

# Des creates awards history

It was a night with more than a dash of history, a few stuffed animals, and Teddy Roosevelt as MC, but there were definitely no dinosaurs among the elite of the pharmacy profession at the Auckland War Memorial Museum for this year's *Pharmacy Today* / ProPharma Pharmacy Awards.

History repeated itself when Orewa pharmacist Des Adams stepped up to collect the Supreme Award for a fourth time since the awards' inception 23 years ago.

He won the inaugural award in 1987, followed by wins in 1989, 1994 and this year, as well as a category runner-up prize in 1991.

His wins, spanning 23 years, represent the past, present and future of pharmacy.

He acknowledges the focus of pharmacy has changed. "In the old days it was all about leveraging retail business from the dispensing business – turning the dispensary customer into a retail customer. But now the major focus is on value added services from the dispensary such as chronic disease management," he said.

In welcoming guests both David Lewis (ProPharma) and Colin Abercrombie (CMPMedica – *Pharmacy Today*) spoke of the difficulty in obtaining sponsorship for the event due to economic times and the consolidation of suppliers in the industry.

Without this support, the awards would not be possible.

This year, record entries were received in all categories, which Colin Abercrombie said is reassurance to sponsors they have made a good decision.

In her last week in New Zealand before moving to live in Mexico, independent chair of the judging panel Eleanor Hawthorn was invited to present the Supreme Award.

Each of the 10 category winners received a stylish glass trophy and \$1000 while the Supreme Award winner received a trophy and \$2,500.

Almost 400 pharmacists, their staff, and industry leaders attended the awards evening in the atrium at Auckland War Memorial Museum. The theme 'A Night at the Museum' was reflected by MC Mark Wright as US president, Theodore Roosevelt.



Guests were welcomed to 'A Night at the Museum' awards evening by David Lewis, general manager ProPharma (right) and Colin Abercrombie, chief executive CMPMedica (publishers of *Pharmacy Today*)

Des Adams paid tribute to his pharmacist wife Jan, whose support has enabled him to pursue his "labour of love" in developing the uLearn'n'Care MUR reporting tool



Des Adams accepts the Supreme Award from independent chair of the judging panel, Eleanor Hawthorn



Teddy Roosevelt (aka MC Mark Wright) was alive and well at Auckland War Memorial Museum for the annual Pharmacy Awards gala evening

Photos from the awards night can be viewed and purchased at [www.pharmacyawards.co.nz](http://www.pharmacyawards.co.nz)

## Awards winners

### Supreme Winner

Sponsored by *Pharmacy Today* and ProPharma

Des Adams, uLearn'n'Care

### Best Community Pharmacy Business

Sponsored by the Pharmacy Guild of New Zealand

Winner: Glenn Summerville & Ross Nicholson, Life Pharmacy Chartwell, Hamilton

Runner-up: Ian McMichael, Huntly West Pharmacy Ltd, Huntly

### Innovation in Pharmacy Practice within Primary Care

Sponsored by the Pharmaceutical Society of New Zealand

Winner: Des Adams, uLearn'n'Care

Runner-up: Jane Abel, Waikato Community Pharmacy Group

### Cosmetic Marketing

Sponsored by *Pharmacy Today* and ProPharma

Winner: Linda Hebden, Albany Village Care Chemist, Auckland

Runner-up: Lily Shen, Life Pharmacy St Lukes, Auckland

### Innovation in Hospital Pharmacy

Sponsored by sanofi aventis

Winner: Jan Goddard, Fiona McNabb, Julie Vickers, Shelley Proctor, Pharmacy Services Team, Waikato Hospital, Hamilton

Runner-up: Sanja Mirkov, Middlemore Hospital Pharmacy, Middlemore, Auckland

### Best Complementary Healthcare Business

Sponsored by Nature's Own

Winner: Sameer Singh, Jacob Strating & Anupama Singh, Ashbury Pharmacy, Timaru

Runner-up: David Bullen & Kylie Waterman, Unichem Te Aroha Pharmacy Ltd, Te Aroha

### Pharmacy Assistant of the Year

Sponsored by Novartis Consumer & Voltaren

Winner: Te Ana Simmonds, Leabank Pharmacy Ltd, Auckland

Runner-up: Hannalie Gough, Life Pharmacy Botany, Auckland

### Young Pharmacist of the Year

Sponsored by Douglas and Nexcare

Winner: Patty Lin, Life Pharmacy Botany, Auckland

Runner-up: Alice Littlewood, Pharmacy 547 Ltd, Hamilton

### Technician of the Year

Sponsored by Abbott

Winner: Stacey Haig, Cromwell Pharmacy Ltd, Cromwell

Runner-up: Jodie Adam, Bayview Pharmacy, Dunedin

### Supplier of the Year

Best Marketing Campaign – Sponsored by IMS

Winner: sanofi aventis – Telfast, Debra Gibson

Runner-up: Johnson and Johnson – Compeed, Koren Drain

### Best Pharmacy Group

Sponsored by AFT Pharmaceuticals

Winner: Life Pharmacy Ltd, Craig Wilson

Runner-up: Waikato Community Pharmacy Group, Cath Knapton

## And the most excited winner is...



Unable to contain her elation at winning Pharmacy Assistant of the Year, Te Ana Simmonds from Leabank Pharmacy, Manurewa, was in celebration mode. Her inspirational quit smoking campaign is an example of a pharmacy meeting the needs of its community. She is pictured with sponsor Peter Downer of Novartis Consumer Health





## BEST COMMUNITY PHARMACY BUSINESS

Sponsored by the Pharmacy Guild of NZ



Glenn Summerville (right) accepts his award from Ian Johnson, president of Pharmacy Guild of New Zealand. Business partner Ross Nicholson was fog-bound in Queenstown

### ◆ WINNER ◆

Life Pharmacy Chartwell experienced two very difficult trading years in 2007 and 2008. Upgrades in 2007 to Westfield Chartwell caused major disruptions predomi-

nantly because access to car parking was limited.

In March 2008, the pharmacy undertook a complete refit – once again causing disruption to trading. The renovation was completed in November 2008.

To celebrate the new look and boost Christmas sales, the team at Life Pharmacy Chartwell, under the guidance of Glenn Summerville and Ross Nicholson, decided to host a VIP evening in early December to reward loyal customers.

Goodie packs, finger foods, liquid refreshments and lots of spot prizes were offered at the evening, instead of discounting products.

The results were unbelievable, meeting all of the organisers' objectives and exceeding all of their expectations.

Over 300 guests attended the event, resulting in nearly \$50,000 worth of sales in just two and a half hours. There was no discounting of goods but stock levels reduced significantly in one evening.

"There were hundreds of happy VIP customers, and many new potential customers.

Staff morale was also boosted, despite all the doom and gloom in the media," Glenn and Ross say.

### ◆ RUNNER-UP ◆

Huntly West has a unique population – mainly low socio-economic with a large number of wealthy lifestyle plots in the surrounding rural district.

It's not surprising then that pharmacist Ian McMichael experienced some major problems in his quest to create a new profitable pharmacy in Huntly West. After the first 18 months of launching the business, the local DHB changed the contract for laboratory services. Huntly was going from three labs to one. Ian wanted to ensure the lab stayed near his pharmacy, but the existing space was too small so he worked with the lab and doctors and found a suitable building a few doors down.

He also organised a new

lease for the lab, building permits, engineers and builders, all within three months.

Three years later the pharmacy is providing services

directly to the marae, birthing unit and mental health clinic. It also provides MUR, methadone and clozapine dispensing and needle exchange.



## INNOVATION IN PHARMACY PRACTICE WITHIN PRIMARY CARE

Sponsored by Pharmaceutical Society of NZ



Des Adams accepts his award from The Pharmaceutical Society NZ president Elizabeth Plant

### ◆ WINNER ◆

The Medicines Check programme developed by uLearn'n'Care provides an electronic and systematic approach to the Medicine Use Review process.

It can measure effectiveness of pharmacist intervention, while collecting national health data and providing a motivational tool for self-care by patients.

The electronic reporting function saves the pharmacist time and money from reduced administration time. Health outcomes of the MUR measured by Medicines Check help support the continued funding of the service.

The hazards of prescribing and taking medicines inappropriately have long been recognised. Older people and those with chronic medical conditions are prescribed multiple, complex and long-term medication regimens. These groups account for 8% of the population, but consume 92% of the pharmaceuticals.

Not surprisingly, the DHBs are, through MURs, now utilising pharmacists to help people understand their medicines and take responsibility for their own health. But there is no reliable way to measure MURs' outcomes.

A lot of DHBs, relying on paper-based reporting or with no consistent recording, are having problems even knowing how many patients are receiving the service.

At least one large DHB is resorting to phoning all their contracted pharmacists every month just to find out how many patients are using the service.

The Medicines Check programme is filling that gap. It is also attracting interest from Scotland, England and Wales.

### ◆ RUNNER-UP ◆

Comprehensive Warfarin Counselling Service was launched by Waikato Community Pharmacy Group in November 2008 after securing funding from Waikato DHB to develop, train pharmacists and implement it across Waikato community pharmacies. The main aim of this project is to reduce the risk of warfarin-related adverse events and optimise warfarin therapy through comprehensive, standardised patient education via community pharmacists.

The project has been well received by the pharmacists and public. By March this year, 66 of the 82 pharmacies in Waikato region had contracts with WCPG to provide the service and had undertaken 73 consults.

WCPG developed the warfarin counselling service in response to several factors. These included a "warfarin" alert by Safe and Quality Use of Medicines group, the launch of the NZ Guidelines Group's *Atrial Fibrillation Guidelines* and *Local Ambulatory Sensitive Hospital Admissions* report. These all highlighted the risks associated with warfarin and the need for optimal management.

In response, WCPG developed a checklist for pharmacists to use when counselling patients. Supporting resources include a warfarin patient leaflet, a *Warfarin Resource Manual*, providing details on pharmacokinetics, medicine and herbal interactions and vitamin K content of food.

The service has succeeded in dealing with patients confused about their warfarin therapy and those with complex hospital discharge issues.



PHARMACEUTICAL SOCIETY  
of New Zealand Incorporated

# BRIGHT THINKING FOR THE FUTURE OF PHARMACY

PROUD SPONSORS OF THE

## AWARD FOR INNOVATION IN PHARMACY PRACTICE WITHIN PRIMARY CARE

CONGRATULATIONS TO OUR WINNER

**DES ADAMS**  
ULEARN 'N' CARE LTD

AND RUNNER UP  
**JANE ABEL**

WAIKATO COMMUNITY PHARMACY GROUP

KEEPING THE PROFESSION STRONG



**YOUNG PHARMACIST OF THE YEAR**

*Sponsored by Douglas and Nexcare*

◆ WINNER ◆

At 24 years of age, Patty Lin has mastered the demanding role of dispensary manager. Registered in 2007 she

initially worked as a locum but, in April 2008, Patty began working at Life Pharmacy, Botany as dispensary manager.

Being relatively inexperienced, she knew hard work and learning to take criticism professionally, not personally, would help her career.

In 2008, a new dispensary team was recruited. Patty saw this as an opportunity to achieve success in various aspects of her work – dispensary, retail and career.

Her aims were to improve overall functioning in the dispensary and increase gross profit through better stock management and an increase in prescriptions. Under her leadership prescriptions increased by 7%, turnover by 8%, gross profit dollars by 23% and stock holding went down by 12%. This was despite Botany Town Centre having a decrease in mall traffic by 6%, and the weakening economy.

Her retail objectives included complying with the *Life* catalogues, increasing staff

and customer satisfaction and raising funds for the Cure Kids charity. The catalogues are now working successfully and she has mastered new skills in effective floor supervision.

Being newly qualified, Patty had plenty to learn including managing systems, staff, stock and service as well as the retail side of pharmacy.

Patty has taken her career further by enrolling in a two-year Diploma of Translating. While she is fluent in Mandarin, she wants to develop this language skill further.

◆ RUNNER-UP ◆

An onsite pharmacy is not what farmers expected when they turned up at the 2008 Fieldays near Hamilton.

But, thanks to the entrepreneurship of Alice Littlewood from Pharmacy 547, that's just what they got.

The annual Fieldays are



Patty Lin receives her award from Mark Laithwaite, general manager of Consumer 3M

visited by more than 130,000 people over a four-day period.

Should anyone need medical care, there is a St John first-aid centre, but no pharmacy to dispense prescriptions or provide OTC remedies.

Alice had just three months to transform her idea into reality. She needed to arrange a Medsafe audit, set up phone lines, EFTPOS facilities, contents insurance and signage,

find suppliers and install a security system.

At 4.57pm on 6 June 2008 Pharmacy 547 @ Fieldays was granted a licence. On 7 June 2008, the pharmacy doors opened to the public.

Over the four days, 499 OTC sales were made, 14 prescriptions filled, 15 emergency supply requests provided and 15 people were helped with pharmacist-only consultations.



**SUPPLIER OF THE YEAR**

*Sponsored by IMS*



Debra Gibson is presented with her award by IMS general manager NZ & Australia, Fabian Dwyer

◆ WINNER ◆

In January 2008, Sanofi-Aventis had a 17.9% market share across the non-sedating antihistamine allergy category, and Telfast was the number one brand by value. Sanofi-Aventis wanted to ensure Telfast retained top position, while achieving greater market share and growth in a crowded market category.

And so began The Allergy Centre, a simple, structured instore stand allowing customers to self diagnose and self-medicate. Three hundred and fifty display stands were distributed to 320 stores.

Sanofi-Aventis succeeded in establishing top-of-mind awareness for their products within a poorly differentiated category by offering pharmacy customers a one-stop-shop for hayfever and skin allergy. This also gave the pharmacy the opportunity to cross-sell and up-sell with companion selling techniques at point of purchase.

Debra Gibson, product manager for Sanofi-Aventis consumer healthcare, led a comprehensive marketing campaign. Along with magazine, television and radio commercials, a synergistic advertising programme was adopted.

The introduction of The Allergy Centre had the desired result, growing the Sanofi-Aventis, and Telfast, market share. According to independent industry data, total Sanofi-Aventis allergy category had 8.7% growth compared to the previous year, and Telfast grew by 12.9% compared to the previous year. Pharmacies with The Allergy Centre instore experienced growth of 6.61% in Telfast sales, versus growth of 2.43% in pharmacies without the Allergy Centre.

◆ RUNNER-UP ◆

The launch of Compeed Cold Sore grew the cold sore category in pharmacy by 22%. In foot care, Compeed grew the category by 27% and became the clear number two foot care player with a 22% share of the category.

Compeed is the number one brand in the blister category, capturing 40% of the category.

The product was first launched in Europe in 1985. Hydrocolloid – a unique ingredient that promotes skin's own healing by creating a moist wound healing environment – was the key ingredient.

In July 2008, Johnson & Johnson seized the opportunity to launch Compeed in New Zealand – this was the first Compeed launch outside of Europe.

Using a highly integrated marketing campaign including instore activity, sampling, public relations, magazine and television advertising and sponsorship from Olympic athlete Debbie Turner, the company drove consumer awareness and interest in the brand, and encouraged sports professional and pharmacist recommendation.

TWO OF THE BRIGHTEST YOUNG STARS

Douglas Nexcare™  
Winner – Young Pharmacist of the Year

**Patty Lin**  
Life Pharmacy Botany

Douglas Nexcare™  
Runner-up – Young Pharmacist of the Year

**Alice Littlewood**  
Pharmacy 547 Ltd

Congratulations to you both on your outstanding achievement




Auckland, New Zealand  
0800 douglas (0800 368 452)  
www.douglas.co.nz



## BEST COMPLEMENTARY HEALTHCARE BUSINESS

*Sponsored by Nature's Own*

### WINNER

Ashbury Pharmacy in Timaru now has a new role – an OTC pharmacist who advises customers about drug-induced nutrient depletion.

The role was established as a result of the great success the pharmacy had in growing nutritional health sales.

Sameer Singh, Jacob Strating and Anupama Singh undertook months of research and training at the Australasian College of Nutritional and Environmental Medicine in

Australia and compiled a list of medications which can cause nutritional depletion, and what nutrients help in these conditions.

By focusing on supplements for patients with different nutrient requirements, based on medication and their medical conditions, nutritional sales increased significantly.

Minerals, vitamins and micronutrients are vital for the proper function of cells but these can be depleted or blocked by medication.

During the promotion antibiotic support and probiotics became best sellers – these were recommended to people on antibiotics, or with IBS, eczema, diarrhoea or constipation.

The team has seen spectacular growth, with some products increasing by nearly 300%.

Probiotic sales grew significantly, from 10 per month, to an average of 80–100 packs every month. Other products showing stellar growth included selenium, zinc, co-enzyme Q10, MSM, omega 3, glucosamine combo's and joint care products.

“Overall we are very encouraged that we have achieved our objective while maintaining a

good balance between our ethical responsibilities and profitability,” the team says.

### RUNNER-UP

Unichem Te Aroha Pharmacy became the number one Go Healthy pharmacy in New Zealand within six weeks of putting the stock on the shelves.

At first, David Bullen and Kylie Waterman were reluctant to stock the range but, after researching the products and company, realised the potential gross margin would be high.

The team trained in selling techniques and converted the Pharmacybrands Personal Wellness Health Check into their own Go Healthy promotional vehicle.



Anupama Singh and Jacob Strating (right) receive their award from sanofi aventis Consumer Health Care & Nature's Own business manager Sheldon Midgley and sales manager Gisella Atkinson

Go Healthy promotional materials were included in monthly accounts and club mailouts, and instore displays reinforced the messages.

The main promotional strategy was to recommend the Go Healthy brand over

all others. They aimed for full RRP on Go Healthy products to keep gross margin high.

In just six weeks, Te Aroha Pharmacy sold 263 units of Go Healthy, with a gross profit of \$3320. The gross margin was 51.6%.



## BEST PHARMACY GROUP

*Sponsored by AFT Pharmaceuticals*

### WINNER

Life Pharmacy Limited was looking for a user-friendly reporting and benchmarking tool for its member pharmacies to deliver measurable improvements in their profitability, while comparing their performance against other similar pharmacies.

While individual pharmacies were already using management software such as Toniq Retail and Toniq Corporate, the lack of benchmarking capability in these was a major issue.

The solution developed by LPL using Qlikview has allowed it to

deliver strong sales at its stores, while maintaining good margin in a highly competitive environment.

Qlikview is a reporting and analysis system currently integrated with Toniq. It provides information on each individual pharmacy's performance to the central LPL office and a benchmarking system to compare performance against other pharmacies of similar size and type. Over six months, the program has been developed and implemented into three main areas: corporate reporting, merchandising and pharmacies. In each of these areas,

franchisees and the LPL central office can now quickly and clearly understand store's performance and direct attention to areas that need the most attention.

### RUNNER-UP

Waikato Community Pharmacy Group is a shining example of how continuing innovation can transform a small, provincial pharmacy group into a leading provider of value-added pharmacy services.

Over the past three years alone, this progressive group has developed and implemented 13 different contracts and services for their member pharmacies and the local population. These include comprehensive warfarin counselling, medicines management service, free ECP for women under 25, rural workforce recruitment and retention,

improving access to influenza immunisation through community pharmacy and social marketing around the role of rural pharmacist.

In March this year, the group held a conference to support and assist other groups around the country achieve what they have achieved to date and to develop a

network for community pharmacists to share their successes, failures and best practice.

“Sharing the knowledge” conference succeeded in communicating to pharmacy groups and stakeholders how WCPG's wealth of experience could help them develop their own value-added services.



Craig Wilson Life Pharmacy Limited (left) accepts his award from Dr Hartley Atkinson, managing director and owner of AFT Pharmaceuticals

# Nature's Own™ would like to congratulate

**Sammer Singh  
Jacob Strating  
Anupama Singh**  
of Ashbury Pharmacy Timaru

For their exemplary efforts in growing and developing the Best Complementary Healthcare category within their store.

Nature's Own™ is proud to be part of this growth.



Even a little bit of nature makes you feel better.™

**Nature's Own**



## INNOVATION IN HOSPITAL PHARMACY

Sponsored by *sanofi-aventis*



Jan Goddard, Fiona McNabb, Julie Vickers and Shelley Proctor receive their award from Lyn Blackman, sales manager and Jacqui Cammell, commercial affairs manager of sanofi-aventis Consumer Health Care

◆ **WINNER** ◆  
Who has not experienced the frustration of deciphering incomplete and unclear prescriptions? Such prescriptions are among major causes of medication errors.

Pharmacy Services at Waikato Hospital have developed a Prescribing Improvement Programme resulting in positive changes in prescribing behaviour.

The programme was run at

Waikato and Thames hospitals between August and November 2008. This was preceded by a Grand Round presentation to highlight the findings of an audit analysing prescribing against the DHB's Medicines Management Policy, and areas noted internationally as causes of adverse medication events.

The programme included an education campaign to raise awareness of internal Waikato standards and to achieve an improvement across six targeted areas of prescribing: patient identification, prescriber identification, allergy information, legible writing, use of approved abbreviations and correct alteration and discontinuation processes.

The six focus areas were individually targeted, using posters highlighting typical problems with real examples. Messages were backed up by pharmacists highlighting errors

on medication charts.

Prescribers who improved their prescribing were given a Chocolate Fish Award card that could be exchanged for a real chocolate fish at the pharmacy. Further incentives included free meal vouchers.

Improvements include more prescribers clearly identifying themselves on medication charts, allergy information completed with more details, and more appropriate use of leading and trailing zeros.

The group has now offered the programme to hospitals nationwide and is the basis of a zero tolerance campaign on prescribing mistakes due to start in the near future.

◆ **RUNNER-UP** ◆

Treatment of lupus nephritis involves multiple and potentially hazardous medications requiring close clinical and laboratory monitoring.

The care of patients suffering with this condition is complex and requires coordination and cooperation between multiple healthcare providers.

Sanja Mirkov, principal pharmacist at Middlemore Hospital, has developed a project to improve the care of lupus nephritis patients. The result is a lupus nephritis pathway, a tool for medical professionals and nurses, to reduce the gap between evidence-based protocols, guidelines

and the current practice.

The tool aims to reduce hospitalisation due to side effects of intravenous cyclophosphamide (IV CYC) therapy and improve patients' quality of life.

Lupus nephritis pathway ensures assessment of clinical and laboratory data, documentation and administration of CYC infusion, documentation of the care provided and patient follow-up and evaluation of therapy outcomes. It also improves data collection.



Kathryn Bennett, product manager of Abbott with the award for Technician of the Year. Winner Stacey Haig was fog-bound in Queenstown

◆ **WINNER** ◆

Cromwell Pharmacy technician, Stacey Haig, set up a system so members of her community could receive a warning their repeat prescriptions were due.

She says many customers were frustrated at missing out on their repeats, as the prescription may have expired by over a month by the time they came to collect it.

Patients signed up to the Repeat Reminder Service would receive a text message or email when their repeat is due to be collected. While the system is user-friendly, Stacey initially had a few difficulties.

Some patients just pushed the reply button on their phone or email and sent a message back to the pharmacy requesting a repeat, rather than phoning. Some people also thought the pharmacy would automatically make up the repeats, and some thought the system would inform them when to go to the doctor for a new prescription.

But, overall, the objective of supplying Cromwell community with a user-friendly Repeat Reminder Service has been achieved.

Stacey says she initially thought only a few people would sign up, but within 10 days the pharmacy had 24 members. Ten days later membership rose to 41 and by the close-off, 77 people had signed up.

The community is embracing the service which adds value to the existing prescription service. People are grateful for the reminders, Stacey says.

◆ **RUNNER-UP** ◆

Bone density testing can help prevent osteoporosis, a silent disease that affects one in two women and one in three men over 60.

Pharmacy technician Jodie Adam plays a part in preventing osteoporosis in her community by advertising, promoting and performing bone density tests in South Island pharmacies and at the Dunedin Women's Expo, where she performed 52 tests in four working days.

Her total profit was \$1770.56 which included the sale of Clinicians Bone Care supplements.

Visitors were pleased to have their bone density measured without requiring a doctor's referral and to be put on a waiting list to receive the test.

The patients also appreciated the time Jodie took to explain their results, and what they should do to halt the decrease in bone density if needed.

More than half the patients tested were below average bone density level for their age, with the lowest result being a woman in her thirties whose reading was off the bottom of the chart.

**sanofi-aventis**

Wish to congratulate

Jan Goddard  
Fiona McNabb  
Shelley Proctor  
Julie Vickers

of Pharmacy Services Team  
Waikato Hospital

Winner of  
'The Innovation in  
Hospital Pharmacy'  
Award 2009











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Because health matters



**COSMETIC MARKETING**

*Sponsored by Pharmacy Today & ProPharma*



Linda Hebden (left) accepts her award from Neva Sinclair, editor of *Pharmacy Today*

◆ **WINNER** ◆

By “turning back time” in July 2008, Linda Hebden smashed the target set by Elizabeth Arden at the launch of the Prevage anti-ageing range by a whopping 2156%. Through her

innovative selling technique, she became New Zealand’s top-selling Prevage consultant for the month of July.

Linda is the Elizabeth Arden counter manager at Albany Village Care Chemist,

a pharmacy that has little foot traffic, yet performs well.

Linda headed an event entitled “turn back time” where loyal customers were taken to a venue and treated to music by “Cher” and “Dolly Parton”.

Guests received samples of the product as prizes.

They could purchase the night cream and receive the day serum at half price. Customers who took advantage of the offer could win an eye cream.

During the evening, Linda realised anti-ageing was a sensitive topic for some women. So, she extended the offer to the following day, for those who preferred a more discreet consultation.

“It was a fine line between a sale and a missed opportunity,” she says.

The sales on the night were high, with more sales from the same customers in the

following days.

Linda’s successful evening was put together under a tight budget of \$1200 – the cost of a single page advertisement in the local newspaper.

◆ **RUNNER-UP** ◆

When Shiseido sales began dropping, Lily Shen decided to do something about it. Lily, the Shiseido counter manager at Life Pharmacy St Lukes, wanted to increase her database and boost sales.

A five-day international make-up and luxury facial event was organised.

The promotion included hosting international Japanese make-up artist Hiro Nemoto, who gave customers 40-minute makeovers in-store. The result was 95 new database members.

Lily believes in “omotenashi” – the Japanese art of empathy and pleasing the customer – so each customer

received this service which added to Lily’s success.

Lily’s Shiseido promotion earned her the status of Ginza Elite Beauty Consultant. She received notification from Shiseido that she was at the

very top echelon of what can be achieved in promotions in New Zealand.

And, if that wasn’t achievement enough, all through the promotions, Lily was pregnant.



**PHARMACY ASSISTANT OF THE YEAR**

*Sponsored by Voltaren & Novartis Consumer*



Te Ana Simmonds accepts her award from Novartis Consumer Health country manager Peter Downer

◆ **WINNER** ◆

Te Ana Simmonds has been smokefree for six months, and is now helping others in her community.

The Leabank pharmacy assistant struggled to quit for many years but found the combination of smoking cessation products, encouragement and inner strength was what was required to quit and remain smokefree.

“My success has encouraged me to mentor others through the difficult process. I feel I can make a difference to a very ‘at risk’ population,” Te Ana says.

Te Ana recruited clients to smoking cessation programmes by raising customer and community awareness through displays, communicating with neighbouring GP practices and marae, offering her services as an in-store quit smoking consultant, and facilitating a presentation on smoking cessation at her local marae.

Once patients were recruited, follow-up through regular telephone and personal contact occurred.

One hundred and twenty customers enrolled in smoking cessation treatment via Leabank Pharmacy from September 2008 to March 2009. An average of 44% remained smoke-free after three months in the months.

As at 31 March 2009, enrollees in the months of September to October 2008 achieved a 33% cessation rate, compared with 15% unsupported interventions.

Te Ana found smoking cessation rates can be maximised with a combination of cessation products, maintaining regular contact and providing encouragement and support.

“Statistically this project was, and continues to be, a resounding success. Personally I am smokefree six months down the track and feel I am empowering others with my new-found strength,” Te Ana says.

◆ **RUNNER-UP** ◆

How does one go from a turnover decline of 7% to increasing fragrance sales by 28% in one year? Ask Hannelie Gough, pharmacy assistant from Life Pharmacy Botany.

In the financial year ending April 2008, there was a turnover decline of 7%. Hannelie wanted to increase sales by 15% by offering better pricing, fragrance selection and service.

Promotion and advertising strategies were developed using marketing plans from Life Pharmacy head office and from her own pharmacy.

These involved exclusive launches, discount events and promotional windows.

For the financial year ending April 2009, there was an overall increase of 28% in sales and a 3% increase in gross profit, which exceeded expectations.

To have achieved these results underlying goals had to be met, including improving counter service, achieving daily targets, promotion to customers and better price points.

Hannelie’s hard work saw her not only surpass her targets, but she was also selected to attend the Estée Lauder and Aramis Conference.

**NOVARTIS**

**Congratulations**

Novartis Consumer Health is proud to present

**winner**

**Te Ana Simmonds**

and

**runner-up**

**Hannalie Gough**

with the

**Pharmacy Assistant of the Year Award**

Medicines have benefits and some may have risks. Always read the label and use as directed. Incorrect use can be harmful. If symptoms persist or you have side effects see your health care professional. Novartis Consumer Health, Auckland