

THE MOVE FORWARD

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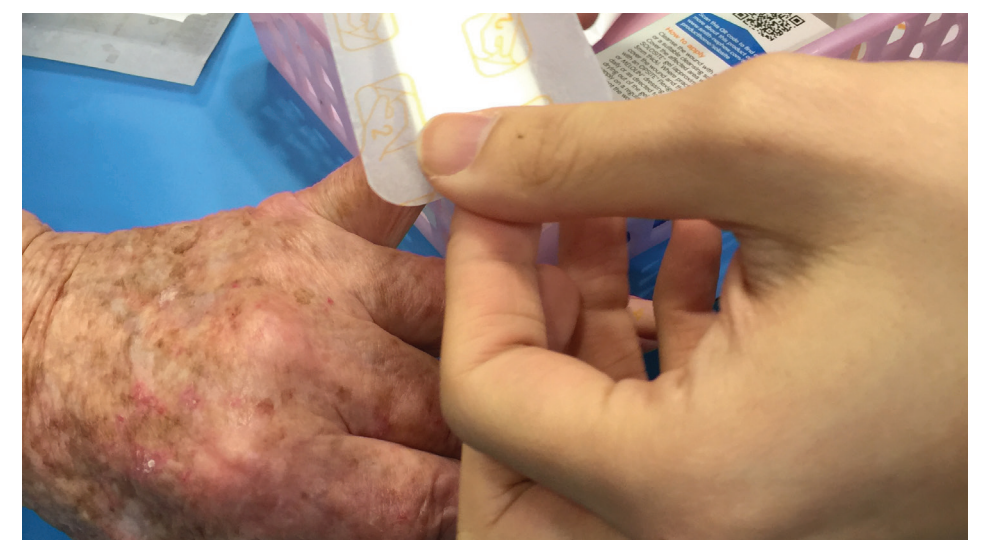
My innovation practice advocates:

- Moving forward and making each customer visit more meaningful by providing additional value to them. Each customer visit will be accorded exceptional pharmacist attention and will be provided with a complete health journey/solution. As each time a customer visit the pharmacy it would be for something different, we will give the customer a different healthcare experience at each visit. This is being ahead and making sure each customer visit is meaningful and different.
- Allowing and strongly encouraging the pharmacist to move forward onto the shop floor to engage with customers and provide sound and competent advice and recommendations towards a complete health solution.
- Reducing labour/processing intensive workload on pharmacist (e.g. dispensing, medication packing) and increasing more customer-pharmacist engagements.
- Provision and allowing the pharmacist only category medicines more accessible and available to customers. This category belongs to us (pharmacies) and this would distinguish, visiting a pharmacy to relieve an ailment as opposed to going to the supermarket. As supermarkets are eroding the pharmacy business, it is about time to shine and highlight this category and make it more available to clients through competent staff recommendations.
- Moving forward towards provision of primary health care. With GP co-payment's increasing, there will be more customers heading to the pharmacy for their first stop destination to seek medication and advice to relieve their ailment. With the pharmacy being more accessible to customers, we are able to provide services like wound care services, sleep apnea services, blood pressure testing and recording services, blood sugar testing and recording services, advice on smoking cessation, advice on weight loss, coeliac and kidney checks, pain management and many more.
- Maximising professional services outlined in the CPA. E.g. a clinical intervention leading to an appointment to conduct a medcheck and then leading to an appointment to conduct a home medicine review.
- Emphasizing to all customers that prevention is always more superior than a cure especially with increasing life expectancy. All pharmacists are equipped with this when advising customers. All staff members to apply the principle of treat, alleviate, prevent and enhance.



What innovative practice was done:

- Pharmacists moving forward! The dispensary redesigned and the dispense workflow reviewed with pharmacist located forward and the technician behind the counter. One pharmacist located at the express scripts counter and another pharmacist located in the script out area. Pharmacist located at the express scripts area will dispense small scripts, while keeping customers engaged concurrently. This engagement process would increase customer retention time in store. Express scripts pharmacist will also roam in the professional services area of the pharmacy to attend to customer's enquiries and provide consultations and professional health services.
- All pharmacists trained on how to be more persuasive and to close the sale. Translating a prescription alone to a conversation was a challenge for many pharmacists.
- All dispensary processes done by a dispense technician.
- A tiered bin for recommendations of different possible companion products. The products are changed each month to make it more exciting and challenging for pharmacists.
- Moving out the pharmacist only medications that used to be hidden behind the counter.
- Moving out and show casting the professional services that the pharmacy provides (eg blood pressure monitors, Healthpoint device). Created a health hub destination for customers.
- In store flu-vaccination conducted by a nurse practitioner. These practices are mainly to put into the customer's eyes that we, pharmacies are able to conduct this health services, not just in the clinic. The GP clinics are normally under a lot of work pressure and this would take a load off their burden.
- Implementation of the companion tags. It is small tags that are put together with medications while dispensing. The tags read as "the pharmacist recommends ... with your current meds" and this will be a trigger for pharmacists and pharmacy assistants when handing out the medications. Each recommendation would also entitle to one clinical intervention.
- Identification of the top 100 customers and treating them like gold. Offering preferential & personalised services to the VIP customers such as delivery services, courtesy calling to ask them regarding their new medications etc.
- Implementation of the Abbott diabetes program.
- Homy Ped shoe referral for diabetic and frail customers.



Measuring success:

- Sales of pharmacist only medicines have risen as compared to last year figures.
- Vitamin sales increased after the implementation of companion tags.
- Increased customer-pharmacist interaction and more positive customer experience. It is great to hear good qualitative measures of positive customer feedback saying that the pharmacists is always available for help and have a very good pharmacy visit experience.
- Customer basket size has been slowly increasing after the implementation of the above.
- We have been constantly hitting our targets for the professional services programs. (Clinical interventions, medchecks and occasional HMR's)
- Receiving repeat business from new customers.
- Receiving repeat customers for wound care and smoking cessation advice and service.
- Increased generic conversation rates (90% highest vs 71%) after the pharmacist been moved forward.
- Diabetic shoes, compression stockings and accessories sales increased by 20% after implementation of referrals.



What are you planning to do next?

- Implement "customer call-back" program. Any customers who receive their new medications from us would receive a phone call or a SMS (with patient consent) 3 days after taking the new medication.
- Further promoting our services in primary health care by providing a complete health check for customer (i.e. BMI check, BP check, blood sugar check, blood cholesterol check, kidney check, coeliac check, asthma check, skin moisture check) all in one package.(for customer introduction)
- Working on patient compliance report (non-refills and expired script).
- "Creative staff sweet spot" program for all staff members.
- Holding a customer appreciation night for VIP customers.
- Kids vitamin program.
- HbA1c testing.
- COPD testing.
- Store GP tagging.
- Expansion and advertising of the health hub. We have just recently expanded our disability range (Moved it from somewhere else to a more prominent location in the health hub area).
- Implementation of sleep apnea services as we have a consultation room not been fully utilized.
- Implementation of a small clinic consisting of 3-5 GP's in the pharmacy space.
- Moving the consis machine forward where it feeds the medications out directly while engaging with customers.
- Ability of the pharmacists to close a sale while recommending a product. This concept has been adapted by Apple.
- Adapting with the change in demographics in the area. Long term plans would be to have staff members who are able to speak different languages and dialects to cater with the increasing immigrants to this area.



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