
SYMPOSIUM ON DEVELOPMENT OF NEW SERVICES AND INNOVATION EXCLUSIVELY FOR FIP MEMBER ORGANISATIONS

Introduction to the workshop

During this Symposium, FIP Member Organisations (Pharmacy and Pharmaceutical Sciences Organisations) are invited to an interactive session where theory and practice are linked in the development of new services within the organisations with the main goal to meet the needs of the current individual members or to build on new groups. Special attention will be paid to implementing new tools or services, including steps needed before implementation. To increase interaction amongst participants and to keep this symposium practical, a few FIP Member Organisations are invited to present Best Cases of projects they themselves have successfully implemented.

Learning objectives

At the conclusion of the symposium, participants will be able to:

- list the key elements to evaluate the interest and financial benefits of a potential new service
- describe the process for developing a new service
- summarize a few examples of services offered by sisters organisations and the way such services were implemented

Target audience:

- Presidents and CEO's of Member Organisations
- Membership Coordinators within Member Organisations
- Marketing Managers and New Business Managers within Member Organisations
- Project Managers within Member Organisations

**DATE: WEDNESDAY 7TH SEPTEMBER 2011,
09.00-17.00 ROOM 1.04**

PROGRAMME

09.00 – 09.30	Introduction by FIP
09.30 – 12.00	New Business as usual Introduction to business developments: theory and practice on developing new services. Topics will be: <ul style="list-style-type: none">- analyses of the Members/customers needs- translation of these needs into products or services- development: do's and don'ts- how to organize the internal organisation- implementation
10.45 – 11.00	<i>Coffee break</i>
11.00 – 12.00	New Business as usual (continued)
12.00 – 13.00	<i>Lunch break</i>
13.00 – 15.00	Best Cases and what could have gone wrong (20 minutes for each presentation and 10 minutes for questions and discussion)
13.00 – 13.30	“My Quality Assistant”, an innovative service for Belgian Pharmacies; Why and how the Association of Pharmacists in Belgium developed an on-line tool for Quality Management <i>Filip Babylon, Vice-President, APB, Belgium</i>
13.30 – 14.00	ASHP's Career Center (CareerPharm): Connecting job opportunities with ASHP members <i>Stan Kent, ASHP President, USA</i>
14.00 – 14.30	Payment of Reimbursement to Pharmacies through the ANF structure. <i>Suzete Costa, Director of CEFAR, ANF, Portugal</i>
14.30 – 15.00	BOT Plus, a database on medicines developed by the Consejo General de Colegios Oficiales de Farmacéuticos and designed to facilitate pharmaceutical care. <i>Laura Martin, Consejo General de Colegios Oficiales de Farmacéuticos, Spain</i>
15.00 – 15.15	<i>Coffee break</i>
15.15 – 16.15	Small group discussions: the newest innovative services of FIP Member Organisations will be discussed in small groups.
16.15 – 16.45	Feedback of the small group discussions (10 minutes for each group).
16.45 – 17.00	Conclusions and learning points



An introduction to Hans Middelhoek.

After completing a study Commercial Economics in Groningen, Netherlands and Communication at the University of Akron, USA, Hans Middelhoek became very passionate about developing business- and brand strategies. He worked for several communications consultancy agencies as strategy director. As strategy planner he worked at Foote Cone & Belding, a company that provides marketing, advertising, and brand building services.

Currently he is owner of the USP Company, an agency that focuses on creating a Unique Selling Proposition for brands. As an innovation specialist and business creative, Middelhoek develops, amongst others, new brand names, new business- and brand strategies and product innovations, with a strong believe in the added value of creativity.

His clients include these well known brands:

PHILIPS



Google



Heineken[®]

SONY[®]



NOKIA
Connecting People

Aquafresh



BARCLAY

My Quality Assistant, an innovative service for Belgian Pharmacies

By Filip Babylon, Vice President of the Belgian Pharmacists' Association

This presentation gives you detailed insight into the development process of My Quality Assistant, a new service of the Association of Pharmacists in Belgium. My Quality Assistant is an online tool aimed at helping pharmacists create a suitable quality manual for their pharmacy, in line with new legal requirements. Such a manual gathers all the instructions and operating procedures, protocols and reports describing the different activities in community pharmacy. The development of these documents is facilitated by the provision of templates (including for standard operating procedures).

ASHP's Career Center (CareerPharm): Connecting job opportunities with ASHP members

By Stan Kent, President of American Society of Health-System Pharmacists, USA

This presentation gives you insight in the development of CareerPharm, a pharmacy employment and career development service of the American Society of Health-System Pharmacists (ASHP). CareerPharm exclusively services the hospital and health-system markets and offers three ways for advertisers and job seekers to connect: online, in print in the American Journal of Health-System Pharmacy, and at their recruiting event.

Payment of Reimbursement to Pharmacies through the ANF structure

By Suzete Costa, Director of CEFAR, ANF, Portugal

This presentation gives you insight into the development process of the Service of Payment of Reimbursement to Pharmacies, offered by the National Association of Pharmacies (ANF) in Portugal. The ANF established a system which enables pharmacies to claim reimbursement for the medicines they dispense. Therefore the pharmacies only need to send their claims to ANF to have it reimbursed. Usually it takes several weeks to obtain this reimbursement, however the ANF pays directly the claims to the pharmacies.

BOT Plus, a database on medicines developed by the Consejo General de Colegios Oficiales de Farmacéuticos and designed to facilitate pharmaceutical care

By Laura Martín, Consejo General de Colegios Oficiales de Farmacéuticos, Spain

This presentation gives you information on the development the BOT plus database in Spain. The database was originally established in 1979 and relaunched in 2003. The goal of this database is to provide community pharmacists with up-to-date data on medicines to support their dispensing activities, to prevent medicines-related problems, improve knowledge on medicines and improve quality of services. The database has been integrated into almost all software used in community pharmacies in Spain. In 2008, products for animals were also included in BOT plus, in addition to the existing information on medicines, plants and parapharmacy products. The information also includes interactions as well as alert messages for sound-like medicine names and information on excipients which can be associated with allergy. Furthermore BOT Plus includes technical files, patient information files, and information on pathologies. It also enables pharmacists to search for equivalent Spanish specialties for a foreign product (more than 20 countries are covered). BOT plus is also available for PDA and smartphones.