

# Pharmacy Pledge calls on pharmacists to commit to team training

*Campaign brings together pharmacy stakeholders and industry to raise standards and customer experience*

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*Sunil Kochhar*

awareness campaign designed to equip pharmacy managers with the tools to support their team’s learning and development has been launched with the aim of raising standards and improving the customer experience in pharmacy.

Pharmacy managers are being encouraged to sign the online Pharmacy Pledge ([www.pharmacypledge.org](http://www.pharmacypledge.org)) and unlock free tools and training along the way, in preparation for Training Awareness Week 2017 (March 6-10).

Pharmacy Pledge is the brainwave of Sunil Kochhar, founder of pharmacyTALK.co.uk, who has teamed up with learning and technology company Mediapharm to launch the initiative. As part of his other roles as Kent LPC Vice Chair, PSNC local

representative, and an independent contractor, Sunil recognised the role of support staff training and development in raising standards and garnering the trust of the public but was aware that many community pharmacy managers lacked the tools and resources to help them do that.

“As an owner of an independent community pharmacy, you are juggling a lot of roles while trying to keep the business profitable. You don’t have the luxury of a learning and development (L&D) department so training becomes ad hoc and a distraction, but without it you sacrifice the customer experience and revenue,” explains Sunil.

The campaign has also involved the key pharmacy training providers and OTC companies with the aim of creating a dedicated network that will help pharmacists succeed in their pledge. Mediapharm co-founder Paul Lowndes explained: “We know a lot of valuable resources are already out there but the pharmacists we speak to don’t know where to start. Our aim with the campaign is to turn training into profit by getting the right content to the right person at the right time.”

The Pledge to Principle 6 – a reference to the GPhC’s 5 principles - will revolve around five call to actions designed to give managers a structured framework to support staff L&D. Tools will be offered to support these actions and bring training in line with business objectives. Tools will include time management sheets, training matrix templates and category breakdown toolkits.

Further information on the Pharmacy Pledge can be obtained from:

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Notes to Editors:

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\_ Pharmacy Pledge is a joint initiative between founder of pharmacyTALK.co.uk Sunil Kochhar and pharmacy education and training company Mediapharm

\_ The Pledge is being supported by pharmacy stakeholders and industry \_ Pharmacy Pledge is

launching Training Awareness Week (March 6th-10th 2017) as a focal point for campaign activities \_ Pharmacists can take the Pharmacy Pledge by visiting [www.pharmacypledge.org](http://www.pharmacypledge.org)

\_ The Pledge revolves around Principle 6, a reference to the GPhC's 5 principles and standards

\_ Photo l-r: Fawz Farhan, pharmacist and co-founder of Mediapharm; Paul Lowndes, managing director and co-founder of Mediapharm; Sunil Kochhar, pharmacist and founder of pharmacyTALK.co.uk

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