

Great Pharmacy Technology Starts With Listening



Leanne Hackett.

Cegedim Rx

Empowering Teams To Deliver More Services



Conor Steele.

Jardines Pharmacy.

Making Paperless Possible



Gordon Johnson.

Darling's Pharmacy.



LEADING THE ABOLISHMENT OF THE SUCCESS TAX

Why Cegedim Rx is prioritising pharmacy success over its own profits

Last year Cegedim Rx broke away from the pack and became the first to reject a historic pricing model that charges pharmacies based on activity levels.

Instead of charging pharmacies every time they delivered more care to patients, Cegedim Rx shook up the market by making Services part of its core package at the beginning of 2025.

Going a step further, the leading IT provider for community pharmacy also launched a standalone National Services solution for a fixed monthly fee.

But what's the catch? Why would a company prioritise customer profits, over its own?

It's simple, says Cegedim Rx managing director, Tracey Robertson: "Historically, some models have unintentionally penalised pharmacies for growing service volumes. We wanted to take a different approach.

"Pharmacy is being positioned as the front door for NHS care, and we believe frontline teams should benefit from all of their hard work. They should not be taxed by seeing costs rise alongside their success."

Robertson adds that the move was yet another clear signal of Cegedim Rx's investment in pharmacies so they can become more profitable, confident in delivering clinical services, and better equipped for the future.

"Our focus is always on how we can better support the sector and we're not afraid to challenge outdated models so pharmacies can thrive. Even if that means being the first to be brave enough to do it."



# EDITOR'S NOTE

Welcome to the latest edition of The CRx Journal.

Pharmacy continues to face growing pressure. From creating the capacity needed to deliver expanding clinical and private services, to managing rising operational costs, this issue explores how modern pharmacy can achieve sustainable growth while protecting patient safety and continuity of care.

This edition is also a celebration of the great and the good across our sector. Inside, you'll find inspiring stories from pharmacies rising to the considerable challenges they face. From embracing paperless processes, to significantly increasing clinical service delivery and evolving into neighbourhood health hubs. These stories demonstrate what is possible when people, processes and technology work together. We'll share peer learning, sector insight and practical ideas from across our connected solutions.

A big thank you to the Cegedim Rx customers featured in this edition for sharing what success looks like in the real world.

In this issue, we also offer a sneak peek at some exciting developments from Cegedim Rx, including the launch of The CRx Discovery Community, bringing together pharmacy professionals who want to help shape technology that truly makes a difference.

Plus, don't miss our exclusive interview with Managing Director, Tracey Robertson, who shares why helping pharmacy thrive will always matter more than short-term profit.

So, grab a coffee, take a few moments for yourself, and enjoy.



**Stephanie Yapp**  
Marketing Director



Breaking News • Breaking News • Breaking News • Breaking News • Breaking News

## YOUR WINDOW CAN DRIVE SALES

Across community pharmacy, static posters are being replaced by digital displays that work harder.

CRx Display helps pharmacies promote services instantly, convert attention into bookings and turn footfall into profit.

Powered by:

**CRX** **DISPLAY**

As one pharmacy shared, “Our biggest challenge was awareness. Now we can promote services at the touch of a button and see real growth in footfall and bookings.”

Speak to the experts behind the Cegedim Rx marketing solution and start unlocking new opportunities for growth, today.

### Customer Success Story

## 48 BRANCHES. ONE CLEAR VIEW. 50% SERVICE GROWTH.

Jardines Pharmacy adopted CRx Services to gain real-time oversight and unlock greater clinical service opportunities. Read how Head of Services, Conor Steele, is using data-driven insight to drive smarter, scalable growth across 48 branches, helping increase service delivery by 50%.



*Scan to  
learn more*





# ONE COMMUNITY. BETTER PHARMACY TECH.

 **Leanne Hackett**  
Product Director, CRx Services and Intelligence.

For us, developing the best pharmacy technology never starts with a product roadmap.

It starts with talking to you – the people on the frontline of pharmacy.

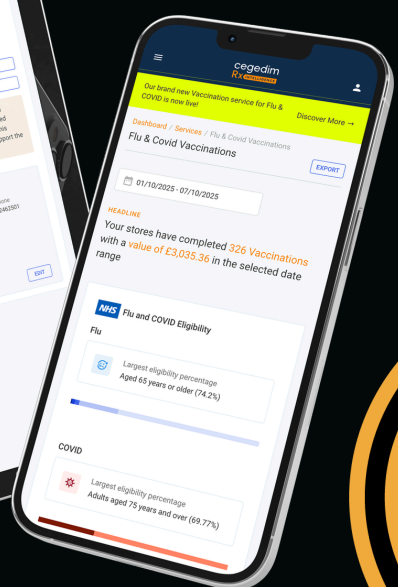
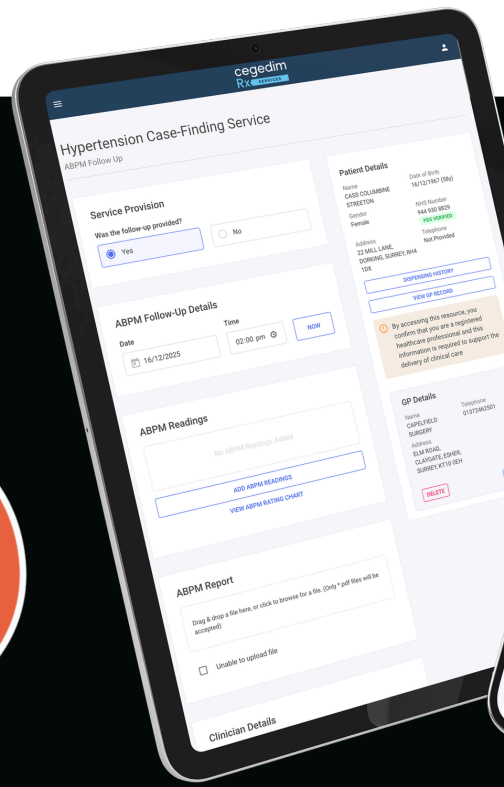
Putting discovery first is how we've always worked. We spend time in pharmacies, going behind the counter to understand the challenges teams face, hear their frustrations, and explore their ideas, so together we can create solutions that make a meaningful difference.

Our new Decision Support functionality within CRx Services is a great example of this approach in action, helping pharmacy teams make informed clinical decisions with greater confidence and efficiency.

We're now taking this way of working one step further with the launch of the CRx Discovery Community.

The CRx Discovery Community brings together pharmacy professionals who want more than a preview of what's coming next. They want to help shape it.

So, whether you're a pharmacist, technician, business owner or service lead, we'd love to hear from you.



**CRX DISCOVERY COMMUNITY**

**TIRED OF BEING SHOWN PRODUCT ROADMAPS?**

Scan to join the pharmacy professionals shaping what comes next.



## 40 HOURS BACK EVERY MONTH

Through an exclusive partnership between Numark and Cegedim Rx, members now have priority access to a complete pharmacy business solution designed to reduce pressure, create capacity and support sustainable growth.

By combining the dispensing efficiencies of Golden Tote with the Cegedim Rx Scan Driven Dispensing Journey, pharmacies can unlock up to 40 hours of dispensing capacity every month, process prescriptions faster and reduce stockholding.

Better still, everything is included in one simple monthly payment. Hardware, software, workflow optimisation and an exclusive Numark member rebate are wrapped into a single package, making this one of the most compelling pharmacy efficiency offers available today



**EXCLUSIVE TO NUMARK MEMBERS**

**EXCLUSIVE NUMARK MEMBER REBATE**

**PHARMACY MANAGER SOFTWARE**

**RX SCAN HANDHELDS**

**GOLDEN TOTE**

**INVOICE ONE MONTHLY PAYMENT**

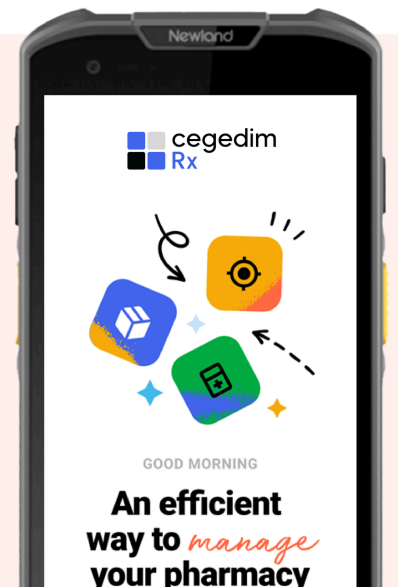
**EVERYTHING YOU NEED. ONE SIMPLE PACKAGE.**

**INCLUDED IN YOUR PACKAGE**

All of your hardware needs: Pharmacy Manager software • Golden Tote workflow solution • Exclusive Numark member rebate • One simple monthly payment

## CLASSIFIEDS

|                                         |                                     |                                                        |                          |
|-----------------------------------------|-------------------------------------|--------------------------------------------------------|--------------------------|
| <b>WANTED</b><br>More time for services | <b>FOUND</b><br>Connected workflows | <b>LOST</b><br>45 minutes per shift searching for bags | <b>FOUND</b><br>CRx Scan |
|-----------------------------------------|-------------------------------------|--------------------------------------------------------|--------------------------|



**An efficient way to manage your pharmacy**





Customer Success Story

# STRESS LEVELS REDUCED FROM DAY ONE

See how one pharmacy team reduced dispensing errors and gave time back to their staff with connected workflows and safer accuracy checks.



Scan to learn more



Customer Success Story

# SUPER-USER SUPERSIZES SERVICE

Watch how Cegedim Rx's super-user training and scan driven dispensing is helping to power Darling's to super-size clinical service delivery. With one branch alone tripling NHS services.



Scan to learn more

Customer Success Story

# TWO-DECADES TOGETHER

Learn how a partnership of more than two-decades between Cegedim Rx and Nimo Pharmacy has helped transform a dispensary into a thriving neighbourhood health hub.



Scan to learn more

Learn together.

## PRESCRIBED FOR CURIOUS MINDS

Bite-sized virtual sessions, expert guest speakers, and fresh thinking on the topics shaping pharmacy today.

Connect with Reena on LinkedIn

# SPOT THE DIFFERENCE

Can you find the 8 differences?



Spot all eight. Circle. Share on Instagram. Win.

@cegedimrx