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New super checklist

SIMONE ROBERTS

THE PHARMACISTS' Division of APESMA has developed a checklist to help locum pharmacists determine their employment status. According to Ted Smith, executive officer of the Pharmacists' Division, many locums may not be receiving the correct superannuation entitlements, due to confusion over their status as either an employee or a contractor.

"The nature of the engagement of locum pharmacists varies — they may be engaged as contractors by a pharmacy; as short-term employees of the pharmacy; or as employees of a labour hire agency. Superannuation arrangements are different for employees and contractors.

"Under the Superannuation Guarantee (SG) regulations, an employer must make super contributions at the rate of nine per cent for all employees who are paid more than \$450 per month," Mr Smith said. He said that generally speaking, locum pharmacists are regarded as employees if they contract to provide their labor to enable the employer to achieve a result and as contractors where they contract to achieve a result. Other considerations include how the work is performed, payment and scheduling of work.

While the checklist would help, Mr Smith said reaching a conclusion as to whether an individual locum pharmacist is an employee or a contractor

HIP group's pink fit

Store redesign aimed squarely at female pharmacy shoppers

TEGAN FLEMING

The HIP banner group is reinventing itself, with new branding and a new range of health solutions.

HIP (Health Information Pharmacy) group founder, Ken Lee, said the group's new-look pink and red branding was aimed at female customers.

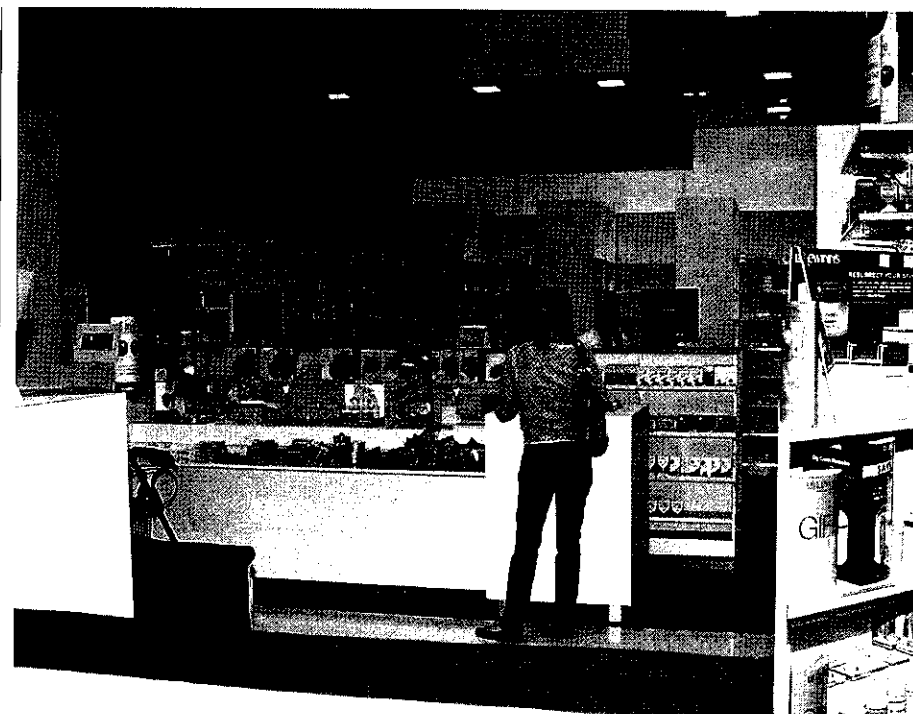
"A lot's changed from the old branding. We've done a complete revamp of the brand, looking at a revolutionary design for pharmacy which is focused on a female demographic — which is our core customer base — from 30- to 70-year-olds.

"This is the core person who spends in the pharmacy; the key spender and the key decision-maker in the pharmacy. So we started with that brief — plus creating a world's best practice pharmacy — in mind, and we sent that off to the designers. We've come back with a brand which focuses more on reds and pinks," Mr Lee said.

He said the new store design better reflected the HIP brand and would help boost revenue.

As well, the HIP group identified the key business categories which it sought to "own", in order to create loyal customers, Mr Lee said.

"So for example, we looked at creating a destination for weight loss, we've looked at creating destinations for cardiovascular disease, for diabetes and for smoking cessation, and targeted our store design and brand to focus on health solutions.



Makeover: The HIP banner group's new-look stores target a 30-to-70-year-old female demographic, which the group has identified as the key spending and decision-making customer.

"We're looking at these large key drivers to leverage off our prescription database to create more revenue and profit in these areas.

"At the same time, we've also reduced some of the categories that aren't selling within pharmacy, to free up some of that space."

Over the next 12 months, HIP will roll out a series of branded health solutions or "product programs" in which customers enrol to receive in-pharmacy consultations.

Mr Lee said HIP pharmacies would develop an online database of customers, recording details such as weight, biological age and bone density.

"We're really looking at creating a database of people with a variety of health conditions, and then selling the individual tailored solution to those conditions, whether that's weight or diabetes or cardiovascular," Mr Lee said.

Health-e-Weight, a meal replacement weight loss program, is the first of these and Mr Lee said Heart Plus was the next product in the works. (For more on Health-e-Weight see News Review, page 12.)

"We have a heart promotion going at the moment, on Healthy Heart product — a vitamin product. We're also doing a large letterbox campaign/marketing campaign off the back of that, to focus on cardiovascular health," he said.

Media misleading public on drug price hikes

SIMONE ROBERTS

THE PHARMACY Guild of

monly prescribed medicines under the reforms.

Journalist, Sue Dunlevy, wrote that consumers could

cheaper alternative at the benchmark price.

"This is misleading," said Kos Slavos, Guild president.

role to ensure the consumer is informed and aware that they have a choice not to pay a higher price for the drug they