## **Pharmaceutical Innovation CPD Masterclass**

This is a 3 half-day CPD programme for practising pharmacists. The first half-day focusses on innovation frameworks and methodologies while the second and third sessions focus on Service Design. This programme is a comprehensive exploration of attitudes, motivations and behaviour needed to develop an entrepreneurial mindset and nurture a culture of innovation among pharmacists. The sessions will cover the importance of entrepreneurship and innovation in times of economic uncertainty and change and how we all have the potential to become more entrepreneurial in our approach to delivering value in the service industry as a pharmacist or within an organisation. In addition, the programme will explore the journey customers take when engaging with their pharmacist with a focus on customer empathy and problem definition.

**Aims and objectives**

The aim of this programme is to offer a set of practical tools and frameworks which, when adopted, radically improve an individual or organisation’s innovation capability.

Learning objectives:

* To explore theories, processes and frameworks associated with innovation and how they could be applied in a pharmaceutical context
* To design roadmaps and scenarios where opportunities for innovation can be recognised and generated

**Workshop 1 – Innovation Frameworks and Methodologies**

* Examine innovation frameworks and how they can be applied in a pharmaceutical context
* Understand the advantages of cross-functional and multidisciplinary team engagement in problem solving for clients
* Be able to apply frameworks for empathy and problem definition
* Have a set of tools for evaluating and designing an excellent client experience

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**Workshop 2/3 - Service Design**

* Developing empathy for customers through observation, interaction and interview and learning how Design Thinking can inform and enhance the customer experience
* Developing customer personas and prototyping scenarios in order to improve the customer journey
* Prototype a client journey and receive feedback ability to move from tactical delivery to strategic thinking with an ability to propose solutions demonstrating empathy and clarity for customers
* Understanding how innovation/entrepreneurship can help pharmacists develop new business as well as contribute to process improvement

**Additional programme notes**

* Pre-work (e.g. case studies) to be shared with participants in advance in order to maximise opportunity for experiential learning, reflection and discussion in online session
* Examples and case studies will be relatable to pharmacist perspectives, business and values

**Format and delivery**

* An experiential, high energy, three-part online programme (3hrs per session, afternoon) for delivery 2021
* Delivered via Zoom
* No of participants 25-30

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