

# Protecting your business is vital – a practical guide to SWOT analysis and more

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# Overview

## Our One Key Management Tip

Spend time on what you CAN control and don't waste time on what you can't control



# Introduction

This will be a reflective learning session which should lead to further discussion with your dispensary team

**We will be asking you to consider your dispensary management as a whole**



So Where Do  
We Start?

SWOT



SWOT

Strengths

**You are a one-stop-shop – use this to your advantage**

**Captive audience?**

**Control of the prescribing process**



SWOT

Weaknesses

**The changing demographic of GP Partners**

**Legislation limits activities**

**Staff recruitment & retention**



SWOT

Opportunities

**New services...**

**Use of space...**

**Innovation...**

**a New Age?**



SWOT

Threats

**Rurality**

**Pharmacy**

**Internet**





Business  
Planning –  
Consider other  
issues



**PESTLE:**

**Political**

**Economic**

**Sociological**

**Technological**

**Legal**

**Environmental**

**What's going on in the wider world that  
may affect my business?**

So Where To  
Start?

## **Protecting Your Dispensary IS Protecting Your Business**

What is the general feeling and mood of your dispensary staff?

Does the dispensary feel overly busy? Stressful? Happy? Noisy?

Are the partners actively involved with dispensary management?

*Is communication daily, weekly, monthly or ad-hoc?*



So Where Do  
We Start?

## **Never Enough Time To Manage?**

Make to do lists and NOT to do lists!

Diarise your daily/weekly/monthly activities to give yourself time

Example to consider - How often do you check you are signed up for MDS schemes?

Ensuring income is maximised is essential to protect your business!



Reimbursement

## **The Drug Tariff**

You can't control the change in Drug Tariff prices and categories

But you CAN and should read the preface every month to prepare for upcoming changes



# Reimbursement

## **The Dispensing Fee**

You can't control the change in the Dispensing Fee

But you CAN and should be maximising your dispensing fee income

Spreading prescriptions across all prescribers

Weekly dispensing where socially or clinically appropriate

Are your dispensing fees what you would expect them to be?

Do you check submitted number of items vs items paid?



# Your Dispensary Design, Layout and Location



## **Key Points**

This is an area under your [potential] control

Does your design and layout enhance your processes, safety and dispensing efficiency?

[Greater efficiency = enhanced profitability]

Is it easy to pick medicines for dispensing?

Is your dispensary located in the best place in your building?

Is a robot viable?

# Management Accounting

Do you have access to your PCSE statement and do you understand it?

Do you have access to your monthly spend/rebates from your suppliers?

Do you record spend vs income?

Most basic management accounts will include tracking of actual money coming in vs actual money going out





# Management Accounting

Prescription Charges and collection [England only]

Keep it Simple!

Record daily – reconcile weekly

Do the charges collected reflect money taken by the dispensary – significant differences are a Red Flag





# Customer Service

Keeping your customers happy is the number one priority of a business

New customers [dispensing patients] are hard to come by

More likely to lose customers than gain them...

Consider:

- A delivery service

- Speedy turnaround of repeats

- An automated collection point



## Customer Service Part 2



Opportunities...

Are you, as a manager looking for new services to provide your patients?

Point of Care blood tests?

Ultrasound scanning?

Are there other opportunities?

Do you have any unused space that could be utilised for other healthcare services?

# The Future

Loss of rural status – house building and development of greenfield sites

The threat of internet pharmacy – younger customer base and the rise of Silver Surfers

Is it time to consider a pharmacy application?

Yes if major building is planned

Yes if patient population is increasing

Yes if your village is now an extension of an urban area



Any  
Questions?

- Any further questions can be sent to [contact@dispensingdoctorexerts.co.uk](mailto:contact@dispensingdoctorexerts.co.uk)

