

PHARMACY 2031: INTELLIGENCE IN PHARMACIES. THE EVOLUTION OF PHARMACY SERVICES AND NEW CUSTOMER EXPECTATIONS

When:
November 15, 2026, from 9:00 a.m. to 1:15 p.m.

Where:
IMT School for Advanced Studies, Lucca

Rationale:
what will the pharmacy look like in the next five years? In a context where artificial intelligence is being applied to processes, services, and organizational models, the distinctive value of the pharmacy will increasingly hinge on the integration of technological innovation, expertise, and the quality of human interaction. This conference offers a concrete, practice-oriented exploration of how AI can support pharmacists in their daily operations by enhancing both their relational and professional expertise.

Through case studies, future scenarios, and group discussions, the event will guide pharmacists in examining three key areas: the changing customer/patient, who is increasingly informed and demanding; the evolution of pharmacy services, encompassing health, wellness, and specialized dermatological counseling; and the skills needed to remain relevant in a changing market. An opportunity to focus not only on "what" will change, but above all on "how" to prepare today for the pharmacy of tomorrow.

Program

Starting at 9:00 a.m.: registration and welcome coffee

Welcome remarks by Cosmofarma and official greetings

AI: A new travel companion?!
By **Franco Falorni**, adjunct Professor in the Department of Pharmacy at the University of Pisa

Design and direction BOS BolognaFiere | Senaf
In collaboration with Bologna Fiere, HELIX Gruppo Tecniche Nuove
Under the patronage of Ordine dei Farmacisti della Provincia di Lucca, federfarma Toscana, AGIFAR Toscana
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COSMOFARMA ROADSHOW

ROADSHOW LUCCA



The Fourth Intelligence. Why growing pharmacies are designed to succeed.
By **Luca Sartoretto Verna**, Architect and CEO of Sartoretto Verna Srl

Presentation of the Homnya survey "HIGH-VS-LOW-PERFORMING PHARMACIES: the evolution of the italian pharmacy: performance, generational transition and organizational culture."
By ***Gadi Schoenheit***

ADJUVANT THERAPY: dermocosmetics as a sales opportunity at the pharmacy counter.
By **Martina Matani**, Division Training Lead L'Oréal Dermatological Beauty

The Pharmacist of 2030 - Don't fight Artificial Intelligence. Make it your friend.
By **Lamberto Pierluca**, People & Performance Consultant

What matters most. Lazzaned's innovation at the intersection of technology, quality and customer relationships in the service-oriented pharmacy.
By **Benedetta Bartolini**, Biotechnologist at the Lazzaned Group

Intelligence in the pharmacy.
By **Serena Guasti**, Health Telematic Network

From theory to the counter: AI in pharmacy. Today's applications and tomorrow's opportunities.
Pharmacists **Amelia Biagi**, **Giulia Dinelli** and **Gabriele Sforzi** discuss the topic with expert **Marco Grespigna**

Technology that learns from the pharmacist. AI in pharmacy management software: technology automates, the Pharmacist adds Value.
By **Daniele Barbato**, Pharmacy Product Manager, Pharmagest Italia

Expertise in pharmacy: rigor has a signature. Accury: process quality, signed laboratory reports and publication in the Electronic Health Record.
By **Ivan Vallini**, Director of the Accury clinical analysis laboratory

Conclusions and institutional take-home messages

Starting at 1:15 p.m. — light lunch

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