

Fighting for independent pharmacy since 2002.

PHARMACY ALLIANCE GROUP
Freedom to choose

PPI support from PSA

THE PSA is urging pharmacists to invest their PPI incentive payments in its Pharmacy Support Program, which is aimed at providing answers help reconfigure work practices for the delivery of new professional services in their pharmacies.

For more info see psa.org.au/psp.

Pharmacy vital for reform

THE Pharmacist Coalition for Health Reform (PCHR) will today launch its official policy in Canberra, calling for a greater role for pharmacists within the Australian healthcare system.

The PCHR is a peak body

including the Society of Hospital Pharmacists of Australia, the PSA, student group NAPSA and the APESMA union organisation.

PSA President Warwick Plunkett said: "As the population ages, there will be an increase in chronic diseases including diabetes, heart disease and arthritis."

Pharmacists will be crucial in managing these illnesses and keeping people out of hospitals, he said, because with medicines being an integral part of the healthcare system, "pharmacists are part of the solution".

SHPA President Sue Kirsa said the group aimed to work with the government and be included in health reform discussions in order to ensure that quality of care for ill Australians is improved.

"Research has shown there is strong public support for expanding the role of pharmacists, with over 75 per cent of respondents saying pharmacists should provide advice on the right mix of medicines, monitor the impacts of those medicines and work closer with GPs to make decisions on medicines," she said.

PCHR aims to reduce hospitalisation due to adverse drug events.

NSW Pharmacy Student of the Year



THE NSW state winner for the Pharmacy Student of the Year was announced during the weekend's Pharmacy Expo as Emma Smith from the University of Newcastle.

Smith was one of three NSW state finalists, along with Hugh McGregor of Charles Sturt University and Sarah Lawes from the University of Sydney.

The trio are pictured above with industry members (from left) Joanna Mullin, Pharmaceutical Society of Australia; John Bell, Pharmaceutical Society of Australia; Sarah Lawes; Hugh McGregor; Emma Smith; Charlie Benrimoj, Head of Pharmacy Practice UTS and Liesel Wett, Pharmaceutical Society of Australia ceo.

WIN A PURE SPA PACK



Every day this week PD is giving one lucky reader the chance

to win an Pure Spa® pack, courtesy of Pure Spa.

Pure Spa® natural skincare products contain certified organic rosehip, jojoba, sunflower and natural vitamin e oils – all rich in natural vitamins and well known for their ability to care for sensitive, newborn baby skin.

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Weekly Comment

Welcome to *Pharmacy Daily's* weekly comment feature. This week's contributor is Nicole Hooley from instigo.

Customer Service Excellence

Providing customer service is more than manning the check out. Providing **exceptional** customer service involves anticipating and meeting the needs of customers before, during and after a purchase.

The aim is to engage the customer in such a way that they have positive emotional, psychological and/or physical ties with your store.

One way this may be achieved is by training staff in Companion Selling.

Companion Selling doesn't mean pushing unnecessary products on customers.

First and foremost, most pharmacies are professional health retailers and this means being able to provide a customer with a complete solution for their needs.

In order to do this your staff need to have both product knowledge and the ability to understand how to companion sell & build relationships with customers – as well as dispensing.

It is important to remember we are all in business because of our customers.

We need to send the customer away happy - they will then reward your hard work by passing positive feedback about your store onto others.

The customer experience can be broken down into 4 key areas: **Step 1:** Greeting Customers & Building a Relationship, **Step 2:** Gathering Information & Understanding Needs, **Step 3:** Matching Customer Needs and **Step 4:** Closing the Sale and Farewell.

Training staff to understand these 4 steps in order to meet the customer's needs is essential for providing customer service and assisting your business develop strong retail sales.

instigo provides retail, marketing and people solutions to independent pharmacies.

If you'd like more information on Customer Service Excellence or Companion Selling, call (02) 9248 2628.



Concerns over immigration

MORE than 600 students have joined their voices to the chorus of concern over the inclusion of pharmacy on Australia's Skilled Occupations List (**PD Tue**), via an online petition created by the National Australian Pharmacy Students' Association.

The Skilled Occupations List identifies which skilled occupations people wishing to immigrate to Australia can nominate under the nation's unsponsored or independent General Skilled Migration visa program.

"There is great concern amongst our membership, most of it is confusion as to how this decision was made," said National President of NAPSA, Ashleigh Coome.

As a result, NAPSA is calling on the Government to release the data which it based the decision to put pharmacy back on the list.

In addition Coome also called on the Pharmacy Board of Australia to provide the means to gather data

on Australian pharmacists.

"With national registration now in effect, it is possible to gather data on all Australian pharmacists of where they work, what hours they work, if they want more/less hours etc, so we can work towards fixing the unequal distribution in the workforce," Coome said.

"NAPSA looks forward to working with the government and other professional bodies with regards to this topical issue," she added.

During the Pharmacy Expo on the weekend a number of visitors to the *Pharmacy Daily* stand also expressed concern about the changes and the impact on job prospects for local students.

Victorian Locals

HEALTH minister Nicola Roxon has announced the first Medicare Locals for Victoria, to be designated as Barwon, Inner North West, Northern Melbourne and Inner East Melbourne.

Pharmacy Development Specialist

(Brisbane North to Sunshine Coast – 3-5 days per week)

Are you a qualified Pharmacist looking for a change?

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For more information on this vacancy or to apply, **click here** and follow the link to 'current vacancies'.



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AN environmental tan?

For everyone concerned about the drain on electricity caused by charging their electronic devices, such as phones and iPods, the brand new iKini may be just the thing for you.

The iKini is a bikini made out of 40 thin solar panels which allow the user to plug in their small electrical devices and charge them up whilst sunbaking.

The brainchild of Andrew Schneider, the iKini was originally supposed to be able to carry enough power to cool drinks, however after testing Schneider found that there simply was not enough surface fabric to power a beer-cooler.

The solar powered bikinis are each individually made, and retail for between \$457 and \$1,371.

As for Schneider's plans to power a beer cool, he has told media that he will return to the drawing board to create a solar powered pair of shorts for men.

LOOKING for employment?

An Irish jobseeker, Feilim Mac An Iomaire, frustrated with his long and fruitless job search took matters into his own hands recently, spending every last cent on a large billboard advertising himself.

The sign was placed in a prominent position and featured a photo of Iomaire with a suitcase and the slogan 'Save Me From Immigration'.

In the week following the sign's placement, Iomaire was inundated with calls, had 20 job interviews, several job offers and finally accepted a position with a public relations firm.

Iomaire's story has inspired many jobhunters in Ireland to look outside the square, given the fact that the country has the second largest rate of unemployment in the EU, a fact which is forcing many to seek employment overseas.