



MEDIA RELEASE

April 12, 2015

Unprecedented partnership between PSA & industry to transform community pharmacy

Eight companies with a strong commitment to the future of pharmacy, along with the Pharmaceutical Society of Australia (PSA), have announced a significant partnership to help transform pharmacies into healthcare destinations.

The partners involved are Pfizer Australia, Bayer, Reckitt Benckiser (RB), Johnson & Johnson, Blackmores, Willach Australia, NAB Health and Danone Nutricia.

Building on the successful first stage of PSA's Health Destination Pharmacy (HDP) initiative, the implementation stage of HDP will be launched later this year. HDP enables pharmacists to shift their practice to provide a stronger focus on consumer self-care, with improved pharmacist-consumer engagement and provision of a range of evidence-based minor ailment and professional pharmacy services.

National President of the PSA, Grant Kardachi, said following the successful HDP pilot, the move into the implementation stage of the project was significant for the profession. He said the HDP initiative provided a tailored, evidence-based practice change platform for pharmacy to assist in delivering a sustainable, reinvigorated model of healthcare to the Australian community.

"This flexible model of pharmacy practice positions the pharmacist as a primary healthcare provider and the pharmacy as a healthcare destination" Mr Kardachi said.

Mr Kardachi noted the strong support by the PSA Board for this initiative.

"This is a game changer for the profession and gives consumers a unique pharmacy and healthcare experience. We will be working with each partner to ensure the implementation phase of the project proceeds as quickly as possible" he said.

"Along with the significant expertise of the partners, the PSA has formed a team of the most experienced and knowledgeable experts in pharmacist and pharmacy change in the country, if not the world. Professor Charlie Benrimoj from UTS, Bruce Annabel from JR Pharmacy Services and Glenn Guilfoyle from The Next Level are part of the team, along with PSA CEO Dr Lance Emerson and Executive Director of Policy Dr Alison Roberts.

"The team also includes our network of coaches in the states and territories to help roll this initiative out" Mr Kardachi said.

“The partnership will see the PSA working with industry leaders who are passionate about pharmacies as primary sources of health advice and service in the community. We share a vision that this approach could help ensure sustainability for the industry.

“The HDP model has shown to be scalable and effective at repositioning pharmacies as health destinations. The PSA is delighted to be working with these partners who believe that we can build a brighter future for pharmacy, and give consumers better options for managing their health”.

Media contact: **Andrew Daniels** 0487 922 175, email: healthdestination@psa.org.au