International Business School Pharmacy

Successful collaboration in primary care

Take the lead in regional healthcare collaboration and strengthen the pharmacist's position

Accredited professional development programme (in the Netherlands)



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The future of primary care is being shaped today

Across healthcare systems, primary care is undergoing a fundamental transformation.
Regional healthcare networks are becoming increasingly important as healthcare providers, municipalities, insurers, social care organisations, and policymakers work together to develop sustainable and patient-centred care models.

For pharmacists, this represents a unique opportunity.

The decisions being made today will determine who will lead collaboration, innovation, and healthcare delivery in the years ahead. Pharmacists possess the expertise, accessibility, and trusted position needed to become strategic partners within these regional networks.

Those who actively engage now can help shape the future of healthcare.
Those who do not may find their role increasingly defined by others.



A programme designed for today's pharmacy leaders

The three-day programme Successful collaboration in primary care equips pharmacists with the practical tools, leadership skills, and strategic insights required to actively participate in regional healthcare development and strengthen their professional position.

This is not a theoretical course.

It is a practical and highly interactive programme designed to create immediate impact within your pharmacy, organisation, and region.

What you will achieve

After completing this programme, participants will be able to:



Understand regional healthcare dynamics

Gain insight into how regional healthcare collaboration structures are developed and how pharmacists can influence them.



Strengthen strategic positioning

Identify opportunities to enhance the pharmacy's role within integrated healthcare networks.



Collaborate more effectively

Develop practical skills to work successfully with:

- General practitioners
- Municipal authorities
- Care groups
- Healthcare insurers
- Social care organisations
- Other healthcare stakeholders



Lead change with confidence

Strengthen leadership capabilities required to guide teams and organisations through complex healthcare developments.



Develop an actionable implementation plan

Create a practical roadmap tailored to your own organisation and region.

Programme overview



Day 1: The changing primary care landscape

Topics include:

- Healthcare transformation
- Regional collaboration structures
- Strategic opportunities for pharmacists
- Positioning your pharmacy within healthcare networks

Outcome: Clear understanding of your role within future healthcare developments.



Day 2: Influential collaboration

Topics include:

- Leadership in complex healthcare environments
- Stakeholder management
- Effective communication
- Building trust and influence

Outcome: Practical tools to become a stronger and more influential healthcare partner.



Day 3: From insight to action

Topics include:

- Implementation strategies
- Change management
- Creating support within organisations
- Developing your personal action plan
- Outcome: A concrete roadmap for strengthening your professional position within your region.

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Practical information

Start date
30 September 2026

Format
Fully online – live and interactive

Duration
3 course days
Additional dates will be scheduled in consultation with participants.

Investment
€850 per participant (excluding VAT)

Included

- ✓ Course materials
- ✓ Personal guidance
- ✓ Interactive sessions
- ✓ E-book: Leadership in the pharmacy
- ✓ Access to experienced healthcare innovation experts



Led by experienced healthcare innovators

The programme and implementation guidance are facilitated by:



Prof. Drs. Sybren Tijmstra

Emeritus Professor and internationally recognised expert in strategy, leadership, and change management.Throughout his distinguished career, he has advised and guided organisations across more than twenty countries, helping leaders and teams navigate complex transformations and achieve sustainable results. Drawing on a wide range of proven leadership and organisational assessment methodologies, he combines academic excellence with extensive international consulting experience to support meaningful and lasting change. Dean of IBS-P and UE (University of Europe for Applied Sciences, Amsterdam).



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.

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