

SWOT the Difference

with Kenvue

A self-audit workbook for pharmacy teams.
Spot the **Strengths**, **Weaknesses**, **Opportunities** and **Threats** in five key services.

PHARMACY SHOW 2026

Kenvue

Why SWOT the Difference?

NHS policy and Pharmacy First have moved faster than most pharmacies can operationally deliver. This book is a working tool, not a brand showcase.

Across five service areas, Smoking Cessation, Skin Health, Weight Management, Travel Health and Oral Health, you'll compare an illustration of excellent practice against how your pharmacy runs that service today.

This isn't a test. It's a chance to spot what's already working, where the gaps are, and where the opportunity sits.



PHARMACY SHOW 2026

How this works

1. **Look at the illustration for each service.**
2. **Compare it to how your pharmacy runs that service today.**
3. **Fill in your SWOT:**
   Strengths (what you already do well),
   Weaknesses (where the gap is),
   Opportunities (quick wins),
   Threats (what's stopping you).
4. **Keep this page. We'll check in with you in six months.**

kenvue

Spot the Difference: Smoking Cessation

The best services don't wait for someone to ask. Every team member can spot an opening, deliver Very Brief Advice, and match the right NRT combination, with a plan to follow up on quit dates and cravings.



Your Smoking Cessation SWOT

How does your smoking cessation service offer compare against the illustration opposite?

Strengths What you already do well	**Weaknesses** Where the gap is
Opportunities Quick wins	**Threats** What's stopping you
Strengths	**Weaknesses**
Opportunities	**Threats**

kenvue

Spot the Difference: Skin Health

Great skin health services know what's walking through the door, are confident advising on emollient choice and adherence, and follow up to see what's actually worked, not just what's been recommended.



Your Skin Health SWOT

How does your skin health service compare against the illustration opposite?

Strengths What you already do well	**Weaknesses** Where the gap is
Opportunities Quick wins	**Threats** What's stopping you
Strengths	**Weaknesses**
Opportunities	**Threats**

kenvue

Spot the Difference: Weight Management

Weight management services have a focus on losing weight but probably not on a patient's wellness needs and overall appearance goals.



Your Weight Management SWOT

How does your weight management service compare against the illustration opposite?

Strengths What you already do well	**Weaknesses** Where the gap is
Opportunities Quick wins	**Threats** What's stopping you
Strengths	**Weaknesses**
Opportunities	**Threats**

Spot the Difference: Travel Health

A travel health service helps people prepare safely for travel by assessing their destination, itinerary and personal health needs.



Your Travel Health SWOT

How does your travel health service compare against the illustration opposite?

Strengths What you already do well	**Weaknesses** Where the gap is
Opportunities Quick wins	**Threats** What's stopping you
Strengths	**Weaknesses**
Opportunities	**Threats**

kenvue

Spot the Difference: Oral Health

Pharmacy teams can offer an oral health service to help with disease prevention, symptom management or appropriate signposting for referral.



Your Oral Health SWOT

How does your oral health service compare against the illustration opposite?

Strengths What you already do well	**Weaknesses** Where the gap is
Opportunities Quick wins	**Threats** What's stopping you
Strengths	**Weaknesses**
Opportunities	**Threats**

Your Oral Health Patient Flow

PAIN

Toothache

Ask:
- Is there any swelling?
- Is there any difficulty in breathing, swallowing or speaking?

Recommend: painkillers
Refer to Dentist:
- toothache lasts longer than 2 days
- a high temperature, pain when biting, red gums, or a bad taste in the mouth
- swollen cheek or jaw.

Refer to A&E:
- area around eye or neck is swollen
- swelling in mouth or neck is making it difficult to breathe, swallow or speak

Mouth Ulcers

Ask:
- How long has it been present?
- Is there any bleeding.

Recommend: an appropriate mouthwash or painkiller
Refer to a dentist or GP:
- lasts longer than 3 weeks
- larger than other mouth ulcers they've had before
- bleeds or becomes more painful and red

Refer to a GP:
- ulcers also present elsewhere on the body
- painful, red or swollen joints.

FRESHER BREATH

Patient wants fresher breath

Bad breath is usually caused by food and plaque debris left in the mouth.

Recommend:
- Brushing + interdental cleaning, twice daily
- Add Listerine to clean where brushing misses.

WHITENING

Patient asks about how to tackle teeth discolouration

Usually caused by foods that stain the teeth.

Recommend:
- Adding a mouthwash proven to whiten teeth to their oral care routine, such as Listerine Advanced White Mouthwash.



Six months on

1. What did you change after the show?
2. What's still on your list?
3. Has it made a difference, to patients, to the team, or to the business?



kenvue

kenvue









Powering better everyday care.

Scan here for Nicorette (nicotine) Product Information

UK-AVE-2026-362016