

Ashbourne Pharmaceuticals



Since its foundation in 1984 Ashbourne Pharmaceuticals has been the largest player in the Dispensing Doctors marketplace. Its sales team covers the whole of the UK and can offer support and advice to Dispensing Practices on many aspects of their day to day business. Not only does Ashbourne provide their own range of quality branded pharmaceuticals at very competitive prices, they also provide a substantial range of educational programmes, advice on matters concerning tax, business management and Practice profitability.

In 2002, the decision was taken to expand the business into the whole of the NHS marketplace. The challenges surrounding this decision were further heightened by the unique requirements placed on Ashbourne's IT systems. The business needs to store data on product use from over 1500 Practices, via 12 sources, on approximately 700 products - every month!

Leslie Galloway, Ashbourne's Chief Executive Officer, decided to draw on the advice and guidance of CCL consultants.

"Initially CCL was retained to help us select a new computer system, but after this project was postponed, their role widened to become pivotal in helping us manage our systems and infrastructure in line with market dynamics."

CCL has undertaken several projects for Ashbourne, including an assessment of its IT Department skills. This resulted in a gap analysis report and CCL's subsequent recruitment of a new Business Systems Manager.



CCL also undertook an IT Risk assessment which resulted in recommendations which Ashbourne acted upon to minimise risk exposure.

According to Leslie, "CCL's understanding of our business and their flexible and responsive approach has been a tremendous help in helping us to move our business forward. The dedication and commitment of CCL's Consultant, Peter Condon, to Ashbourne's goals has been exceptional. Few consultants achieve this level of involvement."



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