

Welcome to *PD's* weekly comment feature. This week's contributor is **John Koot, Managing Director - Willach Australia**



The proof's in the pharmacy processes

INDEPENDENT research by Glenn Guilfoyle and the team at The Next Level has shown that delegating logistics to the back of house and getting pharmacists out the front engaging with customers can add significant value to your business.

They observed dispensary processes in more than 80 community pharmacies in Australia – some with Willach-designed dispensary solutions and some without.

It was found that traditional dispensaries needed eight people to process 100,000 prescription items while those with a Willach solution needed only six.

This meant that, for the same cost, two extra pharmacists could be on the floor adding value by interacting with customers and growing pharmacy category sales.

The research team also looked at script processing time and the effect it had on customer retention in store.

Pharmacies with conventional dispensaries took 8.44 minutes on average to process a script and retained 53% of customers in store. With a redesigned dispensary, it took 5.34 minutes to process a script and resulted in 96% of customers staying in store – results largely attributed to improved efficiencies and increased customer engagement.

This is evidence that cannot be ignored and evidence that proves, with the right tools and processes, pharmacies can prosper.

For pharmacy in Australia the time is now, the opportunity is there and the ball is in your court – what will you do?