

Pharmacy S.O.S

First Newsletter

Welcome to Pharmacy S.O.S' First Newsletter



Finally, Pharmacy S.O.S will now be publishing its newsletter on a regular basis starting from this very first issue. It will contain what we hope will be some interesting reading to you. We do hope you enjoy this

first edition, and if you would like to contribute, please do not hesitate to email us at editor@pharmacysos.com.au. We look forward to hearing from you soon.

ISSUE 1, MAY 2011

Features:



Pharmacy S.O.S is a true 24/7 service. We describe briefly two examples that indicates how we can assist you in a sticky situation, at NO extra cost!

1



Amy Page is a locum and consultant pharmacist livin' on the road. Literally!! Read more about her fascinating travels.

2



Motivate your staff! Find out about the three most influential motivators and use them to help motivate your staff.

2



Direct to Consumer Advertising of Home Medications Reviews.

3

"60 Minute Locum Service Or It's FREE!"

True 24/7 Service: Call SOS 24/7 on 130 505 247

We recently had two calls from shops that needed urgent assistance in keeping their shops open.

The first was a call at 3am after an emergency by a pharmacist who needed a locum to open the shop at 9am, as they could no longer be there to open. Pharmacy S.O.S took the call and arranged for the

pharmacy to be attended by a locum pharmacist and open on time.

The second was a more typical scenario that involves a ~7am call for help. Again, a locum pharmacist is quickly deployed to the shop for prompt attendance. Just another day at the S.O.S office! So please don't hesitate to call us *anytime, no extra fees.*

Staff Motivation - The Key To A Driven Business

In order to motivate your staff, from an employers point of view, you should understand that \$\$\$ are not the one and only thing that motivates!

When ranked on a list of 15 other factors, salary and job security will come far below that of a sense of achievement, recognition and responsibility.

ACHIEVEMENT

By having clear tasks set out with target dates and clearly identified Key Performance Indicators (KPIs), you can create

a sense of achievement that will motivate your staff to drive the business and achieve greater and better KPI results.

RECOGNITION

Make sure that the hierarchy recognizes the achievements and progress of those under their supervision.

The power of a "well done" cannot be under estimated and will rest with the mind of the receiver of those comments for some time, motivating them

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Staff motivation can be as simple and cost effective as understanding what your staff really need. And most often, they are simply the need to achieve, be recognized, and have responsibility.

Amy Page: Livin' On The Road.



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Amy Page and an image of their Landcruiser and caravan in the snow.

Amy Page is a locum and accredited pharmacist travelling around Australia with her husband and four young children under the age of 10 years old.

They live in a specifically designed 22' caravan towed by a Toyota Landcruiser, and have been travelling since January 2010 on an open ended trip.

Follow their travels at www.livinontheroad.com.au website where you can find videos, photos and blog as well as a FAQ page about their travels. The website is nominated for **Best Travel Blog** by Bloggers Choice Awards. Jump online and follow Amy on her fascinating trip, and may be book her for locum work when she's in your country town!



Home Medication Reviews: Direct to Customer Promotions

An article in a recent [Pharmacy News](#) (28/4/11) eZine brought to the attention a study by the University of Sydney which indicated that direct to consumer marketing of HMRs can increase uptake of this service and reconcile some common misconceptions such as privacy and safety concerns.

From a personal experience, I can confirm that direct to customer promotion of HMRs has many benefits and will provide a successful and surprisingly rewarding response ratio if targeted well.

Here is one method that we adopted in some pharmacies to yield some results:

1. Identify patients who will benefit from a HMR. You may wish to target patients over a certain age (if you record their birth dates), or perhaps those on particular medications such as low therapeutic index items like warfarin or digoxin. There is a never-ending list of patients you can choose to target, one group at a time.
2. Sending them a letter explaining that they may benefit from a HMR, what a HMR is and why they will benefit. This letter can take in to account the study from the University of Sydney in ensuring that it addresses the issues discussed as barriers.

Continued...

HMRs: Direct to Consumer Promotions (Continued)

3. The letters should be *targeted* and *personally addressed* in order to achieve maximum effect. Another inclusion which has increased response rates was a tick box at the end of the letter for the patient's to return to you, indicating they are interested in a home visit from the pharmacist.
4. And finally, once you receive feedback from the letter, contact the doctor to organise a referral.

You can easily automate this process using simple tools and the database that you already hold in the pharmacy (your dispensing software!). You will have plenty of HMRs to keep you busy, and plenty of happy customers knowing their pharmacist is looking after their specific needs.

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Staff Motivation (Continued)

to achieve more in earnest, wanting to hear those words yet again!

RESPONSIBILITY

Give the responsibility of decision making to the staff (after good training!) and watch them grow and *own their given duties* in that business. Watch over them constantly and undermine their decisions, and watch them deteriorate in motivation and become indifferent... The key here is to provide that training.

Company policy and

Administration ranks as the highest **dis-satisfier** in the workplace. One such policy is the *social networking policy*.

With the advent of smart mobile technology and generous cap plans, accessing these sites on ones own devise at work is easily achieved and blocking these sites simply ignites the user's ability to access them on their own mobile devices.

And with that in mind, how much resource should we really be putting in to blocking them?

FEE FREE CANCELLATION



Unlike any other agency, we have a zero fee policy for rescheduling or cancelling of shifts that have been confirmed. Book your locums with peace of mind! No need to worry about cancellation fees EVER again!



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