



Management Development Programme

Strategic Leadership for the Retail Pharmacy Excellence

Retail pharmacy is not merely a point-of-sale business. Unlike many transactional industries, a pharmacy operates at the intersection of service, trust, and healthcare delivery. Every customer arrives with an expectation of relief and well-being, placing their confidence in the pharmacist's expertise. The prescription may originate in the clinic, but the patient's treatment experience truly begins at the pharmacy counter.

This makes pharmacy operations uniquely demanding: balancing service excellence with strict regulatory compliance, managing competitive pressures while maintaining ethical standards, and consistently earning the trust and loyalty of patients.

This **Management Development Programme (MDP)** is designed for pharma retail leaders, managers or owners who aim to excel in this retail pharmacy segment and become leaders committed to driving ethical growth, strengthening operational efficiency, and delivering high-quality healthcare services to become respected leaders in this domain.

Why Attend?

- Gain actionable frameworks for operational excellence in retail pharmacy: from governance & training to performance-metrics & profitability.
- Learn how to manage a regulated retail business, including scheduled medicines, & regulated margins and rising customer expectations.
- Understand the principles of building a trusted and reputable pharmacy brand that earns customer loyalty, confidence, appreciation, and strong returns.
- Understand the retail pharmacy from an operational excellence standpoint.
- Understand why pharmacy retail is more than margin and inventory.
- Learn how to compete when private chains and generics are rising, while public/government retail chains maintain service-mandates.
- Get a practical, hands-on two-day workshop where experienced leaders (who understand pharmacy + retail) will help you to become leaders in retail pharmacy.
- Walk away with ideas you can deploy immediately in your store(s) to make a difference.

Faculty

- Successful pharmacy entrepreneurs sharing transformation stories
- Government healthcare officials on policy and regulations
- Supply chain experts on digital marketing, customer acquisition and customer retention

Pedagogy

- Two-day immersive workshop: interactive case studies, peer group exercises, simulations, real-life pharmacy-retail scenarios.
- Workshop format ensures you leave with a clear blueprint for your store(s): service design, compliance checklist, operational metrics, team training go-live plan.
- Direct faculty interaction, peer learning, and a structured action-planning session.



Programme Objectives

By the end of this programme, participants will be able to:

- 1 A Respected Profession**
View retail pharmacy through a healthcare lens (service, trust, patient journey) rather than through service excellence.
- 2 Compliance and Risk Mitigation**
Understand the regulatory environment of pharmacy retail and align business accordingly.
- 3 Customer Acquisition Strategies**
Learn effective customer acquisition and retention strategies, along with market quantification, research, and analysis.
- 4 Team Building and Talent Retention**
Select and monitor the right performance parameters team building and talent retention.
- 5 Stay Ahead in the Competition**
Develop competitive strategies for the retail pharmacy competing with other private chains, generics, and standalone stores.
- 6 Operational Excellence**
Build a business model balancing operational excellence with resource optimization
- 7 Leadership through Innovation**
Design and lead a retail pharmacy chain that is patient-centric, compliant, efficient and profitable through innovation.
- 8 Strategic Planning**
Create an action plan for your pharmacy (or chain) with clear next steps: governance, operations, training, metrics, financial management, and digital marketing.

Faculty & Thought Leadership

Programme Chair



Dr. Rajendra Pratap Gupta

Chairman, Academy of Digital Health Sciences; Former COO & Executive Director, Medicine Shoppe International (India); Advisor, Vitamin Shoppe INC, USA; Advisor - Emami Retail Ventures, Viva pharmacies, MedLife International

Core Faculty Team



Mr. Sanjay Grover

Former President, Strategy, Operations and Growth, Akums Group; Former Vice President Operations, Emami Frank Ross Limited (Pharmaceutical Retail Chain of Emami Group Venture)



Mr. Philippe Haydon

Former President and CEO, The Himalaya Drug Company



Prof. Jighyasu Gaur

Assistant Professor, Operations & Qty Tech, IIM Raipur



Prof. Sandeep S.

Assistant Professor, Strategy and Entrepreneurship, IIM Raipur



Mr. Anupam Shukla

Former Managing Director, Medica Pharma Pvt. Ltd.



Prof. Sumeet Gupta

Professor, Information Systems, IIM Raipur

Who Should Attend?

Those who recognise that retail pharmacy is evolving; competition, regulation, patient expectation and want to lead through change

Senior pharmacists, retail operations heads, healthcare retail executives

Store-in-charge, regional managers, owners of retail pharmacy outlets/chain stores

Benefits for You / Your Business

- ➔ Become a trusted healthcare destination, not just a dispensing outlet
- ➔ Mitigate compliance risk, protect reputation, ensure sustainability
- ➔ Leave with a concrete implementation blueprint you can apply immediately for growth and respect
- ➔ Position your business for growth in the face of competition from chain/online/generic models
- ➔ Lead the competition with innovation and profit with higher ROI and brand recall
- ➔ Build a trained, motivated, and talented team aligned to service-and-business goals
- ➔ Improve operational efficiency + service quality + profitability

Logistics

 Dates Coming Soon  Indian Institute of Management, Raipur

 Introductory Fee: INR 50,000 (Exclusive of GST)  Limited seats (only 40 participants) to ensure high engagement and interaction

Fee includes accommodation (twin sharing), all meals (breakfast, lunch, dinner + tea-coffee breaks) on both days, study materials, and programme certificate from IIM Raipur and Academy of Digital Health Sciences

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