

# Case Study 13: Industrial Pharmacist



## Catriona

Catriona is 37 and is a medical affairs pharmacist for a large multinational. She lives and works in the Home Counties. Having completed a split pre-registration year, she completed a PhD research project and then started work in the Medical Information department of her present company. She then transferred to pharmacovigilance and worked up to her present position, which she has held for just over four years.

She tends to use Plan & Record for CPD relating to the occasional locums she does to “keep her hand in”, but took the opportunity to try it out on an issue relating to her regular job.

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### Record Sheets

#### reflection

Name of entry:  Date Identified:

**What do you want to learn to be able to do?**

Negotiate with other departments more effectively

**How have you identified this learning objective?**

**What methods did you use to identify this objective?**

[Choose...](#)

**Who is driving this?**

Top down: NHS or other employing or contracting organisation

**What skills, knowledge, attitudes and behaviours will you need to develop?**

[Choose...](#)

Planning negotiating approach and strategy Coping with difficult negotiations

**To which areas of competence does this learning objective relate?**

[Choose...](#)

Demonstrating inter-personal skills, irrespective of the situation or the other person/people involved  
Positively influencing individuals and organisations  
Negotiating effectively

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### planning

**Urgency:** By when will you need to meet this learning objective?

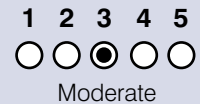
**Importance:** What will be the impact of your learning on you, users of your services, colleagues and organisations to whom you are contracted?

Will be more confident dealing with other departments so less reliant on other team members

Impact on you:



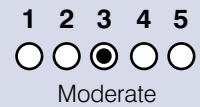
Impact on the users of your services/products:



Impact on colleagues:



Impact on organisation



**What activities could you undertake to meet this objective?**

Description	Action Category	Advantages/Disadvantages	Selected
Management course	Short courses	Will cover other areas I need to work on. Colleagues have found the course useful. Opportunity for networking. Will mean time away from work and home	<input checked="" type="checkbox"/>
360 feedback	Colleagues	Practical view of my good and bad points. May not get impartial view	<input checked="" type="checkbox"/>
Practice on Alex	Simulation	Safe environment. A has enough experience to make realistic scenario. Not sure I can take it seriously	<input checked="" type="checkbox"/>

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action

Description	Date completed	Time taken	Add to CE record
Management course			<input type="checkbox"/>
360 feedback			<input type="checkbox"/>
Practice on Alex			<input type="checkbox"/>

What have you learnt as a result?

I have several preferred negotiation styles. I can now recognise these and select one appropriate to different situations. May be some where Alex will be better suited. How to recognise stress, how it affects my negotiation and how to avoid it.

evaluation

Has your learning objective been met?

Fully

Partly

Not at all

Please describe an example of how you have applied what you have learnt

Used to split workload with Alex on arbitrary grounds. Now more strategic around our negotiation styles.

Please describe any feedback you have had from those on whom your learning was to have an impact or those who have been able to observe your performance

Manager happy with division of tasks

Mark entry as completed

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### Reflection

Although Catriona has given a statement of what she wants to learn to be able to do and one may anticipate that negotiation is an important part of her job, it is not clear from her record why she feels she needs to develop further in this skill. She states that the driving force behind this objective comes from management and so perhaps this is something identified at appraisal or feedback from her manager. Without a clear reason, however, Catriona may have elected to work on something in which she is already perfectly competent and may be missing the full benefit of CPD.

Catriona has broken down her overall learning need into more detailed skills, which will help with evaluation later, and she has linked her work to general competences. Throughout the record, she has not specified dates or times; although these are not crucial, she may find management of more than one or two concurrent cycles difficult. Noting start dates and assigning realistic deadlines will help to prioritise and complete learning cycles and to avoid the trap of starting but not finishing lots of CPD.

### Planning

Catriona has recognised the impact of her learning and has identified an imaginative range of activities. She has even added her own customised action category – simulation – to describe her options clearly. This option is available on Plan & Record online. She has also thought carefully about the advantages and disadvantages of her chosen methods and will go into each with a realistic view of the limitations. Although she has not assigned a deadline, the content of her plan is excellent.

### Action

Catriona has given a clear summary of her learning, although we cannot tell which activities helped in respect of each new area. Recording this level of detail could potentially help her to be more selective in her future planning. She has not recorded times or completion dates at all, so it is not clear whether these activities have been completed or are still ongoing. This will make review of the record difficult.

## Evaluation

Catriona is obviously convinced of the benefits of her learning activities but she has given general examples of application and feedback. Describing more specific instances would give a better indication of the true usefulness of her CPD and would help to identify aspects which she may not yet have adequately covered.

## Summary

Catriona has undertaken some varied and creative activities to meet her learning need and has demonstrated genuine interest in recording her learning, customising the learning actions list and providing a well-considered plan. She may find managing more than a couple of concurrent cycles problematic as she does not record dates or times.

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## Remember

- **CPD is about more than just courses and reading. Colleagues are potentially very useful learning resources.**
- **Specifying dates, times and deadlines helps to manage and prioritise CPD planning and recording.**
- **Try to give specific examples of application of learning and feedback. This will help to confirm the relevance and benefit of your learning to your practice.**