International Business School Pharmacy

AI in pharmacy

Preserving human value in an era of technological acceleration



Online masterclass for pharmacists

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Artificial intelligence is rapidly transforming healthcare—and pharmacy is no exception.

- Smarter systems, faster analyses, automated controls and increasingly sophisticated decision-support tools are becoming part of everyday pharmacy practice. While these developments create enormous opportunities, they also raise an important question: *How can pharmacists use AI to strengthen their professional role rather than becoming increasingly focused on distribution and processes?*

This interactive online masterclass explores how pharmacists can embrace AI as a powerful tool to enhance pharmaceutical care while preserving the human connection that remains at the heart of the profession.

Drawing on international experience, scientific insights and unique observations from the world's first fully AI-driven hospital, Peter Felen provides practical strategies to help pharmacists remain visible, valuable and future-ready.

Why this masterclass matters



The question is no longer whether AI will change pharmacy. The transformation has already begun.



The real challenge is determining how pharmacists position themselves within this new reality.
In the years ahead, the pharmacist's added value will increasingly be defined by qualities that technology cannot replace:

- building trust
- supporting adherence
- improving health outcomes
- delivering personalised care
- guiding behavioural change



This masterclass helps pharmacists understand how to combine technological innovation with professional expertise and human-centred care.

Overview

What you will learn

After this masterclass, you will be able to:

- understand the impact of AI on pharmacy practice
- recognise how AI will influence workflows, teams and patient interactions
- use AI as a practical enhancement to pharmaceutical care
- strengthen the pharmacist's role as a trusted healthcare advisor
- make professional added value more visible and measurable
- support your team through technological change
- balance innovation with meaningful patient relationships
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Interactive and practical

- This is not a technical lecture about artificial intelligence.
- It is a highly interactive session focused on practical application, including:
- real-life pharmacy examples
- case discussions
- reflective exercises
- direct translation to your own pharmacy environment
- live Q&A and professional discussion
- Participants leave with concrete ideas and strategies that can be implemented immediately

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Practical information

Date
10 november 2026

Format
Online 09.00 -13.00 hour
CET

Duration
4 hours

- **Exclusive international insights**
  During this masterclass, Peter Felen shares unique international experiences at the intersection of pharmacy, behavioural change and AI-driven healthcare innovation. Participants gain exclusive insights from observations at the world's first fully AI-driven hospital and learn what these developments mean for the future of pharmacy practice. What is already happening there today provides a glimpse of the strategic choices pharmacists will face tomorrow.



Investment
€249,-,- per
participant

Led by experienced healthcare innovator



Drs. Peter Felen

International pharmacy leader, educator and management consultant with more than 35 years of experience in pharmacy practice and leadership development. Worldwide. Peter combines deep academic knowledge with a practical understanding of the daily realities facing pharmacists and pharmacy teams. His expertise spans pharmacy management, professional development, organisational leadership, and healthcare innovation, enabling professionals and organisations to translate strategy into measurable improvements and lasting success. CEO of IBS-P.

About IBS-P

IBS-P (International Business School Pharmacy) is dedicated to supporting the professional and personal development of everyone working within the pharmacy sector.

We offer a comprehensive range of training programmes, coaching, and consultancy services tailored to the needs of pharmacists, pharmacy managers, pharmacy owners, support staff, and healthcare leaders. Our programmes range from individual coaching and leadership development to specialised professional courses and fully integrated MBA-level programmes designed specifically for pharmacy professionals.
Our mission is to strengthen leadership, improve collaboration, enhance business performance, and support sustainable innovation within pharmacy practice. By combining practical experience, academic knowledge, and real-world implementation, we help professionals and organisations achieve measurable results while preparing for the future of healthcare.

Whether you are seeking personal growth, leadership development, team improvement, organisational change, or advanced management education, IBS-P provides the knowledge, tools, and guidance needed to succeed in an increasingly complex healthcare environment.



From individual coaching to executive-level pharmacy MBA programmes, IBS-P supports professionals at every stage of their career.

Email
Info@IBS-P.com

Phone
0031-850878581

Address
De nieuwe Erven 3
5431NV Cuijck
The Netherlands

