

MEDIA RELEASE
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TerryWhite Chemmart's retail transformation and health strategies deliver results

TerryWhite Chemmart (TWCM) confirmed its retail transformation program was delivering significantly improved financial and operational results to its members, with the improved range outperforming the market and members experiencing substantial sales growth and gross profit margin increases.

TWCM CEO Anthony White said the network's retail transformation strategy also delivered improved COGS savings during the past 12 months with a planned program roll-out of similar yearly savings to be delivered over the next two years.

"Our key focus is to increase the efficiency and profitability in our pharmacies through simplified operations and reduced cost of goods by delivering a more productive product range and by promoting a differentiated customer proposition," Mr White said.

"Our strengthened marketplace position has provided a range of benefits for our members, including better supply chain efficiencies, a larger investment in marketing and operational improvements through a new enterprise resource management system," he said.

TWCM's detailed health strategy to drive pharmacy growth and increase customer engagement and visit frequency was outlined at its annual member conference held in Sydney this week.

"With one in ten Australians misusing medication, one in nine suffering from asthma and one in six Australians being affected by cardiovascular disease, our health strategy is focused on driving increased pharmacy patronage and brand differentiation through a calendar of health initiatives and by partnering with key health organisations to educate the community and work towards improving the health of all Australians," Mr White said.

In September, TerryWhite Chemmart will launch their annual blood pressure campaign, which aims to conduct over 10,000 blood pressure checks and raise awareness of heart disease, heart attack and cardiovascular disease which kills one Australian every 12 minutes.

To increase its customer engagement, the pharmacy network will also drive a comprehensive campaign over the next 12 months promoting its Health App to help its customers manage their medication and engage in health programs.

“We see this as a crucial service to help improve people’s health particularly as research is consistently showing that 50% of patients do not take their medication doses exactly as prescribed,” Anthony White said.

The conference also revealed the winners of the TerryWhite Chemmart H.E.A.R.T. Awards that cover recognition across health, customer service, innovation, service and leadership at their Gala Awards held last night in Sydney.

The most prestigious award of the year – the TerryWhite Chemmart Rhonda White Leadership Award was won by Judy Plunkett, an owner pharmacist for 36 years and a member of the TerryWhite Chemmart group for 25 years.

Judy is a member of the NSW Guild branch committee and played a major role campaigning on behalf of the industry in relation to the recent Codeine regulation changes. She was also instrumental in bringing more doctors to the Port Macquarie, NSW area to provide greater health care for her community.

“I’ve been in service to the community through pharmacy my entire life and I couldn’t be more proud to win this award in honour of Rhonda who is a great a leader for women,” Ms Plunkett said.

Pharmacy of the Year award was won by TerryWhite Chemmart Samford, Qld for customer service excellence led by owner and 2018 Pharmacist of the Year winner Karen Brown and TerryWhite Chemmart Chester Pass Albany, WA won the Innovation Award for a highly successful initiative that engages new parents.

Supplier Awards were also issued on the night to Total Beauty Network for Best Supplier Representative Support, Swisse for Best Pharmacy Promotion and BioCeuticals for Supplier of the Year.

Over 560 delegates attended this year’s TerryWhite Chemmart Member Conference in Sydney.

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PHOTO CAPTION 1: Pictured at the TerryWhite Chemmart Pharmacy Awards were (from left) Rhonda White, TerryWhite Chemists' co-founder; Judy Plunkett, TerryWhite Chemmart Rhonda White Leadership Award winner; and Duncan Phillips, Chief Operating Officer TerryWhite Chemmart.

PHOTO CAPTION 2: In September, TerryWhite Chemmart will launch their annual blood pressure campaign, which aims to conduct over 10,000 blood pressure checks and raise awareness of heart disease.

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