



Pharmacy Industry

# AFSPBBN Workshop

## Friday 18<sup>th</sup> Sept 2009

1.30pm – 5.00pm

ADVISORY

# Agenda

- Revisit the May 2009 workshop outcomes 1.45 – 2.15
- Insurance opportunity (Bundaberg) 2.15 – 2.45
- Brand development (Rockhampton) 2.45 – 3.15
- Information sharing opportunity (AI I) 3.15 – 3.30
- Individual society updates 3.30 – 4.45
- Where to from here ? 4.45 – 5.00



# Review May 2009 output

# Shared vision five/ten years out.....

1. **A culture of skilled Boards working collaboratively to achieve these goals**
2. **Remain competitive and continue to lower operating costs through benefiting from economies of scale and knowledge sharing**
3. **Go anywhere in Australia and see a “brand” recognised as the “Friendlies” and known as the professional health care providers**
4. **Foster the concept of mutuality, community looking after community and have consumers understand what we are all about**
5. **A desire to be involved in other health related services to supplement pharmacy and remain relevant to our communities**
6. **Growth in the number of Friendly Pharmacies and allied health operations around the country**

# Opportunity analysis

## **(1) A culture of skilled Boards working collaboratively to achieve the vision**

### **1.1 Knowledge and process sharing with each other to help Societies Boards' move to be more skilled based**

- Finding new Directors and encouraging retirement of those who cease to add value
- Addressing gender or other in-balances

### **1.2 More communication between Board Members**

- Meetings of Boards/Directors together to share experiences and learnings, training sessions, perhaps CEO/one board member to a meeting each quarter
- Shared session at National Conference for all attendees from the group. Include Directors and CEO
- Shared Directors between organisations

# Opportunity analysis

## 2 Remain competitive and continue to lower operating costs through benefiting from economies of scale and knowledge sharing

### 2.1 Group negotiations (or collaborative approach lead by the organisation with the most relevant experience and skill) for services including:

- insurance (this should be an early win through a group tender process)
- IT (software other than support which needs to be provided locally),
- banking (subject to special arrangements with local banks such as Bendigo),
- utilities (in particular, communications and not for profit rates etc),
- media and printing (pads, membership cards, marketing collateral etc)

# Opportunity analysis

## 2 Remain competitive and continue to lower operating costs through benefiting from economies of scale and knowledge sharing

### 2.2 Share the details of operating procedures and systems including

- staff rostering and pay negotiations,
- IT integration processes and software,
- recruitment,
- training processes and programs,
- taxation structures

# Opportunity analysis

- 2 Remain competitive and continue to lower operating costs through benefiting from economies of scale and knowledge sharing**
- 2.3 Consider the establishment of a limited buying group to acquire trading stock that is focused initially on generic ethicals (following the changes proposed in 2010). This sector should be the easiest to tackle from compliance perspective. Subject to the success of this, consider expansion to other stock lines**
- 2.4 Share administration resources – eg payroll**

# Opportunity analysis

## **3 Go anywhere in Australia and see a “brand” recognised as the “Friendlies” and known as the professional health care providers**

- **Develop an Australia wide “Friendly” brand (or sub-brand) that would provide great value in the long term through:**
  - Promoting customer trust and loyalty
  - Assisting growth opportunities
  - Lowering costs of marketing and media
- **The brand could be developed now and implemented by pharmacies over a limited number of years (say 3) as sites need re-furbishing**
- **Would need funding in advance of many organisations receiving benefits**

# Opportunity analysis

**4 Foster the concept of mutuality, community looking after community and have consumers that understand what we are all about**

**4.1 Ensure that the Brand development project identifies this key concept and relates it to our consumer**

**4.2 Share marketing material and marketing ideas that promote this concept**

# Opportunity analysis

## **5 A desire to be involved in other health related services to supplement pharmacy and remain relevant to our community**

- Share information and experiences of the benefits our communities receive from broader service offerings

## **6 Grow the number of Friendly Pharmacies and allied health operations around the country**

- Share knowledge of how to identify opportunities and implement new business models

# Priorities

## 1 Start with insurance as a test project to determine and demonstrate:

- The savings that can be made and how the group can work together to achieve outcomes

### Bundaberg Friendly Society will (by August 2009):

- co-ordinate the project
- gather the information from each organisation needed to prepare a brief
- develop a brief and invite brokers and the Guild to tender
- assess tenders, negotiate with the preferred tenderer and notify outcomes
- prepare a summary paper of the project to present at AFSPA conference

# Priorities

## 2 Assess the viability and cost of developing a brand

**QC Friendly Society (in collaboration with RFS will (by August 2009):**

- co-ordinate the project
- prepare a brief and circulate to all attendees for input
- invite marketing consultants to provide estimates
- assess prices and prepare a summary to present to the AFSPA conference

# Priorities

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## **3 Establish initial information sharing process**

**QC Friendly Society will co-ordinate the establishment of monthly chain e-mail between CEO's to share any useful information or learnings on a regular basis**

# Next steps

- **Create an initial fund of \$2k per Society to show commitment to the cause – AFSPA bank account by end of May 2009**
- **Next meeting to be held at AFSPA conference (Friday pm) for CEO/Chair/Directors (including invite to other Friendly Societies to attend). Agenda structured around:**
  - demonstrate benefits arising from insurance project,
  - consider quote for Branding,
  - set future projects timetable,
  - receive commitment indications from all Friendlies present,
  - discuss structural and funding options (maybe)

# Opportunity one - Insurance

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# Opportunity two – Brand Development

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# Opportunity three – Information sharing

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# Society Updates

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