

The Irish  
Pharmacy

# Awards

2023

# HALEON

For Health. With Humanity.



## Finalists

### Haleon Self Care Award 2023

#### North Road Pharmacy, Drogheda

The team at North Road Pharmacy have focused in the last 2 years on achieving a healthy lifestyle through exercise, healthy eating and taking positive steps in self-care, whether that is taking vitamins and supplements, taking up a sport or seeking advice from the local GP if struggling with life in general. This has led patients and customers awareness to alternative ranges they currently stock. The alternative route has been a key focus moving forward and the introduction of a Sports and wellbeing department has been instrumental in the growth of the other areas in the front of shop sales overall as proven from the positive feedback from customers which translated into strong growth in terms of sales in these particular areas.

North Road Pharmacy is now recognised and has the reputation for taking care of all their customers and patients and continually strive to be the best in health care in the local pharmacy community.



#### Fathimah Kara, Reidy's Pharmacy, Rathcoole

Fathimah Kara's focus on the self-care market has greatly assisted Reidy's Pharmacy by cementing its place as one of the key healthcare providers in the community complimenting the GP surgeries. Confidence in the pharmacy team and Fathimah has greatly soared and grown phenomenally with patients appreciating the services being provided and the positive impact on their health.

Word of mouth through people who have used the services has increased the uptake in services and also in those using the pharmacy for all their and their families healthcare needs from dispensing of prescriptions to general advice on minor ailments and to help with any concerns they may have.

The identification, implementation, and improvement of services in the pharmacy has greatly helped the local community.

#### Dunville Pharmacy, Dublin

Dunville Pharmacy is an independent pharmacy situated in the leafy suburbs of Dublin 6. The pharmacy team has spent the last seven years developing their self-care offering and in particular their VMS department from one bay in the old shop to one long aisle of supplements and wellness products.

Listening to customer's needs and requirements helped guide their growth into wellness. By specializing in this health category they have become known for their superior product range and expert advice.

The pharmacy has increased the sales in this area by 250%, over the previous five years, from 3,000 per month to over 10,000 per month and holding steady over the last two years. They have been able to clearly demonstrate how you can grow sales by first becoming an expert in that area.

