

**KKU Pharmacy Workshop Program**  
**Application of Business Model Canvas (BMC) in Pharmacy Practice**  
**Nov 11-12, 2021**

Date & Time	Topics/Sessions	Responsible Persons
<b>Nov 11 – Theme: <i>What you need to know about BMC</i></b>		
08:30 – 08:45	Introduction to the workshop	Maneerat
08:45 – 09:00	Opening ceremony	Dean/Vice Dean
09:00 – 10:30	<b>Disruptive innovation in pharmacy practice: Challenges and opportunities</b> -Triple bottom line concept -Mini-feasibility assessment -Value change management -Monitoring and evaluation -Lesson learned: Traditional and herbal medicine projects at <i>Chao Phya Abhaibhubejhr Hospital</i> - Q&A	Pakakrong Maneerat (Moderator)
10:30 – 12:00	<b>Introduction to Business Model Canvas 1:</b> - Concept and strategy - Overview - WHO: Customer (Customer persona, target, empathy map) - List of Questions	Maneerat
12:00 – 13:00	<i>Lunch break</i>	
13:00 – 15:00	<b>Introduction to Business Model Canvas 2:</b> - WHAT: Channel, Relation, Value Proposition Canvas, Revenue stream - Case studies – <i>Annotated option</i>	Maneerat
15:00 – 16:00	<b>Workshop 1 - Individual Project:</b> - Customer persona profile - How to apply BMC in your practice: Value Proposition WHO & WHAT	Maneerat, Wannee, Nusaraporn
16:00 – 17:00	<b>Case presentation</b>	Maneerat, Wannee, Nusaraporn

Date & Time	Topics/Sessions	Responsible Persons
<b>Nov 12 - Theme: How to complete your BMC</b>		
09:00 – 10:30	<b>Patient journey mapping</b>	<b>Wanee</b>
10:30 – 12:00	<b>Workshop 2 - Individual Project:</b> <ul style="list-style-type: none"> <li>- How to apply your Patient/Customer journey mapping</li> <li>- Reflect your Value Proposition</li> </ul>	<b>Wanee, Nusaraporn</b> Maneerat
12:00 – 13:00	<i>Lunch break</i>	
13:00 – 15:00	<b>Introduction to Business Model Canvas 3:</b> <ul style="list-style-type: none"> <li>- HOW: Key partner, Key activities, Key resources</li> </ul> <b>Introduction to Business Model Canvas 4:</b> <ul style="list-style-type: none"> <li>- MONEY: Cost structure, Revenue stream</li> <li>- Case studies – <i>Annotated option</i></li> </ul>	<b>Maneerat</b>
15:00 – 16:00	<b>Workshop 3 - Individual Project:</b> <ul style="list-style-type: none"> <li>- How to apply BMC in your practice: HOW &amp; MONEY</li> </ul>	<b>Maneerat,</b> Wanee, Nusaraporn
16:00 – 17:00	<b>Case presentation</b> <b>Wrap-up BMC</b>	<b>Maneerat,</b> Wanee, Nusaraporn