

The Irish  
Pharmacy

# Awards

2023



## Uniphar Category Development of the Year Award 2023

### CarePlus Pharmacy Network – Pain Project



Navi Group saw an education opportunity within the Pain category which accounts for 50% of OTC sales. The team behind the initiative reviewed the category and analysed the different type of pain products for different types of pain and patients and developed detailed training to aid staff in treating customers.

CarePlus operate a category management strategy that can leverage the groups spend and maximise value delivered to CarePlus Pharmacies through supplier rationalisation, contract alignment, consistent reporting, robust supplier relationship management, information accessibility and visibility. They regularly carry-out research through exit shoppers and mystery shoppers to see how they perform when categories change and on average score 95% which is excellent achievement for pharmacy teams on the ground.

### Glengarriff Pharmacy, Glengarriff

To develop the probiotic supplement category both in-store and online over the last 12 months, Glengarriff Pharmacy has employed several strategies such as promotions, information, education, and discounts.

To begin with, Glengarriff Pharmacy provided information and education on the benefits of probiotic supplements through various channels. By providing valuable information on the benefits of probiotic supplements, they have positioned themselves as a trusted source of information and have attracted customers who are interested in improving their health. Additionally, Glengarriff Pharmacy ran promotional campaigns that offered discounts or bundle deals on probiotic supplements and offer educational resources, such as brochures and blog posts, in-store and online to help customers understand the different types of probiotic supplements available and which ones may be best suited for their needs.



### Dunville Pharmacy, Dublin

Dunville Pharmacy has spent the last seven years developing 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. The team continue to plan further growth in this area of the business.

They completed a rebrand in 2022 along with an e-commerce website and in-store refit at the end of 2021, all with a new brand identity. This change allowed the pharmacy team to enter 2022 with a new up to date look, communicating exactly who they are and what they stand for.



### CarePlus Pharmacy Network – Women's Health Project

Navi identified an opportunity in the market to educate female customers on hormonal health and how pharmacies can assist in identifying their specific nutritional needs based on their age and current symptoms.

By arming the pharmacy staff with up-to-date knowledge on women's health and specific products available, CarePlus pharmacies became an important destination for women's to get advice and to improve their lives. The key areas focused on were periods, perimenopause and menopause-covering the full female customer base.