

# Postgraduate Certificate

## Profitability of Parapharmacies



## Postgraduate Certificate Profitability Of Parapharmacies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/pharmacy/postgraduate-certificate/profitability-parapharmacies](http://www.techtute.com/us/pharmacy/postgraduate-certificate/profitability-parapharmacies)

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# 01

# Introduction

Whether it is an online parapharmacy, franchised or own with physical establishment, the correct planning and economic management is key to obtain the maximum profitability of the products. Moreover, in this sector, with high competitiveness, it is necessary to take into account factors such as pricing strategy, launching promotions or negotiating with suppliers. For this reason, TECH has created this 100% online degree that allows pharmaceutical professionals to obtain the most current information on the design and creation of sales, treasury or financial plans that improve the benefits achieved in the short, medium and long term, all in a theoretical and practical syllabus, developed by an excellent team of specialists in the economic and pharmaceutical branch.





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*Get the most out of your parapharmacy thanks to this 100% online Postgraduate Certificate"*

The parapharmacy sector is booming due to the growing interest in the health care of citizens. However, managing this business requires a correct supply of products, according to each target, agreements with suppliers and the incorporation of the most effective marketing strategies.

A scenario that in turn implies a rigorous economic and financial plan that addresses purchasing management, pricing and sales management through the latest technology. This Postgraduate Certificate in Profitability in Parapharmacies, taught by an excellent team of specialists in the sector.

A 150 hours teaching program, which will lead the pharmaceutical professional to get the most advanced information on profit margins that can be achieved in the industry, actions to build customer loyalty or planning sales incentives. In addition, through video summaries, videos in detail or essential readings, students will learn more about the most advanced software for the control of purchased products or the types of payment agreed with distributors.

In addition, this academic option has the Relearning system, used by TECH and based on the reiteration of the most important concepts throughout the 6 weeks of duration. In this way, the graduate will not have to invest so many hours in study and memorization, since they will be able to consolidate them in a simple way.

Undoubtedly, the pharmacist is facing an ideal opportunity to update his knowledge through an avant-garde and convenient degree. All they need is a digital device with an internet connection to view the content of this program at any time of the day. The absence of attendance and classes with fixed schedules, gives greater freedom to access the agenda of this Postgraduate Certificate and make it compatible with daily professional activities.

This **Postgraduate Certificate in Profitability of Parapharmacies** contains the most complete and updated scientific program in the market. Its most outstanding features are:

- ◆ The development of practical cases presented by experts in Pharmacy
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*A 150-hour course of the most comprehensive knowledge on the creation of financial and cash flow plans for Parapharmacy"*

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*This qualification will allow you to update your sales plan and employ truly productive actions in customer loyalty”*

The Postgraduate Certificate includes in its teaching staff professionals from the sector who bring to this training the experience of their work, in addition to recognized specialists in the field and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide professionals with situated and contextual learning, a simulated environment that will provide immersive training, designed for training oneself in real situations.

This program is designed around Problem-Based Learning, whereby students must try to solve the different professional practice situations that arise throughout the program. For this purpose, students will be assisted by an innovative, interactive video system created by renowned and experienced experts.

*Explore with this program the most recommended techniques to launch offers in Parapharmacies.*

*Do you want to be up to date with the software used in Parapharmacy management? Do it through this unique academic option in the university panorama.*



# 02 Objectives

During the course of this Postgraduate Certificate, the pharmacist will get to know the most rigorous concepts and the most current strategies to obtain greater profitability in Parapharmacies. To achieve this goal, the syllabus developed by the teaching team includes numerous additional didactic materials, including case studies. Thanks to them, you will be able to integrate the most recent actions in budgeting, treasury and accounting.







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*Get a theoretical-practical and current vision of the most successful financial plans to be used in Parapharmacy”*



## General Objectives

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- ◆ Broaden knowledge of Parapharmacy Management
- ◆ Enhance skills for the creation and management of online Parapharmacies
- ◆ Boosting the performance of the Parapharmacy business
- ◆ Analyze the most effective marketing strategies in the sector
- ◆ Incorporate the latest technological innovations for the start-up or adaptation of Parapharmacy projects
- ◆ Be aware of all types of products marketable through Parapharmacies
- ◆ Delve into the Parapharmaceutical market
- ◆ Implement actions of analysis and digital positioning of a Parapharmacy





## Specific Objectives

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- ◆ Delve into the main accounting and financial terms of a Parapharmacy of a Parapharmacy
- ◆ Indicate the most effective strategies and sales plans in Parapharmacy, as well as the design of a financial plan for the design of a financial plan
- ◆ Obtain the most current information on the tools used for sales research
- ◆ Be up to date with the main software used in Parapharmacy

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*It delves into the different profit margins of a Parapharmacy: PVL, PVF and PVP with this intensive 6-week program"*

03

# Course Management

TECH maintains its premise of offering students a university degree that is of high quality and that quality university degree that provides a real response to their needs for updating. For this reason, it carries out a rigorous selection process that takes into account the human and professional quality of the specialists who teach the programs. In this sense, the graduates will have at their disposal in this Postgraduate Certificate an excellent teaching staff with extensive professional experience as economists, accountants and tax advisors for large companies and businesses in various sectors.



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*TECH has brought together the best experts in Economics and Accounting to provide you with the most effective strategies to make Parapharmacies profitable”*

## Management



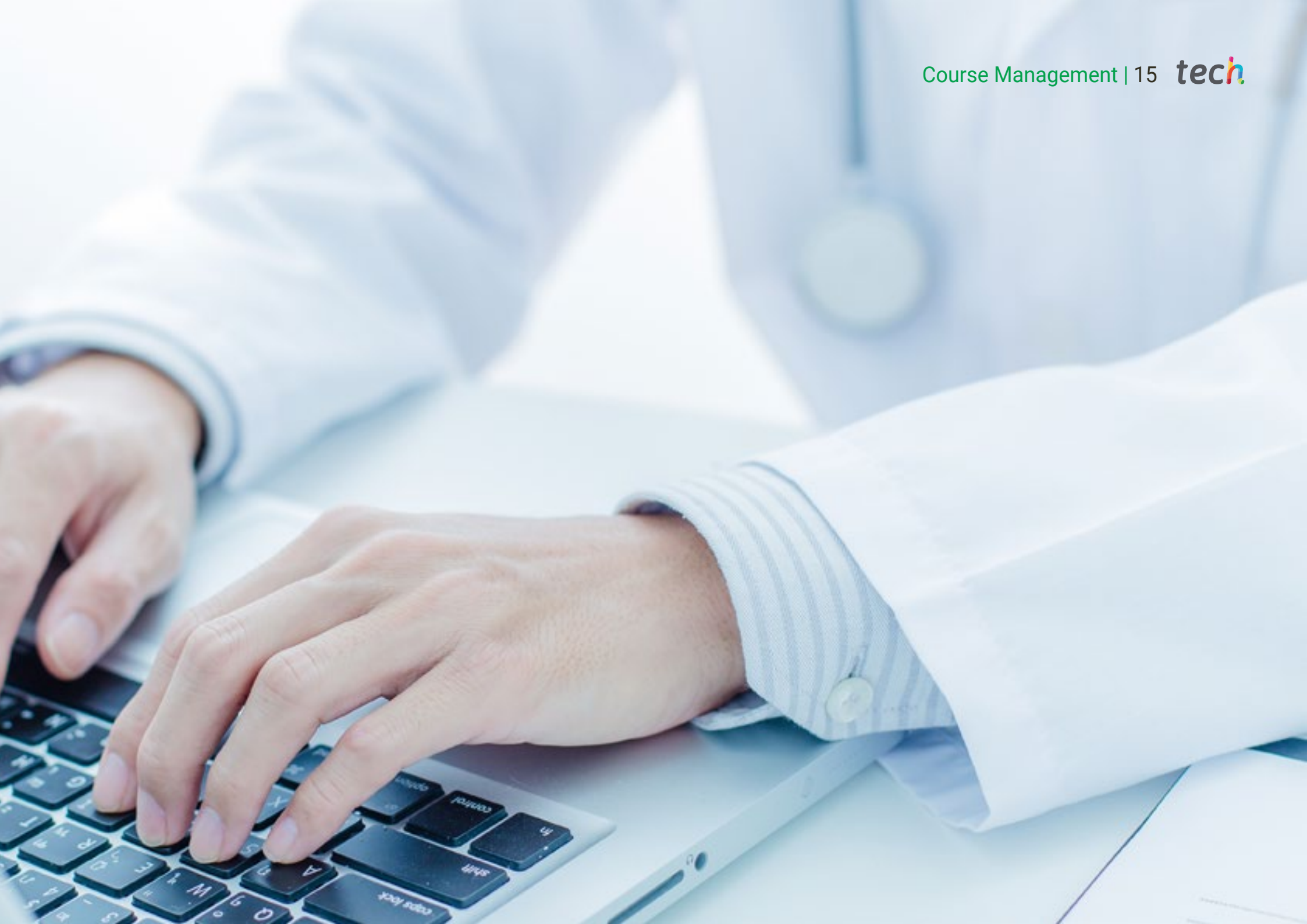
### Ms. Forner Puig, María José

- ♦ Pharmacist expert in Phytotherapy. Product specialist at Arkopharma Laboratories
- ♦ Assistant pharmacist at Traver-Martin Pharmacy
- ♦ Master in Dietetics, Nutrition and Nutritional Coaching by Sefhor Spanish Training Society
- ♦ Expert in Nutrition, Dietetics and Phytotherapy by the UNED (National University of Distance Education)
- ♦ Diploma in Sports Nutrition in Football by Barça Innovation Hub Universiti
- ♦ Degree in Pharmacy from the University of Valencia

## Professors

### Ms. García Domínguez, Patricia

- ♦ Head of Administration at Sanafarmacia Ciudad Expo 24 H
- ♦ Head of Administration and Management of a construction company
- ♦ Specialist in Pharmacy Office Management by the Royal and Illustrious Official College of Pharmacists of Seville
- ♦ Specialist in Occupational Risk Prevention, Human Resources Management/ Personnel Administration by the Confederation of Businessmen of Andalusia
- ♦ Degree in Economics from the University of Seville



04

# Structure and Content

The most innovative pedagogical tools and the theoretical-practical approach of this program will lead the pharmacist to obtain an effective update of his knowledge on the Profitability of Parapharmacies. In addition, thanks to the Relearning method, based on the continuous reiteration of the most important concepts, the graduate will obtain a complete update, without the need to invest many hours of study and memorization. A unique opportunity that only TECH, the largest digital university in the world, can offer.





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*Access the virtual library with total comfort from your digital device with internet connection and at any time of the day”*

## Module 1. Profitability of Parapharmacy

- 1.1. Accounting and finance of a Parapharmacy
  - 1.1.1. Accounting basics
  - 1.1.2. Assets in the accounting of a Parapharmacy
  - 1.1.3. Liabilities in the accounting of the Parapharmacy
  - 1.1.4. Types of VAT. Taxes
- 1.2. Purchase Management
  - 1.2.1. Suppliers
  - 1.2.2. Suppliers
  - 1.2.3. A.B.C. Products
  - 1.2.4. Types of purchases in the Parapharmacy
- 1.3. Sales management
  - 1.3.1. Sales of the pharmacy activity
  - 1.3.2. POS as a sales tool for the Parapharmacy
  - 1.3.3. Costs and Expenses
  - 1.3.4. Net Profit
- 1.4. Parapharmacy Margin. Laboratory Selling Price, Pharmacy Selling Price, Total Consumer Price
  - 1.4.1. What is Laboratory Selling Price
  - 1.4.2. Calculation of Total Consumer Price
  - 1.4.3. Net Margin, and Differences Between Laboratory Selling Price, Pharmacy Selling Price, Total Consumer Price
  - 1.4.4. How to improve the margin
  - 1.4.5. Pharmacy amortization
- 1.5. Sales plan for a Parapharmacy
  - 1.5.1. How to draw up a sales plan
  - 1.5.2. Customer Loyalty
  - 1.5.3. Sales incentive planning
  - 1.5.4. Incentives for sales personnel
- 1.6. Tools to study the sales of a Parapharmacy
  - 1.6.1. Customer buying experience
  - 1.6.2. Upselling
  - 1.6.3. Cross Selling
  - 1.6.4. Packs
  - 1.6.5. Offering techniques for your Parapharmacy





- 1.7. Main Tax Entities in Parapharmacy
  - 1.7.1. Which One to Choose? Limited Company (LC), Community Property (CP), Corporation (Corp.) or Self-Employed
  - 1.7.2. Equivalence surcharge
- 1.8. Types of payment
  - 1.8.1. Payments to suppliers
  - 1.8.2. Deferral of payments
- 1.9. Financial Plan
  - 1.9.1. Investment plan
  - 1.9.2. Balance
  - 1.9.3. Cash budget
  - 1.9.4. Interim Profit and Loss Statement
  - 1.9.5. Cash flow plan
- 1.10. The Profit Margin of a Parapharmacy
  - 1.10.1. Negotiation with Suppliers
  - 1.10.2. Cost savings in purchases
  - 1.10.3. Supplier discounts for prompt payment
  - 1.10.4. Increasing the hours of the Parapharmacy

“ Update your sales strategies with this program and incorporate the most effective actions to improve your profit margin”

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gervas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

*Pharmacists will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, you can watch them as many times as you want.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Diploma in Profitability of Parapharmacy guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This private qualification will allow you to obtain a **Postgraduate Diploma in Profitability of Parapharmacies** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Program: **Postgraduate Certificate of Profitability of Parapharmacies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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