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Weekly Comment

Welcome to **Pharmacy Daily's** weekly comment feature. This week's contributor is Shannon Kerr, Marketing Manager at instigo.

Why is Loyalty Important?

Building a successful retail business is really no longer achievable without creating a loyal base of customers.

Loyalty should not be confused with satisfaction; customers can be satisfied with your service but not particularly loyal.

What you want are an increasing number of satisfied customers who keep coming back again and again.

However, customer loyalty is far more complicated than merely offering your customers discounts.

It is about driving profitable customer relationships and creating a community of shoppers who want to spend more in your store, more often.

You will never get a customer to shop in your store exclusively, but you can encourage incremental sales which, when multiplied over your customer base, can have a powerful effect on profit.

Pharmacy is at a unique crossroads – there is an increasing emphasis on price and 'buying' customers' business through discounting in what is traditionally a very strong relationship environment.

To succeed you need to find the right balance between perceived value and customer relationship build. Communication is key to this process.

The vast majority of stores can benefit enormously from building a loyal base of customers and then effectively marketing to them in order to build basket size and frequency of purchase.



instigo is a consulting company that focuses on three areas of retail pharmacy specialisation: people, marketing and retail solutions. For more information visit

www.instigo.com.au or call instigo on 02 9248 2600.

MA hails "policy certainty"

AUSTRALIAN pharmaceutical manufacturer CSL Limited has announced a major new investment in Australia's biopharmaceuticals sector, with the \$235 million development of a large-scale biotech facility in Victoria.

Medicines Australia says the deal shows the importance of government policy certainty, with the investment a clear demonstration of the economic benefit of having an innovative biopharmaceuticals industry here.

Acting MA ceo Donna Edman said the project would "stimulate the economy, provide hundreds of high-value jobs to Australian residents and raise the prospect of developing new therapies for Australian patients."

Health election issue

THE Australian Medical Association has urged all sides of politics to make health the top priority in the election which was called by PM Julia Gillard on Sat.

AMA president Andrew Pesce said that it was now time for detailed policy and evidence of reform to be the 'coalface of health'.

"We want to see real changes that improve the lives of Australians and ease pressure on our strained doctors and health system," he added.

Stolen inhalers in US pharmacies

THE US Food and Drug Administration has issued a public health warning about some 'Advair Diskus' inhalers which were stolen from a distribution warehouse last year and have made their way onto some pharmacy shelves.

The medication is fluticasone propionate and salmeterol inhalation powder used for COPD, with the FDA saying that the safety and effectiveness of the stolen inhalers cannot be assured.

The products were reported missing last Aug from a GlaxoSmithKline warehouse, and these latest incidents are the first time they have been found in the supply chain.

"However, more stolen product may be still on the market and the FDA continues to aggressively investigate the matter," the agency said in a statement.

She said the Memorandum of Understanding signed by MA and the government in the lead-up to the May Federal Budget (PD 06 May) had provided the industry with "the stability and policy certainty upon which growth depends."

"Australia attracts \$1 billion a year in R&D investment and the new venture announced by CSL will help keep Australia at the forefront of the global clinical research sector," Edman added.

MyHospitals coming

THE Australian Institute of Health and Welfare has announced the development of a new 'MyHospitals' website.

According to an AIHW statement, the portal will be used to "report hospital performance across a range of indicators including waiting times for emergency departments and elective surgery".

Health Minister Nicola Roxon said the site would give the public better access to information about their local hospitals.

MyHospitals is expected to be up and running by next month.

Today's Pharmacy

TODAY'S PD features two pages of news and competitions, plus a full page from the Guild on its 2010 Offshore Business Conference- see **page three** for details.

Fri comp winner

CONGRATULATIONS to Nicola Barr of Griffith University who was the lucky winner of last Friday's Designer Brands Kohl Pencil competition.

Diabetes committee

THE Federal Health Department has formed a new Advisory Group to help the government deliver better services for Australians with diabetes.

The group will work with patient and health consumer representatives, as well as "key primary health care groups, including GPs and allied health providers" on the detailed implementation arrangements for the policy.

Committee members include chief medical officer Jim Bishop as chairman along with a number of eminent health experts from Diabetes Australia, nursing groups and the Consumers Health Forum.

WIN AN AL'CHEMY VITAMIN MASQUE



This week **Pharmacy Daily** has teamed up with **The Purist Company** and is giving readers the chance to win the Al'chemy Ginkgo & Jojoba Intensive Moisture Vitamin Masque valued at \$17.95.

The Al'chemy hair care range caters to all hair types with its complete collection of shampoos, conditioners and award winning treatment products, which leave your hair youthful and radiant looking.

Keep your hair nourished throughout the winter season with the Al'chemy Ginkgo & Jojoba Intensive Moisture Vitamin Masque, rich in certified organic avocado oil and nourishing Australian jojoba oils combined with rice amino acids, wheat protein and anti-oxidants. Especially suited for colour treated hair, it is a deep treatment that will help restore moisture, manageability and strength to hair.

For a chance to win your very own Al'chemy Ginkgo & Jojoba Intensive Moisture Vitamin Masque, simply send in your answer to the question below:

In 25 words or less tell us about your favourite Al'chemy product

Email your answer to: comp@pharmacydaily.com.au

There are five masques to be won and the lucky winners will be announced in **PD** next Monday.

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Assistants at PAC10

THIS year pharmacy assistants attending the Pharmacy Australia Congress 2010 (PAC10) will be able to enjoy a range of assistant focused education sessions with topics ranging from covering 'Managing Quality Customer Service' to Team Management'.

Slated to commence on 30 Oct, the day-long assistants program will also include units from the PSAs Diploma of Management which will be delivered in small-group workshops.

Other topics featured in the sessions include 'Implementing and Monitoring Marketing Activities' and 'Team Management'.

"After these sessions delegates will be able to meet their customers' needs with sensational customer service while setting service standards and training staff to meet and exceed those standards," said Joint Chair of the PAC10 Organising Committee, Alistair Lloyd.

"I urge pharmacy assistants to come along for this event which has been especially developed with you and your needs in mind.

"Registration to the Pharmacy Assistants Program also entitles access to the PAC10 exhibition areas," Lloyd added.

PAC10 is set to kick off in Melbourne from 28-31 Oct.

See - www.pac10.com.au.

TGA template guide

THE Therapeutic Goods Administration has placed a new template for compositional guidelines relating to the Australian Regulatory Guidelines for Complementary Medicines, onto its website.

See www.tga.gov.au.

Pharmacy Daily Pharmacy Job of the Day!

Jobs4Careers is Australia's leading source for pharmacy jobs ... click here to find out more and see the Pharmacy Daily Job of the Day ...

jobs4careers.com.au

AHPRA faces challenges

AHPRA is calling for industry patience as it begins to implement a series of 'solutions' designed to deal with its start-up "teething problems".

According to a statement from the board, the set up of a new national registration and accreditation system was "ambitious" and solutions to start-up problems may take time to come into effect.

AHPRA has identified both its limited ability to respond to 3000 daily enquiries, as well as some IT issues (including the movement of practitioner records from 85 sources to a single integrated system) as the

Final Healthscope bids

AUSTRALIAN healthcare provider, Healthscope is reportedly considering a final takeover bid from Kohlberg Kravis Roberts & Co, and a joint bid from equity firms TPG and Carlyle.

Estimated to be valued above \$1.84 billion (based on previous bids) Australia's second largest hospital owner is expected to announce its decision today.

Keeping off weight

CLINICAL trials of Arena Pharmaceutical's new weight-loss pill Lorcaserin have revealed that it could be a solution for long term weight loss.

The trial of 3,100 obese patients found that 48% of participants taking Lorcaserin lost 5% or more of their body weight as compared to 20% of participants who lost the same amount on the placebo.

In addition, the majority of Lorcaserin patients that kept taking the drug into the second year of the trial, managed to keep the weight that they had lost from returning.

Lorcaserin is said to work in a similar manner to the defunct 'fen-phen' product, which was withdrawn from the US market in 1997 due to its links to heart valve problems, high blood pressure and cholesterol.

The recent trials of Lorcaserin have however turned up no significant side effects, excepting headaches and dizziness.

The FDA is expected to look at Arena's application in Sep, with industry pundits predicting its approval, effectively making it the first prescription diet drug to be launched in the US in ten years.

major pressure points currently effecting healthcare professionals in relation to the new system.

Solutions to these issues include increasing the number of AHPRA enquiry staff to deal with incoming calls, intensifying IT staff training and introducing a web-based contact form as a new method of contact- separate from the general enquiries phone number.

"AHPRA's focus is to support the national boards in their core role of protecting the public," said Pharmacy Board Chair, Steve Marty.

"Our priority is to ensure the accuracy and completeness of the 10 national registers; respond effectively to enquiries from registrants, the public and employers; and ensure the integrity of their processes.

"AHPRA has expressed regret that these issues have caused frustration.

"It understands that delays are not acceptable," Marty added.

AHPRA has said that it expects by early next week to have doubled its number of enquiry staff whose "sole priority is to respond effectively to enquiries, in a timely way".

AHPRA is also fast tracking the publication of additional forms, whilst new registration forms are being progressively uploaded onto the Board websites.

Some of the changes, including the implementation of the web-based enquiry form are set to take place this week, whilst others, according to AHPRA, will take "some time" to come into effect.

For more information see www.pharmacyboard.gov.au.

Six years for pharmacy

THE Parul Arogya Trust Mandal college in India has secured the backing of the Pharmacy Council of India to start a six-year Doctorate of Pharmacy degree which would allow graduating students to practice in any country in the world.

Kicking off in Aug, the course has 30 undergraduate positions for students who have completed their HSC and who wish to study for six-years to get their pharmacy PhD.

There are also 10 course places for post grad students wishing to undertake three more years of study for their PhD.



DISPENSARY CORNER

HIDE and seek medical attention!

An 11-year old Chinese boy has been rushed to the emergency room of a nearby hospital, after tumbling eight stories during a game of hide and seek.

Determined to avoid detection at any cost, the boy called Lan Lan, hid himself from his playmates by crouching on the outside windowsill of his parents eighth story apartment.

Soon after settling in on the sill Lan Lan lost his balance and fell down all eight stories, surviving only because his plummet was cut short of the sidewalk by a bunch of trees.

Four hours after falling, emergency services were able to safely extricate the very lucky Lan Lan from the trees, and treat his skull fracture, spine and lung damage, and superficial wounds.

GOODBYE dippers, hello toilet car!

An American father has designed a world-first twin bowl toilet car.

Dave Hersch took a total of four years to perfect his design, with the first prototype not even making it past the first driving test after its toilet fell off and smashed to pieces whilst Dave rounded a corner.

The "car" was surprisingly inspired by a 'Hot Wheels' toy design, and features two toilets a 6.5hp motor, space for six toilet rolls and a magazine rack.

Distinguished passengers are able to travel in the vehicle at a top speed of 30mph.

"Adults take photos and kids jump up and down with excitement," said Hersch.

"It's a great way to meet all the people in my neighborhood without all the typical grown-up formalities," he added.



It's convenient but not exactly private!



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