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NEW PHARMACY DIGITAL SETUP CHECKLIST

Follow this checklist to make sure you've covered the main digital bases after you acquire a new pharmacy

The Checklist...

- ☐ PMR System

- ☐ Pharmacy Website

- ☐ Pharmacy App

- ☐ PharmData

- ☐ Automated Phone System

- ☐ Electronic CD Register

- ☐ EPOS System

- ☐ NHS Profile

- ☐ Social Media & Online Listings

- ☐ Drug Purchasing Solution

- ☐ Other Important Considerations

PMR System

No brainer. Follow this comparison guide to help you choose the right PMR system for you.

Biggest things you need to consider in my opinion are:

- How much **time** will it save you?
- How well does it **integrate** with other systems?
- How good is the **customer support**?

Titan, *Cegedim Rx*, *RX Web*, *EMIS*, *Positive Solutions* are the biggies

Pharmacy Website

Again, no brainer. **It's your pharmacy online**, your online real-estate, and it will help you grow.

Take a look at the features you can build into your website here.

If you're an IP and/or going to provide clinical services in the new pharmacy, think about The UPW.
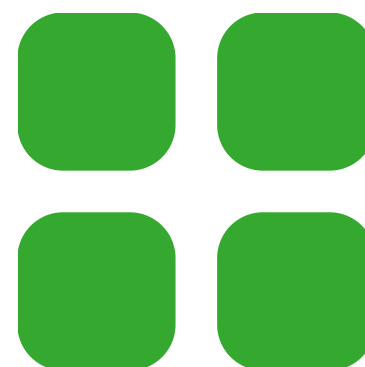
Pharmacy App

People like Apps and should be considered upon setting up.

A Pharmacy App serves as an **extension of your pharmacy**, enabling prescription ordering, clinic bookings, two-way communication and more.

Have a read of this article to help you understand what is out there, and be sure to check out newer emerging Apps.

Charac, *Hey Pharmacist*, *The Alphega App* and *Manage My Meds* are hot apps right now

PharmData

PharmData offers **critical data insights** for pharmacies, affordably and easily.

It will help you analyse pharmacy performance against various metrics like dispensing volume, NHS service provision, and patient safety incidents.

Your account can help guide strategy, identify opportunities, and improve performance.

Automated Phone System

Don't let the phone ring off the hook and keep your patients happy.

An automated phone system can handle multiple customer calls at once, reducing wait times and improving customer service.

Take a look at JustCall.io (that's what we use at PM) and Google Voice to get your juices flowing.

Electronic CD Register

An eCD Register Article is in the making!

Cut out manual CD entries from the start.

An eCD Register will improve record-keeping accuracy, save time and mitigate risks.

There are plenty of providers out there right now, and a lot of them have a free trial.

CDRx, PharmCD, Clara and CD Smart are options

EPOS System

Critical piece of hardware/software when setting up.

There are excellent cloud-based and on-premise systems out there, and this guide will help you understand their benefits.

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NHS Profile

You'll need to **update your NHS pharmacy profile online**.

To do this, you'll need to <u>access your NHS Profile Manager</u> and optimise your listing accordingly.

Add as much information as you can to your profile, and be sure to respond to reviews online!

NHS

Social Media & Online Listings

Make sure your pharmacy is shining on the internet by building out and optimising a listing on the following:

- **Google Business**
- **Yell.com**
- **Apple Maps**
- **Facebook** (Requires regular posting)
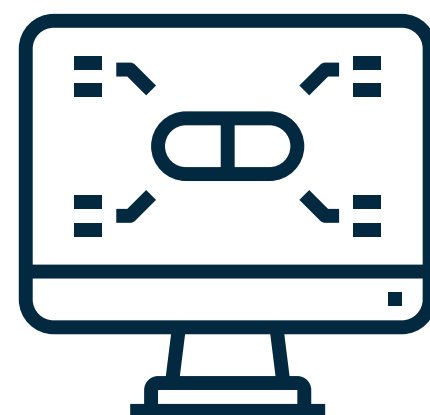- **Instagram** (Requires regular posting)
- **Nextdoor**
- **Bing Places**

★★★★★

Talk to Team PM about setting you up on all of these!

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Drug Purchasing Solution

Whether it's a stand-alone or integrated system, an automated drug comparison and purchasing solution is a must.

Drug comparison and purchasing software helps pharmacies manage their supply chain efficiently. It ensures the timely replenishment of inventory, identifies cost-saving opportunities and prevents drug shortages.

I know of Drug Comparison and Avibuyer, but I know there are others

Also consider...

- Joining pharmacy support organisations and networks, like <u>Alphega Pharmacy</u>, <u>Avicenna</u>, <u>Edinpharm</u> and <u>The PM Academy</u>
- Get set up with a Digital TV Screen, like <u>Healthpoint TV</u>
- Dispensing robotics if you're dispensing over 10,000 items per month
- Automated 24/7 collection points, like <u>Medpoint</u>
- <u>Google Workspace</u> for excellent online business tools and business email
- Delivery App if you're also acquiring lots of deliveries, like <u>PharmDel</u>
- <u>Real World Analytics</u> if you've bought multiple pharmacies at once
- <u>TikTok Business</u> for when you want to market harder

Have I missed anything? I probably have. But this is a good place to start!