



# HOSPITAL PHARMACY DAY 2025

TEAMWORK IN EVERY PRESCRIPTION

# ##TOOLKIT

Follow us on Social Media for more - @EAHPOfficial



# HOSPITAL PHARMACY DAY

The **27th of March** is the **Hospital Pharmacy Day**. A day created to highlight the importance and to celebrate the work done by hospital pharmacies. This day wants to celebrate all hospital pharmacy teams.

This toolkit includes **campaign materials, best practices, and other useful resources** to successfully create your own campaign for **Hospital Pharmacy Day**. It can be used by hospital pharmacy professionals, hospitals, associations and public institutions to **raise awareness** about the impact that hospital pharmacies have on patients around the world.

These year's theme



**TEAMWORK  
IN  
EVERY  
PRESCRIPTION**

# About the Campaign - Key Messages

01

Hospital Pharmacies are an **essential force** to ensure the **correct functioning of the healthcare systems** by ensuring timely and equal access to **appropriate and safe medication and medical devices** with high-quality pharmaceutical care

02

Hospital Pharmacy Teams have a crucial role in medication reconciliation on admission, transfer and at discharge, ensuring patients leave with the **right prescriptions and clear instructions**

03

National authorities and all relevant stakeholders need to understand the **importance of having well-funded and well-prepared hospital pharmacies** to ensure better patient outcomes in the hospital setting

04

Hospital Pharmacy Teams **cover the gap providing access to medicines not being commercially available**

05

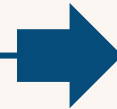
Hospital pharmacy teams help **prevent medication-related errors**, ensuring that every prescription leads to safe and effective treatment

06

Hospital pharmacy teams ensure that the **right patient** receives the **right medicine** and the **right dose**, at the **right time**

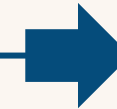
# Time to plan your own campaign

## 3 weeks before



- Discuss this with your colleagues at the hospital pharmacy and see how to better **celebrate** this day to **raise awareness**
- **Create** your own posts/ideas
- **Follow EAHP** on social media

## 1-2 weeks before



- Discuss with your hospital management to **formulate a message** that can be sent to other colleagues from the hospital
- Decide **what you want to do** for the 27th of March
- **Follow EAHP** and **re-post the content** published

## 27th March



- **Share Social Media posts**
- **Host on-site activities** in your city or hospital
- **Host online activities**

# Messages you can use on social media

Below are some captions you can use on **X, Facebook, LinkedIn** or **Instagram**

Use **#HospitalPharmacyDay** when you post on social media

#HospitalPharmacies teams help prevent medication-related errors, ensuring that every prescription is safe and effective. #HospitalPharmacyDay

Hospital pharmacy teams ensure that the right patient receives the right medicine and the right dose, at the right time. #HospitalPharmacyDay

I work in a #HospitalPharmacy and I celebrate the #HospitalPharmacyday! Join me #HospitalPharmacyDay

# Messages you can use on social media

Below are some captions you can use on **X, Facebook, LinkedIn** or **Instagram**

Use **#HospitalPharmacyDay** when you post on social media

- Hospital Pharmacy Teams play a fundamental role in **keeping the continuum of care in times of drug shortages**.
- Hospital pharmacy teams have a **crucial role** in medication reconciliation on **admission, transfer** and at **discharge**, ensuring patients leave with the **right prescriptions** and **clear instructions**.
- Hospital pharmacy Teams cover the gap providing **access to medicines** not being commercially available.
- **Deprescribing** is an essential part of medication safety - *Ask your hospital pharmacy for more information*
- From prescription to delivery, hospital pharmacy teams **safeguard patient outcomes** with personalised care
- Hospital pharmacy teams **help prevent medication-related errors**, ensuring that every prescription is safe and effective

# Messages you can use on social media

Below are some captions you can use on **X, Facebook, LinkedIn** or **Instagram**

Use **#HospitalPharmacyDay** when you post on social media

- Behind every **safe medication** prescription is a **hospital pharmacy team**.
- Hospital pharmacy teams **work tirelessly to monitor prescriptions and optimise drug therapies**.
- Hospital pharmacy teams ensure that the **right patient** receives the **right medicine** and the **right dose**, at the **right time**.
- Hospital pharmacy teams are your **trusted professionals** in managing complex **healthcare treatments** and ensuring the **best care for patients**.
- Hospital pharmacy teams **ensure that every medication is tracked**, from prescription to administration, to ensure a **safe medication pathway**.
- **EAHP supports the empowering of hospital pharmacists** to prescribe medicinal therapies.
- Hospital pharmacy team **collaborates** with multidisciplinary healthcare teams across hospital and outpatient settings to ensure **patient safety**.



# Materials you can use

Please find below materials you can use for social media, by clicking on the images, you receive access to the materials to be edited.



BANNER FOR YOUR EMAIL



BANNER FOR YOUR SOCIAL MEDIA PAGE

# Materials you can use

Please find below materials you can use for social media, by clicking on the images, you receive access to the Canva templates for the materials to be edited.

Click [here](#) for templates and ready designs.



#FEFEFD

#5BAEB5

#054C7B

#8AC3CC

#7FBB32

#CBC921

# LOGOS AND COLOURS

On the left, you can find the official colours of the campaign that you can use in your own designs.

You can also find the campaign logos in colour. Click on the logo to access all the different types of logos.



# Ideas for live and online activities

The below activity ideas can give you inspiration for campaigning activities you could do with your organisation

## On-site activities

- Ask your hospital management to **publish something about Hospital Pharmacy Day** in your hospital's website (or via an email sent to your colleagues).
- **Organise a gathering** with your colleagues during the week of the 27th. Maybe invite them for a coffee or a cake at the hospital pharmacy?
- **Print out a poster** and hang it in the pharmacy
- **Use the stickers collected in Copenhagen Congress!**





## Online activities

- **Record a podcast or short video** on a recent development within your hospital pharmacy.
- **Make a video or a TikTok** explaining why you love being part of a hospital pharmacy team and post it on social media.
- **Prepare short videos/interviews** with early career staff in your hospital pharmacy explaining why they chose a career in a hospital pharmacy.
- Please send materials at [info@eahp.eu](mailto:info@eahp.eu)

# RELIVE THE FUN

Last year, we celebrate the 10th Anniversary of the European Statements of Hospital Pharmacy with an exciting game! Watch how Hospital Pharmacy Teams participated to a "A Day in the Life of a Hospital Pharmacist" contest and who won!

## Watch the videos

-  [Finalist Contest "A Day in the Life of a Hospital Pharmacist"](#)
-  [Finalist 2 Contest "A Day in the Life of a Hospital Pharmacists"](#)
-  [Finalist 3 Contest "A Day in the Life of a Hospital Pharmacists"](#)
-  [Winner Contest "A Day in the Life of a Hospital Pharmacist"](#)

# RESOURCES

- [EAHP SELF-ASSESSMENT TOOL](#)
- [SILCC TRAINING PROGRAMME](#)
- [EAHP - ESCP OATH TO SOCIETY](#)
- [EAHP SIG SURVEY REPORT ON AUTOMATED MEDICATION MANAGEMENT](#)
- [SPECIAL INTEREST GROUP REPORT ON WORKING TOWARDS ELIMINATED  
AVOIDABLE HARM](#)
- [EAHP'S SIG ON HAZARDOUS MEDICINAL PRODUCTS](#)
- [SIG FOCUSED ON THE USE OF PREFILLED SYRINGES IN INTENSIVE CARE  
UNITS AND OPERATING THEATRES](#)
- [EAHP'S SIG FOR THE INVESTIGATION OF MEDICATION ERRORS IN  
INTENSIVE CARE UNITS](#)
- [EAHP'S 2023 MEDICINES SHORTAGES REPORT](#)
- [EAHP 2022/2023 INVESTIGATION OF THE HOSPITAL PHARMACY  
PROFESSION](#)
- [ENVIRONMENTAL SUSTAINABILITY WORKING GROUP](#)

# JOIN OUR EXCLUSIVE MASTERCLASS

A promotional graphic for a masterclass. It features a white background with a teal and yellow geometric design. At the top left is the 'eahp synergy' logo. To its right, 'SYNERGY MASTERCLASS' is written in blue. Below this is the title 'STRATEGY AND LEADERSHIP PERSPECTIVES FOR DIGITAL TRANSFORMATION OF HOSPITAL PHARMACIES'. A calendar icon indicates the dates '16-17 MAY, 2025' and the location 'SHERATON BRUSSELS AIRPORT'. A central image shows a pharmacist in a white coat looking at a tablet in a pharmacy. A large teal triangle on the right contains the text '30% DISCOUNT FOR REGISTRATIONS BY 14 MARCH 2025'. Below this is the contact information 'info@eahp.eu, www.eahp.eu'. At the bottom, it says 'Sponsored by an educational grant from BD' with the BD logo.

**eahp**  
synergy

**SYNERGY MASTERCLASS**

STRATEGY AND LEADERSHIP  
PERSPECTIVES FOR  
**DIGITAL TRANSFORMATION  
OF HOSPITAL PHARMACIES**

16-17 MAY, 2025  
SHERATON BRUSSELS AIRPORT

**30%**  
DISCOUNT  
FOR REGISTRATIONS BY  
**14 MARCH 2025**

info@eahp.eu, www.eahp.eu

Sponsored by an educational grant from **BD**

Do you want to discover how digital transformation of medication management processes can improve safety, efficiencies and sustainability?

Do you want to learn how to prepare a business case to justify the investment?

**REGISTER NOW**

# JOIN THE 7th EAHP SYNERGY CERTIFICATION COURSE!

**Date:** 23 May 2025

**Location:** Slovak National Gallery, Bratislava,  
Slovakia

**Topic:** Integrated Data Analytics in Hospitals:  
Balancing Clinical Outcomes with Economic  
Efficiency

[Click here for more details](#)



 eahp Synergy  
Certification  
course

 **7th EAHP**

 **SYNERGY**

 **CERTIFICATION**

 **COURSE**

*Integrated Data Analytics in Hospital: Balancing  
Clinical Outcomes with Economic Efficiency*

23 May 2025 | Bratislava | Slovakia  
at the Slovak National Gallery  
Rázusovo nábrežie 2, Bratislava

This event is being accredited by the European Council  
for Pharmacy Education Accreditation (ECPHA)   



# PRO-TIP

Are you coming to the EAHP Congress in Copenhagen?  
Stop by the EAHP Booth 94 to get materials to promote  
the Hospital Pharmacy Day within your hospital.



29<sup>TH</sup> EAHP CONGRESS  
12-13-14 MARCH

COP  
ENH  
A  
GEN 20  
25

# Good luck with your Hospital Pharmacy Day campaign !

Click below to follow us on social media and learn more about the campaign!



Made by the European Association of Hospital Pharmacists, 2025