

Thornton & Ross Releases App to Support Pharmacy Staff

One of Thornton & Ross's brands has announced the release of a new free app helping pharmacists and pharmacy staff stay connected

Leading Thornton & Ross brand, Care, the No.1 brand sold through UK pharmacy¹, has worked with pharmacies to provide tried and trusted treatment for minor health concerns for the whole family for nearly 30 years.

In now creating a brand new app for pharmacy staff, Care hope to move with the digital revolution in pharmacy, providing existing and newly qualified pharmacy teams with a helpful tool in the palm of their hands.

The app, Ultimate Guide to Care, will enable all pharmacy staff to quickly access product and treatment information across 8 categories of minor health concerns. As well as this, the app hosts industry news and on-the-go online training to broaden the already extensive skillset of pharmacy staff.

Care Brand Manager Emma Boyle explains: *"We know that pharmacy teams are stretched and there is pressure to learn new skills, keep up to date with industry knowledge and continue to provide excellent patient care.*

"Therefore, we have developed the Ultimate Guide to Care app for pharmacy teams to help ease some of these pressures with all the information they need at the tap of a button.

"We are passionate about supporting pharmacists and pharmacy staff and are always looking at ways we can innovate to improve our offering. We hope that the app demonstrates our ongoing commitment to pharmacies, enabling them to continue delivering important services to the community."

The Care app boasts seven training modules across both category and job related subject areas, with two more modules to be added in the coming months.

Having these modules readily available will allow time-poor pharmacy teams to complete training on the go, at home or even in teams in the staff room.

The training modules focus on topics such as:

- Wellbeing in the workplace
- Skin Health
- Cough & Cold
- Junior health

The latest module on the app is not only for pharmacy teams but co-authored by them too. **Pharmacist Anshu Kaura** who worked on Care's the Wellbeing at Work module explains: *"Assisting the Care team with the creation of their newest training module was important to me, as we wanted to create authentic content that pharmacists and pharmacy staff can relate to, providing real value. We hope that this module in particular can be applied to improve and support the day-to-day running of pharmacies and wellbeing of the staff that run them.*

"Working in pharmacy is demanding and we know how time poor pharmacists and pharmacy staff can be. Therefore, I also believe making the training available on the app will make it easier to complete and give a little bit of time back to pharmacy staff."

Download the app from [Google Play](#) or the [App Store](#).

¹ For verification please write to Thornton & Ross Ltd, HD7 5QH