a transactional experience to one based on an excellent interaction and interventions to ensure appropriate outcomes and to grow that profitable business. This opens the opportunity to more service recruitment and delivery.
5. **Operating costs**: Managing overheads is key to generating net profit from your hard-earned revenue. By focusing on costs such as rent, business rates, service charges, utilities and property maintenance and negotiating better outcomes, you can convert more gross profit into net profit.

How we work with you

First, and most importantly, we listen to you as a partner. This is a free and confidential conversation, often online, to understand where you are, where you want to be and the challenges you face in the aspects of your business that are in your control.

To support your growth plan, we provide a framework, a roadmap, a self-assessment tool and a planning template which are all available to download free from our website.

If you require help through any stage of the process, we offer a consultancy service to support decision

making. Where appropriate, we can refer you to one of our trusted partners to support specific aspects of your plan. These are organisations that we know and trust who work in true partnership with us and share the same aims and beliefs. These are not commercial relationships.

Examples of how we have worked with previous clients:

1. A trusted, confidential conversation to support a client through a problem or help with innovating services/operation and ensure alignment with regulatory requirements and accepted good practice
2. An audit of premises and processes to provide assurance and identify any gaps with GPhC regulatory requirements (particularly helpful where the business model operates outside of standard practice)
3. Discussion on the current business model and plan to identify opportunities for areas for growth and support with facilitating these
4. Complete set up support for new pharmacy/clinics. Recruiting team members, applying for contracts, premises, services, inventory, clinical governance, policy and procedure writing, and go live
5. Introductions and relationship building with trusted partners to support growth through team development, efficient workflows, marketing or technology requirements

Consultancy support

Every piece of our support work is bespoke based on a client's needs. The model framework and tools are available free-of-charge online.

Join the movement and connect with us on our website to book an appointment: www.mcpp.uk/join-us/

