



Celebrating excellence in
community pharmacy

Intercontinental O2 Hotel · London · Friday November 18, 2022

ENTRY GUIDE

ENTRY DEADLINE: September 9, 2022



RECOGNISING AND CELEBRATING THE VITAL ROLE OF COMMUNITY PHARMACY

In another challenging year for community pharmacy teams, 2021 saw the C+D Awards return to a physical event – and we couldn't have been happier to catch up with our audience in person

This year, we'll be returning to the O2 Intercontinental for another in-person ceremony. After another incredibly difficult year for pharmacy teams, it gives me great pleasure that the best of the best of community pharmacy will once again be able to catch up over a much-deserved drink against the iconic backdrop of London's Canary Wharf.

This year's C+D Awards will be held on Friday November 18 as a celebration of community pharmacy's stellar efforts over the past year.

This year, we are introducing the Diversity and Inclusion Award to highlight vital work that is being done in the sector to improve equality. We are also bringing back our bi-annual Pharmacy Design Award to recognise pharmacies that have given themselves a face lift under the most difficult of circumstances.

We have also renamed the Pre-registration Graduate of the Year Award to the Trainee Pharmacist of the Year Award, in line with the new term for trainees starting out on their pharmacy journey.

The coveted Health Initiative of the Year Award returns to celebrate the renewed focus on pharmacy's clinical nous, and the individuals who have made this a reality. And the Business Innovation Award is back for the third year to highlight the pioneering work of pharmacy businesses and their partners.

Of course, all our long-held categories are still present and correct, from the ever-popular Community Pharmacist of the Year, to the Above and Beyond Award – which this year has been split into two categories and allows patients to show their appreciation for the incredible work of both individuals and pharmacy teams through a public vote.

After another stressful year in which community pharmacy has played a pivotal role, I hope you can join me for what will be another truly memorable event.

Beth Kennedy, Editor



WHO CAN ENTER

The C+D Awards 2022 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, eg 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 and hospital 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 September 9 deadline.
- 3 You will receive an automated email confirming your submission. If you do not receive this, please contact natalia.kay@informa.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 2021 winners' stories on the C+D website for some inspiration.

[View our 2021 winners](#)



2022 CATEGORIES

We are pleased to present the following categories for the 2022 C+D Awards.

★ Above and Beyond Individual

★ Manager of the Year

★ Above and Beyond Team

NEW

★ Online Initiative of the Year

★ Business Innovation Award

★ Pharmacy Design Award

NEW

★ Community Pharmacist of the Year

★ Pharmacy Staff Member of the Year

★ Diversity and Inclusion Award

NEW

★ Pharmacy Team of the Year

★ Health Initiative of the Year

★ Trainee Pharmacist of the Year

★ Independent Pharmacy of the Year

★ Training and Development Award

"We've renamed the Pre-registration Graduate of the Year Award to the Trainee Pharmacist of the Year Award, in line with the new term for trainees starting out on their pharmacy journey."



ABOVE AND BEYOND INDIVIDUAL AND TEAM

These unique awards are a chance to celebrate the individual stories of pharmacists and pharmacy staff going above and beyond for their patients, and for the sector. Tell us about a time when you or your team went beyond the call of duty to help patients – from life-saving interventions to charity work and everything in between. The shortlisted stories in each category will be voted for by C+D readers.

Unlike other C+D Awards, this isn't about assessing an individual's career or an entire project. Instead, this is about one specific event that allowed you, your team or a colleague to shine.

The awards are open to any team, pharmacist or pharmacy staff member who has a story from 2021 they think stands out. While this category is about a single experience that occurred, it's fine to provide some background context, and also explain the consequences of your story. For example, if your tale of going above and beyond involved making a patient intervention, you may want to provide some background about how you know the patient, as well as how the patient is doing now.

But if you find yourself writing about your or your pharmacy's achievements more generally, then stop – you should be entering one of the other 12 C+D Awards categories instead.

If the story you want to submit involves a colleague rather than yourself, it's fine for you to enter on their behalf. However, you must ensure you have checked all the facts with them, and be aware that they will receive the complimentary ticket to the awards ceremony if they make the shortlist.



BUSINESS INNOVATION AWARD

Great pharmacy businesses never stand still. 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.

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

1. How did you identify the need for your business 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 business innovation had on your customers?
4. How has your business initiative improved your pharmacy's/ies' links with other healthcare professionals?

“Do you continue to innovate, evolve and raise the bar for competitors?”

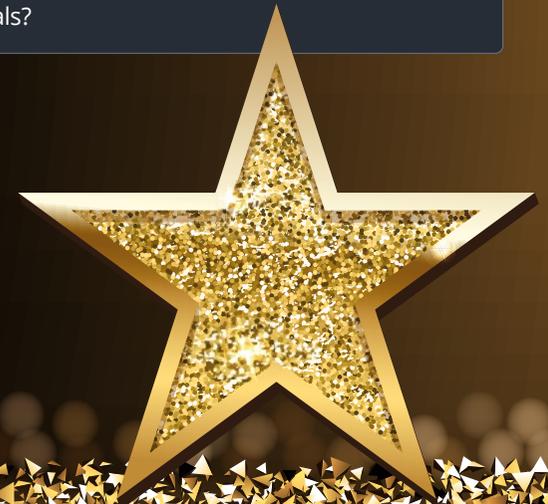
COMMUNITY PHARMACIST OF THE YEAR

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



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."

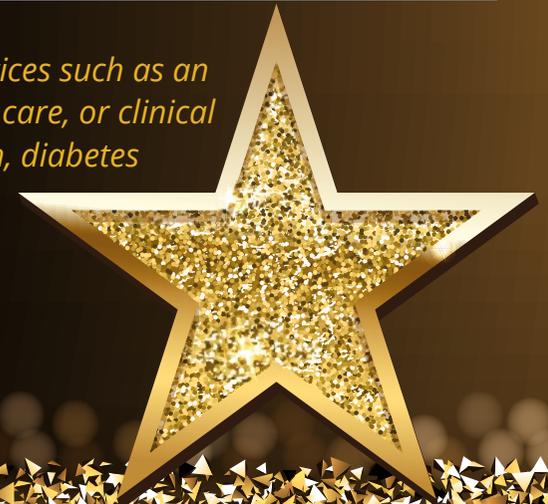
HEALTH INITIATIVE OF THE YEAR

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?"



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."



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.”

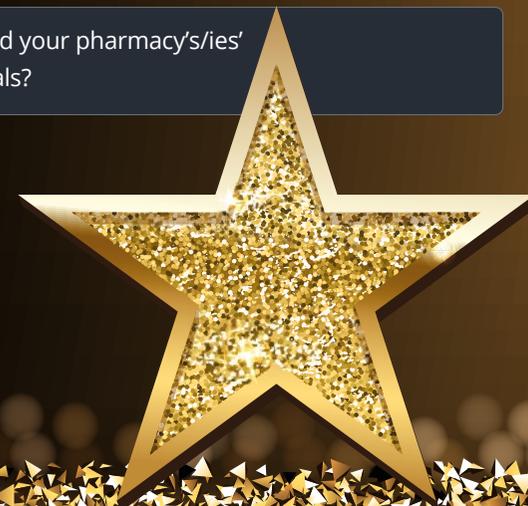
ONLINE INITIATIVE OF THE YEAR

With the digital space even more important since the COVID-19 pandemic hit, we want to hear examples of how pharmacy teams are embracing technology. Whether you've launched a flashy new website, taken to Facebook to organise a health campaign, or used Twitter to promote your brand – 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 online initiative and how did it meet this need?
2. What impact has your initiative had on your pharmacy business and/or motivated your pharmacy team(s)?
3. What impact has your online initiative had on your customers?
4. How has your online initiative improved your pharmacy's/ies' links with other healthcare professionals?

“Have you launched an amazing new website, taken to Facebook to organise a health campaign, or used Twitter to promote your brand?”



PHARMACY DESIGN OF THE YEAR

This award celebrates pharmacies that have put extra effort into the design of their pharmacy – whether that’s through a refurb or a major design overhaul. Tell us how the design of your pharmacy has changed for the better, and any obstacles you have had to overcome to get the result you wanted.

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

1. How did the design of your pharmacy change and why were those changes made?
2. What impact has the design of your pharmacy had on patients?
3. What impact has the design of your pharmacy had on your team?

“We celebrate pharmacies that have put extra effort into the design of their pharmacy – whether that’s through a refurb or a major design overhaul.”

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.”



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."

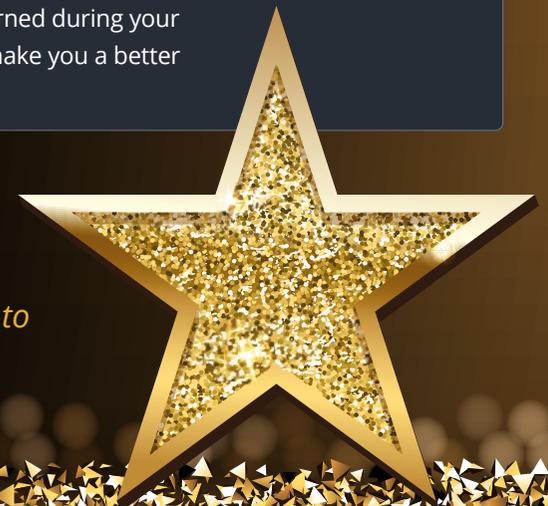
TRAINEE PHARMACIST OF THE YEAR

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."



TRAINING AND DEVELOPMENT AWARD

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



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 Friday November 18.



THE 2022 AWARDS JUDGES



Michael Maquire



Clare Kerr



Mital Thakrar



Yasmine Haq



Mahendra Patel



Dr Leyla Hannbeck



Nick Kaye



Liz Fidler



Mike Holden



Claire Steele



Jay Badenhorst



Eoghan O'Brien



Aled Roberts



Chris Bonsell



Sukhy Somal



Michael Keen



Stephanie Bancroft

"Many of the 2021 entries caused tears of pride and empathy. Here's to topping that this year."



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 August 2021 and August 2022.
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.

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 September 9, 2022.

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 Natalia Kay at natalia.kay@informa.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 event manager Natalia Kay at natalia.kay@informa.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 poster to print and display in your pharmacy or office, along with digital marketing elements to add to 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 receive one complimentary place to attend the awards. Please ensure you include details of who should receive this place when you enter. Winners are only announced on the evening and 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 (0)7917 265637

E natalia.kay@informa.com



MARKETING

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 (0)7880 461744

E trevor.day@informa.com

ROB COULSON

Business Development Manager

M (0)7900 658185

E rob.coulson@informa.com

