

Choose your partner carefully

People frequently talk about the rapid rate of change but nothing can compare with the hurricane of change currently sweeping through the pharmaceutical world. Retail pharmacy margins are under unprecedented pressure from both government and manufacturers, service commissioning is patchy and the supply chain is in danger of being destabilised by the pharmaceutical industry.

Faced with so much adversity, it is more important than ever that pharmacists are allowed to continue to focus on patient services without financial distractions or the impact of corporate and political decisions. Taken together with the leadership vacuum in traditional professional organisations, where do pharmacists go for support?

Choosing the correct business and political partner is absolutely vital and the basis for choice has changed profoundly. As far as representation is concerned, emerging organisations such as the Independent Pharmacy Federation (IPF) will need to develop very quickly to fill the vacuum left by RPSGB and an increasingly beleaguered PSNC.

Commercially, life is altogether different. The long standing and highly effective full line wholesale model has been seriously undermined by the pharmaceutical industry and will be replaced by an altogether different distribution and discount model.

With so many permutations to the delivery/discount formula for branded ethical products, their contribution to the profits of pharmacy contractors is diminishing rapidly. Inevitably your choice of supplier has to reflect this as those wholesalers adopting direct to pharmacy schemes lose control of discounting.

Continued on page 4



Ian Brownlee



L-R: Paul McAllister (sales director, Mawdsleys), Hemant Patel (president, RSPGB), Martin Jones (commercial manager, Positive Solutions) and Saul Tendeler (head of pharmacy, Nottingham University)

Model pharmacy unveiled at Nottingham University

Thanks to Mawdsleys and Positive Solutions, students at The University of Nottingham's state-of-the-art School of Pharmacy can now train in a realistic environment due to a new, fully operational, model pharmacy.

Mawdsleys spent £15,000 planning and co-ordinating the design and fitting out of the model pharmacy, including all fixtures, signage, merchandising, dispensary and consultation areas. They also supplied the model pharmacy with a comprehensive stock of dispensed and OTC medicines. Pharmacy software specialists, Positive Solutions, part of the Mawdsleys group, installed a £10,000 fully functional three station Integrated Pharmacy System incorporating a PMR terminal in the dispensary and EPoS system on the counter.

President of the RSPGB, Hemant Patel, attended as guest of honour at the official opening where he talked about the need to create a new culture involving science education, practice and regulation.

Mawdsleys' retail services director, John Davies, comments: "We were delighted to be involved in this groundbreaking project. The University's School of Pharmacy is renowned as being the highest ranked teaching facility in England. This model pharmacy will provide pharmacists of the future with the ideal training ground to perfect their dispensing skills and gain valuable experience with the specialist IT software and equipment that forms such a crucial part of pharmacy today."

Martin Jones, commercial manager for Positive Solutions, said: "This is a great step forward for the University giving it outstanding and unique teaching facilities. With the onset of ETP, IT has become an integral part of today's modern pharmacies. We are proud that our system is in use at the University and with the training we have provided on the PMR and EPoS systems, students will enjoy the benefits of this high tech facility for years to come."

An holistic approach to healthcare

Twelve months ago, Geoff Ray of Total Health Pharmacy in Watton, Norfolk, set up a pharmacy concentrating on an holistic approach to healthcare, hence the name Total Health Pharmacy.

Geoff says: "I wanted to offer not only a high quality traditional pharmaceutical service, but also an alternative approach to healthcare for those clients who want a more holistic approach. Along with many other people, including some GPs, I believe that conventional medicine can be complemented by other therapies to achieve improved healthcare.

"I drew on past experience of what customers had asked for, as well as looking at trends in healthcare and assessing what was available locally. The setting up of Total Health Pharmacy identified and filled a gap in the market. I also approached national organisations, such as the Health Professions Council, for advice on trends and the level of demand for such services, and recruited fully qualified, accredited professionals to provide the level of service Total Health Pharmacy expects.

"I started with the Yellow Pages and contacted local practitioners who might have been interested in providing their services. This quickly produced interested parties who were finalised after interview.

"There was a minimal cost in setting up the complementary services. Equipment and facility costs plus promotion and marketing were the main costs.

"Seeing clients regularly making repeat appointments and listening to their positive



Geoff Ray of Total Health Pharmacy

comments on the services they receive is confirmation that what we are doing is beneficial to their healthcare.

"I think the chiropody/podiatry service has had the biggest impact, especially with elderly and diabetic patients. The smoking cessation clinic is also working well with referrals coming from GPs, the NHS (via the Cignificant helpline) and also self-referrals. However, the lack of any PCT funding restricts the breadth of services we are able to offer now and in the future.

"My advice to other pharmacists thinking of offering similar services would be to research what is currently on offer in the local area, research the qualifications and credentials of any healthcare practitioners you intend to use and be prepared to promote and market these services to 'non-believers'. Once they've tried them, most people will quickly see the added benefits of such therapies."



Golf spectacular

All you hard hitters out there should blank out Tuesday 9 September in your diaries as this is the date earmarked for Mawdsley's annual golf spectacular. This year the event will be held at Cheshire's magnificent Shrigley Hall Hotel.

Shrigley Hall Hotel Golf & Country Club is by far and away the most prestigious hotel in the area and has one of the region's best known golf courses - an undulating par 71 course set in 262 acres of magnificent countryside.

The 6281 yards, 18 hole championship golf course, was designed by Donald Steel and is a truly challenging opportunity with some spectacular holes and glorious views. As usual, this will be an occasion not to be missed! You have been warned!

Independent Pharmacy Federation (IPF)

The IPF was established with the aim of giving independent pharmacy a powerful voice, making sure that pharmacists' role in delivering healthcare in an effective and efficient way to the heart of Britain's communities, is recognised and rewarded.

The IPF has experienced a busy few months, chairman, Fin McCaul comments: "Through a lot of hard work, it seems that the IPF now has the ears of the Government and they actually seem to be listening to what the Federation has to say about the future of independent pharmacy.

"There have been some major issues affecting pharmacy that the IPF have been debating and responding to the media about including Lord Darzi's strategic review of the NHS, responsible pharmacists,

the Clarke enquiry, the OFT's decision on the wholesale supply chain and Category M.

"Because the PSNC has announced that pharmacists are being overpaid and the Government wants to claw back £400 million, (or nearly £38,000 per pharmacy) pharmacists should get ready to tighten up on spending, buying and borrowing and make provision for the next financial year because we have a tough ride ahead. The IPF believes that Category M is wrong. However the situation will continue until we all work together to initiate change."

Spring 2008 will see the IPF launch a major new membership drive but why not join straight away? Membership is absolutely free - to become a member simply, visit www.theipf.co.uk and fill in your details.



Ask **Michelle ...**

This month, our resident professional services guru, Michelle Biggs, tries to clarify the rules on DNG endorsement and has some advice on completing your patient satisfaction survey.

Are your endorsements on Zero Discount products legal? Do you know when and when not to claim?

We all know that in 2006 the rules for assessing whether products should be included in the zero discount list were amended.

The Department of Health stated that products have to comply with at least one of the following criteria:

- Controlled Drug – Schedule 2 or 3
- HazChem
- Cytotoxic or Cytostatic
- Refrigerated product

or, where the following all apply:

- Pharmacy contractors are not offered discounts by either the manufacturer, AAH or Unichem
- Fewer than 500,000 items of the product are dispensed per year
- The average net ingredient cost of the items is more than £50.

All products included in this new list attract no discount deduction, therefore **no endorsement is required.**

However, there is an exception to this rule – **specials.** Where a manufacturer's special or unlicensed product has been dispensed and no discount has been received, provided the product does not contain Controlled Drugs listed in schedules 1, 2 or 3, contractors should endorse **DNG** to avoid the discount deduction.

Remember only endorse **DNG** if you have **NOT** received discount on a product.

Have you completed your Patient Satisfaction Survey yet? No? Then here's some advice.

By the end of March 2008 you are required, as part of the pharmacy contract, to complete an annual patient satisfaction survey.

The survey must cover all aspects of the pharmacy and its services. However the number of surveys to be completed depends on your average monthly script items.

Average monthly volume (items)	Minimum number of returned surveys
0 – 2000	50
2001 – 4000	75
4001 – 6000	100
6001 – 8000	125
8001 +	150

Your survey should include a full range of patients that have received an NHS service from the pharmacy. Include patients with disabilities, the housebound or patients who do not speak English as their first language.

A national template has been agreed between the DoH and the PSNC. You must use this template but you are able to include your own specific questions within the survey. Contractors are free to conduct the survey themselves or employ an outside source.

Mawdsleys can undertake this survey for you at the cost of £125 per pharmacy. For more details, please contact us on 0161 742 3343.

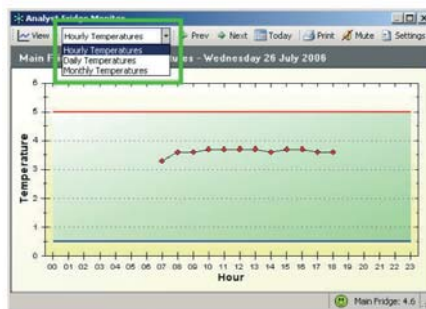
StockGuard could save pharmacists £000s

With the launch of Positive Solution's (PSL) StockGuard, pharmacists can now be assured that thousands of pounds worth of temperature sensitive stock will no longer be at risk.

StockGuard is a real breakthrough for the industry as currently already stretched pharmacy staff have to manually monitor and record fridge temperatures several times a day as part of a strict clinical governance regime. Now help is at hand as StockGuard will automatically record and electronically log the temperature of the fridge every 10 minutes, 24 hours a day. Running on any Windows XP Pro based PC, StockGuard will show the results graphically for easy review and audit.

In the event of there being a problem with the temperature fluctuating by as little as 0.5°C above or below the normal range, a warning pop up box will appear on the pharmacy computer system monitor, combined with an audible alarm, to check the fridge.

But it isn't only the fridge stock which can be at risk. Martin Jones, commercial manager, explains: "Although the fridge can contain



thousands of pounds worth of stock which needs keeping at low temperatures, many other pharmaceutical products still have to be kept below 25°C in the dispensary. Recent summers have seen this temperature regularly exceeded in dispensaries across the UK, risking

damage to expensive stock. The StockGuard system can monitor the fridge and the dispensary ensuring that all stock is protected 24 hours a day."

Pharmacist Mark Collins, based at Barkerhouse Pharmacy in Burnley, has been using StockGuard for a few months now. He comments: "The system is absolutely fantastic. Because it works automatically, constantly recording information, we don't have to think about temperature monitoring. Not only does it give us total confidence that items such as insulins and

vaccines are being stored safely, it also gives us physical readings as evidence which is important from a clinical governance aspect."

StockGuard is available to rent at £10 per month for the first monitor and £5 per month for each additional monitor.

For details, contact PSL on 01254 833338

Continued from page 1

A wholesale partner must excel in a range of services designed specifically to support your business. Competitively priced generics from a wide range of suppliers, adequate stocks of a large range of PIs, manufacturing and unlicensed medicine services, professional services, IT resource, business planning and marketing support all take on far greater importance. Here at Mawdsleys, we believe that our ability to adapt rapidly and effectively to changing conditions whilst still retaining the highest service standards, is the key to both our future and yours. Can the same be said of other wholesalers? Only time will tell.

Ian Brownlee, managing director

**Diwali Dhamaka**

Mawdsleys celebrated the Indian festival of light in style at the end of last year at the Lowry theatre in Salford. The festival was a great success and featured colourful dances, food, music, exhibitions.

Welcome aboard!

**Vijay
Tailor**



**Nick
Smith**



**Karen
McClelland**



Mawdsleys are delighted to welcome three new business development managers. They are Vijay Tailor who will be covering the East Midlands, Nick Smith, East Anglia and Northern Home Counties and Karen McClelland who will be working around the North West area.

**Amanda
Todd**



**Emma
Knowles**



**Danielle
Davies**



Also joining Mawdsleys at their Salford headquarters to boost the telesales team are Amanda Todd, Emma Knowles, and Danielle Davies.



**Congratulations to Emma Prince
from telesales on the birth of Kian**

Hamper winners

Mawdsleys' monthly guide and pricelist for OTC products and promotions, P&P, proved to be more than just useful for two of Mawdsleys customers as they won a fabulous hamper each, simply by entering the monthly spot the van competition.



Alison McWhirter (left) presenting Megan Bassett of The Bournville Pharmacy in Birmingham with her hamper.



Nick Smith (right) presents a hamper to Paul Rodwell of Bretts Ltd based in Oxford