

# Alicante program

## Change in the pharmaceutical world

### **Programme: Responding to change in the pharmaceutical world**

The pharmaceutical industry is constantly evolving, and this dynamic environment presents both challenges and opportunities. This four-day program is designed to help you develop pragmatic, efficient solutions and implement meaningful changes within your practice. You will leave with concrete strategies to address both small and large-scale transformations, ensuring immediate applicability upon your return.

### **Program: Changes in the pharmaceutical world: How to respond?**

The pharmaceutical sector is constantly changing. Staff shortages and shortages of medicines make daily practice more challenging than ever. How do you, as a pharmacist, remain innovative in such a dynamic environment? How can you, despite these challenges, remain creative and find solutions that improve both your organization and healthcare?

During these days, you will learn how to implement changes in your own practice in a pragmatic and efficient way. We share concrete strategies to implement both small and large adjustments, so that you can get started immediately upon your return.

### **Innovation and change in the pharmaceutical sector**

The pharmaceutical sector is constantly changing. Staff shortages and shortages of medicines make daily practice more challenging than ever. In this intensive and practice-oriented training you will discover how you can continue to innovate as a pharmacist in a dynamic environment. You will learn how to develop and implement creative solutions that improve both your organization and healthcare.





## Day 1: Introduction and context

### Morning:

**Keynote:** Challenges Facing the Pharmaceutical Industry Today. A comprehensive overview of key trends, including staffing issues, medicine shortages, and technological advancements.  
**Workshop:** Analysing Your Practice.

Identify the most pressing challenges in your own practice and map out potential areas for improvement.

### Afternoon:

**Training:** Foundations of Change Management  
Learn the essentials of managing change using established models like ADKAR and Kotter's 8-Step Process.

**Practical Exercise:** Analyse a recent change in your organization and share insights with fellow participants.

## Day 2: Driving Innovation

### Morning:

**Seminar:** creativity within regulatory boundaries. Explore strategies for fostering innovation while adhering to stringent regulations in the pharmaceutical industry.  
**Best practices:** Success stories from around the globe: how pharmacists have developed innovative solutions to current challenges.

### Afternoon:

**Workshop:** Developing creative solutions. Collaborate with an expert to create tailored solutions for your practice's challenges.  
**Networking Session:** Share experiences and forge connections with colleagues from diverse backgrounds.



## Day 3: Sustaining innovation and looking ahead

### Morning:

**Seminar:** The future of pharmacy. Insights into emerging trends in technology, sustainability, and care innovation.

**Training:** Embedding change  
Learn how to ensure that new practices become a lasting part of your organization's culture.

### Afternoon:

**Pitch session:** Present your action plan to peers and receive constructive feedback from experts.

**Closing and certification:** Reflect on the program and receive a certificate of completion.

## Session Leaders



### Peter Felen

Peter Felen is an internationally recognized consultant in pharmaceutical management. With a background in both science and practice, Peter has contributed to the development of innovative solutions in pharmacies worldwide. His strategic insights into personnel management and logistical challenges make him a valuable source of expertise for any pharmacist.

### Prof. Sybren Tijmstra

Sybren Tijmstra has over 30 years of experience as a consultant in strategy, innovation, and change management, with the last 10 years primarily focused on the healthcare sector. He has advised and guided numerous healthcare institutions, including those in the pharmaceutical industry, in implementing innovative work processes. He is an emeritus professor of strategy and change management at two leading European business schools.



## Why Alicante?

Alicante offers the perfect environment for reflection and growth, with its beautiful weather, vibrant culture, and relaxing atmosphere. It is a city rich in history and culinary delights, making it an ideal destination to combine professional development with personal rejuvenation.

- International group with pharmacists from all over Europe: **from March 20 to 22, 2025**

## Travel and accommodation

Participants are responsible for booking their flights and accommodation. This allows flexibility in choosing flights from various countries, ensuring the most convenient and cost-effective options. You can also extend your stay or bring your partner along for a memorable experience. If you prefer, we can arrange these for you at an additional organisation fee of €100.





## Programs extra highlights

It's great to get to know each other in a different setting through these two additional activities.

- 1. Tapas Tour:** A culinary walking tour to explore Alicante's vibrant local cuisine.
- 2. Flamenco Night:** Immerse yourself in Spanish culture with an authentic Flamenco show and dinner.



## Secure your place now!

Join this inspiring week to recharge your energy, gain practical tools, and confidently tackle the challenges of a dynamic pharmaceutical landscape. Don't miss the opportunity to connect with a global network of pharmacists and discover fresh, innovative solutions!

**KOSTEN**

**€ 950,-**

Includes training, breakfast, and lunch, dinners on two evenings are included

**CERTIFICATE**

Certificates provided

## Register

To register, please complete the registration form or send an email including your full name and all contact details to: [info@apotheektotaalgroep.nl](mailto:info@apotheektotaalgroep.nl).