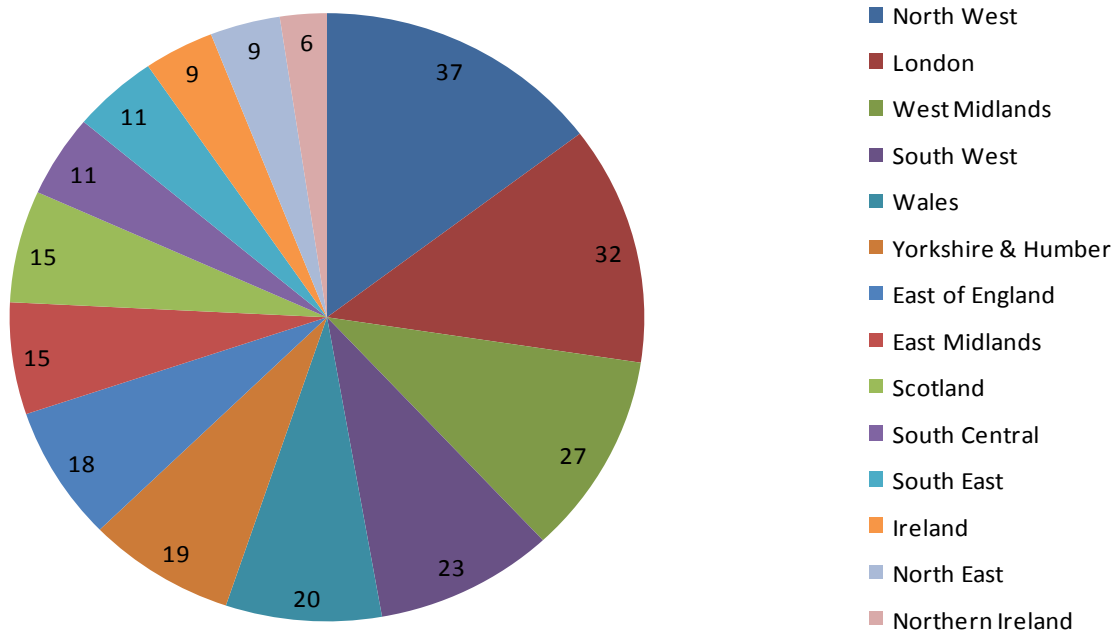


Ten New Customers a week!

With the growth of our specials and unlicensed medicines portfolio, Oxford Pharmacy Store is in a phase of rapid growth adding ten new customers to our database each week. Many of the additional customers are community retail pharmacists, but the new hospital accounts have been a particularly important part of our strategic development. Since April 2010 we have added 107 new hospital accounts in England and 15 in Wales.

OPS Purchasing Regions & No. of Hospitals



New Courier Partner

We are pleased to announce in order to provide our customers with temperature controlled supply we are now partnered with Polar Speed Thermologistics. Polar Speed only work in the pharmaceutical sector so they are, therefore, able to offer unprecedented temperature-sensitive supply to meet the specific needs of the different types of pharmaceuticals we now supply incorporating fridge, CDs and in the near future, frozen products.

We aspire to make the right choices to meet our customer's needs and support the NHS's aim of enhancing quality of care for patients and have decided that Polar Speed can offer specific and uncompromising supply chain support for both us and our customers.

To find out more about Polar Speed visit: <http://www.polarspeed.com/About-us>



OPS – Meet the Team

This month we introduce you to Eleanor Harwood. Eleanor is OPS's Marketing and Communications Manager. She has been with the Store since the end of 2006. She developed the Store's marketing plan establishing the OPS brand, website and a regular programme of customer communications (including monthly newsletters, electronic news updates and a co-ordinated approach to customer visits).



Eleanor is now working more closely with David Collinge in meeting suppliers and manufacturers. In this way we hope that we can complement your own marketing initiatives and maximise our relationship with suppliers.

Eleanor first started work in the NHS as Communications Manager for Buckinghamshire Mental Health Trust in 2004. Her early career was spent at Durham University – first as Information Officer and then as Head of Internal Communications in the Corporate Communications Department.

Eleanor works part-time so she can spend time with her two young daughters. She also likes to go to ballet classes and socialise with family and friends when she gets the chance.

OPS Developments

We would like you to be aware that Lana George is no longer working for the Store. Lana had previously been visiting hospitals across West Midlands, South West, South East, Wales, and North West. However, due to the recent growth in specials and unlicensed medicines sales we are reorganising our sales and marketing activities. Over the coming months we intend to appoint a pharmacy technician to provide specialist support to this project.

We still plan to visit customers face to face, but over a longer period of time and in a more structured way. In the meantime we hope that our external communications be it our attendance at regional procurement meetings, our monthly newsletter and catalogue updates or our regularly updated website, will keep our customers informed of all our latest developments.

Increasing Capacity

We are happy to announce that we now have suitable storage capacity and procedures in place for the supply of Controlled Drugs. We have started to supply a small range of products from one of our partner NHS Pharmaceutical Manufacturing Units and will be developing the range over time.



Contact Us

For further information, or to add colleagues onto the mailing list for this newsletter, please contact Mark.Byrne@oxfordhealth.nhs.uk

