



AN IMPORTANT MESSAGE TO ALL PHARMACIES

COVID-19 has disrupted many things and consumer shopping patterns has certainly been at the forefront of the disruptions. Stock piling and out of stocks in grocery stores has seen an increase in foot traffic in pharmacies to a level we haven't seen in 40 years of operation. Every day has been like Christmas trade and our reps have certainly been run off their feet, just as we have seen for every person operating in retail pharmacy.

To ensure our team are supporting and not hindering you, we have temporarily changed what they do and where they call. In short, the team have been instructed to spend more time;

- advising what stock is available and from which wholesalers so that your orders are fulfilled.
- offering consumer substitution guides for shelf so that if consumers can't find their preferred product, they can find an alternative.
- ensuring shelves are replenished where there is stock in store waiting to go out.
- expanding their physical call coverage into stores that may not normally receive a physical call to assist with stock ordering etc.

Our team are adhering to public guidelines such as hygiene & sanitisation, social distancing and self isolation if required.

Please do not hesitate in contacting your local sales representative or state office if we can assist in any way during these challenging times. For a list of all brands we can assist you with, please visit www.pharmabroker.com.au.

Best regards,

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