



## CPD REQUIREMENTS FOR PHARMACISTS

The CPD Standards Office is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and membership organisation's as a collaborative CPD network & community.

# CPD Requirements for Pharmacists

## General Pharmaceutical Council: Regulator

The General Pharmaceutical Council (GPhC) is the regulator for pharmacists, pharmacy technicians and pharmacies in Great Britain, their role is to assure and improve standards of care for people using pharmacy services.

### What do they do?

The GPhC sets the standards for professionals in the industry to enter and remain on their register. They are an active council and their responsibilities include:

- Set standards for education and training of pharmacists and pharmacy technicians.
- Maintaining a register of pharmacists, pharmacy technicians and pharmacies.
- Set the standards of conduct and performance that pharmacy professionals have to meet throughout their careers.
- Set the standards for CPD that pharmacy professionals have to achieve throughout their careers.

### CPD Requirements

As a condition of registration, individual registrants must keep a detailed record of CPD and submit it to the Council when requested.

There must be a minimum of 9 CPD entries per year that reflect the context and scope of the registrant's practice, and record how their CPD has contributed to the quality or development of their practice using the Council's CPD framework.

## Other Professional Bodies

The following professional bodies enforce and support the GPhC's CPD requirements. Between them, they provide a wealth of resources, events and educational programmes all appropriate for CPD purposes.

The National Pharmacy Association (NPA) - <https://www.npa.co.uk/>

Royal Pharmaceutical Society (RPS) - <https://www.rpharms.com/>

Faculty of Pharmaceutical Medicine (FMP) - <https://www.fpm.org.uk/>



## Training Providers and the Pharmaceutical Industry

*Our top tips for training providers seeking to engage and train Pharmacists...*

Pharmacists are continually seeking CPD activities to satisfy their CPD requirements and can undertake CPD on any topic. As a target delegate group, Pharmacists are easy to identify, and training providers can easily build their connections and client base in this area:

- A platform of groups for the Pharmaceutical industry are present on LinkedIn. Visit <https://www.linkedin.com/groups/> - Use the 'discover' tool to search for groups discussing marketing to the pharmaceutical industry. Once you become a member, we recommend posting and communicating regularly to introduce you and your training. Over time, you will become a trusted adviser, expand your network and will find that individuals reach out to you for your expertise and training solutions.
- Attend events and shout you are CPD accredited! Pharmacists are always looking to tick off their annual CPD hours. Display our badge on your exhibition stand or wear your CPDSO pin when networking to make sure it's visible you offer CPD accredited courses.

## Marketing to Pharmacists

Understanding their role and influence can help marketers better understand pharmaceutical practice to be able to develop better relationships and effectively market products/services.

A book titled '[Marketing to Pharmacists: Understanding Their Role and Influence](#)' by Benjamin F Banahan provides lots of information on how to market successfully, below are some techniques and suggestions:

Understand pharmacists influence in prescription product selection to help develop effective marketing strategies.

Understand dimensions of the quality of life and other aspects of pharmaceutical care to design effective sales tactics to pharmacists.

Develop a positive relationship between pharmacists and pharmaceutical companies by displaying genuine customer interest, providing pharmacists with useful and accurate information about products, and establishing ethical guidelines.

## Events for Pharmacists

Below is a list of events that we recommend exhibiting at to connect with the Pharmaceutical industry:

### The Pharmacy Show - NEC Birmingham Autumn

Join pharmacy experts and key opinion leaders, new and existing supplier and policy makers to keep up with all the latest developments, grow your business, improve patient outcomes and get all the practical training and advice you need! - <https://www.thepharmacyshow.co.uk/#/>

### The Clinical Pharmacy Congress - Excel London, Summer

This event is the largest gathering of clinical pharmacy professionals in Europe and receive the latest sector updates from leading speakers and network with thousands of professional peers. - <https://www.pharmacycongress.co.uk/#/>



## Pharmaceutical Magazines

There are various trade magazines for the pharmaceutical industry that CPDSO recommend, below is a list of our favourites with large readerships, that you as a trainer provider, should consider advertising or contacting for an editorial contribution in order to promote your training services in the industry.

### PharmaTimes -

This is the leading pharmaceutical magazine, tracking trends and issues that affect the industry in the UK, and across the world. They deliver independent, authoritative and trustworthy content through impartial, balance and informed opinion and analysis. - <http://www.pharmatimes.com/magazine>

### Pharma World Magazine -

Issued every 3 months, the magazine represents a true showcase through which companies manufacturing machines, technologies, raw materials, production materials, analysis, control and pharmaceutical packaging can present themselves to readers throughout the world. - <https://www.pharmaworldmagazine.com/>

### The Pharmaceutical Journal -

The official monthly journal of the Royal Pharmaceutical Society, provides information and analysis on the latest advances in any branch of pharmacy practice and pharmaceutical science throughout the world. - <https://www.pharmaceutical-journal.com/publications/the-pharmaceutical-journal/>

We hope you have found this factsheet helpful.

Please see [www.cpdstandards.com](http://www.cpdstandards.com) for more information on our accreditation services or call **0203 745 6463** for further advice.