

News release

For immediate release

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BNF BUSINESS DEVELOPMENT MANAGER WILL MAXIMISE DIGITAL OPPORTUNITIES

A pharmacist with a special interest in medical informatics has become the first ever Business Development Manager for the British National Formulary (BNF), which is published jointly by the Royal Pharmaceutical Society of Great Britain and the British Medical Journal (BMJ) Publishing Group.

Robin Glasspoole took up the newly created post in January 2005, following six years with point-of-care knowledge bases supplier, First DataBank Europe (FDBE). Robin worked in numerous roles for FDBE including clinical, business development and product management and has many contacts within the growing electronic healthcare industry. Prior to that he worked in the NHS for seven years at Bradford Royal Infirmary and then at Leicester Royal Infirmary, where he was Senior Clinical Pharmacist responsible for chemotherapy services for the Regional Cancer Centre.

Charles Fry, the Society's Director of Publications, said: "Robin is an excellent addition to our team. His skills are ideally suited to the role, especially with his previous experience of working with integrated prescribing decision support systems. He will help the BNF to build strong business relationships at the highest level with Department of Health, NHS and especially the National Programme for IT (NPfIT). In this digital age it is important that the BNF remains the leading source of prescribing information to guide safe medication practice within the UK.

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Says Robin: "This is an exciting time to join the BNF with the introduction of the BNF for Children in the summer and the continued development of our digital products. With NPfIT now driving the introduction of electronic prescribing systems through out the NHS it is a huge opportunity for the BNF to become centrally placed within these clinical systems. The BNF is an excellent source of prescribing knowledge and I look forward to helping ensure that the BNF remains the premier source of medicines information within the UK. The development of the BNF's digital products will be key to this."

Robin graduated from the University of Bradford, School of Pharmacy in 1991. He lives in Exeter with his wife Fiona and his two young sons.

Ends

**For further information please contact Natalie Sticklen or Felicity Slayford in the
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Notes to editors



Robin Glasspoole