

MEDIA RELEASE
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TerryWhite Chemmart outlines health strategy and announces new advisory group to deliver improved health for all Australians

TerryWhite Chemmart's largest conference ever, with more than 560 registered attendees, formally kicked off in Sydney (Sunday, 26 August) with the announcement of a new advisory group; interesting insights on future pharmacy and digital trends shared by an expert industry panel including John Cullity (CEO EBOS) and Roger Millichamp (Apotex MD); and an outline of new health initiatives and partnerships.

CEO Anthony White said TerryWhite Chemmart was advancing its vision to become Australia's favourite pharmacy through the success of the retail transformation program being implemented across the network; increased customer engagement through the TerryWhite Chemmart health app; and amplification of health programs and initiatives that will focus on customer's key health challenges.

"We believe customers are looking for health advice from pharmacists that are professional, highly knowledgeable, engaging and efficient and we are strongly committed to ensuring our pharmacists, through the various programs and relevant training, are able to provide an increased service to their customers", Mr White said.

"Our strong health focus ensures our brand is both recognisable and authentic in a fragmented market.

"We are achieving this through fast tracking enhanced health programs around major health conditions of cardiovascular disease, asthma and diabetes complemented by targeted health campaigns.

"We also recognise that medication adherence is one of the key health issues facing our society and one we are committed to addressing through the ongoing development of our Health App.

"We are confident that innovations to be delivered through our health app, together with our commitment to continually upskill our pharmacists through our Masterclass program, will inspire loyalty and trust with customers.



-2-

“The TerryWhite Chemmart Advisory Group (TAG) will play an important role in the network’s development particularly around customer engagement, new health initiatives and pharmacy engagement.

“The role of the TAG as a trusted peer group is to provide leadership and ongoing engagement with members and importantly, input and feedback into key initiatives and their roll-out throughout the group,” said Mr White.

The three day conference will conclude Tuesday evening with a Gala dinner and the announcement of award winners for Pharmacy of the Year, Pharmacy Innovation, and Pharmacy Leadership.

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