



2015 PHARMACY OF THE YEAR WINNERS!

2015 PHARMACY OF THE YEAR AND EXCELLENCE IN COMMUNITY ENGAGEMENT

KIMBERLEY PHARMACY SERVICES, BROOME WA

Supplying vital medicines to a region twice the size of Victoria, it is no surprise that Kimberley Pharmacy Services has taken out the Excellence in Community Engagement Award and overall 2015 Pharmacy of the Year.

Located in Broome, support provided by Kimberley Pharmacy Services reaches out far beyond the pharmacy, working closely with medical officers, nursing staff, aboriginal health workers and government. All of this, just to ensure what the leading pharmacist believes is 'gold standard' in regional and remote medication management.

Hannah Mann, one of the owner pharmacists, says it's the things they do day-to-day that make a lasting impact.

'Our aim is to change at least one person's health outcome each day through the services we provide physically with medications, via education, and improving engagement.'

Kimberley Pharmacy Services provides medication support to remote clinics in the form of pharmacist visits, phone and email services and after hours support. Strong professional relationships are held with clinics across the region based on mutual respect, cultural respect and commitment to improving the health of Aboriginal and Torres Strait Islander Communities.

On clinic visits, Hannah and her staff are in a unique position to provide not only medication support to their patients but also personal support for clinic staff in remote areas. The team often provides multiple services outside their job description - becoming a receptionist, dog walker, cook, cleaner, IT support, assisting with patient transport and just simply being a friend for those in need.

Health communication and community support is the core business of Kimberley Pharmacy Services and Hannah believes access to modern medications is a fundamental component to keep patients in rural and remote areas living long and healthy lives.



In Broome, the pharmacy recognises a need for the same dedicated support that is provided to their remote clinics. Kimberley Pharmacy Services is designed as a destination for healthcare, not just a place to get your script filled. The pharmacy frequently provides health advice to patients to discuss specific health issues and even welcomes regulars who sometimes just come in to their local pharmacy for a friendly yarn. ■





INNOVATION IN PROFESSIONAL SERVICES

MOODIE'S PHARMACY, BATHURST NSW

Moodie's Pharmacy, led by owner-pharmacist Paul Jones, are dedicated to providing their Bathurst community with important professional services and demonstrate this with their 'EasyClinic' rooms.

Inside the pharmacy, two rooms equipped with table and chairs, a computer, scales, stadiometer and a resource kit provide patients with a range of health services. The staff are passionate to provide the wider community with essential services by running 'EasyClinic Days' every Thursday and wearing 'EasyClinic' branded green shirts.

The investment in the two consultation rooms has allowed Moodie's Pharmacy to expand their professional services in 2013. Initially, the pharmacy provided its patients with services including blood pressure monitoring, BSL testing, weight loss, height and weight measurements. Following the expansion, the pharmacy was also able to provide Opioid Replacement Therapy, sleep apnea, carbon monoxide monitoring for quitting smoking, health screening for breast awareness, bowel health, MedsCheck and Diabetes MedsChecks.

The sleep apnea service in particular was a standout success, with three pharmacists in the store trained in the 'Easy Sleep' service. Within the first month, Moodie's Pharmacy provided over 20 home sleep studies with the service growing each month. Now, the pharmacy is in direct competition with a dedicated business focusing on sleep apnea treatments.

And 2013 was just the beginning. In 2014, the team truly stepped up with consistent uptake of services on site and more additions to the service range.



Last year, services available at Moodie's Pharmacy included

- Cholesterol testing
- CSIRO Impromy weight loss program
- CARS (Cardiovascular Absolute Risk) study
- Leave/Absence certificates
- Referral letters to other health professionals
- Know your Numbers – Stroke Foundation
- Patient Plans, involving multiple services
- MedAdvisor, smartphone app

- Influenza vaccination
- MedsChecks
- Home Medicine Reviews
- Breast awareness clinic, partnering with Apotex
- Sun awareness clinic, partnering with Apotex

There is a clear appreciation for the health consultations offered by Moodie's Pharmacy, not only from patients, but also from professionals with local doctors, aboriginal health workers and diabetic educators now referring patients to these easily accessible services.

The staff are passionate about providing the wider community with essential services



EXCELLENCE IN BUSINESS MANAGEMENT

PRICELINE PHARMACY BOURKE ST MALL, MELBOURNE VIC

Priceline Pharmacy Bourke St Mall have developed a clear and effective business model in one of Australia's largest pharmacies. Owner, Sietel Singh Gill, along with his leading pharmacists Alex Bongers and Sanja Bojanic manage a well-structured team, running structured team meetings and demonstrate effective communication among one of the most staffed pharmacies in Australia.

The store is led by a management team of five, comprised of three retail specialists and two pharmacists. The store uses Gazelles Systems Strategic Plan to set yearly and quarterly goals and quarterly themes.

Customer service is a priority within this pharmacy and this is evident as you first step into the shop. At first glance, this may look like your ordinary Priceline store but as you take a few steps in after being promptly greeted by smiling and eager to help pharmacy assistants, you discover a whole new world in the 2,085 square metres of shop floor space.

A standout business strategy for Priceline Pharmacy Bourke St Mall is their focus on the international communities.

An initiative has been set up where badges are worn listing the different languages each staff member speaks.

Many staff at this Priceline Pharmacy are multilingual, with some speaking up to five languages, thus attracting and retaining many ethnically diverse customers who may struggle to describe their needs at other pharmacies.



As one of Australia's largest pharmacies, the retail set-up involves significant supplier involvement. Sietel encourages the team to learn from customer service manifestos, including observing their favourite customer service experiences and most effective POS displays. Effective communication and planning occurs through weekly team meetings, where each team member highlights their week's achievements, challenges and learnings.

Each individual role in store has a mission, from which a scorecard, KPI's and a job description is derived. Stand out staff members are encouraged to continue their great work with the Staff Core Value Award which helps recognise those who consistently practise the store's values – tenacity, excitement and integrity. ■