

ReDirect to Mawdsleys!

One message has been coming through loud and clear during the last 18 months and that is that the direct to pharmacy schemes introduced by major drug manufacturers are causing pharmacists a daily headache as they struggle to get hold of drugs for their patients.

Manufacturers such as Pfizer argue the scheme was introduced to reduce the incidence of counterfeit drugs by keeping closer control on distribution. However, the real impact has been that it has restricted the supply of pharmaceuticals and caused endless problems to pharmacists who have to use stretched resources to try and source them via several different wholesalers.

Just as other wholesalers, Mawdsleys has been affected by this but now has an answer to the problem with the introduction of ReDirect. ReDirect is a simple order factoring scheme that allows pharmacists to source everything through just one wholesaler again.

This is how it works:

- You simply fill out a form which agrees that Mawdsleys can, on your behalf, redirect any drugs which Mawdsleys cannot supply to another wholesaler who may have them. You can specify which wholesaler you would like Mawdsleys to use.
- Once the scheme has been set up, you order all products through Mawdsleys as usual including the ones Mawdsleys don't stock.
- If Mawdsleys can supply the product, you will receive it with a better discount than through DTP schemes.
- If a product is not available, the order will be electronically sent to your chosen wholesaler who then supplies the product directly to you.

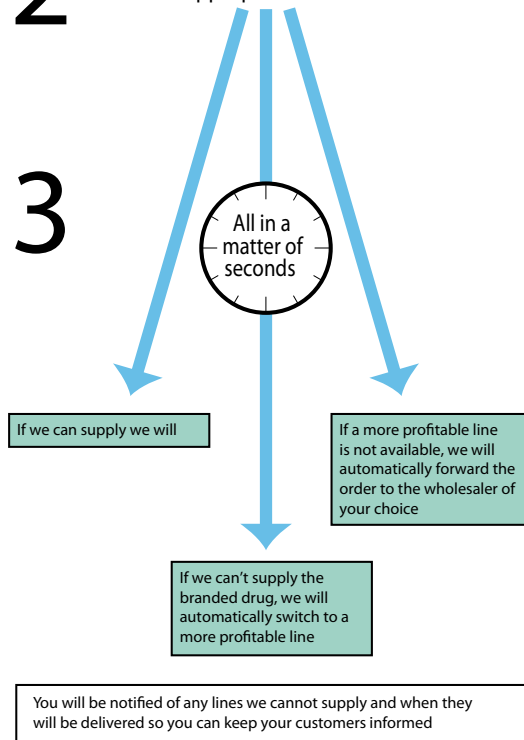
The benefits:

- You no longer have to think about where to order supplies from - everything can come through Mawdsleys.
- You receive additional discounts on lines supplied through ReDirect.
- You are informed via email or fax which lines have been redirected and when they will be delivered so you can keep your patients up to date.

Pharmacist Geraint Short of Shorts Chemists in Liverpool is already using the scheme and

Follow these easy steps to ReDirect:

- 1 Order all your products electronically through Mawdsleys
- 2 Mawdsleys will then redirect your order to the most appropriate source:



And it's as easy as that!



tells us: "ReDirect is a great idea which just makes my life easier. When direct to pharmacy was introduced I really did not want to have to go via several different wholesalers. I was committed to using Mawdsleys because they have always given me such a good service and I was therefore delighted when they introduced

the ReDirect service. Re-Direct is completely hassle free, I simply put all my orders directly through Mawdsleys without having to think about it and everything works like clockwork. A great scheme!"

To sign up, ring the ReDirect hotline on 0161 742 3355 or speak to your BDM.

Be a Mawdsleys advocate

As a valued customer, you know what an excellent, professional and cost effective full-line wholesale service you get from Mawdsleys, but do others? We want every independent pharmacist in the country to know that community pharmacy is at the very heart of our business and that we can offer:

- 20,000 products in stock
- Extensive generic and PI stocks
- Full range of business and marketing support packages
- Local customer service teams

So why not recommend us to a fellow pharmacist and, following a visit to them by one of our BDMs, we will give you a bottle of bubbly to say thank you!

All you have to do is email details of who you have recommended us to plus your contact details – it's really that simple!

Email: info@mawdsleys.co.uk



Orderpad packshots coming soon

Mawdsleys unique Orderpad facility is improving with an upgrade which will see top promotional lines for PIs, generics and OTC featured with images and a "buy now" option.

For anyone not already familiar with Orderpad, it is a facility easily installed on your pharmacy system and holds every Mawdsleys product in categories, allowing customers to build an order and send it direct to Mawdsleys.

Current Orderpad features include:

- Full Mawdsleys product listings
- Easy to switch between PMR and Mawdsleys Orderpad
- Broadband transmission makes it quick and efficient
- Receives automatic daily updates ensuring the product file and prices are always accurate
- Allows you to track what you are spending

So, don't delay, sign up for Orderpad today and be ready to take advantage of Orderpad packshots facility – coming soon!

To sign up for Orderpad, simply email joanne.eccleshare@mawdsleys.co.uk or call Joanne on **0161 742 3355**.

Use Orderpad
for a simpler life



A world class pharmacy

Over 100 North West pharmacists had the chance to listen to Sue Sharpe, Chief Executive of the PSNC, deliver a personal view on the changes that need to be made to deliver a world class pharmacy service. The event, sponsored by Mawdsleys, also gave many members of the audience the opportunity to give their views and **concerns surrounding the pharmacy industry**.

Sue Sharpe told the delegates: "We do not have a world class service at the moment, but why not and **what needs to change in English pharmacy to make this a reality?** Firstly we need to look at the three major components – pharmacy, patients and pharmacists themselves."

"PCTs have no money to pay pharmacists for services and equipment!"

"Pharmacy. They need to be fully resourced in terms of finance, premises and staff who must have the necessary skill mixes to deliver reliable care to patients."

"Patients. What do they want from a pharmacy? They want to be able to access local care, advice and support from a team of skilled people."

"Pharmacists. They need to use their skills to advise and help people keep well. Pharmacists not only have to help people with short term illnesses but also support the increasing number of people with long term conditions who can keep well with the right care."

"So what are the barriers to us achieving this?"

"Pressure on time, increasing volumes of work and mountains of paperwork are all issues. The problems surrounding the sourcing of supplies, something which wasn't an issue less than 3 years ago, is causing a real problem to pharmacy."

"Collection and delivery takes up so much time it stops us delivering other services."

World class pharmacy service



**Nigel Milligan,
Mark Collins,
Sue Sharpe
and Mark
Brockhouse**

“Pressures on resources. Pharmacists are feeling the squeeze on income and pharmacy funding. Some of this is due to the number of pharmacies which has grown from around 9,500 to over 10,500 in a short space of time. There is also a problem with lack of resources for not only staff recruitment but the development and training of staff to ensure they have the necessary skills to deliver the new services.”

“If we aren’t able to supply a drug and the patient suffers, who is ultimately liable?”

“Confidence, or lack of confidence in the Government’s commitment to providing funding and resources is another issue that needs tackling urgently.”

“Pharmacists need to commit themselves to delivering a world class service but it is obvious that many still feel uncertain as to what the future holds.

“So where does pharmacy want to be? With an ageing population, emphasis has to be placed on the importance of preventing illness, keeping people healthier for longer.

“Big pharma have already got a grip on wholesalers. How long will it be before they dictate what products a pharmacy will receive? Very worrying!”

However, to deliver this we will have to invest in staff training.”

“Caring for people with long term conditions is another important area for us to focus on. Pharmacy can support these people especially early after diagnosis by stabilising them on their medication and helping improve compliance.”

“PCT commissioners just don’t understand business. They think £1 in the till equals £1 profit!”

“Minor ailments is something which is already happening successfully in some areas even though GPs are feeling threatened by this and are still reluctant to hand this over directly to pharmacy.”

“The pharmacy white paper recognises what pharmacy could deliver but can we realistically achieve this? Well the answer is a resounding yes if funding, adequate resources and sourcing supply problems are resolved. We are not far from delivering a world class service but we just need that extra commitment from both the NHS and contractors to get there.”



**Denis
Whiteside**

Picture this!

Salford artist, Denis Whiteside, who has a permanent display of his work within Mawdsleys headquarters, is also featuring in the Notion Pictures exhibition at Salford Art Gallery.

Running until 9 August, the exhibition by Denis and fellow artists Andrea Cotton and Ian Irvine is eloquently described as “an exhibition by three artists who look closely at and make use of language and symbol, art and common objects, song titles and common phrases. These elements are then presented using a method or process which illuminates that idea, sometimes with a dash of humour or even obsession.”

So there really is something for every taste – don’t miss it!

Making the most of generic PIs?

Prescribing habits have changed and nowadays virtually all prescriptions are written by their generic name. Because of this, many more parallel imports (PIs) are being licensed by their generic names either as an alternative to the brand name or because they are more suitable to the UK market under their generic name.

But are you sure you’re making the most of this?

Are you making the most profit from each prescription?

Do you regularly check each prescription for a PI generic option?

Or, do you just find the whole area confusing?

Well don’t worry, help is at hand. Here at Mawdsleys you can now find generic PI’s listed in our generic books, our PI books, on our electronic product lists and in separate promotional pages.

All you have to do is:

- Identify the product by its generic name
 - Order it from Mawdsleys by its generic name
- RESULT – YOU RECEIVE THE MOST PROFITABLE PRODUCT YOU CAN POSSIBLY DISPENSE!**

Luto acquisition enhances Clinical Trials division

The Mawdsleys Group has recently acquired Luto Research Ltd to build upon its existing expertise in clinical trial services. Luto specialises in developing, enhancing and testing communications to patients and healthcare professionals, and will naturally complement Mawdsleys' recently launched clinical trials division, Wellspring Clinical Services.

Commenting on the acquisition, Ian Brownlee, Chief Executive of Mawdsleys said: "We believe that Luto's pioneering work in testing and refining patient and healthcare professional communications will have immediate synergies with other group companies such as Wellspring. We are particularly keen to apply the methodology resulting from Luto's research into the area of clinical trials patient information and

informed consent, which we believe will bring real benefits to clients."

The acquisition serves to strengthen the capabilities of Wellspring, which is a specialist company providing worldwide support in the clinical trials arena. Based in Doncaster, the company was a natural evolution for Mawdsleys, which has over 100 years' experience in pharmaceutical logistics.

Heading up Wellspring is Dr Catherine Harper, Clinical Trials Business Manager with QP Steve Garner and Clinical Trials Co-ordinator Helen Williams making up the core team. "Wellspring's key service is the smooth importation and distribution of clinical trial products to and from countries all around the world, which is particularly relevant when administering major multinational clinical trials" comments Catherine. "With a highly experienced resident team of EU Qualified Persons, we are already handling an ever growing portfolio of products and can provide solutions for trials small and large."

For more information contact Catherine Harper on 01302 553019 or email c.harper@wellspringclinical.co.uk

Wellspring's purpose built facilities



Overlabelling a hit with out of hours services

With patient safety at the top of everyone's agenda, Mawdsleys overlabelling service is proving to be a big hit with GP out of hours (OOHs) services.

One of the first OOHs services to use Mawdsley's overlabelling is Shropshire Doctors Co-operative, Shropdoc. Shropdoc is a not for profit company which provides services to 600,000 patients in Shropshire, Telford and Wrekin and Powys. With over 300 GP members, Shropdoc were looking for a competitive and reliable supplier to meet their OOHs requirements. They now purchase products from Mawdsleys complete with professional, bespoke labels containing all the compulsory health and safety warnings in compliance with MHRA regulations and dosage information. Now, when Shropdoc GP's are out on home visits, their kit bags contain fully labelled products and the GP's simply have to fill in the patient's personal details.

Mark Brockhouse, Mawdsleys Commercial Manager, comments: "Overlabelling is a growth area for us and we are currently in talks with several PCT's to discuss further opportunities for the service. The feedback we have from users is all positive especially in terms of speed, efficiency and most importantly, patient safety."

For further information on Mawdsleys overlabelling service, please contact Cheryl Wilkinson on 01302 553009 or email cheryl.wilkinson@mawdsleys.co.uk

Easy does it with StockAdvisor



Mawdsley's IT arm, Positive Solutions, has launched StockAdvisor, a brand new service which carries out nationwide comparisons and recommends the bestselling OTC products to pharmacists.

Positive Solution's Clare Ball, who is heading up the service, explains: "Busy pharmacists just simply don't have the time to regularly review their stock which is why StockAdvisor is so convenient. We take all the hard work away by presenting an up to date, fully personalised report every single month which compares all individual pharmacy top selling lines with national best sellers. The report also takes into account important seasonal factors and recommends lines that should be in stock at certain times of the year so that pharmacists don't ever miss out on important OTC sales."

Sign up for StockAdvisor and receive three month's trial reports free of charge. Normal price, £25.00 per month.

For further information, please contact Positive Solutions on 01257 235910 or email info@positive-solutions.co.uk



Lucky Sue Seed receives her VIP tickets to see Take That from Mawdsley's Business Development Manager, Peter Cross

Take That winner Shines

'It only takes a minute' and a little 'patience' to enter, but it was all worthwhile for Pharmacy Technician, Sue Seed from Broadway Pharmacy in Preston as she was the lucky winner of two VIP tickets courtesy of Mawdsleys to see the legendary Take That at Old Trafford Cricket Ground in Manchester.

Mawdsleys ran the competition in their P&P magazine and had literally hundreds of entries, but it was Sue's name that was the first to be pulled out of the hat!

Not only did she win reserved VIP seats on the balcony of the main pavilion but was also treated to a three course dinner before the lights went down and the lads came on stage to perform their world famous hits.

As if this wasn't enough, Sue then had a VIP pass to attend the post-concert party to round off what was a truly amazing experience!

Don't miss out – look for the next competition in August's P&P!