



**Alphega Pharmacy:
a leading network
of independent
pharmacists across
Europe**



alphega
pharmacy

close to you

www.alphega-pharmacy.com

About Alphega Pharmacy

Alphega Pharmacy is a leading European network of independent pharmacists, whose aim is to improve the health and wellbeing of communities by delivering a future vision for independent community pharmacy.

Since its initial launch in 2001, Alphega Pharmacy has grown to support over 6,000* independent pharmacy members across nine countries – the Czech Republic, France, Italy, Spain, The Netherlands, Germany, the UK, Turkey and Romania.

With the full support of Alliance Healthcare, which is part of the Pharmaceutical Wholesale Division of Walgreens Boots Alliance, the first global pharmacy-led, health and wellbeing enterprise, Alphega Pharmacy members reap the benefits of belonging to a European network of pharmacists. At the same time, they retain their independence – a key consideration for many independent pharmacists.

*As at 31 October 2016

Mission and vision

Alphega Pharmacy's mission is to help improve the quality of health in communities across Europe, by developing a benchmark independent community pharmacy model. Its vision is to become the world's first global brand for independent pharmacy. It will achieve this through:

- **Being the leading network in each market**
- **Creating a recognised, consistent consumer brand**
- **Demonstrably supporting independent pharmacy**
- **Supporting manufacturer engagement**
- **Encouraging long term pharmacy loyalty to Alliance Healthcare**



European presence



Added value for members

- Benefit from belonging to a network of pharmacists, while at the same time, retaining independence
- Share experience and insight of pharmacists from other countries
- Greater profitability potential
- Learn how to strengthen services for patients and consumers and access further products and brands
- Greater share of voice across Europe

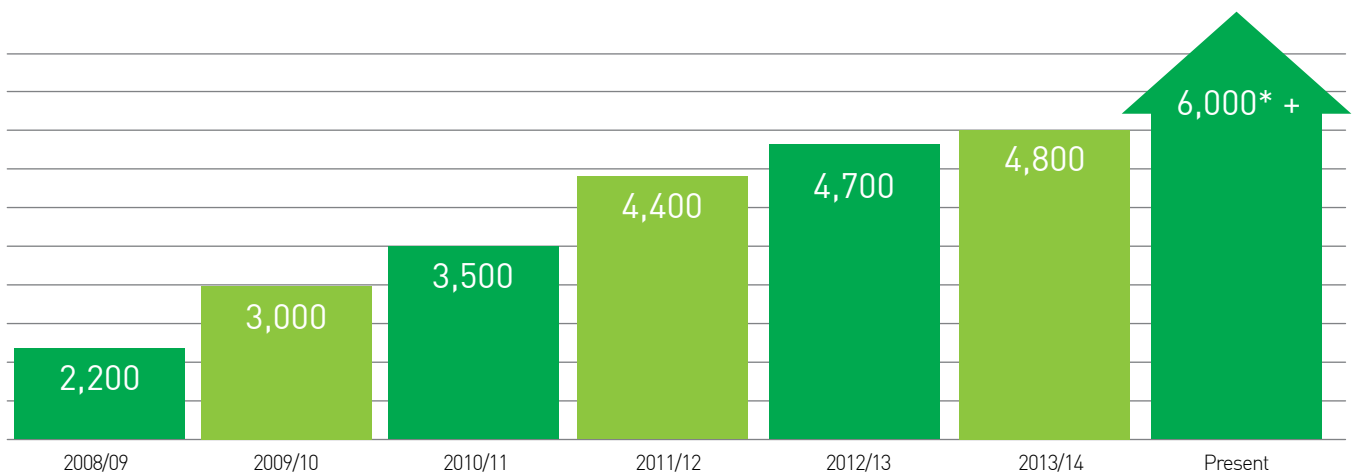
Services to pharmacists

- Support and mentoring from expert consultants
- Training and development
- Step by step guides to implement professional services
- Tools to support financial management, operational efficiency and people management
- Impactful pharmacy branding that respects their independence
- Networking opportunities (at local, national and European level)

Benefits to manufacturers

- Partnership with the Alphega Pharmacy network provides an excellent route to market for manufacturers
- In-store presence and inclusion in seasonal campaigns
- Joint training activities for pharmacists and pharmacy teams
- Partnership opportunities on prevention campaigns and screening activities
- Category management

Driving membership growth



Alphega Pharmacy member numbers across Europe

*As at 31 October 2016