



The Pharmacy
Guild of Australia
WA Branch

GUILD NEWS

WA BRANCH MEMBER MAGAZINE | SPRING 2017



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Pharmacy WA
THE Forum
3rd – 4th August 2017

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PRESIDENT'S MESSAGE

It is my pleasure to welcome you to the Spring Edition of WA Guild News.

It has been a busy period in community pharmacy but this edition of Guild News has proven an opportune moment to reflect on the accomplishments of the year so far and address those matters still unresolved.

Members who read the WA Branch email updates will be well aware of the most critical issue currently facing community pharmacy: the on-going King Review. There have been sustained attempts over the years to destabilise and deregulate our industry and the latest King Review is no different.

The recently released Interim Report has laid bare a concerning disregard for pharmacy owners.

The proposals, if accepted, would endanger both location rules and pharmacy remuneration. The Guild remains committed to defending your right to own your pharmacy but without the support of members, the King Review presents a real and imminent threat to the viability of our industry.

The Pharmacy WA Forum is now in its ninth year and with a strong attendance year-on-year the Forum Organising Committee have worked hard to ensure that this year the event remains true to the current needs of WA members.

I am thrilled that we are able to count both the Premier and the Deputy Leader of the Opposition amongst those presenting this year.

We work year-round to develop strong relationships with key stakeholders including both the Labor Party and Liberal Party. However, a strong contingent of active members, both present and willing to engage, is critical when calling decision makers to account. For this reason I urge any members that have not yet registered for the Forum to visit www.pharmacywa.com.au and commit to supporting the only WA event designed with your interests in mind.

In this Spring Edition we visit TerryWhite Chemmart Chester Pass to hear how health promotion activities are being incorporated into their wider wellbeing strategy and meet new Guild member Mark Ashton at WA Country Chemist Goomalling.

I hope you enjoy this issue and welcome your feedback.



Stephen Wragg WA BRANCH PRESIDENT

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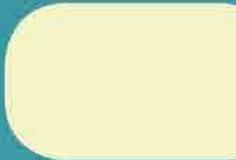
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 Pharmacy WA
THE Forum
3rd – 4th August 2017
CROWN PERTH



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The Pharmacy
Guild of Australia

BRANCH DIRECTOR'S REPORT

PHARMACY WA FORUM 2017 SET TO BE THE BEST EVENT WE HAVE EVER HELD!

The King Review threatens to dismantle our world class community pharmacy model! The Forum will set the scene for action.

This year we look forward to welcoming you to the most important Forum we have ever held. The Remuneration and Location Rules Review has been released and has recommended fundamental changes to your business and your future. The Report has laid bare the latest attempt to dismantle our world-class community pharmacy model, which if implemented, would undermine Australia's National Medicines Policy and jeopardise the future viability of member businesses.

The threat the King Review poses to the sustainability of community pharmacy cannot be underestimated. The 2017 Forum sets the scene for members to act and respond to this review. We urge you to register your Forum attendance and take this opportunity to make your voice heard.

Presenting a members-only session; Guild National President George Tambassis, National President George Tambassis, and Executive Director David Quilty will directly inform you as the key influencers of Community Pharmacy in Western Australia.

The organising Committee has coordinated a Forum that will utilise the collective energy and expertise in the room to plan, develop and innovate as we work together to secure a sustainable future and continue to provide a world-class pharmacy service to our customers.

The Forum will reveal opportunities to reap the potential that lies in all our businesses.

- ✓ The state government has changed. This is a message that political advocacy is important. We have between 1-3 years in the build up to the next election to ensure this government continues to support our industry post-2020 and into the 7CPA. If anything, the election just held and the effects of GetUp demonstrate what grass-roots member participation can achieve. The Forum is our unique opportunity to come together to prepare for the review and participate in the essential advocacy needed to ensure a sustainable and more certain future. The members-only session will focus on your future.
- ✓ 6CPA Business Rules update: Newly-updated 6CPA business rules, which took effect from 1 July 2017, provide community pharmacy with much-needed relief. Ensure you are aware of the changes. Find out how you can access the estimated \$600 million added to the funding pool (to support both new and existing pharmacy programs). Learn how the updated rules regarding participation, registration, recording and cap limits for 6CPA programs will effect your business.

A snapshot of a few not-to-be missed sessions and new releases:

> **Invest time in a financial health check** – The WA Future Pharmacy Program is the Guild's new data initiative; hear how you can use it drive your

business through better knowledge of your own key performance indicators.

> **International Retail Trade Secrets** – International retail strategist Martin Butler will share knowledge garnered from advising key international companies including Barclays, Mitsubishi, Swarovski and Harrods.

> **Health Advice Plus** - Hear how this program can provide up to \$60,000 in additional revenue for your pharmacy and how you too can utilise this program.

> **Member App** – our new members-only app launches at the 2017 Forum. A better way for us to communicate.

> **How can I use a Customer Experience Index to make changes?**

This year the Forum will focus on leveraging your business to drive opportunity and offset the diminishing returns we receive from government remuneration.

Please join with your peers and the industry to create a positive and exciting future built on opportunity and commitment.

Visit www.pharmacywa.com.au to register now, tell your friends and we will make it the very best Pharmacy Event ever.



Matthew Tweedie WA BRANCH DIRECTOR

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FUTURE PHARMACY PROGRAM

HOW SMALL CHANGES COULD ACHIEVE OUTSTANDING EFFECTS ON YOUR PROFITABILITY



Scan the QR code to
read the FPP blog

The Pharmacy Guild WA Branch's Future Pharmacy Program (FPP) aims to provide Guild members with the support, information and tools to achieve Sustainability, Profitability and Growth. In the few months since its inception, our trusted local financial expert John Thornett has covered a range of topics on the FPP Blog. All blog articles are available on the FPP Pharmacy Guild website www.guild.org.au/guild-branches/wa/training/future-pharmacy-program or by scanning the QR code above.

Blog 1) The
Essential
Components
for Monitoring
Your
Performance

Blog 2)
Preparing
for KPI
Monitoring

Blog 3)
Wages...Know
Your Ratios

Blog 4)
Unfavourable
KPIs, When is it
Time to Act?

Blog 5)
Thinking
Ahead

Blog 6)
What to Do
If You Are
Struggling?

Blog 7) End of
Financial Year
Preparation

Blog 8)
Customer
Numbers -
The Ultimate
KPI

Blog 9)
Productivity
Measures

LEARN HOW AND EARN 2 GROUP 2 CPD POINTS AT THE PHARMACY WA FORUM INTERACTIVE SESSION!

The Future Pharmacy program has been developed by the Pharmacy Guild WA branch in response to conversations and queries from WA members. The overarching goal is to help our members operate successful and financially viable businesses... that is, to achieve **sustainability, profitability and growth**.

On Thursday 3rd August, members are invited to join us at the Pharmacy WA Forum for a robust presentation and interactive panel session. This session will discuss financial Key Performance Indicators most vital to Community Pharmacies. We demonstrate how small changes in KPIs can have outstanding effects on the profitability of your business.

We have assembled a panel of experienced local experts and pharmacy owners to help advise and guide you. There will be practical tips and suggestions on how to improve the most financially influential KPIs.

This is a rare opportunity to learn from our experts' combined experience.

This will be an interactive session with attendees invited to answer poll questions via their smart phones.

The session is accredited for Group 1 CPD points, or 2 Group 2 on completion of the assessment.

FUTURE PHARMACY PROGRAM

FPP BLOG SERIES:

ISSUE 9: PRODUCTIVITY MEASURES



The 2017 Guild Digest (www.guild.org.au/resources/guild-digest) has been released by the Pharmacy Guild of Australia, and with it a whole lot of data which you can use to help you gauge the performance of your own pharmacy. There is a lot of valuable information here which can assist you and help you understand where you are doing well and where you may be falling short.

A couple of measures we want to bring to your attention, and that are often under-utilised as a KPI, are the productivity measures on page 31 of the Digest. They are a great productivity indicator, particularly when you want to determine the return you are getting on investment in the two major categories, staffing and rent.

Rent is increasingly becoming a major issue with pharmacy owners, so it is imperative you achieve the maximum returns possible on your tenancy space. You should therefore be regularly measuring the turnover per square metre shop space. However, we suggest you remove sales of high cost medications that will distort the results. So how do you compare, are you maximising your space as effectively as possible? If not, what needs to change? Perhaps it is time to have a review of your store layout and review what lines you carry.

The other measure you should be tracking relates to staffing. **Wages are your biggest expense category and an area that constantly requires attention.** The KPI you should be tracking here is turnover per full-time equivalent employee. This performance measure is great because it reflects so many different aspects to how you run your pharmacy:

1. Staffing levels
2. How well your team are trained
3. The effectiveness of your systems and procedures
4. Customer service levels
5. The return on your investment for your team
6. Your ability to find and hire the right talent

It is important to exercise caution when using this indicator. An under-performing store is not necessarily an indication that the store is overstaffed or that the team is ineffective. Instead, the team may require additional training on products, services and customer service levels. Be wary also of possible delays between when you make the investment in your team and when additional increases in sales eventuate. **Investment in your team is vital. In combination with Turnover per \$ Staff these are great measures that you should be tracking regularly.**

We recommend you refer to the Summary of Productivity Measures (Table 5) on page 28 of the Guild Digest Report. Take note also of the other important measure of Rent \$ per Square Metre Shop Space.

Keeping track of these productivity measures should be a part of your regular reporting regime.

The Guild Digest has a wealth of information accessible free of charge for members at www.guild.org.au/resources/guild-digest.

PEAK
STRATEGIES



Action List:

- ✓ Calculate and review your turnover per square meter shop space.
- ✓ Calculate and track your turnover per full time equivalent employee.
- ✓ Download your copy of the 2017 Guild Digest from the member's only section of the Guild website. (www.guild.org.au/resources/guild-digest)

For program queries please contact Andria Aird at the WA Branch on (08) 9429 4100 or email (aaaird@wa.guild.org.au).

Written by John Thornett FCA CTA, Director Peak Strategies Pty Ltd.

Every effort has been made to ensure that the information and/or advice contained in these pages are free from error and/or omission. You should seek your own advice prior to acting on any information contained within these pages. No responsibility can be accepted by the Pharmacy Guild of Australia or its employees involved in the preparation of these pages for any claim which may arise from a person acting on information and/or advice contained herein.



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At Bankwest our Pharmacy Banking Specialists have an in-depth knowledge of the Pharmacy industry in Australia and make it their role to be financial experts to the industry. They have built solid, long standing relationships by understanding the specific issues and in particular the legislation facing practitioners in the Pharmacy industry.

Bankwest Pharmacy Banking Specialists work as part of an industry team that regularly discuss trends and best practices both internally and with industry experts. With the goal of being simple and transparent, we can provide effective, value for money solutions.

Building a depth of knowledge takes a lot of dedication which is why you may find some of our team attending the same industry conferences and meetings as yourself. This level of involvement means we can assist your business by leveraging our strong knowledge and contacts within the industry.

Flexible and innovative solutions

Our specialists understand the cash flow, acquisition and equipment finance funding requirements of Pharmacy businesses and can work with you to develop, design and implement a tailored banking solution that can help support you to achieve your business goals. Our products are innovative, yet simple to understand and use, and our structuring expertise delivers flexible financing solutions.

Transactional solutions

At Bankwest we understand the need to be able to collect and reconcile payments efficiently. With the option of mobile, integrated or online products, you have the flexibility to find a merchant solution to suit your business needs.

Commitment to industry

We recognise that it is important to build relationships with key industry bodies that help us to stay abreast of pertinent issues within the Pharmaceutical sector. We are proud of our long term association with The Pharmacy Guild of Australia and continually seek new ways to work with these bodies.



To speak to your dedicated Pharmacy Specialist please contact:

John Chew
Senior Relationship Manager
Level 11, 300 Murray Street
Perth WA 6000
0417 926 194
john.chew@bankwest.com.au



FOR BUSINESS

THE PHARMACY WA FORUM 2017

CAN YOU AFFORD TO MISS OUT?

Pharmacy WA
THE Forum
3rd – 4th August 2017



The Hon Mark McGowan MLA:
Premier; Minister for Public Sector Management; State Development, Jobs and Trade; Federal-State Relations



The Hon Liza Harvey MLA: Deputy Leader of the Opposition; Shadow Minister for Transport; Planning; Lands



Martin Butler:
International Retail Strategist and Expert Consultant to Giorgio Beverly Hills, Austin Reed, Global Refund and Dunkin' Donuts



Meg Coffey:
Multi award winning Perth-based digital marketing strategist and social media expert



Mark James:
CEO of Customology & Marketing Strategist



Peter Berner:
Broadcaster, Comedian & Artist



George Tambassis
National President, Pharmacy Guild of Australia



David Quilty
Executive Director, Pharmacy Guild of Australia



Trent Twomey
6CPA Negotiating Committee Member, Chair of Pharmacy Viability & Pharmacy Guild National Councillor



Richard Vincent
CEO & Managing Director of API



Patrick Davies
CEO of Symbion



Mark Hooper
CEO of Sigma

THE PHARMACY WA FORUM 2017

5 KEY REASONS TO REGISTER:



In 2017 The Forum returns to the newest and most prestigious event space at Crown Perth on Thursday 3rd and Friday 4th August.

1) THE KING REVIEW

Your Pharmacy Location Rules and Remuneration are both under threat.

The Guild needs all members to join with us to defend your business and your industry against the threat this report contains.

Did you know the King Review Panel attempted to access your pharmacy accounting data from the ATO?

2) KNOW YOUR NEW 6CPA BUSINESS RULES

Do you know what changes the Guild has negotiated to the 6CPA?

They include an additional 40c more per script and additional programme revenue. We show you how to maximise your pharmacy's benefits.

3) DEVELOP YOUR GROWTH STRATEGY

Take home practical strategies from leading industry innovators.

No blue sky thinking; just practical tips on growing your business and creating your brand.

4) INVEST IN A FINANCIAL HEALTH CHECK

Find out how small changes could achieve outstanding effects on your profitability.

Participate in our interactive financial performance session, featuring expert commentary and advice from WA financial experts and specialist advisors to pharmacy.

5) EARN GROUP 1 & GROUP 2 CPD CREDITS

Are you a rural pharmacist? Participate in our Future Pharmacy Session and you could be eligible to claim travel and accommodation expenses.



BUSINESS SUPPORT UPDATE: CRITICAL 6CPA BUSINESS RULES UPDATES

As part of the Pharmacy Compact, the Government re-committed to delivering the full value of the \$600 million over the remainder of the Agreement. The resulting updates to the 6CPA business rules took effect from 1 July.

This includes \$600 million through the Sixth Community Pharmacy Agreement (6CPA) to continue existing community pharmacy programs and to enable pharmacists to deliver new and expanded medication management services.

Critical updates include:

Staged Supply

- ✓ Capped to four patients per pharmacy
- ✓ No extra charge to patient allowable
- ✓ Patient eligibility criteria (refer 6 CPA website)
- ✓ Patient data collection required from 1 July 2017. Initial patient data collection and follow up (\$31.90 for each item)
- ✓ Staged supply payment - day 1 \$7.90 and days 2-7 \$4 (per patient)
- ✓ Written consent forms required and storage for 7 years (forms are available on the 6CPA website)

- ✓ Claims must be submitted by the end of the next calendar month (e.g. services undertaken in July must be claimed by 31 August)

MedsCheck / Diabetes MedsCheck

- ✓ Increased to 20 combined per pharmacy per month
- ✓ New patient eligibility criteria: new recent significant medical event or a medicine associated with high risk of adverse events
- ✓ Consent must be written consent (stored for 7 years)
- ✓ The consultation area must meet a series of requirements (please refer to the 6CPA website)
- ✓ Initial Medscheck Service payment \$64.70, Initial Diabetes MedsCheck Service payment \$97.05
- ✓ Additional fees as of 1st February 2018 for initial data collection and 6 month follow up (\$31.90 for each item)

DAAs

- ✓ Eligibility criteria – refer 6 CPA website
- ✓ Payment is \$6 per patient/week
- ✓ Pharmacy can charge an additional fee
- ✓ There is a cap for all pharmacies based on previous claiming. All pharmacy individual caps

will be uploaded to their 6CPA portal.

- ✓ Written consent forms required
- ✓ From 1 February 2018 payment for data collection at patient registration and follow up service (\$31.90)

Clinical Interventions

- ✓ The payment claiming period changed (see 6CPA website)

HMR

- ✓ Claiming periods have now changed: HMR Services must be claimed by the end of the next calendar month (e.g. services undertaken in July must be claimed by 31 August).
- ✓ Payment is \$216.66 per service.

More information is available on the the 6CPA website: www.6cpa.com.au or via the 6CPA helpline 1300 555 262 / email support@6cpa.com.au.

Members seeking additional support can call the WA Branch Business Support Team on 08 9429 4100.

BUSINESS SUPPORT UPDATE: CHANGES TO THE QCPP PROGRAM

From mid-2018, pharmacies will be required to complete all accreditation requirements, including undergoing QCPP Assessment, resolving all non-conformances and payment of fees, prior to their accreditation date. Currently pharmacies must be assessed on or prior to the reaccreditation date. Pharmacies then have three months to complete remedial actions. Your QCPP Handbook will contain all the policies, procedures and schedule of fees in the one location.

How will this impact my pharmacy?

Currently only services with a checklist in Element 2 or Element 3 are able to be assessed. The broadened scope of assessment allows for assessment of all business operations and services offered by your pharmacy as part of your QCPP Accreditation.

This change addresses feedback that pharmacies wanted their new professional services to be accredited. As such, this rule change allows QCPP to better recognise innovation and service growth in professional services and business operations.

QCPP will provide further information in early 2018 regarding the rule for all accreditation requirements to be finalised prior to a pharmacy's accreditation date.

QCPP have scheduled the implementation of this change well in advance to ensure pharmacies are aware of the change prior to it affecting their assessment date.

When will the revised QCPP Rules and QCPP Terms be available?

The revised QCPP Rules will be contained in the revised QCPP Requirements, which was released in June 2017.

How will I access the revised QCPP Rules?

Once released, the revised QCPP Rules will be available within the QCPP Requirements and on the QCPP website

How will I access the QCPP Handbook?

Once released, the QCPP Handbook will be available on the QCPP website.

When do the revised QCPP Rules take effect?

The revised QCPP Program Rules become applicable at the same time as the revised QCPP Requirements. The rules come into effect at a pharmacy's first assessment against the revised QCPP Requirements. Pilot assessments commence from October 2017.

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1

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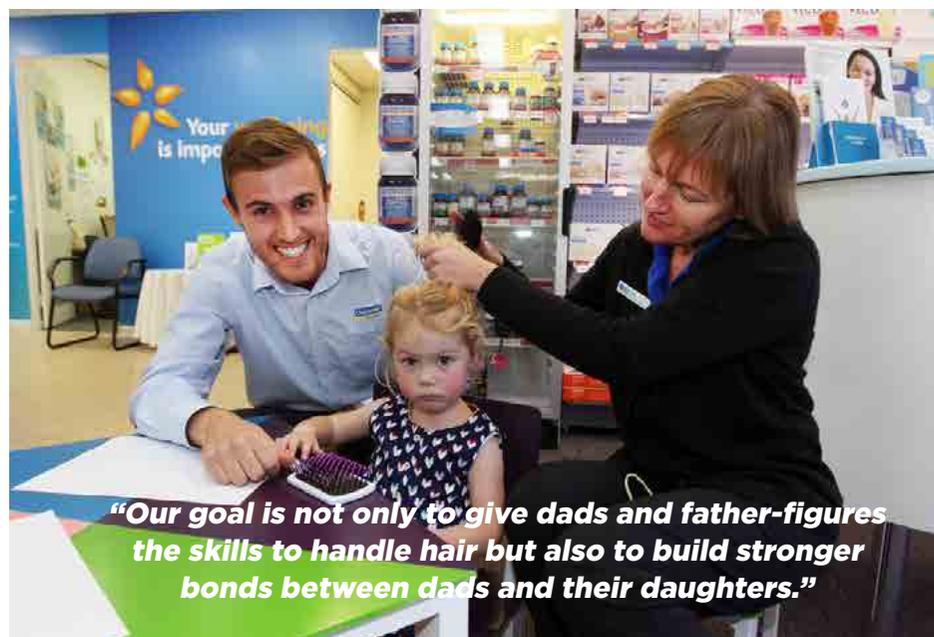
DADDY-DAUGHTER WORKSHOPS BUILD STRONGER BONDS

Health promotion initiatives provide community pharmacies with a great opportunity to promote the role they can play in improving patient health. In this edition we meet Tom Powell, Health Promotion Officer at TerryWhite Chemmart Chester Pass Albany, to find out how in-store activities are being incorporated into the store's wider wellbeing strategy.

Tom first started working at the pharmacy as a school leaver and during his time there discovered a keen interest in health promotion. As a result Tom enrolled in Curtin University, pursuing a Health Promotions degree. After graduating Tom returned to work at TerryWhite Chemmart Chester Pass in November last year as the pharmacy's first qualified Health Promotion Officer.

Inspired by similar initiatives in the US and as proud parent of his two year old daughter, Tom recently launched a series of free Daddy-Daughter hair workshops. The workshops saw strong take up and good feedback from participants. Tom emphasises there are benefits to running these community events beyond the immediate feel-good factor.

“From a research perspective, children whose dads have spent quality time with them have enhanced mental health and self-esteem, which is what we are trying to achieve.”



The Daddy-daughter hair workshops form part of the store's wider wellbeing strategy, which Tom continues to develop alongside owners Bradley Smithson, Andrew Harris and Sonia Burgess. A raft of exciting initiatives are set to follow, including a localised SMS project for new and expectant parents to support their transition to

parenthood and printable resources tackling medication safety. Plans are also afoot to provide customers with access to a qualified child car restraint fitter.

Tom is buoyed by the strong interest the pharmacy has already received from a range of local health professionals keen to coordinate free sessions in the pharmacy. Early indications are encouraging and Tom notes that this increased engagement with other healthcare professionals is already having a positive impact not only on the patients but on the entire pharmacy team.

For support and advice in implementing a health promotion campaign in your pharmacy contact the WA Business Support team on 08 9429 4100 or email members@wa.guild.org.au

MEET A MEMBER

WA COUNTRY CHEMIST GOOMALLING

As part of every edition of Guild News we introduce a Guild member pharmacy. In this edition we meet Mark Ashton, Owing Pharmacist at WA Country Chemist Goomalling. The historic townsite of Goomalling in the beautiful Avon Valley is home to WA Country Chemist Goomalling. With a population nearing 1000 WA Country Chemist provides locals in the surrounding area with an invaluable healthcare service.

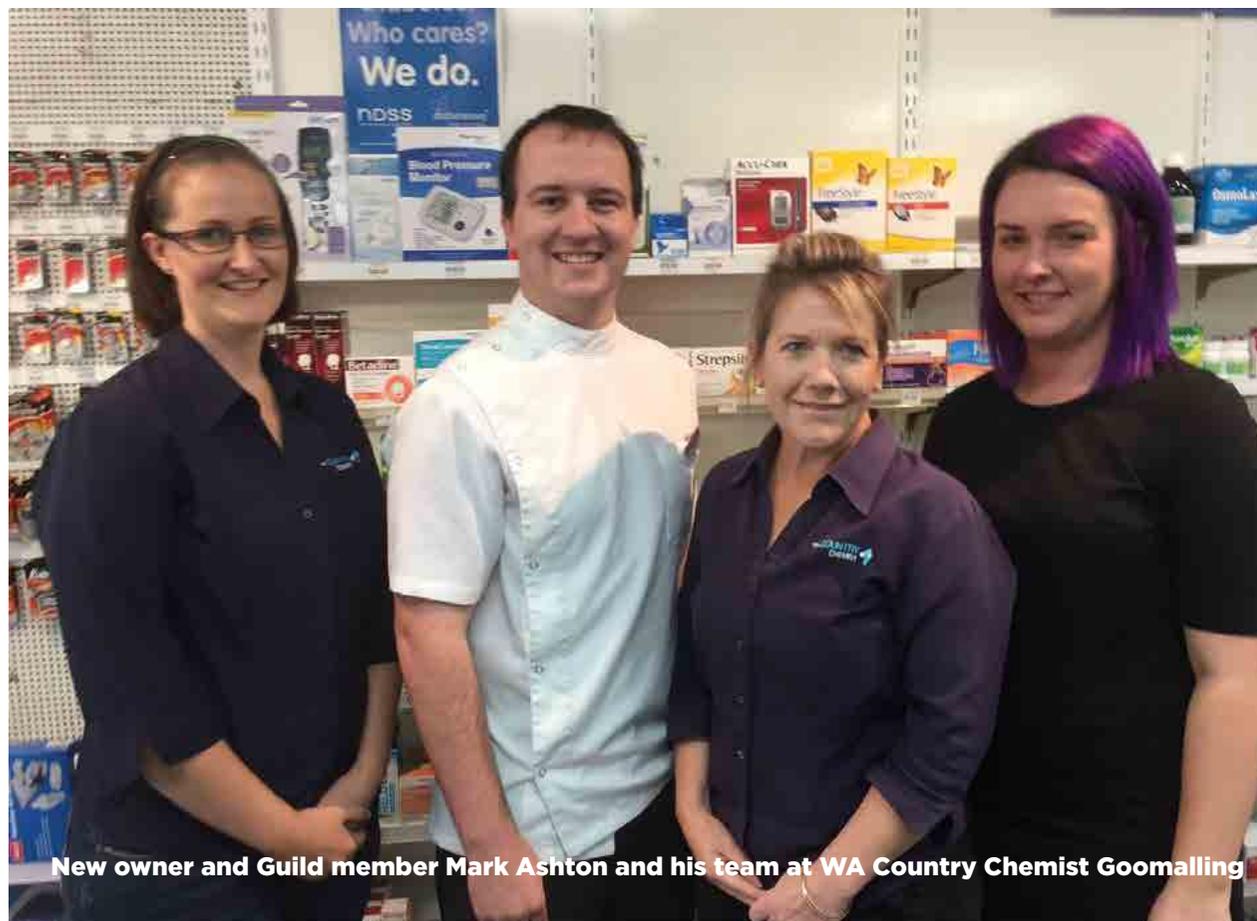
Originally from Zimbabwe, Mark graduated from Curtin University before working in nearby Northam for five years. Six months ago when presented with the opportunity to purchase the business, Mark took the plunge.

Despite this being his first foray into pharmacy ownership, Mark has already gained the trust of the community. The pharmacy has begun the expansion of professional services, including the introduction of pharmacist immunisations.

Glowing results from the pharmacy's recent Customer Experience Index visit are testament to the high esteem Mark and his team are held in by the local community.

His customers attach great value to a local owner-operator and with a developing retail strategy the future looks bright for this rural health hub.

We love getting to know our members so if your pharmacy would like to be featured in a future edition contact the WA Branch on 08 9429 4100.



New owner and Guild member Mark Ashton and his team at WA Country Chemist Goomalling



INVENTING FOR LIFE

WHY WE INVENT

AT MSD, WE ARE INVENTING FOR LIFE.

We are not inventing for invention's sake – we are on a quest to cure – and to have an impact on countless people's lives worldwide.

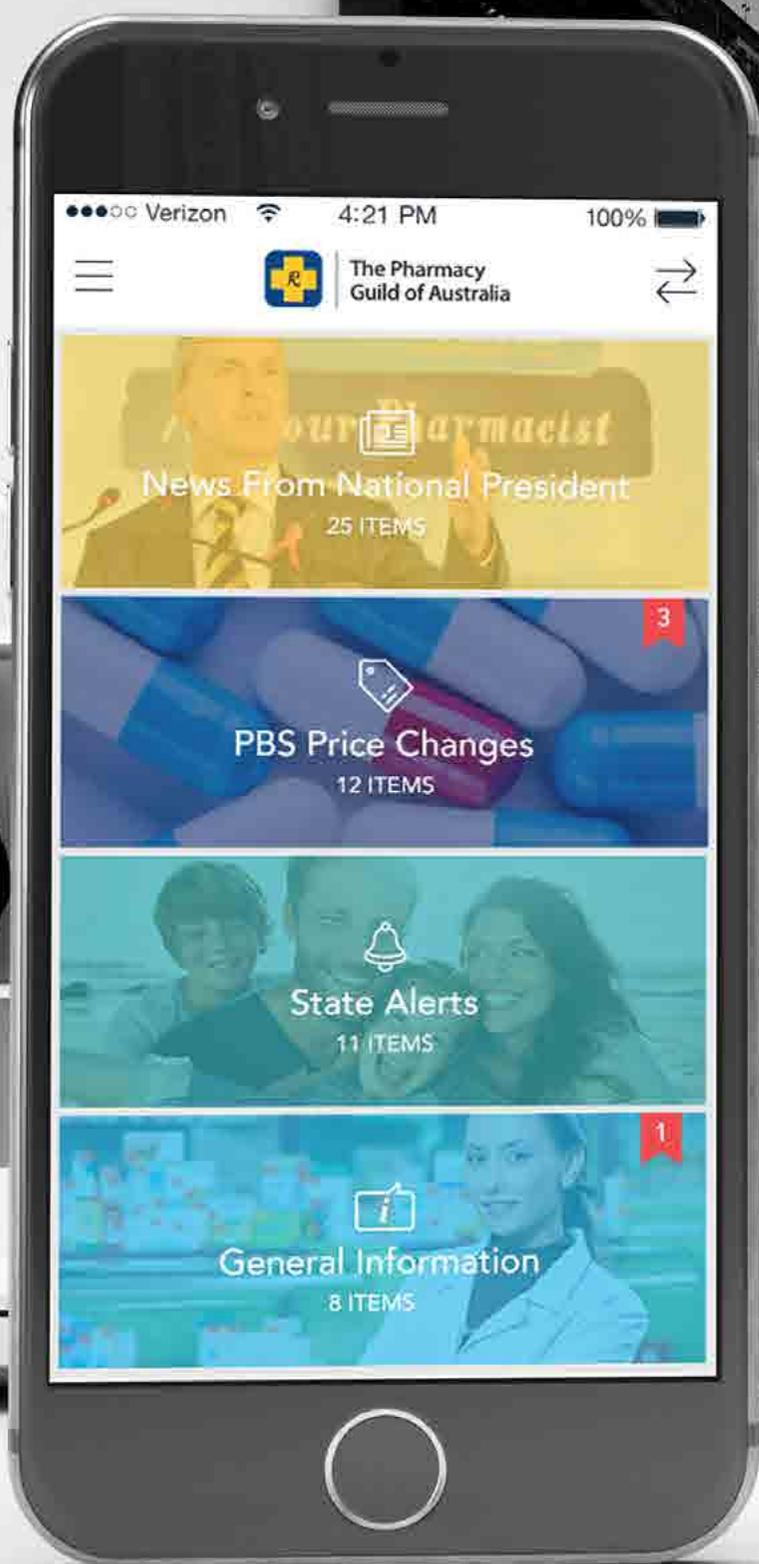
MSD is inventing because the world still needs cures for cancer, Alzheimer's disease, HIV, and so many other causes of widespread suffering in people and animals.

We are taking on the world's most challenging diseases to help people go on, unburdened, to experience, create and live their best lives.

MSD. **Inventing** for Life.

To learn more about MSD, visit www.msd-australia.com.au or connect with us on Twitter @msd_au
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COMING SOON



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