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| Course Title: | [CERTIFIED HOSPITAL PHARMACIST] Hospital Pharmacy Business Management |
| Instructors: | Mr. Shahzad Qamar |

Course Description

This Program will enable the Pharmacists to prepare themselves for the most demanding area of Pharmacy Practice across globe.

This Certificate will enable them to make rational Business Decisions to maximize the therapeutic effectiveness of medication, keeping pharmacoconomics and pharmacovigilance at priority, to boost up the business volume uniquely and exclusively.

It will increase your marketability / professional worth in the field of Hospital Pharmacy nationally as well as internationally.

The Course contents are “Challenge focused and Need Oriented” based on Self Grooming and Emotional Intelligence to catch the Organizational Competitive Advantage in the field of HOSPITAL PHARMACY.

This Course will change the mindset from **JOB SEEKERS to **JOB CREATER**.**

Entrepreneurial Mindset in Action.

Course Objective

- 1) The objective of Hospital Pharmacy Business Management is to make participants understand principles of Hospital Pharmacy Practice.
- 2) How he/ she can be a good community / retail business manager in terms of development and execution of Pharmacy business with creative and innovative ideas.
- 3) He / She will be trained to adopt, formulate, and implement sales and marketing strategies.
- 4) Inculcation of Entrepreneurial Mindset among the Pharmacists.

Syllabus:

1. Hospital Pharmacy Setting a brief introduction.
2. Regulatory Requirements to develop Hospital Pharmacy
3. Importance of Location and layout of Hospital Pharmacy.
4. Designing of Effective Supply chain mechanisms.
5. Designing of Effective Hospital Pharmacy Marketing strategies.
6. Understanding the best SOFTWARE to operate Hospital Pharmacy Business.
7. Role of Pharmaceuticals Business Management in Hospital Pharmacy

8. Pakistan Pharmaceuticals Industry /Global Pharmaceuticals Industry and their integration with Hospital Pharmacy Business.
9. Decision Strategies, Strategies for inventory management, pilfrdige management, Marketing Strategies & Pharmaceutical Product Life Cycle at Hospital Pharmacy.
10. Advertising or Promoting Hospital Pharmacy at social media well integrated with Hospital.
11. Marketing Tools Product Literature Give-away CME³
12. Marketing Activities Institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society.
13. Corporate Sales Management from Hospital Pharmacy.
14. Team Development with Winning attitude to manage 24/7 Hospital Pharmacy Business.
15. Digital / Satellite Controlling Tools for the management of Hospital Pharmacy.
16. Devising Business Model and Business Plan for Hospital Pharmacy.
17. Conceptual understanding of franchise business model in Hospital Pharmacy.