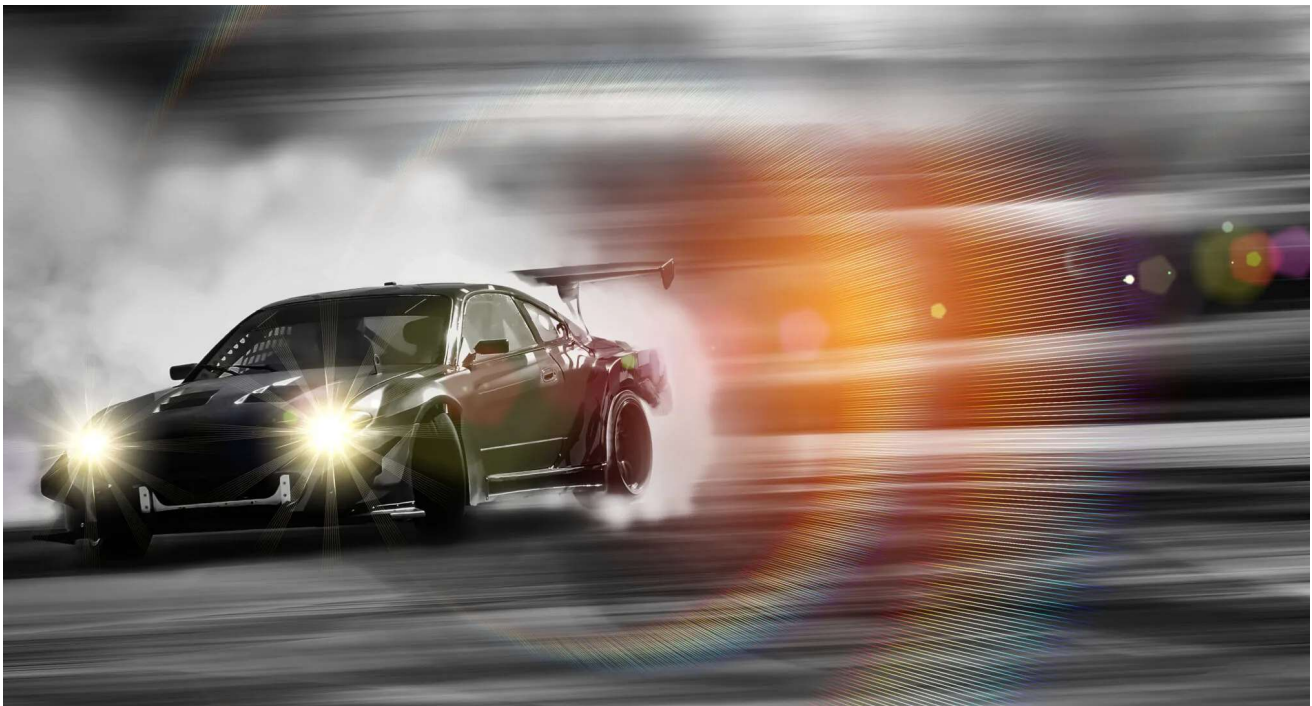

BUSINESS CLASS COLUMNS

A GOOD CAR IS MORE THAN A GOOD ENGINE



GUEST AUTHOR 04/12/2022



The dispensary is the engine that drives the majority of pharmacy business, so how well oiled is your dispensary, asks Glenn Guilfoyle

The dispensary is the engine that drives 70-80% of pharmacy volume, sales and/or profit. Initiatives to improve the profitability of the pharmacy rightly centre on the dispensary.

However, just like a car, to accelerate performance, we need to consider the whole, not just the engine. An engine-only focus ignores gears, suspension etc.

For most pharmacies, the group of products we know as Schedule 2 and Schedule 3 will be the second most 'important' group of products, after those in Schedule 4.



▼ This vaccine is subject to additional monitoring in Australia. This will allow quick identification of new safety information. Healthcare professionals are asked to report any suspected adverse events at www.tga.gov.au/reporting-problems.

BEFORE PRESCRIBING, PLEASE REVIEW PRODUCT INFORMATION AVAILABLE FROM [HTTPS://MODERNACOVID19GLOBAL.COM/EN-AU](https://modernacovid19global.com/en-au) OR FROM MODERNA AUSTRALIA ON 1800 344 018.

Reference: 1. Spikevax Bivalent Product Information, August 2022.

 **spikevax™ bivalent**
original / omicron
(elasomeran / imelasomeran)
COVID-19 Vaccine


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In terms of leverage and ability to improve business performance however, the S2/S3 medicines far outweigh those in the S4 group.

Most pharmacies cannot measure how much S2 volume comes from in front of the dispensary counter vs behind. Consequently, many pharmacies have no real means of determining how much display real estate to devote to S2 products either behind or in front of the dispensary counter.

Many branded pharmacies end up relying on planograms provided by their head office, which tend to focus on either front of store, or back, but rarely both. Most pharmacies drive as if blind folded, that's no way to drive a car. Or a business.

State-to-state variations in the regulation of S2 product location – behind vs in front of the dispensary counter notwithstanding – it is possible to apply a strategic and scientific approach to s2 real estate allocation and display for competitive advantage.

Real estate allocation must always be considered for the pharmacy in its entirety. It all starts with your purpose.

If your purpose is to provide health advice, that means bringing customers to the dispensary counter for a conversation about the S2/S3 product. If this is not your purpose, then a self-select approach is the option to focus on. It's your choice.

This decision making is a part of pharmacy strategic thinking that is often undercooked. It is worth discovering the balance between the front and back of your pharmacy to drive the total performance of your dispensary engine.

Glenn Guilfoyle is principal of *The Next Level*. Click [here](#) or call 0418 519 755

For over 30 years, Glenn and his team have been building an incredible knowledge bank in sales expertise and technology, and it's this priceless intelligence which forms the foundation of the "Next Level Sales System".

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