



Product/Pharmacy Distributor of the Year

Criteria

This award acknowledges the vital role played by UK pharmaceutical and aesthetic product distributors that bring new products and treatments to the UK medical aesthetic market. Finalists will be selected on the basis of their customer service, product representation and ongoing support to practitioners.

Entry instructions

You are encouraged to keep your entry concise and clear; bullet points and the use of formatting options such as bold, underlines and italics are encouraged to ensure your entry is easy to digest for judges. Please note that **formatting cannot be copied and pasted from Word documents**, so you should only **add these when submitting** your entry on the website. A strict character limit of 1,700 (including spaces) is enforced for each question and you must not exceed this; however, your entry does not have to meet it. References are included in the character count, although you may supply a reference list as part of your supplementary materials if it exceeds the character count. The winner will be selected from the finalists using a combination of Aesthetics reader votes and judges' scores. Voting will constitute a 30% share of the final score.

Important: please check your entry carefully for accuracy, grammar and spelling as this information may appear in the *Aesthetics* journal and on the Aesthetics website, as well as being considered as part of the judging process. There will be **no opportunity to amend this once you have submitted** your application online unless you pay a £100 +VAT administration fee and this information is received before shortlisting has begun.

Questions

1. Describe the company's inception and journey to your current position in the profession
2. Provide information on the portfolio of products you distribute and what conditions/patient concerns the products are indicated for
3. Tell us about your customer numbers; how many new customers do you target each year, what's your conversion rate and what is your retention rate of existing customers?
4. How do you make decisions about what products you distribute? What clinical data is there to support these products?
5. Once you have chosen products, what is your process for introducing them into your range?
6. Describe in detail your processes for ensuring that products are supplied to customers in accordance with relevant quality standards and regulation
7. What marketing support do you provide to customers?
8. How do you ensure your team is fully trained and up to date with all products and their use?
9. Describe the ongoing support that you provide to practitioners who use your products
10. What is your process for supporting practitioners in dealing with adverse events?
11. Demonstrate how you achieve outstanding levels of customer service and reliable distribution at all times, including problem-solving
12. Provide quantitative feedback or scoring if this is collected

PLEASE NOTE: Entries will only be accepted if submitted via aestheticsawards.com. For help and enquiries email contact@aestheticsjournal.com