



Celebrating excellence in community pharmacy
Intercontinental O2 Hotel · London · November 19, 2021

ENTRY GUIDE

ENTRY DEADLINE: August 11, 2021

RECOGNISING AND CELEBRATING THE VITAL ROLE OF COMMUNITY PHARMACY

In the most extraordinary year in living memory, 2020 was a year of firsts for the C+D Awards, as we held our inaugural virtual Awards ceremony on the brand-new C+D Community platform.

This year, we'll be returning to the O2 Intercontinental - the site of the C+D Awards 2019 - for a physical ceremony. After another incredibly difficult year for pharmacy teams, it gives me great pleasure that the best of the best of community pharmacy will finally be able to catch up in person over a drink against the iconic backdrop of London's Canary Wharf.

In line with COVID-19 social distancing measures easing towards the end of the year, this year's C+D Awards will be held on November 19 as a celebration of community pharmacy's stellar efforts during the COVID-19 pandemic. In recognition of this, we are keeping our two COVID Hero award categories, both introduced last year, to highlight an individual and team that have gone above and beyond serving their community in what has been a drawn-out and worrying time for us all.

We have also extended the Pre-registration Graduate of the Year Award to include provisionally registered pharmacists, who have perhaps faced the most

tumultuous time of us all.

The coveted Health Initiative of the Year Award returns to celebrate the renewed focus on pharmacy's clinical, and the individuals who have made this a reality. And the Business Innovation Award is back for the second year to highlight the pioneering work of pharmacy businesses and their partners.

Of course, all our long-held categories are still present and correct, from the ever-popular Community Pharmacist of the Year, to the Above and Beyond Award - which allows patients to show their appreciation for the incredible work of pharmacy teams through a public vote.

After another stressful year in which community pharmacy has played a pivotal role, I hope you can join me for what will be another truly memorable event. I can't wait to shake hands with all of you.

Beth Kennedy, Editor



We've extended the Pre-registration Graduate of the Year Award to include provisionally registered pharmacists, who have perhaps faced the most tumultuous time of us all.

WHO CAN ENTER

The C+D Awards 2021 is open to all pharmacy workers who are based in a community setting, including locums, those who work for primary care networks, teams offering services aimed at community pharmacy teams eg locum agencies and head office/support teams working for pharmacy companies.

Entries are unfortunately closed to pharmacy professionals who work outside of the UK and to pharmacists working in academic and hospital settings.

HOW TO ENTER

1. Select your category carefully so you choose the most suitable one for your entry.
2. Complete the entry online using the awards system and submit in advance of the August 11 deadline.
3. You will receive an automated email confirming your submission. If you do not receive this please contact natalia.kay@informa.com

WHY ENTER?

Previous winners of C+D Awards have said it gives them a sense of professional pride, sets them apart from their peers, and has even helped to increase the salary they can command. Whatever your reasons for entering, get the recognition you (or your team or project) deserve by entering for an award today. Take a look at our 2020 winners stories on the C+D website for some inspiration.

2021 CATEGORIES

We are pleased to present the following categories for the 2021 C+D Awards

★ Above and Beyond

★ Business Innovation Award

★ Community Pharmacist of the Year

★ Health Initiative of the Year

★ Independent Pharmacy of the Year

★ Manager of the Year

★ Online Initiative of the Year

★ Pharmacy Staff Member of the Year

★ Pharmacy Team of the Year

★ Pre-registration / Provisionally
registered Pharmacist of the Year

★ Training and Development Award

★ COVID HERO – Outstanding
Individual Award

★ COVID HERO – Outstanding
Team Award



ABOVE AND BEYOND

This unique award is a chance to celebrate the individual stories of pharmacists and pharmacy staff going above and beyond for their patients, and for the sector. Tell us about a time when you or your team went beyond the call of duty to help patients – from life-saving interventions to charity work and everything in between. The winning story will be voted for by C+D readers.

Unlike other C+D Awards, this isn't about assessing an individual's career or an entire project. Instead, this is about one specific event that allowed you or a colleague to shine.

It is open to any pharmacist or pharmacy staff member who has a story from 2020 they think stands out. While this category is about a single experience that occurred, it's fine to provide some background context, and also explain the consequences of your story. For example, if your tale of going above and beyond involved making a patient intervention, you may want to provide some background about how you know the patient, as well as how the patient is doing now. But if you find yourself writing about your or your pharmacy's achievements more generally, then stop – you should be entering one of the other 13 C+D Awards categories instead.

If the story you want to submit involves a colleague rather than yourself, it's fine for you to enter on their behalf. However, you must ensure you have checked all the facts with them, and be aware that they will receive the complimentary ticket to the Awards ceremony if they make the shortlist.

BUSINESS INNOVATION AWARD

Great pharmacy businesses never stand still. They continue to innovate, evolve and raise the bar for competitors. And it's not just about throwing cash at problems – it's about the creative ideas that genuinely move your business forward.

In no more than 300 words per question, please answer the following:

1. How did you identify the need for your business innovation and how did it meet this need?
2. What impact has your innovation had on your pharmacy business and/or your pharmacy team(s)?
3. What impact has your business initiative had on your customers?
4. How has your business initiative improved your pharmacy's/ies' links with other healthcare professionals?

COMMUNITY PHARMACIST OF THE YEAR

Whether you are a branch manager, running your own pharmacy, or acting as superintendent, you strive to be the best. Tell us how you have maximised delivery of your contract, developed clinical services and built links with patients and peers.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy/ies and/or your pharmacy team(s)?
4. How have you developed, utilised and motivated your pharmacy team(s)?
5. How have you improved you and your pharmacy's/ies' links with other healthcare professionals?

HEALTH INITIATIVE OF THE YEAR

Whether you provide public health services such as an anticoagulation clinic or palliative care, or clinical services such as smoking cessation, diabetes screening or flu vaccinations, it goes without saying that your service has to be well-executed.

In no more than 300 words per question, please answer the following:

1. How did you identify the need for your public health or clinical service, and how did it meet this need?
2. What impact has your health initiative had on your patients?
3. What impact have you had on your pharmacy/ies and/or your pharmacy team(s)?
4. How has your health initiative improved your pharmacy's/ies' links with other healthcare professionals?

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PharmaDoctor is a champion of local pharmacies and their importance to the community. The UK's leading provider of Clinical Service Packages to pharmacies, we support more than 12,000 pharmacists nationwide. As pressure on the NHS increases, we're turning local pharmacies into alternative healthcare providers for much needed clinical services like travel vaccinations, women's and men's health consultations and skincare treatments. Using a suite of digital consultation platforms (with integrated PGDs and marketing support) called eTools, our partner pharmacies are reaping the benefit of increased footfall and fresh sources of revenue. We're helping put the local pharmacy back where it belongs.

INDEPENDENT PHARMACY OF THE YEAR

Every independent pharmacy has to balance the demands of delivering a modern, patient-centred health service with offering a customer experience that rivals the big high-street retailers – an even harder challenge in today's harsh funding environment.

In no more than 300 words per question, please answer the following:

1. What has your independent pharmacy business done to deserve this award and why?
2. What impact has your independent pharmacy business had on its patients?
3. What impact has your independent pharmacy business had on its team(s)?
4. How has your independent pharmacy business improved its links with other healthcare professionals?

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Bestway Medhub is a short-line wholesaler supplying products and services to the independent pharmacy and dispensing doctor sectors, supporting over 3,000 customers across the UK. As part of the Bestway Group, the company has the backing of the largest independent wholesale business in the UK. Established in 2015, the business has grown significantly working to the values of being transparent, fair, and simple with a dedicated Field and Telesales team supporting customers day in and day out. The business is led by Paul Insley, who sits on the Healthcare Distribution Association (HDA), a body that helps shape the wholesaling and distribution landscape to support the ever changing and challenging world of pharmacy. Bestway Medhub puts its values into action by offering simple net pricing with no minimum spend, no complicated surcharges, quotas or targets to hit. Ordering is made even easier through the online web portal giving customers 24/7 access and availability and the ability to view past orders and invoices. Bestway Medhub offer free next-day delivery from a highly automated 250,000 sqft warehouse in Stoke-on-Trent. If you are looking for a dependable wholesale, without the complications, then look no further: <https://www.bestwaymedhub.co.uk/>.

MANAGER OF THE YEAR

Whether working at the coalface as a pharmacist or technician, in head office as superintendent, in a professional development role, or as an area or regional manager, an award-worthy manager has the ability to make things happen.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact has your management had on your patients?
3. What impact has your management had on your pharmacy/ies and/or its team(s)?
4. How have you improved your and your pharmacy's/ies' links with other healthcare professionals?

ONLINE INITIATIVE OF THE YEAR

With the digital space even more important since the COVID-19 pandemic hit, we want to hear examples of how pharmacy teams are embracing technology. Whether you've launched a flashy new website, taken to Facebook to organise a health campaign, or used Twitter to promote your brand – the judges will want to see how your business and, most importantly, your customers have benefited.

In no more than 300 words per question, please answer the following:

1. How did you identify the need for your online initiative and how did it meet this need?
2. What impact has your initiative had on your pharmacy business and/or motivated your pharmacy team(s)?
3. What impact has your online initiative had on your customers?
4. How has your online initiative improved your pharmacy's/ies' links with other healthcare professionals?

PHARMACY STAFF MEMBER OF THE YEAR

Perhaps you have helped recruit patients to your pharmacy's services and delivered health promotion activities? Or maybe you improved safety or efficiency in the dispensing process, while mentoring colleagues. Either way, this is your time to shine.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy/ies?
4. How have you improved your and your pharmacy's/ies' links with other healthcare professionals?

PHARMACY TEAM OF THE YEAR

Tell us how your team puts your pharmacy or pharmacies at the heart of the community it serves, how it has overcome obstacles by working together and how it has used individual skills and strengths to create an even more powerful whole – all to the benefit of patients.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy/ies?
4. How have you improved your and your pharmacy's/ies' links with other healthcare professionals?

PRE-REGISTRATION/ PROVISIONALLY-REGISTERED PHARMACIST OF THE YEAR

The winner of this award won't be your average pre- or provreg; they will have set themselves apart from their peer group with their drive, ingenuity, ideas and commitment to make a difference to their community.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients?
3. What impact have you had on your pharmacy and its team?
4. How have you improved your and your pharmacy's links with other healthcare professionals?
5. What are the key lessons you have learned during your pre- or prov-reg year and how will they make you a better healthcare practitioner?

TRAINING AND DEVELOPMENT AWARD

Have you developed an innovative training programme? Or are you a pre-reg tutor who has found new ways to motivate their trainees to reach their full potential? The judges will want to see how you have put your team and their skills at the heart of what you do

In no more than 300 words per question, please answer the following:

1. How did you identify the need for your training and development initiative(s) and how did it/they meet this need?
2. How has your training and development initiative(s) developed, utilised and/or motivated your pharmacy team(s)?
3. What impact has your training and development initiative(s) had on your patients?
4. What impact has your training and development initiative(s) had on your pharmacy/ies?
5. How has your training and development initiative(s) improved your pharmacy's/ies' links with other healthcare professionals?

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As an accredited RPS training provider RB is proud to be sponsoring the Pharmacy Training and Development Award. We have been delivering high quality training for over 20 years, through a comprehensive and interactive range of platforms to suit individual learning needs. As a leading OTC manufacturer, RB is committed to helping develop the full pharmacy team, to become confident and empowered experts in healthcare.

<https://www.rbforhealth.co.uk/>

COVID HERO - OUTSTANDING INDIVIDUAL AWARD

The COVID HERO - Outstanding Individual Award is a chance to celebrate an individual who has shown resilience, dedication and initiative during the COVID-19 pandemic. You may have found innovative ways to deliver medicines to shielding patients, implemented procedures in the pharmacy to protect at-risk groups, masterminded a communication plan to keep in touch with your community, or simply lent an ear to a vulnerable patient. Whatever your story, G+D wants to hear from you.

In no more than 300 words per question, please answer the following:

1. What have you done to deserve this award and why?
2. What impact have you had on your patients and/or the wider community?
3. What impact have you had on your pharmacy/ies?

COVID HERO - OUTSTANDING TEAM AWARD

This award is a chance to celebrate an outstanding team that has worked together to serve its community and patients while showing resilience, dedication and initiative during the COVID-19 pandemic. Tell us how your team has gone beyond the call of duty to help your patients and the community/ies you serve, how you have overcome obstacles by working together and ways in which you have used team members' individual skills and strengths to help patients during the pandemic. Whatever your story – G+D wants to hear from you.

In no more than 300 words per question, please answer the following:

1. What has your team done to deserve this award and why?
2. What impact has your team had on your patients and/or the wider community?
3. What impact has your team had on your pharmacy/ies?

HOW DO THE JUDGES SELECT THE WINNER?

The C+D Awards prides itself on its judging panel, comprised of independent, senior industry experts each chosen for their knowledge, objectivity and credibility. The panel is designed to reflect the breadth of community pharmacy, and the wider healthcare sector.

The judges separately consider entries from those categories that are relevant to their particular areas of specialist knowledge, expertise and experience, ensuring a considered response to every individual submission. Each category is reviewed by at least three judges. To ensure the process is fair and unbiased, the judging is done independently – with no judge informed who else is judging their categories, or who has won their categories.

The judges mark each entry against the published criteria and score it out of 10. The scores are then collated by the Awards team to determine which entries are included in the shortlist, and the ultimate winner.

The chair of the judging panel reserves the right to cast any deciding vote, should the need arise. The judges' decision is final and neither the organisers nor the judging panel will enter into any correspondence about the results.

Details of the winners are strictly embargoed until the night but further details of all of the shortlisted entries will be published in the weeks leading up to the ceremony on Friday November 19.

THE RULES

- All entries must be written in English.
- All entries must be submitted via our online entry system.
- All entries must be based on activities undertaken between August 2019 and August 2020.
- Companies may enter more than one category, provided that each entry has been specifically written to address the relevant criteria.

CONFIDENTIALITY

Informa, organiser of the C+D Awards, recognizes and respects the sensitive nature of the information submitted in the entries. We ensure that this recognition is shared by our judging panel as well.

Entries are not disclosed or discussed outside the judging process.

Once an entry is shortlisted, extracts from the entry will be sourced for inclusion in the Awards ceremony and any subsequent editorial coverage.

FAQS

Q. How do I enter?

A. It's very simple. Ensure you have read the entry guidelines and category criteria. Decide which category/categories you wish to enter. Create an account on our new entry system, which allows you to save and amend your entry until you are ready to submit it. Answer the questions/criteria relevant to your chosen category. When your entry is complete, don't forget to click submit. You can look at and review your submitted entries up until the entry deadline.

Q. How much does it cost to enter?

A. It is free to enter the awards

Q. When is the entry deadline?

A. Entries are being accepted until August 11 2021

Q. I am not sure which category our entry would fit into?

A. If you are not sure which category your entry fits into, please contact Natalia Kay at natalia.kay@informa.com for further assistance.

Q. Can I submit more than one entry?

A. Yes. The only exception is Community Pharmacist of the Year and Pharmacy Manager of the Year, where the same individual cannot enter both. While in every other category your business is able to enter as many as are relevant, please note you can't submit the same or similar entries for more than one category.

Q. I am a sponsor of the awards. Am I still able to enter?

A. Yes you can enter the awards and we would encourage this, however you are unable to enter the category you are sponsoring. But don't worry - there are plenty of other categories to choose from.

Q. How will I know whether my submission has been received?

A. All submissions will be acknowledged by an automated email once you have submitted your entry. Our awards team will also get in touch with you again shortly after the entry deadline. If you have any concerns please contact our event manager Natalia Kay at natalia.kay@informa.com.



Q. How will I know if my submission has been successful?

A. Following the judging all companies and individuals will be notified by email. Finalists will be announced on our website

Q. What PR and Marketing opportunities will there be if I am shortlisted ?

A. All shortlisted entrants will be sent a marketing pack containing a poster to print and display in your pharmacy or office, along with digital marketing elements to add to your website, social media and emails.

Q. What do I get if I win?

A. The C+D Awards are highly regarded within the industry and winning an award marks you out as a leader in your field. All shortlisted entrants will receive one complimentary place to attend the awards. Please ensure you include details of who should receive this place when you enter. Winners are only announced on the evening and receive a trophy and certificate of recognition.



CONTACT

For further information about entering the C+D Awards, please contact:

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