



Tess Jones – QCPP Marketing Manager



CONGRATULATIONS TO: LIM'S PHARMACY IN SPRINGVALE, VICTORIA

The Pharmacy Guild of Australia and the Quality Care Pharmacy Program are thrilled to announce the Pharmacy of the Year (POTY) 2013 winner is Lim's Pharmacy from Springvale, Victoria. Lim's Pharmacy was declared the winner at a celebratory presentation at the annual APP Conference held last month on the Gold Coast.

POTY Judge Pat Reid has praised Lim's Pharmacy for their team approach to community activities, fundraising and outreach programs.

"Lim's Pharmacy is a great example of the multicultural blend that is Australia and how being active in embracing that blend can bring a diverse community closer."

"Whether it be translating for hospital patients, raising money for orphans or providing health seminars in a range of languages by the staff, it's all in a day's work for the Lim's Pharmacy 'family.'"

It was this family mentality that awarded Lim's Pharmacy overall and Excellence in Community Engagement category winners.

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POTY Judge Pat Reid



 **EXCELLENCE IN COMMUNITY ENGAGEMENT**
LIM'S PHARMACY, SPRINGVALE, VICTORIA

“We believe that we have a duty to help build, grow and support the community that has been supporting us.”

Forming part of the opening statement in their 2013 Pharmacy of the Year entry, Lim's Pharmacy has conveyed a clear picture of what sets them apart from the competition. Community centre hosted health seminars, aimed at educating and increasing awareness of the health conditions of their community, are just part of Lim's Pharmacy's holistic approach towards health.

With pharmacists and staff multilingual in English, Vietnamese, Chinese, Cambodian and Thai, the Lim's team can cater for a wide variety of community members and assist them in understanding their health ailments. Maternal nurses, optometrists, physiotherapists, diabetic nurses and dietitians have also participated in patient education sessions both within the pharmacy and at community centres.

Owners Richard and Anh Lim are proud to be part of the diverse and culturally rich community of Springvale and as explained in

their entry, “our number one priority is our customers”. The Lim's Pharmacy staff regularly participate in organising, promoting and raising money for charity, and are recognised for their efforts through community awards, newspaper articles and letters of support.

Congratulations Richard, Anh and the Lim's 'family'. We look forward to showcasing your community engagement in future editions of *Excellence*.



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INNOVATION IN PROFESSIONAL SERVICES

Craven's Pharmacy, Perth, Western Australia

“We at Craven’s feel that we have a professional responsibility to excel in the support and education of our high needs customers.”

Innovation in Professional Services category winner Craven's Pharmacy is more than your typical pharmacy storefront. Through a close working relationship with the City Community Mental Health Service (CCMHS), Craven's has implemented an in-store metabolic clinic specifically targeting the CCMHS patients.

Through a partnership with Revive Clinics, a nurse practitioner is now available onsite to customers. Craven's Co-Owner Pooja Maru describes in their winning entry “a key driver to the success of this initiative was leveraging commercial relationships resulting in a sponsorship arrangement to provide a free service to CCMHS patients. Throughout the duration of this initiative we are also conducting a pilot study to ascertain the benefits of the clinic

and hopefully provide a blueprint for knowledge sharing and the ability for pharmacies nationwide to undertake similar programs.”

POTY Judge Pat Reid said “Pooja and the team at Cravens have shown that pharmacy can make a huge difference to the lives of at risk groups in a respectful and meaningful way through their support of mental health patients. Their dogged approach of not taking ‘no’ as the last answer has seen their services grow beyond mental health into chest and eye clinic support as well – indicating that their determination is gaining ground in other areas not traditionally serviced by a community pharmacy.”

The pharmacy also services the Migrant Health Unit and Perth Chest Clinic. Where language was often a barrier, the team ensured interpreters were available in the clinic or over the phone to bridge any communication gaps. This valuable service has also extended to the Royal Perth Eye Clinic.

The Craven's team have also built relationship with pharmaceutical companies through the execution and management of Patient Familiarisation Programs, with their approach being about educating, guiding and supporting the patient and maximising the potential of success and benefit from the treatment.



EXCELLENCE IN BUSINESS MANAGEMENT

GERALD BURNS PHARMACY, BICTON, WESTERN AUSTRALIA

“Our goal for 2013 is to be the first pharmacy listed in BRW’s Best Places To Work.”

2012 was a year of change for Gerald Burns Pharmacy. Owner Amanda Bryce created a plan to innovate and flourish the pharmacy, a plan that required the staff to think outside of the typical pharmacy box and provide a unique service.

As explained in their submission, “2012 has been a tumultuous year for community pharmacy. Our business development plan anticipated these changes, so in January we had a well-defined strategic path, SMART goals for the dispensary and a team who felt empowered to accommodate these changes.”

Amanda set about changing the business model for the pharmacy, starting from the ground up. It was her attendance at the Pharmacy Business Network in September that had the most impact. The organisational structure evolved to a horizontal model, focus was put on group performance and staff were given a sense of ownership of the business. Staff understood the overall business strategy and were shared information on how the business is performing.

As a team they developed a professional services marketing plan and staff are encouraged to establish professional connections with other local businesses.

POTY Judge Pat Reid said “One of the common threads among POTY winners is their ability to build great teams. Amanda has thoughtfully considered what the pharmacy required and has worked hard to not only excel at the business of management, but also the crafting of a great team. My mantra as a judge is to look for ‘a plan, well executed’ and Amanda has constructed both the plan and the team to deliver that execution.”