



FIGURE ONE: Average duration of script customer lifecycle

4min 35sec = lower end of range within sample group
 16min 6sec = upper end of range within sample group
 14min 38sec = +2 standard deviations from mean
 Red needle = sample group average

Can dispensary efficiency, from the perspective of both you and your customer, co-exist in mutual harmony?

experience in relation to the visit to the dispensary. It measures from the time the customer first approaches the dispensary until the time the payment commences at the dispensary, or the customer walks away from the dispensary to make the script payment elsewhere in the store. This measure accurately accounts for the scenario where the customer leaves the store after script submission, to return later for collection.

'Customer retention score' demonstrates the proportion of customers who remain in the store for the duration of the script processing.

'Customer engagement during script lifecycle' represents a 'drill down' of the time measured in script customer lifecycle duration above and is measured in percentage. This measure relates to customers' experiences at the dispensary and how much of the time was engaged with the dispensary staff versus how much of the time the customer was not engaged.

'Customer engagement effectiveness' represents a further 'drill down' and more richly scores

OPEN LETTER TO PHARMACY



It's an interesting time for community pharmacy and I am delighted to be back in the industry at a time of such change. For those who don't know me, I would like to take this opportunity to introduce myself; my name is John Koot and I have recently joined Willach as the new Managing Director, bringing more than a decade of extensive community pharmacy experience.

Today I'm writing to you for a number of important reasons, perhaps of particular significance given the dynamics of our current business landscape.

The very best and most successful organisations, in all industries, always invest in improving and changing their business when they are at the top of their performance cycle.

This is a lesson that community pharmacy must take on board. Everyone should be looking at defining their strategies and investing in their business improvements for the future right now - before margin pressures restrict the ability to act.

By investing in efficient dispensing systems, changing workflows and incorporating direct dispensing, pharmacies are able to significantly increase the time available for interactions between the pharmacist and customer. Acknowledging the value of such an approach is particularly vital in today's environment.

In my previous role I chose Willach to supply dispensary solutions - based on the quality of the product, the extensive range of solutions, the unmatched support and training network in Australia and the suitability of its products to Australian dispensing methods. I feel privileged to now be working for Willach, the only company of its kind that has chosen to invest heavily into the Australian market by establishing its Asia-Pacific headquarters in Melbourne.

I strongly believe that improving dispensary efficiencies can make an immense difference to any pharmacy environment with positive business repercussions and I'm looking forward to working with pharmacists across the country to achieve this.

Yours in business and in health,

John J Koot

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