MEAGHERS

Oonagh O’Hagan

Owner & MD Meaghers Pharmacy Group

Where It All Began

2001

2003

2005

2006

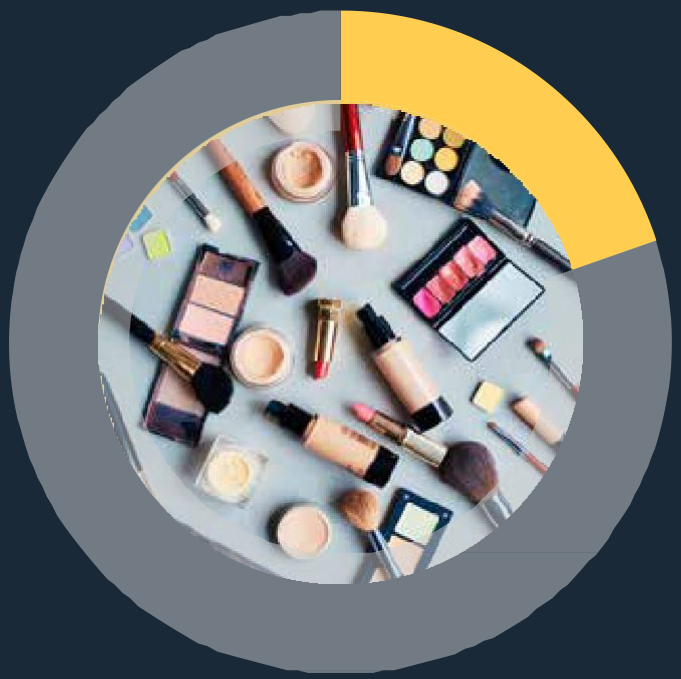
2007

2008

2010

FEMPI

20%



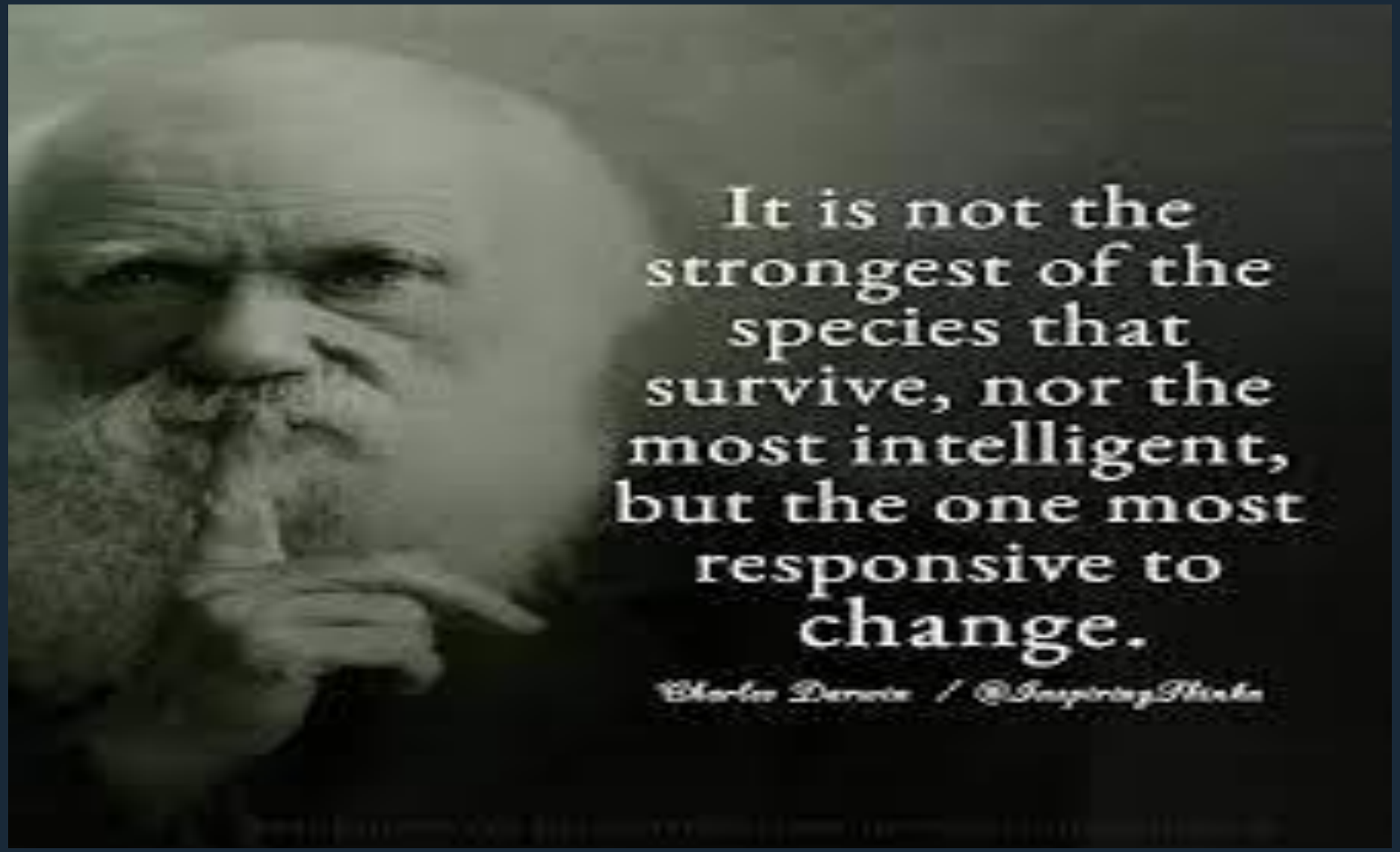
Retail

80%

Pharmacy

38% CUT profits

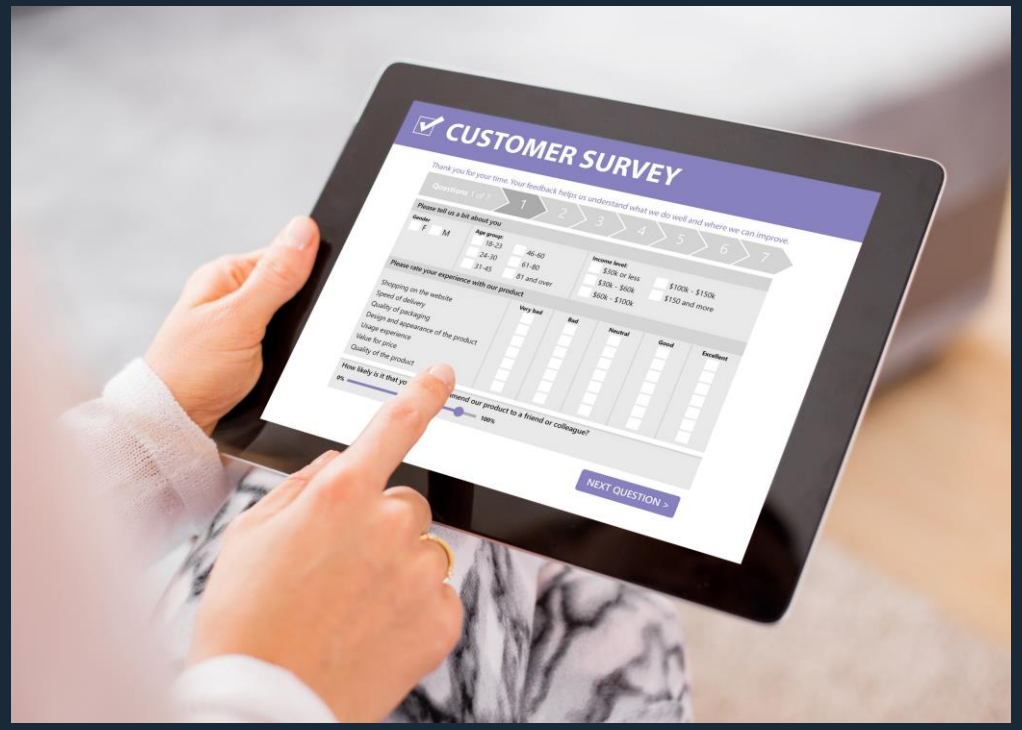
21 days notice


It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

Evolve to Survive

Team engagement
Open and Honest
Innovative mindset
Embrace Change
There are always opportunities in every challenge

We asked our customers



Preventative health strategy

Looked at the Pharmacist Role in supporting patient wellness rather than being only the destination for times of sickness

Dispensary Strategy

Technology - Data driven improvements

Automated processes

Patient compliance

Stock Management

Time Efficiencies

BI Tool Data Insights

Retail Strategy

Product

Niche
Destination
Irish brands
Wellness

Place

Standards
Events
Education
Theatre

People

Welcoming
Empathy
Caring & Kind
Training

Our People

Customers will never forget how you make them feel.

Supplier Collaboration

Common Purpose

Mutually beneficial

Brand Awareness

Leverage Relationship - Exclusivity

Symprove –Niche - Distribution

On the Toughest days

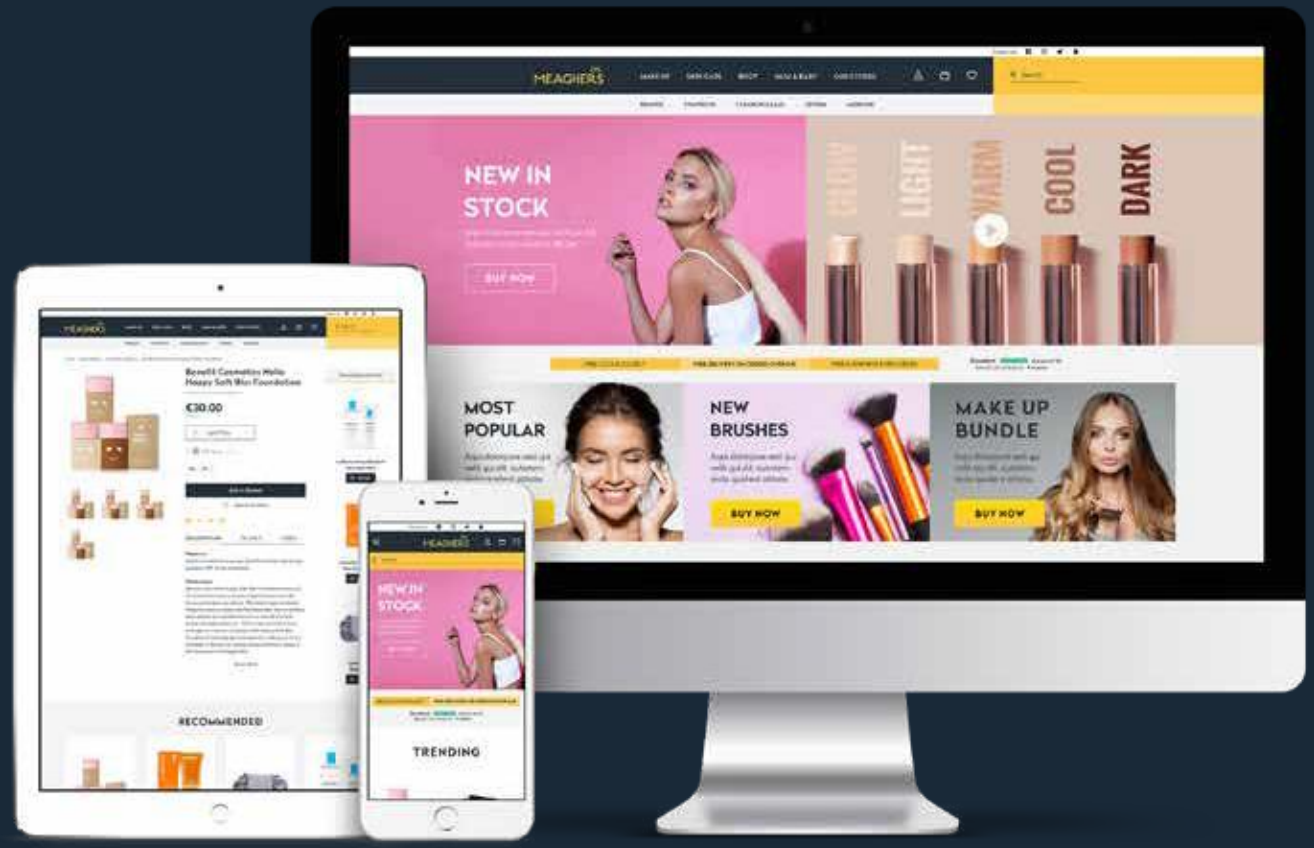
Purpose and Vision are key

Know your why.

Lean into your core values

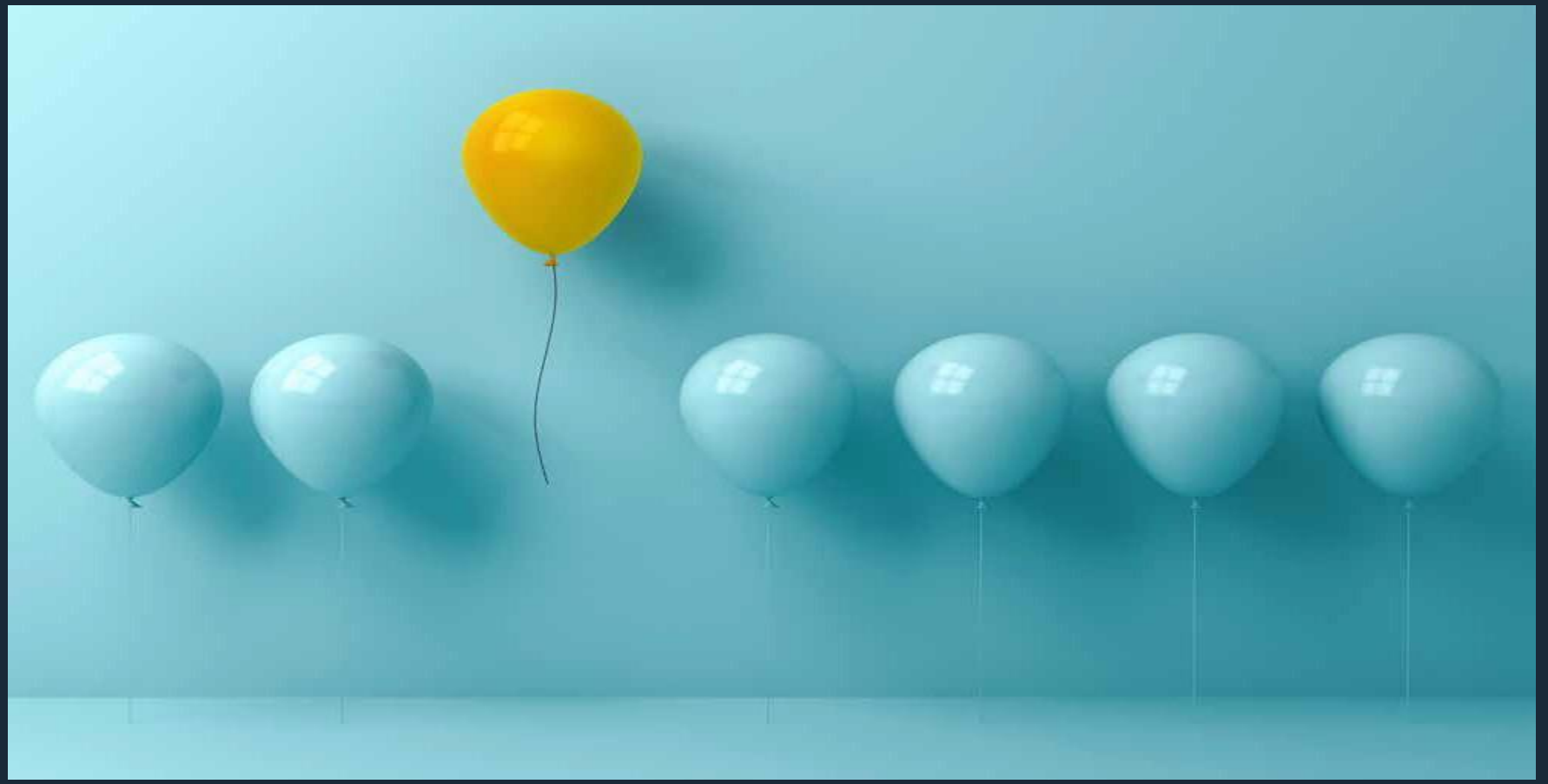
Evolve to Survive

Meaghers.ie



Build an online community

Stand Out – Find your USP



Measure success

- What metrics matter?
- Digital – Measurable
- What gets measured gets done.
- Data based decisions

Strategic Growth Of the Business

2001

2003

2005

2006

2007

2008

2015

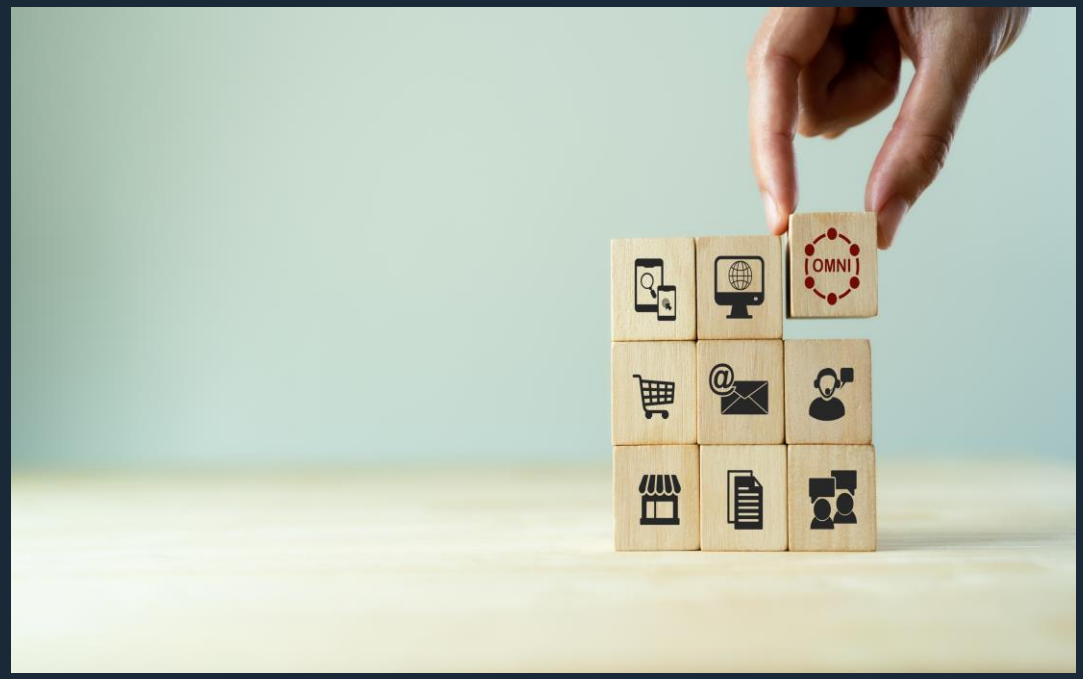
2016

2016

2019

Adopting an Omnichannel Model

- Online –Offline
- New Customers / New Markets
- Personalized service
- Showcase expertise
- Builds Trust
- Sets you apart



Agility is key
Small can be a strength

Willpower and determination
Delivers results

March 2020

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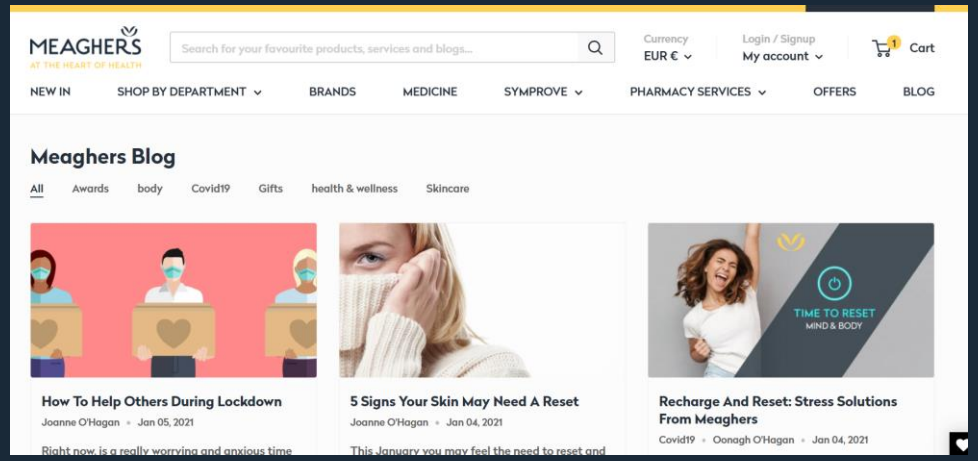
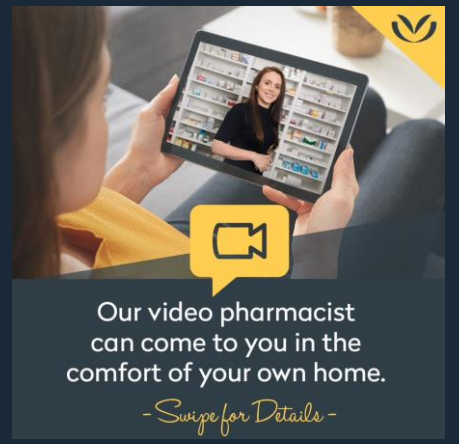
Next Pivot

- Shift profits – People
- Protect our teams and our customers
- Find new ways to reach customers
- Seek out the opportunity
- Team engagement for ideas

Covid- New customer engagement



Covid- Digital Services



Journey Of Transformation

Traditional Pharmacy business to deliver in a digital world

Being part of a Network

- Motivation & Strength from peers
- Trusted information /advice
- Support is key – Lonely place
- Camaraderie – Connection - Community
- Fosters Innovation
- New Collaborations & Partnerships
- Shift in mindset
- Learn from role models
- Embrace transformation

Reflections

- Always be challenges
- Courage - resilience
- Push outside comfort zone
- Learn skills – Get tools
- No mistakes – Learnings
- Collaboration is key
- Confidence – Mindset
- Personal wellbeing a priority

Nothing more Powerful than People with Purpose

Thank you for listening!

@oonaghohag

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