

Score and benchmark

Score and benchmark your customer engagement effectiveness and script processing efficiency ... in accordance with Group 3 CPD good business practice principles

THE FACTS

- 47% of script customers will stay in the store for the duration of their dispense
- Regardless, whether they stay or come-go-come-back again, for each dispense cycle, they will average 4m 52s in store
- Of that 4m 52s 49% (2m 20s) is spent engaging with a dispensary team member. More time, 2m 32s, is spent disengaged – standing in queues or waiting around
- Of the 2m 20s engaged, the dispensary team members spend 36 seconds providing proactive medicines or health counsel
- Of the 4m 13s processing a script item, 2m 12s is spent sitting idle ... longer than handling/processing time
- 47% of script customers will receive some form of proactive medicines counsel
- 54% of the time, the Pharmacist is stationed with at least one counter, often two, away from the customer at the rear undertaking the lion's share of the manual processing
- Average script customer "companion sell" ratio is 18 - for every 100 script customers, 18 non-script health category products are sold
- The average non-script health customer "basket size" ratio is 114 - for every 100 such customers, 114 non-script health category products are sold



Really?
Are they sure?
Surely we are better than that!
Hmmm.....Wonder if we are ?

THE FORECAST

- Profitability of Australian retail pharmacy has never been under more pressure
- Research shows that the most common approaches contemplated by Owners in response is to cut costs (wages), ramp up generic substitution or simply do nothing differently
- As with "adversity" in any business setting, leaders see the opportunity to differentiate. Winning pharmacies will compete on health advisory & convert to revenue and margin growth
- Research also shows that many Pharmacists already think they are "doing it"
- Until now, there has been no independent, industry-wide means of objectively assessing a dispensary on the degree to which they are "doing it"

True.
True.
This is us!
Of course we are "doing it"!
Hmmm.....Wonder if we are
really "doing it"?

THE FUTURE

- The Next Level is an independent consultancy that objectively assesses dispensaries on the degree to which they are "doing it"
- So what does The Next Level do? The Next Level :
 - * quantifies YOUR reality
 - * benchmarks YOU against peers
 - * tells YOU what YOU need to change ,why, and quantifies the prize in \$ margin
- Studies (cohort of more than 200 Australian retail pharmacies) show that to unlock YOUR own opportunity, YOU will need to address YOUR unique challenges in:
 - * changing hearts & minds (aka people & process)
 - * right resourcing level/mix to facilitate this
 - * right design to enable this
- The imperative is stark The choice (virtually) non-existent
Survive AND thrive....OR.....

We need a service like this.
We've never had it before.
YES! I want to see how
I compare.
I NEED to know how
I compare!

CONTACT US

WantNEED..... to find out more?

Please contact us on (03) 9012 7378
OR info@nextlevelenterprises.biz

For further information visit our website:
<http://salessystem.com.au/pharmacy-benchmarking/>

We have consultants available to come out
and see you Australia Wide.



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*Score and benchmark your customer engagement effectiveness and script processing efficiency
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		bronze	silver	gold
Score & benchmark service levels		documented report production & provision	report PLUS phone consultation	report PLUS F2F team workshop*
# days on site observational customer random sampling				
<u>Bronze</u>	1 day (40 script/10 s2s3 customer lifecycles)	\$1,500	\$1,865	NA
<u>Silver</u>	2 days (80 script/20 s2s3 customer lifecycles)	\$2,300	\$2,665	\$3,190
<u>Gold</u>	3 days (120 script/30 s2s3 customer lifecycles)	\$3,000	\$3,365	\$3,890

All prices are subject to GST, plus any associated basic travel[^], accommodation, scheduling & follow up data retrieval costs.

[^] Remote regional & states outside the Eastern Sea Board may incur an additional half/full day rate to cover additional travel time incurred by Auditors travelling from Eastern states.

* \$890 for 2 -2.5 hour team workshop. Up to a maximum of \$1000 should the workshop exceed allocated 2.5 hour duration.

NOTE: Pharmacists can self record Group 3 CPD credits for above activities undertaken with The Next Level Customised Group 3 Recording Template will be supplied upon commencement.

CONTACT THE NEXT LEVEL

(03) 9012 7378 or info@nextlevelenterprises.biz
<http://salessystem.com.au/pharmacy-benchmarking/>

Implement and Change

**Reinvent your dispensary service model to a forward orientation
... in accordance with Group 3 CPD good business practice principles**

CREATE OPPORTUNITY FROM CHALLENGE

Respectfully You cannot wait.

The retail pharmacy industry is now a "burning platform". Make no mistake. We have all seen other Australian industries undergo revolution. The car industry. Manufacturing.
Closer to home, we can look into other retail sectors and the impact that e-commerce is having on "bricks and mortar". The lesson to be drawn from these industry shake-outs is that those that re-invent, adapt and innovate survive and thrive. Those that don't become victims and often perish.
The industry review contained in the Korda Mentha report pulls no punches. It exhorts community based pharmacy to re-engineer its service model to forward dispensing.

At The Next Level, we passionately believe that for those community based pharmacies that adapt and innovate accordingly, the new world order awaiting the other side of the current industry shakeout will be an even better and stronger world than that witnessed in the "golden era" pre-PBS reform and the advent of the discounters. We presage that the forward oriented pharmacists and pharmacies will become the community's first choice health destination and triage. Instead of most traffic flowing from GP to Pharmacy, the "new world" pharmacies will serve more and more health customers, first line, and direct them to GPs and other health service providers. These pharmacies will ultimately derive more revenue from service than product. A fundamental shift. And the good ones will offset the PBS margin drop.

We received our dispensary workflow assessment but we're not sure where or how to start.



CONVERT YOUR BENCHMARKS INTO ACTION

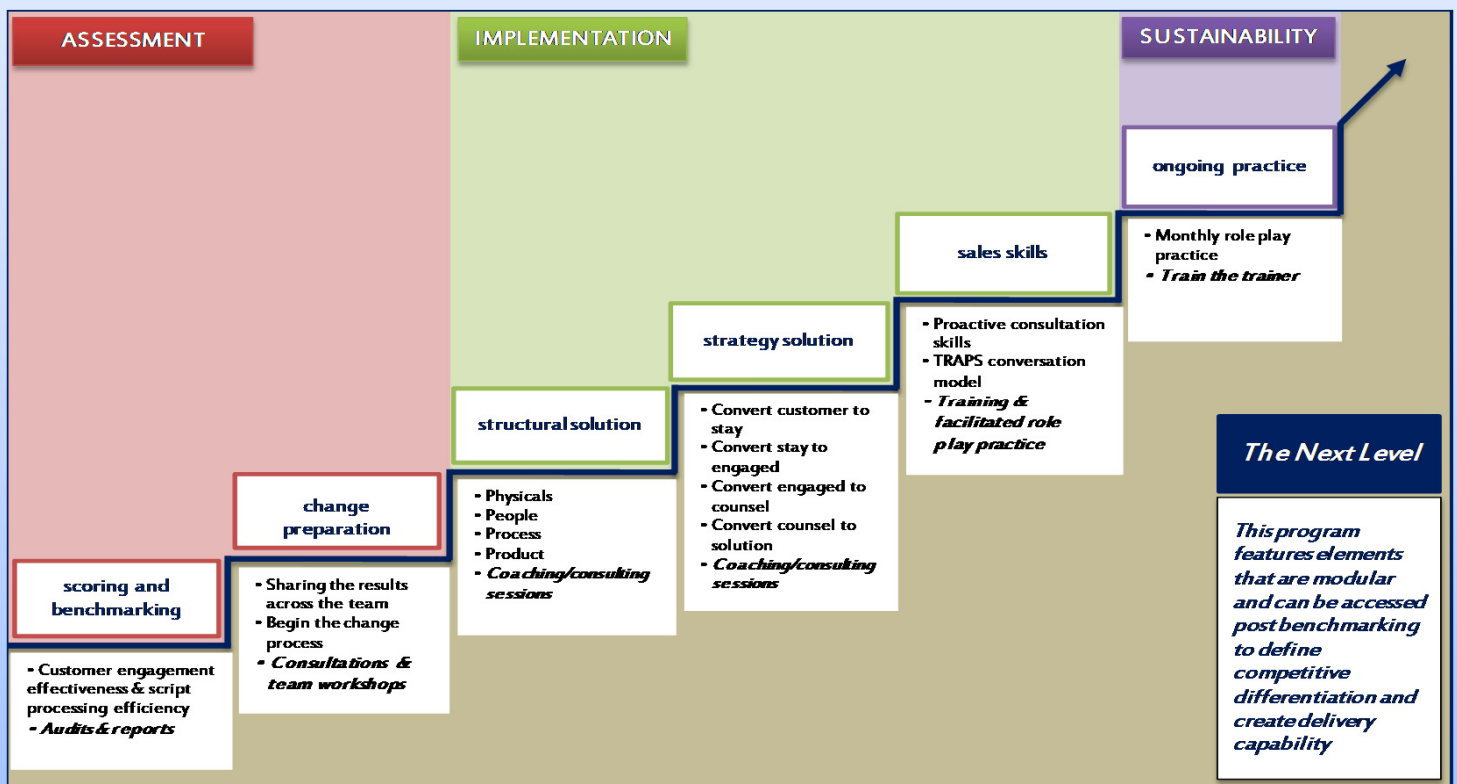
We are here to help!

Having scored and benchmarked your health customer engagement effectiveness and script processing efficiency, we can assist you to implement and become one of these new world order pharmacies.

We do have our baseline.
We know things are changing.
YES! I want to see what a difference it will make for us.

COMPENSATE YOUR PBS REFORM EXPOSURE

**The Next Level service model that depicts how we can help!
Replace your PBS reform loss Now.**



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*Reinvent your dispensary service model to a forward orientation
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Implementation & change service levels	Outline	Investment
<u>Score & rescore for continuous improvement</u> +/-	See service matrix costings on 'Score & Benchmark' flyer	
<u>Best practice cross-pollination</u> +/-	Group league tables report Cross pollination workshop	\$1,000
<u>Structural change</u> <i>4 Ps -: physicals/people/ process/product</i> +/-	2 x consulting sessions with 2 x action plan feedback	\$1,000
<u>Strategy change</u> <i>4 Cs -: convert customer to stay convert stay to engaged convert engaged to counsel convert counsel to self</i> +/-	2 x consulting sessions with 2 x action plan feedback	\$1,000
<u>Skills change</u> <i>"TRAPS" your way to hosting the conversation TRAPS -: Treat condition / Prevent symptoms / Alleviate side effects / Prevent recurrence / Support health-wellbeing</i> +/-	2 x group training with 1 x facilitated group role play practice PLUS 2 x TRAPS category write up feedback	\$2,500
<u>As required training</u> +/-	facilitated (micro) group sales skills practice	tailored to needs
<u>As required coaching</u>	embedding any/all elements from above	\$385

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