

Challenges and opportunities for European Hospital Pharmacy

...an interactive session, using audience response technology

Thursday 25th March 2010

16.30 – 18.00 Symposium Hermes / 2nd Auditorium

18.00 – 18.45 Drinks reception in Mykonos

Speakers

Mike Cross, Managing Director, Hambleton Medical Ltd

Philip Howard, Consultant Antimicrobial Pharmacist of Leeds Teaching Hospitals NHS Trust

Barrett W. Jeffers PhD, Medical Director, Sterile Injectables Therapeutic Area, Pfizer

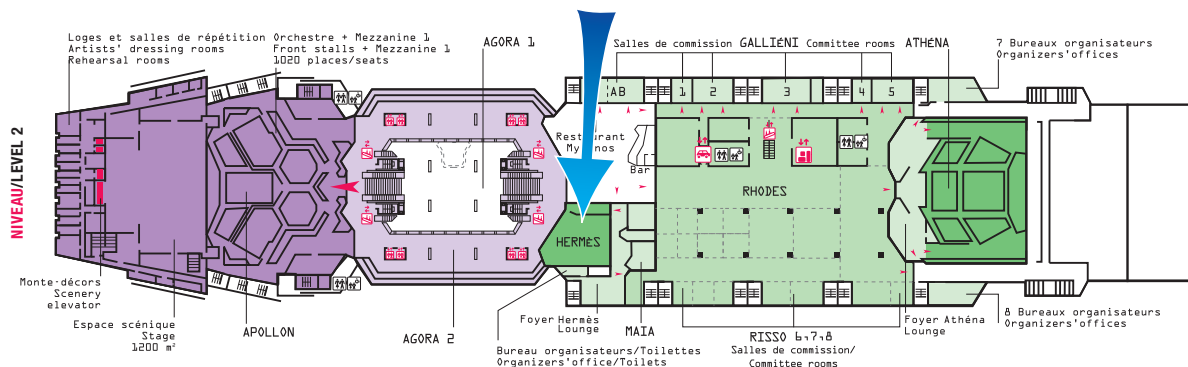
The Pfizer logo, consisting of the word "Pfizer" in a white, sans-serif font inside a white oval, set against a green background.The word "Symposium" written vertically in a white, sans-serif font on a green background.



Challenges and opportunities for European Hospital Pharmacy: an interactive session

The symposium will use keypad technology through the presentations to elicit feedback from participants and encourage discussion. The first session will discuss current challenges for European hospital pharmacy. This will be followed by short presentations on areas where Pfizer is helping hospital pharmacy to rise to those challenges, through partnership, innovation and value. In particular the session will highlight initiatives which aim to facilitate earlier discharge and treatment at home for patients; the Pfizer hospital pharmacy portfolio and developments in customer-centric manufacturing excellence and innovation.

Pfizer Symposium meeting



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