

3rd Club



Club Founder
Dr. Mahmoud Bahgat



International Pharmacists Club

Pharmacy Operation Management

إدارة التشغيل في الصيدليات

Sunday 19th Jan 2025

9pm EGY 10pm KSA 11pm UAE



Dr. Ahmed Attalla
Operation Manager
Qater

Speaker

Ahmed Attalla



Work experience

- Operations Manager @ Sama Pharmacy, Qatar 2024
- Performance improvement manager @ Kulud Pharmacy, Qatar 2021
- Pharmacy Branch Manager @ Kulud Pharmacy, Qatar 2013
- Executive Manager @ El Shafei Pharmacy, Alexandria 2012
- Business Development Executive @ Louran hospital, Alexandria 2009
- Pharmacy Manager @ Al salama hospital (Andalusia), Alexandria 2007
- Pharmacist @ Al salama hospital (Andalusia), Alexandria 2004

Education and Qualifications

- Master of Business Administration (MBA) 2022
Arab Academy for Science, Technology and Maritime Transport
- Bachelor of Pharmacy 2002
Faculty of Pharmacy - Alexandria University, Alexandria

Certificates

- Data analysis & AI application in Excel & Power BI Diploma
- Key Performance Indicators (KPIs) certificate
- Professional certificate in marketing
- Professional certificate in business administration



Goals

- Roles of Operation managers
- Concepts and Principles
- Competencies and Skills
- Qualifications and Knowledge
- Strategies for Effective Management



Introduction

- History of Operations Managers position
- Pharmacy Manager Vs Operations Manager



PLANNING AND WORK

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Roles of Operation managers



Operations Manager

Ensuring organization's operations run smoothly and efficiently

Excellent Customer experience

Develop and maintain competitive advantage



Smooth and efficient operations



Inventory Management



Staff Supervision & Performance monitoring



Customer Service



Budgeting & Financial Management



Compliance Management



Smooth and efficient operations



Quality Control



Technology Utilization



Marketing and Sales



Vendor Relations



Risk Management



Excellent Customer experience

Create a
customer-
centric
environment

- **Staff Training and Development**
- **Workflow Optimization**
- **Inventory Availability**
- **Customer Feedback Systems**
- **Conflict Resolution**
- **Creating a Welcoming Environment**



Competitive advantage



VRIO Framework

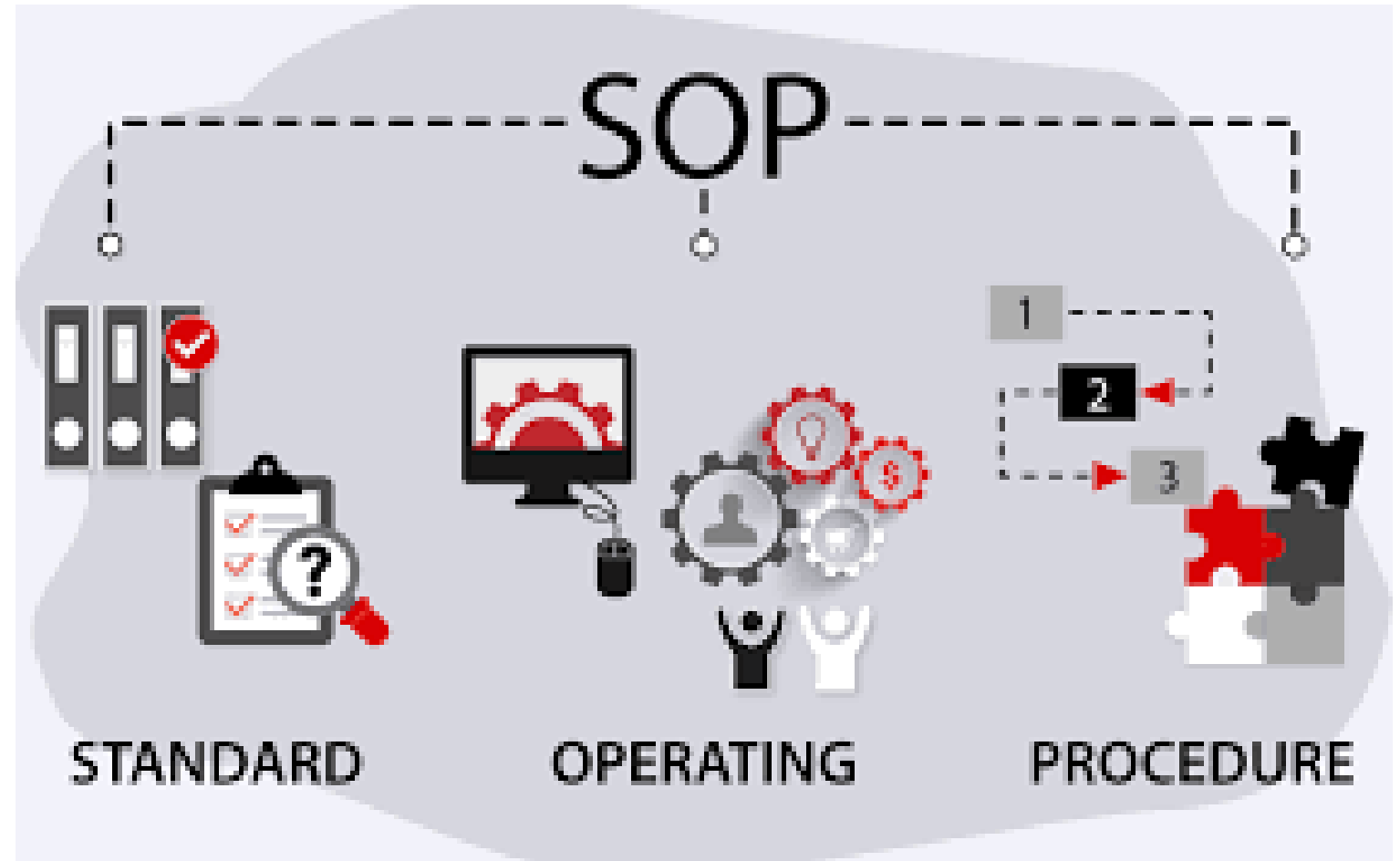
Concepts and Principles



Strategic overview



SOP



Department:	PHARMACY	SOP	1
Division:	Store, Sub Store, IPD, OPD	Implementation Date:	
Prepared by:		Review Date:	
		Approved By:	

Overall pharmacy services and usage of drugs in the health facility

1.1 Purpose

To provide guide lines for the organization of pharmacy services, management, procurement of drugs and their usage.

1.2 Scope

All activities and areas in a health facility (Hospital) concerned with procurement, storage, use and disposal of drugs.

1.3 Responsibility

- Head of the Institute
- DTC
- Departmental Heads
- Purchase Officer
- Officer in-charge MDS
- Pharmacist in-charge MDS
- Officer in-charge OPD Pharmacy
- Pharmacist in-charge OPD Pharmacy
- Nursing Sister in-charges of Department sub-stores.

1.4 Procedure

1.4.1 The overall management of pharmacy services in the hospital will be a coordinated activity involving the DTC, Purchase officer, Officer in-charge MDS, all Heads of departments, Pharmacist in-charge MDS and Pharmacy, Nursing Sister in-charge's of different wards and



P&L and Cashflow

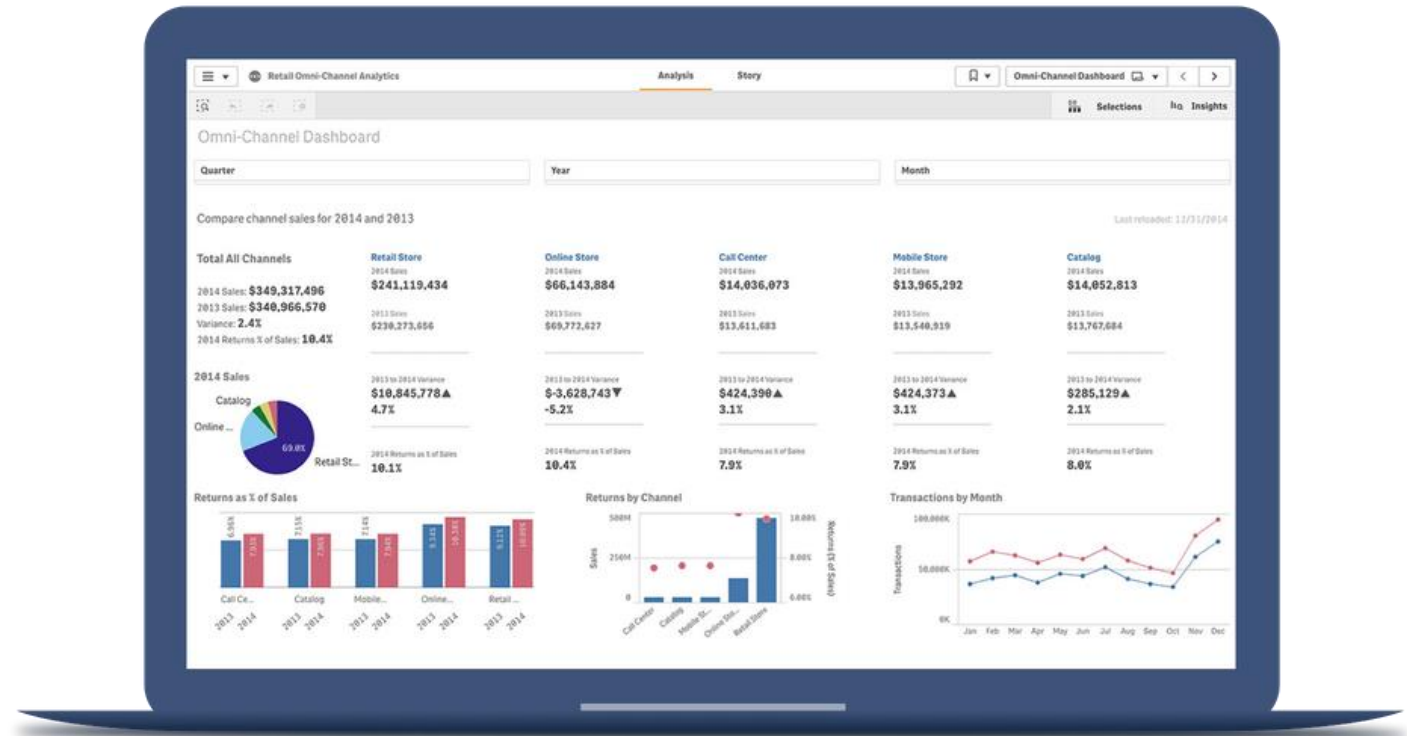
	Budgeted Jan-25	Budgeted Feb-25	Budgeted Mar-25
Sales	150,000	180,000	210,000
GOGS	(102,000)	(122,400)	(142,800)
Gross profit/(loss)	48,000	57,600	67,200
	32.00%	32.00%	32.00%
Rent	(21,500)	(21,500)	(21,500)
Monthly salaries	(18,000)	(18,000)	(18,000)
LS, EOS & Air tickets	(1,458)	(1,458)	(1,458)
GOVT expenses	(203)	(203)	(203)
Utilities	(2,381)	(2,381)	(2,381)
Other expenses	(100)	(100)	(100)
Total Cash expenses	(43,642)	(43,642)	(43,642)
Depreciation	-	-	-
Amorization	-	-	-
Total non-cash expenses	-	-	-
Total Expenses	(43,642)	(43,642)	(43,642)
Net profit / (loss)	4,358	13,958	23,558
	2.91%	7.75%	11.22%

S.N.	NARRATION	Jan-25	Feb-25	Mar-25
CASH-INFLOWS				
1	Sales	150,000	180,000	210,000
TOTAL CASH INFLOWS		150,000	180,000	210,000
CASH-OUTFLOWS				
TOTAL RENTAL		(20,000)	(20,000)	(20,000)
SALARIES / SETTLEMENT				
TOTAL SALARIES / SETTLEMENT		(22,142)	(22,142)	(22,142)
PURCHASES				
TOTAL PURCHASES		(100,000)	(150,000)	(150,000)
OTHERS				
1	Establishment & Furniture			
2	Acquisition			
TOTAL OTHERS		-	-	-
TOTAL OUTFLOWS		(142,142)	(192,142)	(192,142)
Cash Surplus / (Deficit) at the end of the mor		7,858	(12,142)	17,858



KPIs

Performance indicators



Pharmacy Dashboard

Key Achievements	KPI's	Weight	100% (Excellent)	75% (Average)	50% (Min. Acceptable)
1- Make Effective Sales	% of achieved Pharmacy monthly Sales Target		95%	90%	85%
2- Continual Market Expansion	% of annual growth in overall sales for each Pharmacy		Yr.1-Yr.2: 50% Yr.2-Yr.3: 25% Yr.3-Yr.4: 12.5% > 4Yrs.: 10%	Yr.1-Yr.2: 40% Yr.2-Yr.3: 20% Yr.3-Yr.4: 10% > 4Yrs.: 7.5%	Yr.1-Yr.2: 30% Yr.2-Yr.3: 15% Yr.3-Yr.4: 7.5% > 4Yrs.: 5%
8- Maximum Customer Satisfaction	Avg. % of customer satisfaction of each Pharmacy as unit of excellence according to periodical surveys		90%	80%	80%
8- Full Compliance of each pharmacy to Gov. Regulations	No. of periodical audit observations in each Pharmacy		Major: 1 Minor: 6	Major: 2 Minor: 8	Major: 1 Minor: 6
5- Attractive Pharmacy Visibility	% of each Pharmacy visibility survey (Based on VM Standards and Evaluation)		95%	90%	85%
6- Attractive Pharmacy Appearance	% of applying Attractive Attributes in each Pharmacy (Lightening, Neat, Smell, etc.)		100%	95%	90%
7- Product Availability	% of achieved product availability target in each Pharmacy		95%	92.5%	90%
8- Expired items	% of expired items target in each Pharmacy		< 0.5 % , > 0.2 %	0.5 % < , > 0.7%	0.7 % < , > 1 %



Performance management



Hire and Fire



Marketing and Sales

- Visibility agreement
- Insurance contracting
- Online sales
- H.D.
- Offers



Competencies and Skills





Competencies and Skills

- Leadership Skills and team building skills
- Communication Skills
- Problem-Solving Skills
- Financial Acumen
- Inventory Management





Competencies and Skills

- Negotiation skills
- Regulatory Knowledge
- Customer Service Orientation
- Technical Skills
- Analytical Skills
- Adaptability



Qualifications and Knowledge



Qualifications and Knowledge

MBA

Continuous learning

Multitasks Practicing



Strategies for Effective Management



Strategies for Effective Management



**LEVERAGING
TECHNOLOGY**



**STAFF TRAINING AND
DEVELOPMENT**



**CUSTOMER SERVICE
EXCELLENCE**



•Questions



**Thank
You**



International



Pharmacists Club
Sharpen your skills

