60-Second Speaker Interview with Mark Robinson

*Medicines Optimisation Advisor, NHS Alliance*

Please provide a short biography

Mark has wide experience working in many sectors of the NHS. He currently works within consultancy providing services to the NHS. He is the Medicines, Pharmacy and Medicines Optimisation lead in the NHS Alliance. Mark led the Pharmacists and General Practice report and played a role in Making time within General Practice.

What inspired you to build a career in pharmacy?

*Interest in chemistry and biology from a young age, and then developed an interest in working and helping people.*

What is your favourite part of the work you do?

*Working with patients and patient groups in different settings, particular interest in addiction.*

What are the biggest changes you have seen in community pharmacy over the last five years?

*Understanding that they need to change the existing business model to a customer focused clinical model.*

What is the most exciting thing about community pharmacy for you?

*The ability to reach out and help vulnerable people.*

What do you think are the three biggest challenges facing community pharmacies right now?

*Resource, income and marketing*
Which sessions are you most looking forward to (other than your own!) at Pharmacy Forward 2017?

Ash Soni’s welcome session, hoping for a fresh insight into the future of community pharmacy.

What do you hope attendees of Pharmacy Forward will take away from your presentation?

A different way of looking at customers who come into your pharmacy.

And finally, if you could choose any other job to have, what would it be?

Maître d’ at a restaurant

Don’t miss Mark’s case study at 11.30am on Establishing an effective pain management service.

If you’ve not booked your place, visit www.pharmacyforward.co.uk today