



Celebrating excellence in
community pharmacy

The Brewery, London | Thursday, September 19, 2024

ENTRY GUIDE

Entry Deadline: Friday, May 31, 2024

JOIN US IN CELEBRATING EXCELLENCE WITHIN THE COMMUNITY PHARMACY SECTOR

Following another challenging year, the C+D team is thrilled to announce that the foremost professionals in community pharmacy will once more have the opportunity to gather together as we commemorate excellence and progress in the sector.

There is truly a wealth of reasons to celebrate. Our established categories, such as Community Pharmacist of the Year and Independent Pharmacy of the Year, remain intact. Additionally, the Trainee Pharmacist of the Year category makes a reappearance to acknowledge outstanding individuals at the beginning of their pharmacy careers who set themselves apart using drive and ingenuity.

We are extremely excited to announce that the new category of Unsung Hero makes an entrance into the awards for 2024 and replaces the Above and Beyond awards. Have you or a colleague gone the extra mile to provide exceptional care to a patient? Perhaps you know someone that has embarked on a charitable adventure to raise money and awareness? If you do, use the C+D Awards to sing it from the rooftops!

During what is sure to be another demanding year where community pharmacy has been at the forefront in both the eyes of the public and the media, please join us for an unforgettable event.

The C+D Team



WHO CAN ENTER

The C+D Awards 2024 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, e.g. 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 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: Friday, May 31, 2024 entry deadline.
- 3 You will receive an automated email confirming your submission. If you do not receive this, please contact Senior Events Manager, natalia.kay@citeline.com.

“Get the recognition you, your team or project deserve by entering an award today.”

WHY ENTER?

Previous winners of C+D Awards have said it gives them a sense of professional pride and sets them apart from their peers. Whatever your reasons for entering, get the recognition you (or your team or project) deserve by entering an award today. Take a look at our 2023 highlights video to get a taste of the action:

[View our 2023 highlights](#)



2024 CATEGORIES

We are pleased to present the following categories for the 2024 C+D Awards.

★ Unsung Hero Award

NEW

★ Manager of the Year

★ Innovation of the Year Award

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★ GP or PCN Pharmacist of the Year

★ Pharmacy Staff Member of the Year

★ Community Pharmacist of the Year

★ Pharmacy Team of the Year

★ Diversity and Inclusion Award

★ Trainee Pharmacist of the Year

★ Health Initiative of the Year

★ Training and Development Award

★ Independent Pharmacy of the Year

Sponsored by



"For the 2024 Awards we have one new category, 'Unsung Hero Award'."



UNSUNG HERO AWARDS

NEW

Replacing the ever-popular Above and Beyond awards, this year C+D wants to hear from you about the unsung heroes in your profession.

This is a wonderful opportunity to recognise and celebrate a pharmacist or pharmacy staff member who has gone the extra mile for their patients and the sector as a whole.

Share with us a time when you or your team exceeded expectations to assist patients, perhaps through life-saving interventions, charitable endeavours, or other remarkable efforts. The stories in each category will be subject to voting by C+D readers.

Unlike other C+D Awards, this is not an evaluation of an individual's entire career or a comprehensive project. Instead, it focuses on a specific event that allowed you or a colleague to stand out. The awards welcome submissions from any team, pharmacist, or pharmacy staff member with a noteworthy story from 2023. Although this category revolves around a singular experience, feel free to provide some background context and explain the repercussions of your story.

For instance, if your entry involves a patient intervention that went beyond standard of care, you may want to offer background information about your relationship with the patient and provide an update on their current well-being. However, if your narrative tends to focus more broadly on your or your pharmacy's achievements, it's advised to consider entering one of the other 12 C+D Awards categories. If the story you wish to submit involves a colleague rather than yourself, you are permitted to enter on their behalf. Ensure you have verified all the details with them and be aware that they will receive a complimentary ticket to the awards ceremony if they make the shortlist.

WHO CAN ENTER?

Any pharmacist, pharmacy staff member or pharmacy team.



INNOVATION OF THE YEAR AWARD

Great pharmacy businesses never stand still either on the ground or online. 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. So what have you done to innovate? Have you gone greener? Have you led the way on the ground? Or have you taken to Facebook to organise a health campaign, used Twitter to promote your brand or launched a new website? Whatever you have done 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 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 innovation had on your customers?
4. How has your initiative improved your pharmacy's/ies' links with other healthcare professionals?

“So what have you done to innovate? Have you gone greener? Have you led the way on the ground?”

WHO CAN ENTER?

Any UK-based pharmacy business which has a green, on the ground or online innovation to showcase or believes they have risen the competitive bar.

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 utilised 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?

“Are you a branch manager, running your own pharmacy, or acting as superintendent, and strive to be the best?”

WHO CAN ENTER?

Any UK-based branch manager, owner or superintendent pharmacist.

DIVERSITY AND INCLUSION AWARD

This award aims to shine a light on vital work that is being done by pharmacy teams, organisations and individuals to challenge inequality in the sector. Tell us about an innovative training course your pharmacy has run to educate staff about diversity, or an initiative you've implemented to promote more diversity in your team. However you've promoted equality and diversity, tell us your story.

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

1. What have you/your team/your workplace done to deserve this award and why?
2. What impact has this had on your team and/or the wider company (if applicable)?
3. What tangible benefits have come out of your initiative?

"Tell us about an innovative training course your pharmacy has run to educate staff about diversity, or an initiative you've implemented to promote more diversity in your team."

WHO CAN ENTER?

Any UK-based individual or team working for or on behalf of a community pharmacy business.

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?

"Do 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?"

WHO CAN ENTER?

Any UK-based provider of public health or clinical services.

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?

“Your 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.”

WHO CAN ENTER?

Any UK-based independent pharmacy.



MANAGER OF THE YEAR

Whether working at the coalface as a pharmacist or technician, in head office as a 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?

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

WHO CAN ENTER?

Any UK-based:

- Pharmacist or technician
- Individual working as a superintendent pharmacist in head office
- Individual working in a professional development role or
- Area or regional manager

GP OR PCN PHARMACIST OF THE YEAR

Whether you are a GP or PCN pharmacist, 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?

“Are you a GP or PCN pharmacist, and strive to be the best?”

WHO CAN ENTER?

Any UK-based GP or PCN pharmacist.

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?

"Have you 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."

WHO CAN ENTER?

Any UK-based member of a pharmacy team.



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?

“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.”

WHO CAN ENTER?

Any UK-based pharmacy team.

TRAINEE PHARMACIST OF THE YEAR

The winner of this award won't be your average trainee pharmacist; 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 pharmacy training and how will they make you a better healthcare practitioner?

“They will have set themselves apart from their peer group with their drive, ingenuity, ideas and commitment to make a difference to their community.”

WHO CAN ENTER?

Any UK-based trainee pharmacist.

TRAINING AND DEVELOPMENT AWARD

Have you developed an innovative training programme? Or are you a trainee tutor who has found new ways to motivate 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?

"Have you developed an innovative training programme? Or are you a trainee tutor who has found new ways to motivate their trainees to reach their full potential?"

WHO CAN ENTER?

Any UK-based pharmacy organisation or trainee pharmacist tutor.



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 Thursday, September 19, 2024.



THE 2024 AWARDS JUDGES



Jay Badenhorst



Stephanie Bancroft



Chris Bonsell



Liz Fidler



Dr Leyla Hannbeck



Yasmine Haq



Mike Holden



Nick Kaye



Michael Keen



Eoghan O'Brien



Mahendra Patel

For a full list of judges,
please visit our website.



Aled Roberts



Sukhy Somal



Claire Steele



Mital Thakrar



Sebastian Miles

THE RULES

1. All entries must be written in English.
2. All entries must be submitted via our online entry system.
3. All entries must be based on activities undertaken between June 2023 - June 2024.
4. Companies may enter more than one category, provided that each entry has been specifically written to address the relevant criteria.
5. All entries must include a picture of the nominee or team which can be used at the awards ceremony. This must be submitted at the point of entry.

CONFIDENTIALITY

We recognise and respect 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 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 Friday, May 31, 2024.

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 our Senior Event Manager, Natalia Kay at natalia.kay@citeline.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 Senior Event Manager, Natalia Kay at natalia.kay@citeline.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 digital email signature and banners to display on 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 be able to purchase a seat at the awards for the highly discounted price of **£50 each**.

This covers your attendance at the welcome reception, three course dinner and the after party. You will have the opportunity to network with senior industry leaders and decision makers while celebrating being part of the C+D Awards shortlist. This offer is limited to one per person/company and additional places or a table can be purchased at the regular rate. Winners are only announced at the Awards ceremony and will receive a trophy and certificate of recognition.

CONTACT

AWARDS

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

NATALIA KAY

Senior Events Manager

M 07917 265637

E natalia.kay@citeline.com

SPONSORSHIP OPPORTUNITIES

For further information about how the C+D Awards can enhance your marketing through sponsorship opportunities for your business, please contact:

TREVOR DAY

Key Account Manager

M 07880 461744

E trevor.day@citeline.com

YUE ZHUO

Business Development Manager

M 07407891600

E yue.zhuo@citeline.com





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