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THE GAP BETWEEN AWARENESS AND ATTITUDE



GUEST AUTHOR - 24/01/2017

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You need to get right 8 fundamental steps if you're to successfully change your pharmacy, says Glenn Guilfoyle

Conversations on refocusing pharmacists from rear technical processing roles to forward customer engagement roles used to be predominantly anchored by whether and why questions.

These days these sorts of conversations are predominantly anchored by when and how. This is a good thing. It indicates that, by whatever means, the awareness and awakening in regards to such a change has kicked in and is now relatively widespread.

Like any significant business change journey, implementation and execution is hard, and always seems to take longer than anticipated.

Sometimes the vision of what is required in regards to the right attitude and aptitude incumbent on the owners, managers and team members is not even clear at the get go.

But it can be a long and arduous journey. For example, the award winning PSA Health Destination Pharmacy is based on a 3 year change management program.

Whatever milestone you are at in terms of your own version of this journey, it is very helpful to always keep in mind that there is a gap between the awareness and awakening that is

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IN SIDE FINDING THE BEST PHARMACY OF THE YEAR 2017 FINALISTS' PROFILES

DEN OF INQUIRY THE ONE AND ONLY PHARMACY MEDICINE OF CHOICE

BUSINESS CAN PHARMACY VALUE ITS CARE AND EAT IT?

EDUCATION SHOULD I GROUP 1? YES OR NO? CREDIT TO THE EDUCATOR

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POLL

required to galvanise the bias for action to embark on such a journey.....and the attitude and aptitude required to help steer you in the right direction, create the vision of nirvana and bring it to life. Day in, day out.

Workflow and customer engagement at the dispensary service counters analysis from more than 250 studies conducted by The Next Level over recent years, enables correlation and behaviour-to-performance patterns to be derived in this regard.

This work is still on-going, but 8 fundamentals are emerging in terms of things you need to get right to successfully negotiate the gap between awareness/awakening and attitude/aptitude. Saliently, the typical sequencing of these fundamentals shows us that there are two progressions at play.....

- The changes required move progressively from physical and structural <the dispensary and professional services precinct of the pharmacy> to hearts and minds <the people – both team and customers>
- Therefore the degree of difficulty becomes progressively harder

The eight fundamentals are:

- Continually benchmark against current industry standards in terms of dispensary team size and mix and resource to the level that you believe will give you competitive advantage
 - Right now, the current average ratio is 7.7 full time equivalent staff working and serving the dispensary/health sections per 100,000 scripts processed
 - Of which, 45% are pharmacists, 21% dispensing technicians, 27% pharmacy assistants, 7% pre-reg
- Service specialisation
 - Determine the degree to which you will dedicate specific and sole counter locations for the three primary services – script in; script out; otc
- Counter separation
 - Determine the degree to which you will support your service specialisation with physically separate counters, or at least “real estate dedication” within multi-purpose counter/s
- “Service hub” set up

Will you keep using MedsASSIST? *

- ☐ Yes, MedsASSIST still allows us to help people who misuse codeine
- ☐ Yes, MedsASSIST is still a great decision-making tool
- ☐ Yes, its use supports the credibility of the profession
- ☐ Yes, I still hope the decision can be appealed
- ☐ Yes, for other reasons (tell us in comments!)
- ☐ No, I plan to stop using MedsASSIST before February 2018
- ☐ No, I stopped using MedsASSIST after the TGA announcement
- ☐ Our pharmacy didn't use MedsASSIST anyway
- ☐ Other

SUBMIT

View results

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Why pharmacy must support pill

- Determine the degree to which you will create a “one stop shop” at each service/counter location, allowing for as many of the “tools of the trade”, including appropriate add-on companion products, to be located within a stride or two of that location
- Workflow for maximum efficiency AND effectiveness
 - Efficiency => as you design and configure in accordance with these fundamentals, try to maximise the one-way, in -> out , U-shaped flow of work and staff. Minimise staff traffic flow cross-overs
 - Effectiveness => also in your design and configuration, try to spread your service / counter locations as much as possible. Use all your counter “real estate” – especially the extremities, to foster an environment conducive to private customer-staff consultations
- Customer traffic flow for maximum efficiency AND effectiveness
 - Efficiency => now mirror your workflow efficiency for customers. Minimise congestion and educate customers on the benefits of encouraging them to honour your new traffic flow.
 - Effectiveness => now mirror your workflow effectiveness for customers. By spreading and using the full breadth of your service counter real estate, corral your customers to traverse a greater number of your gondola aisles to get to/from their chosen service counter location
- Establish your “team game plan”
 - Now assign between 1 to 4 task priorities to specific service counter locations, by role type. Then you can continuously roster specific staff to specific service counter locations.....and the incumbent task priorities for that role type – service counter location combo. Just like a premiership AFL/NRL team.....players will get swung around during the game to different positions on the field, but all players in the team, at all times, know their task priorities, as well as those of all their team mates
- Set your service vision and standards for competitive advantage
 - Think clearly now about your six health customer journey touchpoints, and define what the “wow”

testing

Wow, nicely proved my point. Thanks for your honesty, which is otherwise pretty rare among extreme neo-Marxist Green Party ideologues...

Ronky

Pharmacist brought down by addiction

Yes, that's exactly what I'm saying.

Ronky

Nicotine ban in vaping to stay

Laws won't stop vaping. If anything they'll push it underground and create a black market with serious safety issues. When...

Matty P

Man steals methadone, passes out

Now that's what I call a real take away dose.

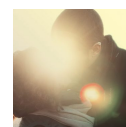
chris

CLINICAL TIPS



Clinical tips: complementary medicines

KARALYN HUXHAGEN, 03/02/2017



Clinical tips: STIs

LOUIS ROLLER, 27/01/2017

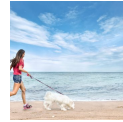


Clinical tips: keeping up our New Year resolutions

KARALYN HUXHAGEN, 20/01/2017

Clinical tips: exercise

experience will look like. Complete and finesse the way you are marshalling your people, processes and products accordingly, so that you can deliver..... every time.



LISA NISSEN AND ESTHER LAU,
22/12/2016

Easy for a fascinated observer like me to write about.....massively harder for you to successfully execute.

Of course some of the pre-requisite aptitude and attitude lies in that ubiquitous concept, leadership. Another chapter for another day.

Glenn Guilfoyle is principal of The Next Level, offering advice on getting a better system and better sales. [Click here for more information](#)

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